

Innovation challenge

WRAP is challenging companies to explore new business opportunities that identify revenue opportunities and costs savings whilst reducing overall use of materials.



The innovation challenge is a pilot project that will support companies to identify new ways of working in the B2B sector that create commercial opportunities by using products more efficiently.

The project will provide exemplars on how new business models are developed with the aim of sharing results with industry to encourage other companies to make similar changes.

How will it work?

WRAP will provide free consultancy support to selected companies to go through a creative process to innovate and develop alternative business models.

Why take part?

The benefits for the successful companies include:

- identifying cost savings or opportunities to increase revenue;
- positioning as an industry leader in the area of alternative business models, together with gains for CSR reporting;
- building a reputation for innovative thinking and a collaborative approach with employees and suppliers;
- generating further business opportunities by embedding the process across your business.

WRAP will:

- support your company to develop ideas on how operations could be conducted more resource efficiently;
- help assess ideas that make commercial and environmental sense and develop them into business cases that can be presented to your board; and
- promote the outcome of the work through case studies that detail your experiences of the project and share ideas with other companies to encourage them to innovate alternative business models too.

Who is eligible to apply?

WRAP is looking to work with large business to business companies, particularly those in the facilities management industry. Ideally we are looking for companies to focus on our priority areas of clothing, furniture and /or electrical and maintenance products. However, other areas of work will be considered where the material reduction opportunities are substantial.

The companies supported will need to be comfortable with WRAP publishing the results and learning from the project. Of course, we won't publish any commercially confidential information and any published material would be agreed in advance. We expect that these publications will demonstrate how your company is leading the market in innovative thinking and entrepreneurial business practice.

If your company has an existing innovation programme then we would be keen to work through this rather than starting something new if appropriate.

What do we mean by resource efficient ways of doing business?

There's a range of changes to the traditional model of "make, use, dispose" that could be described as resource efficient, for example:

- looking at whole life costs for investment;
- services which replace client purchasing of equipment (to encourage product re-use, repair and upgrade);
- increasing the re-use, repair and redeployment of products; and
- switching to more durable products in key applications.

The common feature that WRAP wants to accelerate is that these models all extend asset/product life, conserve resources and prevent materials from becoming waste.

Contact WRAP

For more information and to find out how to apply, e-mail:
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