



**MICROFIBER
INNOVATION
CHALLENGE**

**The Big Challenge Too
Small to See.**

**A global competition with
\$650,000 in prizes to create
innovative solutions**

**SECOND ROUND
APPLICATION**

CONTACT US:

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This document is for informational purposes only. In August 2021, semi-finalist teams will be invited to prepare and submit a second round application by Conservation X Labs through the Submittable platform. **NOTE: THE FINAL VERSION MAY HAVE SLIGHT CHANGES.**

Part 1: The pitch deck

1. The pitch template was provided to you via email. You may also access the pitch template here:

https://docs.google.com/presentation/d/1SoSD34eytJMVS10ON1G3L7Hg2Hbq_X9r72yh2ESDm_4/edit?usp=sharing

When you are finished with your pitch presentation, upload the slides (as a .pdf or .ppt, or .pptx) and the transcript (embedded in the notes of the .ppt, or as a separate .pdf or document file). In your transcript, please do not exceed 500 words per slide. Do not upload any additional reports or papers in this section.

Select up to 2 files to attach. You may add 2 files. Acceptable file types: .doc, .docx, .pdf, .rtf, .txt, .wpd, .wpl, .ppt, .pptx

Part 2: Additional short-answer essay questions

2. Please use this text box to describe any changes to the innovation from your first round submission, or any updates to share with reviewers. (300 words or less)

Note: Your second round application will not be evaluated by the same individuals as in the first round. The reviewers in this second round will have access to your application from the first round.

3. Describe the top three real or perceived risks that may impact the feasibility and long-term viability of your innovation (e.g. technological business/financial, regulatory, consumer behavior) and describe how you plan to mitigate or reduce these three risks. (300 words or less)
4. What metrics do you plan to use to measure the environmental and social impact of your innovation? If applicable, describe your key partnerships to ensure that your data on environmental and social impact is quantifiable, verifiable, peer-reviewed, and/or meeting industry expectations. (300 words or less)
- 4A. Do you currently have data collected to report on these metrics (Yes/No)?

If you reply "yes," you will see a prompt to attach ONE file that demonstrates documentation of your data.

If Yes, please attach documentation of these data (multiple file types).
Acceptable file types: .csv, .doc, .docx, .pdf, .rtf, .txt, .wpd, .wpl, .xls, .xlsx

Please respond to 5A and/or 5B, if applicable (in the application platform the prompts are based on logic)

5A. If there is a published life cycle assessment (LCA) for your innovation, please attach it. Indicate if it has been peer-reviewed. Indicate the scope of the LCA. Briefly describe how this LCA is relevant to the environmental impact of your innovation. Indicate if the full or partial LCA is publicly available.

5B. If there is a published life cycle assessment (LCA) that is related to (or similar to) your innovation, please attach. Indicate if it has been peer-reviewed. Indicate the scope of the LCA. Briefly describe how this LCA is relevant to the environmental impact of your innovation. Indicate if the full or partial LCA is publicly available. Indicate if the full or partial LCA is publicly available.

Is 5A applicable to your innovation? (Yes/No)

If you reply "yes", you will see prompts to attach the LCA and respond to the rest of the questions for 5A.

If Yes -

5A.1. If there is a published life cycle assessment (LCA) for your innovation, please attach it.

Acceptable file types: .doc, .docx, .pdf, .rtf, .txt, .wpd, .wpf

5A.2. Is this LCA peer-reviewed? (Yes, No, Unsure)

5A.3. What is the scope of the LCA? Check all that apply.

- Raw Material Extraction: land use change
- Raw Material Extraction: biodiversity impacts
- Raw Material Extraction: full cost carbon accounting of carbon release at time of fiber/feedstock sourcing
- Manufacturing & Processing
- Transportation
- Usage & Retail
- Waste Disposal and End of Life
- Other (please specify)

If you select "other" you will see a short answer text box to specify.

5A.4. Briefly describe how this LCA is relevant to the environmental impact of your innovation. (100 words or less)

5A.5. Is the full LCA publicly available? (select one)

- Yes
- No. Only part of the LCA is publicly available (for example, a redacted version or a marketing summary is publicly available)
- No. No part of the LCA is publicly available.
- Unsure

After completing 5A (and also if NO to 5A) -

Is 5B applicable to your innovation?

If you reply "yes", you will see prompts to attach the LCA and respond to the rest of the questions for 5B.

If Yes-

5B.1. If there is a published life cycle assessment (LCA) that is related to (or similar to) your innovation, please attach.

Acceptable file types: .doc, .docx, .pdf, .rtf, .txt, .wpd, .wpl

5B.2. Is this LCA peer-reviewed? (Yes, No, Unsure)

5B.3. What is the scope of the LCA? Check all that apply.

- Raw Material Extraction: land use change
- Raw Material Extraction: biodiversity impacts
- Raw Material Extraction: full cost carbon accounting of carbon release at time of fiber/feedstock sourcing
- Manufacturing & Processing
- Transportation
- Usage & Retail
- Waste Disposal and End of Life
- Other (please specify)
- If you select "other" you will see a short answer text box to specify.

5B.4. Briefly describe how this is relevant to the environmental impact of your innovation
(100 words or less)

5B.5. Is the full LCA publicly available? (select one)

- Yes
- No. Only part of the LCA is publicly available (for example, a redacted version or a marketing summary is publicly available)
- No. No part of the LCA is publicly available.
- Unsure

6. How is your innovation going to reduce microfiber pollution? Do you know the percent reduction in microfiber shedding that will result? If so, please state that. What does success look like? What are some KPIs? Please provide any other specific data and/or metrics describing how you will reduce microfiber emissions. (300 words or less)

Questions hidden from Reviewers:

Your responses to the next three questions will not be shared with any of the Reviewers or Judges in the competition. Your responses are strictly for the administrators at Conservation X Labs for planning purposes. There are no right or wrong answers, and your responses do not carry any weight in the evaluation of your application.

1. If you are selected as one of the ten Challenge finalists, would you want to attend an in-person award ceremony & networking event in February 2022?
 - Yes
 - Yes, with conditions. See my responses to questions 2 and 3 below.
 - No

2. What are your primary concerns, if any, with attending an in-person award ceremony & networking event in February 2022? Select all that apply.
 - Transportation and lodging costs
 - Travel restrictions
 - Health related concerns, including risk of catching or spreading COVID-19
 - Company travel and time-off policies
 - Accessibility

- I have no concerns with attending an in-person award ceremony
- Other, please specify in the next text box

If you select "other" you will see a text box to write a short response.

3. What conditions or safety protocols would need to be in place for you to feel comfortable attending an in-person award ceremony in February 2022? Select all that apply.

- An event that is entirely outdoors
- Social distancing is observed
- Temperature checks
- Hand sanitizing stations
- Vaccine availability and distribution in my home country
- Vaccine availability and distribution in the event host country
- Mandatory face masks
- Limited number of attendees based on CDC guidelines (Centers for Disease Control and Prevention) or guidelines from an equivalent science-based authority in the event host country
- I would not be comfortable attending an in-person award ceremony
- I would be comfortable attending an in-person award ceremony without additional safety protocols
- Other, please specify

If you select "other" you will see a text box to write a short response.

THANK YOU FOR APPLYING

For more information, contact us at:

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www.microfiberinnovation.org