

# Deplastify the planet

“Deplastify The Planet” is a project-based course designed to provide students with the opportunity to work alongside corporate partners to explore sustainable solutions for reducing plastic use.

The urgency of the climate situation is well-known, and solutions need to be uncovered in every industry. It is an ongoing effort, and it is key that all change makers incorporate sustainability at the center of their design process. Moreover, we believe the only way to create a long-lasting impact is by fostering all generations and industries to create systemic changes.

This open innovation program takes place online, offering new interactions and possibilities for stakeholders. It is operated simultaneously in San Francisco, Paris and Ho Chi Minh City through different UC Berkeley and Schoolab Partnerships.

**Berkeley** Sutardja Center for Entrepreneurship & Technology

**SCHOOLAB**

## Fall 2020 Projects

### Challenge #1



How might we create an elevated experience for packaging free soaps distribution in the US?

### Challenge #5



How might we help a client (Crystal Geyser Alpine Spring Water) transition to a non polluting successful model around bottled water.

### Challenge #2



How might we help restaurants to eliminate polluting systems for their to-go beverages in order to get the Ocean Friendly Restaurant label from Surfriders?

### Challenge #6

Circular Economy

How might we create public policies for a city to encourage circular economy systems?

### Challenge #3



How might we use Microsoft Services & Technology to reduce plastic pollution?

### Challenge #7

Circular Economy

How might we take an iconic product such as a plastic bag (or a very high end product) and see how we could create a circular economy model around it.

### Challenge #4

*allbirds*

How might we find clever ways to recycle cross-linked materials from the foam of shoe soles into valuable products that have an equal or lower carbon footprint than the first life?

### Challenge #8

Circular Economy

How might we find clever ways to recycle cross-linked materials from the foam of soles shoes into valuable products that have an equal or lower carbon footprint than the first life?

## Circular Economy Mentors



Walter R. Stahel  
(Switzerland)  
Architect, Author, Researcher,  
Circular Economy Pioneer



Vincent Mooij  
(Netherlands)  
Head of Suez Circpack®



Aurélien Susnjara  
(Netherlands)  
Circular Economy Manager at Danone



Alexandre Micheloud  
(Switzerland)  
Strategy & Operations Manager at UHCS

## Corporate Partners



Tom Domen  
(Ecover)  
Global Head of Long Term Innovation



Claudia Richardson  
(Allbirds)  
Materials Engineer - Innovation Strategist



Pedro Franco  
(Surfrider Foundation Europe)  
Mobilization Officer



Priya Trivedi  
(Microsoft)  
Lead for Modern Workplace Global Innovation  
Programs & Strategy



Julien Defosse  
(Bank Of The West)  
Head of Digital Transformation,  
Products and Customer Experience SME

## Program lead



Mathieu Aguesse  
(San Francisco)  
CEO Schoolab San Francisco,  
UC Berkeley Lecturer

*«It shouldn't be a compromise between doing good or doing better, it should be both at the same time. Through our program we're constantly looking for ways to reinvent our consumption habits and generate a real appeal for sustainable solutions. It will take some time to change our behaviors and influence companies in the right directions and engaging with the leaders of today and the leaders of tomorrow it's probably one of the best way to go!»*



Alexandre Truan  
(San Francisco)  
Program Development Fellow Schoolab San  
Francisco & UC Berkeley

*“There is no easy solution to the current climate issue crises. Mixing generations, expertise and industry is the best way to heighten to quality of the solutions we create ”*



David Law  
(San Francisco)  
Director, Global Academic Programs,  
UC Berkeley

*“It is this current generation of students that will drive the discussion on climate change and environmental sustainability. The “Deplastify the Planet” course provides our SCET students a unique opportunity to work alongside our corporate partners to create new economic models designed to eliminate waste.”*



Veronica Cargay  
(San Francisco)  
Deplastify the Planet Course Coordinator, UC  
Berkeley  
Sustainable Environmental Design

*“As the generation tasked with solving the Climate Crisis, we have an imperative to look at all future projects through this lens of environmental innovation. Pairing exceptional students from diverse backgrounds with companies that can easily affect real change creates a catalytic problem solving environment unlike any other”*



**Submit a challenge,  
help deplastify the planet!**

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