

## MoM - Minutes of Meeting

**Date:** 02.11.2020

**No.:** 2

**Location:** P35

### Attendees:

Andor Davoti

Aurora Kiese

Sindre Fladvad (meeting leader)

Thomas Stoltenberg (secretary)

### Meeting Notes

- Continued with brainstorming of ideas
  
- Summary of ideas that has been discussed so far, inspired from the former innovation assignment in the course:
  - **UN Sustainable goal #14 - Life below water**
    - **Challenge:** Large amounts of waste and plastic ends up in the ocean, a vast amount of clean-up and awareness is needed to handle the issue.
    - **Solutions:** Website or app that organizes ocean/beach clean-ups through website / social media / app. Advertises and makes people aware of the situation, while giving them an opportunity to help. A social movement.
  
  - **UN Sustainable goal #14 - Life below water**
    - **Challenge:** Dumped or lost fishing gear killing creatures in the ocean and producing micro-plastics

- **Solution:** Idea of a camera/scanner that separates plastic materials from the rest of the seabed on images
- **UN Sustainable goal #12 - Sustainable consumption and production.**
  - **Challenge:** It's difficult to know how sustainable a grocery item you buy is, there are so many choices. Is the packaging recyclable? Is the product sustainably produced? Where was it produced? How was it transported?
  - **Solution:** An app that can help consumers make better informed decisions with regards to climate footprint, ecological issues, ethics and recyclability. As a result, it will provide incentive for producers to ensure more sustainable and ethical production patterns.
- **UN Sustainable goal #12 - Sustainable consumption and production.**
  - **Challenge:** Consumer electronics have short life cycles. According to the UN electronic waste grew by 38% and only less than 20% is recycled. Lightbulbs is a product that has not changed much in the past 100 years.
  - **Solution:** Solve the problem of increasing electronic waste by making a lightbulb that has far greater lifespan. Our vision is to change the conventional overconsumption pattern and make better, brighter and more efficient light bulbs to a competitive price compared to the lifespan of our products.
- The whole group agrees that the most interesting idea so far is the one regarding the app that can help consumers make better informed decisions with regards to groceries. We have decided to expand on this idea for the next meeting.
- Next meeting will be on Wednesday 4th of November. Everyone has to think more specifically about the idea, and we will further discuss to find a good solution to the challenge at hand.