

VENTURE WORKSHOP

“People, Plastics and our Planet: Venturing for Solutions”

Date: 16th - 20th December 2019
Venue: Kuala Lumpur

Are you concerned on plastic waste scrounging our environment? Would you like to contribute in finding solutions to this raising global challenge? Would you like to find ways to change people's behaviour around plastic? Are you thinking of an innovative idea to help reduce/re-use/recycle plastic? If you are, then let's meet, network and venture for solution together!

“The workshop ‘People, Plastics and our Planet’ offers a unique opportunity for early career researchers, entrepreneurs, policy makers, local council, economists and innovators to jointly venture and develop ideas in solving the problems posed by plastics in our environment.”



BACKGROUND

The Ministry of Energy, Science, Technology, Environment & Climate Change of Malaysia (MESTECC) has set plastics mitigation research in the limelight by inviting the R&D sector to provide sustainable alternatives to plastics and to drive solutions to plastic waste issues in Malaysia. Eliminating single-use plastics from the market is among the priorities for Malaysia at present. In conjunction with that, MESTECC has released funds worth more than RM4 million to drive the Zero Single-Use Plastic Fund Challenge and launched a Malaysia's Roadmap Towards Zero Single-Use Plastics (2018-2030) last year highlighting efforts to eliminate single-use plastic in Malaysia by 2030. The UK equally champions various initiatives to mitigate global plastic waste and marine plastic pollution through R&D, international frameworks and collaborative strategy by bringing nations together to solve the global plastic waste issue. This initiative as such will create an opportunity for the UK and Malaysia to scope opportunities to work together on this issue besides aiming to generate a comprehensive understanding of the marine plastic pollution and plastics waste challenge from a Malaysian and Global perspective. This workshop will therefore provide us with an opportunity to:

- 1 Identify UK experts to support capacity building for Malaysia's early career researchers and budding innovators in terms of effective proposal/idea development and entrepreneurial skills to tackle plastic challenge.
- 2 Establish platform for researcher and innovators to learn the intensity of global and regional plastics waste issues as well as mitigation efforts implemented locally and internationally.
- 3 Enable researchers and innovators to connect and identify opportunities to establish R&D partnership in a multi-disciplinary and circular economy approach to address existing challenges in eliminating single use plastics and plastic waste management
- 4 Introduction to UK's Marine Plastic Research and innovation framework and identify Malaysia's potential and opportunity

INTRODUCTION TO THE VENTURE WORKSHOP

Plastic pollution is one of the major threats to the health of our oceans and to the ecosystem services oceans provide to mankind. Latest findings shows that even the "world's last wilderness", Antarctica, is contaminated with macro and micro-plastic waste and persistent hazardous chemicals as the researchers discover that microplastics and chemicals are present in the water and snow samples taken in the Antarctic. Creative thinking informed by sound environmental evidence is required to stop further plastic escaping into the environment, and to deal with existing plastic pollution.

'People, Plastics and our Planet: Venturing for Solutions' offers the unique opportunity for early career researchers and entrepreneurial individuals from the business and NGO communities to come together to develop and test ideas around solving the challenges that plastics in our environment pose.

The venture school will be a highly interactive/hands-on course delivered over 5 days, where interdisciplinary teams will work together to propose and develop solutions to plastic challenges that they identify as of particular interest. Each team will work towards defining a business model that is suitable to take their idea forward – supported by expert mentors. That could be a business venture, a social venture, an impact project, or a new collaboration. During the programme, participants will:

- Define a complex problem
- Explore possible solutions and choose the most appropriate one(s)
- Articulate a value proposition
- Identify key partners
- Evaluate routes to market
- Propose a business model
- Design and deliver a winning pitch to secure resources

CHALLENGES IN NEED OF SOLUTIONS, FOR YOU TO THINK ABOUT!

These are the challenges for you to think about in line with the problem statements listed in the [Malaysia's Roadmap towards Zero Single Use Plastics 2018 - 2030](#)

1

Develop low carbon sustainable alternatives to plastics

2

Integrate technology, design and policy to develop integrated waste management system models

3

Develop platforms and systemic models to raise awareness and participation of all level stakeholders in mitigating this issues

4

Redesign products and packaging to minimise waste

REGISTRATION FEE

40 participants are expected to join this workshop. The registration fees are as follows:

Category	Fee
General Participants	RM 500.00
NGO and Students	RM 350.00

THE OUTCOME

The Malaysian researchers will be connected to the new UKRI/EPSRC- funded 'Creative Circular Plastics' Hubs, one of which is located in Cambridge with BAS participation, and will be introduced by Dr Adrian Fisher, a lead investigator from Cambridge University

https://www.energy.cam.ac.uk/Plastic_Waste;

[https://epsrc.ukri.org/newsevents/news/plasticsproductionanduse\)](https://epsrc.ukri.org/newsevents/news/plasticsproductionanduse)

Delegates will work towards solutions to plastic challenge that exist in present times through an inter-disciplinary approach that would complement MESTECC's objective in realising the Malaysia's Roadmap towards Zero Single-Use Plastics 2018 – 2030.

The organiser expects long-term research collaborations with the UK plastics research and innovation expertise base as result from these introductions, opening opportunities to apply for further joint funding under the Global Challenges Research Fund and the Commonwealth Plastics Challenge.

THE TRAINERS

Dr Beatrix Schlarb-Ridley, British Antarctic Survey

Beatrix is Director of Innovation and Impact at BAS. She studied Biochemistry in Germany and then moved to Cambridge, where she obtained her MPhil and PhD in photosynthesis research. A protein biochemist by background with 20 years experience in fundamental and applied research, Beatrix's focus is on unlocking the potential of polar research for the benefit of society and industry. She has gained real-life experience of the challenges associated with commercialisation through involvement in a spin-out company developing algae- and moss-based biophotovoltaic devices, and has driven the development of the AURORA Innovation Centre at BAS. AURORA aims to create a vibrant niche in the Cambridge ecosystem for excellent research and entrepreneurial activity in the areas of climate change, environmental stewardship and technologies for challenging environments, addressing issues of global importance and helping society adapt to a changing world.

Dr Shima Barakat, Value in Enterprise,

Dr Shima Barakat, MBA is an entrepreneur, director and academic obsessed with making the world a better place. Her work over the last 20 years has focused on how entrepreneurial mindsets and activities can solve big global challenges. She has held several positions at the University of Cambridge since 2007 including as Head of Entrepreneurial Learning Programmes at the Judge Business School and is currently Director of Value in Enterprise. Shima has particular interest and expertise in sustainability and gender. She has recently been heavily involved in the €400M EU funded EIT Food project and was involved in shaping the strategic direction of both the education and venture creation activities. Shima currently sits on the Board of Directors of the EIT Food Northwest regional company and contributes to the target of educating 10,000 students and creating 350 new ventures through EIT Food. Shima has also (co)founded several ventures in the UK, Egypt and the US, and personally supported the early stages of over 100 start-ups. Her latest initiative is Impact Women's Network to increase the visibility of the impact of women's enterprising activities and catalysing greater change, together.

Dr Maarten van der Kamp

Dr Maarten van der Kamp is the Director of Education for EIT Food, an EU-funded innovation ecosystem that strives to transform the food system to become more sustainable and consumer-centric. He is also the Founder and Director of Value in Enterprise, a consultancy helping organisations innovate for a more sustainable society. It is his mission to develop entrepreneurs that are equipped to respond to current and emerging environmental and social challenges to create a more sustainable society. Maarten's previous research examined the management of sustainability in the production and consumption of certified goods at Lancaster University Management School; and included a study about the integration of sustainability in mainstream leadership development programmes for the University of Cambridge Programme for Sustainability Leadership. Maarten started his career at Royal Philips Electronics as a senior engineer, and after moving to the UK ran UKSEC (now EEUK), a network of enterprise centres at UK Higher Education Institutions. Maarten was an Assessor for the Unilever Sustainable Living Young Entrepreneur Awards, and has supported a number of startups about sustainability in practice and responsible management.

INVITED SPEAKERS/MODERATORS

1

Dr Adrian Fisher,
Department of Chemical Engineering and Biotechnology, University of Cambridge.

2

Mr Steve Addison,
Commercial Director, Centre for Fisheries, Environment and Aquaculture Science (CEFAS)

3

Mr Nicola Willey,
Regional Director SEA Science and Innovation

4

Dr Fauziah Binti Shahul Hamid ,
Institute of Biological Sciences, Faculty of Sciences, University of Malaya

and many more! Watch the space for latest updates on the list of speakers.

WHO SHOULD ATTEND

Individuals from all walks of life with a passion for solving plastics issues and an openness to entrepreneurial approaches, including:



PROGRAMME

Day 1, 16 December 2019 (Monday)

TIME	AGENDA
08:30	Arrival and Registration- Coffee/Tea
08:45	Welcome and the role of venturing in solving big problems
09:15	Icebreaker and expectation mapping
10:00	Opening Ceremony
11:00	FORUM - Plastics or Planet ; Commitment or Convenience Challenges and Action in Plan/ Future Strategies
13:00	LUNCH
14:00	SESSION 2 : Marine Plastic Research and Innovation Framework & WRAP
15:30	SESSION 3 : Circular Economy for Sustainable Use and Management of Plastics
16:15	TEA BREAK
16:30	SESSION 4 : Industries perspective - Food and packaging & Future alternatives & Industrial support for R&D
17:30	Workshop: Problem definition and articulation Part
18:00	END OF DAY ONE

Day 2, 17 December 2019 (Tuesday)

TIME	AGENDA
08:15	Arrival - Coffee/Tea
08:30	Reflections on Day 2
09:00	Entrepreneurship in the context of grand challenges
09:30	Workshop: Problem definition and articulation Part 2
10:00	Ideation session: Brainstorming solutions to key challenges
10:30	TEA BREAK
11:00	Ideation - continued
12:00	Individual pitches for team formation
13:00	LUNCH
14:00	How to turn an idea into reality
14:45	Group work: Team formation and idea development
16:45	TEA BREAK
17:00	Group pitch of chosen idea
18:00	END OF DAY TWO

Day 3, 18 December 2019 (Wednesday)

TIME	AGENDA
08:15	Arrival Coffee/Tea
08:30	Reflections on Day 2
09:00	Value proposition and customers
10:00	TEA BREAK
10:15	Impact and sustainability
12:00	LUNCH
13:30	SESSION 5: Introduction to UK Science and Innovation Network (SIN)
14:15	Entrepreneurial panel (4-5 local entrepreneurs)
15:15	TEA BREAK
15:30	Clinics with panel and mentors: Testing the value proposition and
17:30	END OF DAY THREE

Day 4, 19 December 2019 (Thursday)

TIME	AGENDA
08:15	Arrival - Coffee/Tea
08:30	Reflections on Day 3
09:00	Workshop: Resourcing the idea: Finance
10:30	TEA BREAK
11:00	Workshop: Resourcing the idea: Team and Partners
13:00	LUNCH
14:00	Implementing your idea: Business Model Canvas and routes to market
15:30	TEA BREAK
16:00	Implementation teamwork
18:00	END OF DAY FOUR

Day 5, 20th December 2019 (Friday)

TIME	AGENDA
08:30	Arrival and Registration - Coffee/Tea
09:00	Pitch training for team formation
10:00	Teamwork: Pitch Practice
12:00	LUNCH & FRIDAY PRAYERS
14:30	Final pitches to panel of judges (ideally: an academic, an investor, an entrepreneur, a marketing professional)
16:30	Key learning, reflections (Participants)
17:30	Future outlook, certificates and wrap-up
18:30	TEA & END OF WORKSHOP

APPLICATION FORM

REGISTRATION

Please email to faiz@ypasm.my
by **22 November 2019** or fax 03-2694 5858.
Att: Mr.Mohamad Faiz Bin Mahmood

VENTURE WORKSHOP

"People, Plastics and our Planet: Venturing for Solutions"

Date: 16th - 20th December 2019

Venue: Kuala Lumpur

Please register the following name(s) for the workshop:

No	Name	Designation	Email	Telephone No	Category : - General Participant - NGO/Students

Name: _____

Address: _____

Phone: _____ Fax: _____

Payment Mode: Cheque ☐ Bank Draft ☐ Local Order ☐ Online Transfer ☐ Others (please specify) ☐

Payment Detail:

Name: Yayasan Penyelidikan Antartika Sultan Mizan
Bank: Maybank (Cawangan Putrajaya Presint 2)
No Account: 5660 - 1060 - 3742

Official Stamp:

Signature:

Date:

PLEASE NOTE:

Cancellation and Transfer Policy: If you are unable to attend, a replacement participant is allowed at no extra cost.

A 90% refund will be given for cancellations received in writing before **22 November 2019**

No refunds will be given for cancellations after that date. Please note that cancellations by phone will not be entertained.

Or scan the QR Code to register online:



Or go to www.ypasm.my to register.

Enquiries:

Mohamad Faiz bin Mahmood (faiz@ypasm.my)

Tel: 03- 2691 0561