



Nike Circular Innovation Challenge:
Design with Grind

What can you make with Nike Grind?

Call to action

Nike Grind is a premium palette of recycled materials recovered from used footwear and manufacturing scrap that pushes the boundaries of a circular, waste-free economy. Through the Design with Grind Challenge, Nike is calling for proposals do even more with Nike Grind materials.

Timeline

Ideation Phase: Develop & propose your solution

Proposal submissions are due May 1, 2018 at 5:00pm PT.

Refinement Phase: Build & test your solution

Up to 30 submissions will be selected as Top Ideas and gain access to Nike Grind materials for prototyping. Shortlisted concepts will be invited to share prototypes / proofs of concept with Nike for consideration.

Opportunity

Up to four top innovators will receive an award of \$5,000 each, and one grand prize winner will receive an award of \$30,000.

Winning solutions and all promising proposals will be considered for further partnership by Nike. This consideration may include in-person collaboration at Nike World Headquarters and further access to premium Nike Grind materials.



BACKGROUND

We live in a time of relentless change and unlimited opportunity.

Nike believes the science is right, climate change is real, and we must take action now to power and protect the future of sport. This will require that the world radically redesign industrial systems and economies. It is not enough to adapt to what the future may bring, but that the future we want must be created through sustainable innovation.

The future demands a transition to a circular economy – a world in which materials can be used and reused at their highest potential. Nike is pushing the boundaries of the circular economy by transforming waste into value streams.

Nike Grind is a palette of premium recycled materials recovered from used footwear and manufacturing scrap. Since 1990 Nike's Reuse-a-Shoe program has collected and recycled more than 30 million pairs of used shoes – including non-Nike footwear. And to date, Nike Grind materials have been incorporated into more than 1 billion square feet of sport surfaces, such as running tracks, athletic fields, gym floors, and playgrounds.

Learn more about what we're doing to power and protect the future of sport through Sustainable Business & Innovation <https://about.nike.com/sustainability>

Learn more about how Nike Grind is turning waste into new value streams www.nikegrind.com

THE CHALLENGE

How might we create a waste-free, circular future by designing more everyday products using Nike Grind materials?

The goal of this challenge is to identify promising new solutions for Nike Grind materials, so we can continue to create products that improve the lives of the people who use them, while reducing waste in the world around us.

One grand prize winner will receive \$30,000, and up to four more top innovators will receive \$5,000 grants for further development of their concept. All promising proposals will be considered for further partnership with Nike.

Individuals, teams of individuals, and legal entities are all welcome to participate. Some geographic restrictions apply. For contest rules, including eligibility requirements, please see the full [Terms & Conditions](#).

This Challenge consists of a series of Phases:

Ideation Phase – we want to hear what you can do with Nike Grind materials.

The Ideation phase is more than just a call for proposals. At OpenIDEO, we believe that new and existing ideas become better through collaboration, transparent feedback, and iteration. We encourage building off of others' ideas and the combining of ideas to reach innovative new places. Participants are encouraged to collaboratively share concepts, stories and insights during the ideation phase.



For those who don't wish to share their ideas openly there is an alternative "closed submission" channel – see "How to Participate" below for more details.

Idea proposals are due by May 1, 2018 at 5:00pm PT.

Refinement Phase – build and test your solution

During the Refinement Phase, up to 30 shortlisted concepts are invited to develop prototypes, scale-up plans, and other demonstrations of the solution's ability to satisfy the goals of the challenge. If requested, we will send material innovation kits (see above) to the semifinalists for prototyping purposes.

Semifinalists will be expected to submit prototypes and other application materials by late June 2018.

EVALUATION CRITERIA

Submissions will be evaluated according to the following criteria:

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- **Product Solution:** The proposed solution incorporates a significant amount of Nike Grind materials into new or existing products
 - **Innovation:** The proposed solution represents a significant advance in the way waste materials can be repurposed into new, valuable products. Especially of interest are solutions for mixed material streams that are often more difficult to return to high value.
 - **Prototype:** The proposed solution can be produced as a tangible proof of concept during the refinement phase.
 - **Business Plan:** The proposed solution has presented a business plan and completed a required [business model canvas](#) that clearly demonstrates a pathway to scale.

Additional considerations of interest include:

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- **Inspiration:** Your team shares Nike's commitment to creating a better future.
 - **Human-Centered Design:** Proposed solution should incorporate user and market feedback throughout the design process.

The following types of approaches are not of interest to this Challenge:

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- New design considerations for athletic footwear or apparel
 - Approaches that are not compatible with environmental responsibility principles
 - Approaches that do not adhere to the highest possible product safety standards



THE MATERIALS

Below is a brief outline of the types of Nike Grind materials available through this challenge. Participants are asked to submit ideas for the design of products using any of these materials. *For more details on the materials, see the full Nike Grind Materials List [here](#).*

Nike Grind materials generally fall into two categories: single materials and composite materials.

Single materials are material streams comprised of one material type. Single materials available include:

- Rubber
- EVA (ethylene-vinyl acetate) foam
- Full grain leather

Composite materials are material streams comprised of two or more different material types. Composite materials available include:

- Laminated EVA foam
- Laminated polyurethane foam
- Mixed apparel textiles
- Mixed footwear textiles
- Footwear fiber “fluff”
- Coated leather and synthetic leather

See the full Nike Grind Materials List [here](#).

Material Design Kits: To support the development of prototypes, teams that advance to the Refinement Phase will be eligible to receive material kits with physical samples and greater detail on the material properties.

HOW TO PARTICIPATE

Participants are welcome to submit responses through either a public or private submission channels.

Public submission channel

The public submission channel permits ideas to be viewed and further developed by the entire OpenIDEO community. At OpenIDEO, we find that opening ideas to a global community with a variety of experiences, cultural backgrounds, and areas of expertise



holds rich learning opportunities and the potential for real and lasting impact, including emergent conversations and unexpected collaborations.

By submitting ideas through the public channel, participants agree to allow the submissions to be viewable to the public.

Private submission channel

We understand that not all innovators will want to share their ideas publicly. To account for this, we have created a private submission track for those innovators or companies that are sensitive to sharing their ideas. If this is you, please follow this [link](#) to a closed submission process.

By opting for the closed submission track, you will not be able to take advantage of the OpenIDEO community to generate feedback, build upon one another's ideas, or receive targeted comments and questions from our global network of innovators.

Participants wishing to submit their proposals privately will be required to complete a brief interest form.

By submitting a response to either the public or private submission channel, participants confirm that their submissions do not contain any confidential information, and agree to the full [Challenge Terms & Conditions](#) and all of the following submission requirements.

If you have questions around using the closed or open submission process, you can contact us at circular@IDEO.com for more info.