

Lithuanian governmental organization working in environmental protection is looking for a solution to match green products with green consumers

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: TRLT20200721001

RICHIEDI MAGGIORI INFORMAZIONI

Lithuanian governmental organization is working in environment protection and is responsible for dissemination of information to general public. Seeing that simply informing the public does not automatically create an incentive to practically contribute to environmental sustainability, the organization is seeking a solution that could match green consumers with green products. Potential cooperation types might be license or technical cooperation agreement.

Lithuanian governmental organization is working in the area of environment, sustainability and green economy. They are continuously informing the public about environmental protection. However, simply providing information to public via conventional channels does not automatically create an incentive to make a practical contribution to environmental sustainability. Most Lithuanians feel the impact of environmental problems on their every day life and vice versa. Unfortunately, less than a third of Lithuanians feel empowered to contribute to environmental protection through their actions and therefore buying „green“ becomes a challenge. The governmental organization strives to provide consumers with reliable, relevant and easily accessible information about green products. The main objective of the initiative is to match green consumers with green products. A potential solution that the organization is seeking should provide various features, such as: - include information on the environmental damage of specific products;- offer alternatives to environmentally harmful products;- involve businesses;- involve NGOs (non-governmental organizations);- be user-friendly. Most important aspects of the solution are: - Reliability of information: environmental protection has already become a buzzword, which does not always mean that the company actually produces or uses environmentally friendly products, provides ecological services; - Relevance of information: due to research, green innovation and the transformation of the global economy, environmental standards are constantly changing, it is necessary to keep up to date with relevant information; - Integrity of information: environmental criteria for products and services cover a wide range of environmental factors that need to be integrated. In order to successfully develop a working solution, the organization will provide the partner with the criteria for environmentally friendly products and services. Additionally, the organization will foster social partnerships between the partner and other relevant players. Overall, the success of a solution could be measured by the amount of green products and services sold through the solution (affiliate marketing). Demand for green products and services covers most areas of economic activity, from agriculture and industry to repair services, restaurants and hotels. Therefore, creating a solution to match green products and green consumer could prove to be commercially viable and useful because: - It could be used for market analysis, demand / supply assessment;- It could be used to promote sales of products and services;- It could increase competitiveness and open up new markets. Possible type of partnerships between selected start-ups or growth companies may be for example licence agreement (buy a license) and technical cooperation agreement (need a technology to be developed). **IMPORTANT NOTE:** This technology request is part of an innovation challenge and is published on an open innovation platform. The innovation challenge is focused on encouraging the creation and use of innovative solutions for the government. The application deadline is September 11th. If a company/startup/innovator expresses interest in cooperation with this Lithuanian organization before closing date, it will be guided towards this open innovation platform where it can submit a proposal. The proposed solutions are presented at the Pitch Day, where all stakeholders gather in order to hear pitches proposed for the challenge. The best pitches are then selected after consultation with a panel of judges – experts that understand what will have the biggest impact. The selected teams proceed to the next phase of the innovation challenge – Accelerator process in which their ideas become prototypes and later products. If the solution is working properly, the governmental organization is ready to start the procurement processes.

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