



InnovateUK
KTN



CASE STUDY

Reuse and Refill Models for Online Consumers

Challenge

Global Alliance Africa helped Unilever to identify **innovative approaches towards reuse and refill for online customers in Africa**. Out of the box thinking was needed for **new circular business models** for online consumers involving less, better or even no plastic. App-based solutions would be considered but must be part of a broader, practical solution. The goal was **changing consumers' behaviour** from convenience culture to sustainable consumption. Unilever will partner with the solutions provider on a pilot project, with the view to scaling up and expanding the model if successful.



Outcomes

The wide range of applications to this challenge included **tech startups, social enterprises and university labs**. They are currently being assessed by our innovation challenge experts and industry sector specialists.

Global Alliance Africa

“There are so many people doing such incredible work in this space and to be able to partner with Global Alliance Africa to not only identify but also nurture and amplify their work gives us an opportunity to **leapfrog into new ways of thinking** and meeting our consumers needs without harming the planet.”

Preola Adam, Sustainability Manager



The Global Alliance Innovation Exchange is an Innovate UK KTN programme **specifically designed to help UK and international organisations** search for game-changing solutions to innovation challenges. Through the programme, we support innovation transfer by matching industry or societal challenges to innovative companies from across a **diverse range of sectors**.

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