

# The SUP Challenge – Goa

## Frequently Asked Questions

### About the Program

#### What is The SUP Challenge - Goa?

In F&B, the use of SUPs is continuously increasing across the value chain due to a lack of suitable solutions. The SUP Challenge - Goa invites startups with innovative solutions to reduce Single Use Plastics (SUPs) in F&B Industry. Selected startups will receive the grant to pilot their solutions with F&B partner in Goa.

#### Who is running The SUP Challenge?

The Single-Use Plastics (SUPs) Challenge is an acceleration program with the PREVENT Waste Alliance, ECCA Family Foundation, and The Incubation Network to address the SUPs demand and waste in the Food & Beverage (F&B) industry.

[Climate Collective Foundation](#) is implementing partner for The SUP challenge in Goa with the piloting partner [Atal Incubation Network- Goa Institute of Management \(AIC-GIM\)](#). Selected startups will get a chance to pilot their solutions with F&B partners based in Goa, India.

#### What are the objectives of this challenge?

The SUP Challenge invites innovations to reduce single-use plastic from the F&B sector. The selected pilots will get a chance to do a pilot in Goa with F&B partners. The SUP Challenge will assess the volume of plastic waste reduced through piloting and scaling venture's innovations with F&B partners to reduce single-use plastics in the industry, including commentary on the environmental impact prevented, such as waste diverted from landfills/incineration/environment or avoided entirely.

#### What are the domains?

- Alternatives to SUPs - Alternatives that are available right for example bamboo and also bioplastics to replace SUPs and other alternative solutions.
- Circular Reuse/Refill Models: The model that will help consumers quit single-use plastics. By moving away from disposable packaging.
- Reverse Logistics - the concept or tool used in returning these end-of-life or end-of-use plastic products from the generators to the convertors
- Digital Solutions for SUPs – Supply chain mapping and other solutions.

#### What types of F&B partners will a startup work with?

The F&B partner can be in the line of on-premise work (restaurants, fast-food joints, cafeterias, cafés, hotels) or off-premise work (takeaway, catering, and food delivery). The processes your ventures can look at value-adding can range from packaging to preparing, transporting, and serving food or beverages.

#### What is the duration of The SUP Challenge - Goa

The total duration of The SUP Challenge - Goa is six months, from April to September 2022. We will kickstart the challenge in the first week of June. The two months, June and July will be dedicated to capacity building, workshops, and 1:1 mentoring sessions. We will shortlist pilots in July. August and September will be kept for the pilot execution of The SUP Challenge - Goa with F&B partners.

**When do the applications open?**

Applications for The SUP Challenge will open on 20<sup>th</sup> April 2022

**What are the program offerings?**

Participants will go through cohort-based programming, mentoring sessions, and 1-on-1 support to enhance their project delivery.

**Does CCF provide any commitment or promise of funding?**

Funding support will be provided to the selected startups for piloting in Goa with F&B partners.

**Does The SUP Challenge provide any other expenses related to reimbursements?**

The startups selected for pilots will be assisted with accommodation in Goa and travel expenses during the pilot phase.

**How many pilots will be shortlisted?**

A total of ten pilots for the implementation of their solutions will be shortlisted.

**When do the applications close?**

20<sup>th</sup> May 2022

**Eligibility**

**Does the startup need to be based in India?**

Yes, startup should have operations in India.

**Does my startup need to be incorporated into Goa?**

No. You can be incorporated anywhere pan-India.

**Do I need to have operations in Goa to apply?**

No. Your startup must have the capacity to deploy the solution in Goa with our F&B partners.

**Our Startup has the pilot-ready solution but we cannot commit to the pilot in Goa? Should we apply?**

No. the Startup must commit to deploying the solution in Goa with our F&B partners.

**We are not registered in India but we have operations in India. Can we apply for The SUP challenge?**

Yes

**Does the Startup need to have a pilot-ready solution?**

Yes, The SUP Challenge is open for the startups who have a deployment-ready solution in SUP and can pilot their solutions in Goa with F&B partners.

**[In what language will the program be conducted?](#)**

English

**If our Startup is selected for the program; do we need to attend all online sessions?**

We strongly suggest that you don't miss any sessions as the learning outcome will be better with interaction and collaboration.

## Data and privacy

### How will my confidential information be protected?

We will treat all application data as confidential information; however, we will share such data with our jury members and program partners for obvious reasons of evaluation and assessment. Also, the final impact assessment data would be public. In your application, please do not disclose any information that you consider proprietary.

### **Is there any data required during the pilot stage from the startups?**

The quantification of the positive impact created during the pilot is one of the primary objectives of the program. The impact made by the piloting to reduce the SUPs from the F&B industry is mandatory in The SUP challenge. Hence, the Startups must share the data with CCF related to their implemented product/service during the piloting phase for the quantification of the impact assessment.

## General

### **How can I apply to the challenge?**

The applications for the challenge open on 20<sup>th</sup> April 2022. To apply click here: [Link](#)

### **I have queries. Is there any pre-webinar for The SUP challenge?**

The SUP Challenge pre-webinar is arranged on 6<sup>th</sup> May, 2022 You can pre-register here <https://climatecollective.typeform.com/SUPChallengeGoa>

### **Whom should I reach out to in case of any other queries?**

For any further queries, please mail us at [harshit@climatecollective.net](mailto:harshit@climatecollective.net)