



#Sustainable Energy

# Business Challenge Participant Guide

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## 1 Challenge Description

**Philips Domestic Appliances** (Philips DA) is a global leader with EUR 2.2 billion sales in 2020 in kitchen, coffee, garment care and home care appliances. Philips DA is active in more than 100 countries, and has a global innovation, manufacturing, and commercial footprint. Its successful products include the Airfryer, Fully Automatic Espresso Machine with LatteGo, Perfect Care Elite steam generator, Air Purifier and SpeedPro Max vacuum cleaner.

At Philips DA, we are on a mission to lead the way to enable a circular economy, while reducing CO<sub>2</sub> emissions and improving people's lives at home. We challenge you to lead the transition in becoming sustainable and join us in impacting our future positively. In the Innovate to Green Challenge, we DARE you to come up with innovative solutions that help to achieve this mission.

Energy consumption (kWh) of a product is measured by looking at the amount of power (W) per use mode (on, off, standby, etc.), multiplied by the use scenario (amount of time (h) per use mode), multiplied by the sales of a product. This means that products with higher sales have a higher impact on the total energy consumption of Philips DA.

Energy consumption can be reduced by **lowering the power** in different use modes or by **reducing the amount of time** in a use mode. For example, if a garment can be ironed with the same input power but in half the time the energy consumption is reduced by 50%.

In this challenge we are looking for solutions that (but are not limited to):

- Improve energy efficiency by reducing the input power.
- Allow for a shorter use of the product.
- Can influence the behavior change of people to reduce power usage.

We are looking for new technologies and products focused on carbon neutrality, or improved energy efficiency of domestic appliances. Proposals can address our current portfolio of products, preferably the products with high energy consumption (see Table 1 in Appendix), or completely new products. For any new product it is important to keep a clear link to our purpose to **turn houses into homes**.

## 2 Timeline

- Launch challenge: Mid-February 2022
- Online info meetup: Monday 7th March 14.00-15.00 - [register](#)
- Deadline solutions submissions: 17.00, March 21, 2022
- Selection Period: February 14 – April 4, 2022
- Announcement & Invites: by April 8, 2022
- Event Finals: April 22, 2022

## 3 Eligibility

This contest is open and offered to legal business entities (start-ups, scale-ups, small/medium/large enterprises, etc.), including existing partners (such as suppliers) of Philips DA.

## 4 Participation Requirements

### 4.1 Minimum requirements

- Sustainable energy reducing innovation.
- Simple CO<sub>2</sub> offset mechanism proposals, e.g., tree planting, are explicitly out of scope.

- Solutions are for Philips DA (Air Purification, including humidification, dehumidification and temperature control, Coffee, Floor Care, Garment Care, Kitchen Appliances, and adjacencies). Other Philips industries are out of scope.
- To the best of their knowledge, the submitters warrant that the solutions and inventions are their own, and that they do not knowingly infringe on any existing patents or other third-party intellectual property.
- We accept solutions that are of early stage and/or with available proof of concept.
- The ideas may be submitted in free form (presentation/slide deck, letter form) through [www.innovatetogreen.com](http://www.innovatetogreen.com) platform and answer the following questions:
  - o What sustainability issue(s) is the idea addressing?
  - o Why do you believe in the idea?
  - o What technology/trends is the idea leveraging?
  - o Idea description
  - o Substantiate your idea with supporting files such as a picture, diagram, energy saving estimations etc.
  - o What resources / capabilities are required for implementation?
  - o How would you plan for implementation?

## 4.2 Preferred requirements

- A prototype for the Finals, if selected
- Comparative Lifecycle Assessment (LCA) against your benchmark to be included.

## 4.3 Evaluation Process

### 4.3.1 Step 1

1. Submit your proposal per minimum requirements (see section 5).
2. A panel of judges from Philips DA R&D will review your proposal with 2 possible outcomes:
  - a) You will qualify to step 2.
  - b) You will receive feedback with a possibility of resubmission.

### 4.3.2 Step 2

A cross-functional team including Marketing, Strategy, Business and Procurement members (the Judging Panel) will review the solutions selected in step 1.

The Judging Panel will select the entries that will proceed to the Finals according to the criteria outlined in these Terms and Conditions.

After an entry has been qualified per the process described above, it is deemed to be in Round One, and the Initial Submission is deemed “final” and can no longer be modified by a Participant.

Participants may be invited to either attend a Microsoft Teams conference call to answer questions and/or to further explain or clarify their entry or respond to written questions via email.

A request for a Microsoft Teams call or email questions does not indicate that the Participant will be a Finalist, and not all Participants will be requested to join a conference call or answer questions via email. If a Participant is invited to respond to questions via email, they will be given a minimum of 5 days to respond.

### 4.3.3 Finals

During the Finals, each Participant will have 5 minutes to:

1. Pitch their solutions, either in person or via a virtual call on the day of the Finals.
2. Demonstrate the validity of their solution (e.g. with a prototype).

In case a Finalist wishes to make minor changes to the earlier submitted documents, it needs to be submitted not later than 1 week prior to the Finals (April 15, 2022) by sending an email to [innovatetogreen@philips.com](mailto:innovatetogreen@philips.com).

The Finals judging will take place on April 22, 2022, by a cross-functional jury that was not involved in step 1 and 2. The Winners are expected to be announced on the same day.

## 5 Judging Criteria

For all judging rounds, the judging panel will make their selection based on the content of the entries and using the following criteria:

### 5.1 Sustainability Impact 50%

- What is the impact on the environment?
- What is the impact on Philips DA carbon footprint?
- What are the benefits for the end consumer?
- What is the scale of potential social impact?
- How broad is the impact?
- How many people will your solution reach?
- How significant is the impact?

### 5.2 Innovation Power 30%

- How innovative is the solution in its use of new or existing technology?
- What is the digital technology aspect of solution?
- Are there other solutions available and if so, how does this differentiate from them?

### 5.3 Feasibility 20%

- How feasible is the solution to put into practice?
- Does the solution make sense financially?
- Will the solution be sustainable over the long term?

## 6 Awards

### 6.1 Non-monetary Awards

The winner will be invited to further explore the winning solution with our R&D experts. Workshop possibilities with Philips DA specialists.

## 7 Intellectual Property (IP) rights

### 7.1 General Terms and Conditions

All solutions submitted for the competition are expected to be original solutions created by the submitters themselves.

From the date of the submission to 180 days after the end of the contest, submitters shall keep the details of the submission confidential and shall not disclose it in any other forum or make the information public in any way. After such period, Philips DA shall release submissions, that were not shortlisted, to the submitters, who are then free to publish it or use it as they please.

For submissions shortlisted into the Finals, the confidentiality provisions mentioned above shall continue to apply for an additional period of 180 days. Participants should inform Philips DA if their solution is protected by one or more patent applications. If yes, details of the patent application(s) such as application number or priority number, jurisdiction and priority date need to be submitted to Philips DA by sending an email to [innovatetogreen@philips.com](mailto:innovatetogreen@philips.com).

## 7.2 Special Terms and Conditions for Business Professionals

Participants shall own the intellectual property of the submission. Philips DA shall have an assessment period of 180 days to determine, at their sole discretion, whether the submission is relevant to their business. If Philips DA decides that a submitted proposal may be relevant to its business, the Participant agrees to discuss potential opportunities to collaborate and bring the solution to market under separate development and commercial agreements.

Philips DA's decision that a submitted proposal may be relevant to its business does not imply or create any obligation on the part of Philips DA to use the idea, develop it further, bring it to market or commercialize it in any other way.

## 8 General

### 8.1 Support

In case of challenge related questions, please reach out to [innovatetogreen@philips.com](mailto:innovatetogreen@philips.com).

### 8.2 Travel and COVID-19

We stay updated through [www.RIVM.nl](http://www.RIVM.nl) on the latest information regarding COVID-19 and the Finals will be organized in accordance with the governmental guidelines either as a physical, hybrid or virtual event. The Finalists will be informed at least 2 weeks in advance. In case of a physical event, travel and accommodation costs will be covered by Philips DA according to Philips DA's standard travel expense reimbursement policy.

## 9 Appendix

### 9.1 Table 1: Domestic Appliances Top energy consuming devices in 2020

Product name	Business	Device Energy [MJ] <sup>1</sup>	Rank-Global Impact <sup>2</sup>
Azur	Garment Care	3135	1
Airfryer	Kitchen Appliances	8847	2
Senseo II	Coffee	7571	3
Kettle	Kitchen Appliances	5803	4
Rice cooker	Kitchen Appliances	8489	5
PerfectCare Expert Plus	Garment Care	3881	6
Omnia Phoenix	Coffee	5870	7
Café Gaia	Coffee	7971	8
Dry iron Classic Setrika kering	Garment Care	1428	9
Vacuum cleaner PowerPro	Floor Care	2203	10

<sup>1</sup> Device Energy is the average energy spent by the use of a device during its lifecycle

<sup>2</sup> Global impact rank is based on the calculation of device energy multiplied by the number of units produced in 2020