ABB Accelerating Circularity Startup Challenge 2023

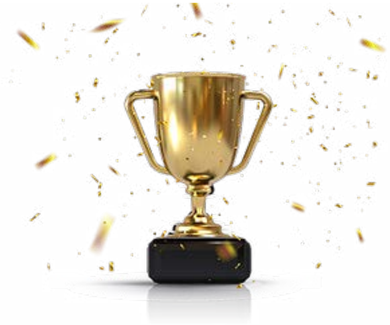
Apply now and accelerate circularity together with us

Go to website

I’m a startup, why should I join?

- **Paid MVP project.** The three winning startups, one for each division, are awarded $30,000 each for a collaboration with ABB Electrification and ABB Motion to solve the challenge.
- **SynerLeap Special Membership.** A 6-month membership at ABB’s startup accelerator SynerLeap will boost your growth and visibility with ABB, our industrial partners and amongst our customers as well. Value $10,000.
- **Networking.** Get attention – and stay in touch with people holding key roles in ABB.
- **Customers.** Chance to get your solution posted for ABB global customer base.
- **Gain ABB insight.** Interact with coaches from ABB Divisions and SynerLeap to gain knowledge about products, customers and industrial domains as well as support in business development.
- **Winners get exclusive mentoring sessions** with Microsoft startup advisors.
- **Marketing.** Opportunity to promote your solution throughout ABB, as well as across key ABB channels and in external media.
- **Access to state-of-the-art technology.** Get access to ABB unique tools, infrastructure and industrial data.
- **The finalists will attend the Final Pitching Event in Switzerland, December 12-14.** Meet, pitch and collaborate with ABB experts and leaders.

Last day to apply is September 17.
We process applications continuously during the application period.



3 challenges
3 awards
$30,000 each

The Journey

Apply now
Last day to apply is September 17.

Sep 18 – Nov 16
Onboarding. Pre-coaching. 10 day challenge. Finalist selection event.

December 12
Final pitching event and award ceremony in Switzerland.

Jan-June 2024
Continued development and collaboration with ABB for the winners.

2024 Q3
Joint go-to-market to accelerate circularity.

Our 3 challenges

Presented by Anne Franzas

ABB Motion Drive Products Challenge

Presented by Salomé Iglesia

ABB Motion Services Challenge

Presented by Matthew Wise

ABB Electrification Service Challenge

Hosted by: ABB, SynerLeap Powered by ABB

Partner: Microsoft

ABB Motion Drive Products Challenge

Take back care of a Variable Speed Drive

Take back solution for variable speed drives – enabling effortless upcycling and recycling of ABB drives that meet circularity principles

Presented by
Anne Franzas
Global Product Manager
Circularity

At ABB we design, build and deliver low voltage variable speed drives to the industry for controlling the speed and torque of motors used in machines and industrial applications. A drive helps to optimize the rotational movement of the machine in real-time. The benefits of this includes increasing productivity of the industry process and reaching sustainability targets in form of lower energy consumption and reduction of wear on industry application in operation. The lifetime of a drive is extended by applying ABB services and support to it.

Time to change the drive
Once it's time to replace a drive that has reached the end of its lifecycle, there needs to be a system in place that helps to repurpose or recycle the material and parts in the drive. It needs to work in a way that does not burden the environment. Instead, the solution needs to ensure maximized reuse of the parts. The solution needs to operate transparently, and it must be easy to use by people in different functions working in industry around the world.

We are looking for a solution that will support the efficient, reliable and safe circularity of drives

- Please join me and my colleagues at ABB to innovate this circularity solution.
- Start by applying to our circularity challenge on this website.

View challenge

ABB Motion Services Challenge

Keep the track on circularity

Developing a reliable circularity certificate management tool

Presented by
Salomé Iglesia
Global Division
Portfolio Manager

As governments around the world are everyday more concerned about the importance of increasing environmental policies to promote a real change in our societies, the transition to a circular economy is no longer an option if we want to face upcoming challenges with the current limited resources we have globally. As an example, based on the EU new Circular Economy Plan it is expected that incentives and mandatory legislations to increase environmental sustainability and promote circular economy models will arrive in the next 2-3 years.

For ABB, circular economy is the way to progress and with that clear goal we aim to achieve 80% of our products and solutions covered by a circularity approach and to send zero waste from own operations to landfill by 2030.

But before that date arrives, in ABB we are already walking the talk. We design our offering to enable a circular life cycle and avoid the use of unsustainable materials, such as the IE5 motors which don't contain rare earth materials, or our service offering for reconditioning and modernizing drives, which extend the life cycle and ensure the reliability of this asset. In this sense, in ABB Motion Services we are already helping our customers to become more energy and resource-efficient, while enabling lower downtime, avoiding material loss, and offering lifetime extending services.

We have already written a long way, but we aim to go beyond to get ready for the imminent challenges related to sustainability policies, as well as opening new business opportunities that our clients can benefit from thanks to circular approaches. And to make it possible, we need your ideas.

We want you to provide a solution to ease our client's full transparency and traceability information during the whole lifecycle of ABB Motion components so they can make sure that the solutions they get from us are completely aligned with a circular approach.

We are looking for:

- Solution capable of tracking information of ABB assets during the complete life cycle of the product: from the production until its take-back phase, including maintenance and reconditioning tasks made during the property period of the asset from the customer, as well as handling of certificates of recycling
- Solution flexible enough to integrate additional information and variables existing or not even considered yet required to forthcoming compliance policies regarding industrial sustainability, such as the digital product passport, or to business opportunities
- Solution compliant to data privacy regulations existing in different markets

Additional information and links

• **Visit ABB Motion Services website** for more information about our expertise
• For further details on our circularity approach **click here**

View challenge

ABB Electrification Service Challenge

Closing the Loop:
Generating Value from Power Distribution End-of-Life

ABB Electrification has an installed base of around 11 million power protection systems and devices, from switchgear and circuit breakers to soft starters to uninterruptible power supply (UPS) systems. Beyond these devices, our customers also have a huge scope of closely related electrical and electromechanical products such as drives, motors, batteries and electric vehicle chargers.

With innovation and sustainability at our core, at ABB Electrification Service we recognize the opportunity to help customers with the ongoing need to address the end-of-life phase of the installed base. We want to partner with our customers to enable circularity and a focus on sustainability through responsible decommissioning, disposal and recycling of electrical equipment to achieve both safety and environmental outcomes.

The Challenge
The current process for managing the decommissioning and end-of-life of electrical equipment, particularly in relation to finding suitable logistics, transportation and waste management partners, is complex, timely and costly.

We need a strategic business model that clearly maps out the end-of-life methodology, customer value proposition and go-to-market strategy, above and beyond our current service offering.

Critical to this business model is identifying the most appropriate businesses to partner with, across multiple countries, who can demonstrate the safe, sustainable and efficient management of disposing, refurbishing or recycling electrical equipment that abides by local country environmental regulations. The business model would define the “rules of engagement” between ABB, our customer and partners.

Partners would need to have expertise in plant and equipment disposal, PCB (Polychlorinated Biphenyls) disposal, pollution prevention and control, and SF6 gas decommissioning and disposal, and provide certification as proof of managing the materials in line with local environmental standards and laws.

In addition, we are looking for the development of a user-friendly tool to enable the suggested business model for both customers and ABB Electrification Service.

The outcome
This challenge would extend Electrification Service’s end-of-life offering by closing the loop for the life of power distribution systems through a partnership model that delivers efficient and effective disposing, refurbishing or recycling services.

Further, by having easy access to certified logistics and waste management companies, we will be able to work closely with our customers to proactively plan a strategy for continuous end-of-life services in a cost efficient, safe and environmentally friendly way.

Importantly, ABB and our customers and partners would be positively contributing to a circular economy by minimizing waste, reducing carbon emissions and recycling for a greener world.

Key criteria for startups
- Capability to identify companies with expertise in the (secondary use) value chain / waste disposal / recycling chain for key material categories (steel, copper, thermosets, electronic printed circuit boards), and thorough understanding of local country environment regulations
- Early-stage companies with digital technology-based solutions or solution components that are focused on streamlining the end-of-life process for industrial / capital goods applications
- Proven ability to develop business models and define pricing hypothesis, having already commercialized a product/service
- Exposure to and focus on ABB Electrification Service relevant sectors (power distribution utilities, oil & gas, heavy industry, food & beverage, datacenters)
- Proven commitment to sustainability and circularity
- Location is not a critical factor, but Europe and North America are our highest priority regions for this challenge (Europe #1)

Presented by
Matthew Wise
Global Head of Strategy
& Business Development,
Electrification Service, ABB

View challenge