

## APPLICATION FORM - Submission Details

**Submission Date : 06/03/2019 10:38 pm**

<b>Unique Submission ID</b>	66
<b>Terms and Conditions acceptance</b>	Yes
<b>First Name</b>	Ondrej
<b>Middle Name</b>	
<b>Last Name</b>	Ludvik
<b>Artistic Name</b>	
<b>Team Members</b>	2
<b>Nationality</b>	Czech
<b>Gender</b>	Male
<b>Date of Birth</b>	
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<b>Country</b>	United Kingdom (UK)
<b>State / Province</b>	West Midlands
<b>Town / City</b>	Coventry
<b>Street Address 1</b>	
<b>Street Address 2</b>	
<b>Postcode / Zip</b>	
<b>University (just for students)</b>	
<b>Document</b>	
<b>Document Number</b>	

<b>Prize Category</b>	Packaging Solutions
<b>Project Title</b>	Closed-loop, reusable, takeaway food packaging DRS
<b>Source of the used material</b>	
<b>Type of plastic involved</b>	
<b>Other materials involved</b>	
<b>Years of production</b>	
<b>Edition</b>	
<b>Weight and Dimensions</b>	
<b>Manufactured by</b>	

**Describe your project accurately and how you developed your idea**

It all started with an idea of creating an online zero-waste grocery shop and compete with other supermarkets such as Tesco, Sainsbury's... This online store will have all the groceries package-free to avoid packing waste and reduce the pollution created by this waste. MIWA is an example of that online store, our competitors, supermarket with a package-free system where the customer bring their own bags and containers for shopping. My idea was different, my idea was having all the groceries in a warehouse well stored so the customers can order online and it will be delivered to them in a suitable container that it will be returned when the next delivery is made, this way the customers will save time as they don't need to prepare and make a list every time they want to go shopping, they don't need to worry about the storage of the product as it will be provided and they just need to call and order, then keep the container until the food is over and re-order the delivery service will be in charge of recollecting the container while delivering the new product. After all the research and coming up with a plan, I searched for professional contact, for investment or get feedback. I got the chance to meet Marek Sacha, entrepreneur, investor and the co-founder and CEO of Cera Care. From Marek Sacha, I received great advice and tips, one of the best advice was using my idea as a service for the existing shops and supermarkets, instead of competing with them. This advice helped me to look my idea from another perspective, I didn't only see it as a sustainable solution but also an as perfect business plan. So, I started working on to make my idea more feasible. I did a lot of research and I found out about existing companies that were working on a similar, such as Loop (launching on Summer), but they all focus on supermarket groceries or other products such as shampoo, cleaning liquids, etc..., none of them were focusing on restaurants (takeaways/deliveries). I started to do research and calculations about takeaways and

deliveries packaging. How much waste is generated? What packaging products are used? What is the impact? And how can it be improved? How to make a profit? To find out about what type of material to use for the packing containers, I contacted with scientists from Warwick University, Dr Andrew Marsh and Dr Remzi Becer (researcher in sustainable polymer), and I decided to use polymer as it is can be reused 100 times and its 100% recyclable, so it will never end up in landfill or in the sea. There was also positive feedback from Plastic Hackathon, Defra UK, UK Circular Plastic Network, online surveys taken by users and restaurants and Keith V.H. Barnes that are also willing to promote BeFus. Now the plan is on providing packaging service for takeaways/deliveries to the restaurants and fast food, this packaging product will be designed so it matches each cuisine requirements, also ensuring that it can be reused and recycled. To be able to reuse the container, a reverse vending machine will be placed in some“collection points” following a return-refund system, the customer will return the container in exchange of refund deposit or other discounts (offered by the restaurants in collaboration). Once the containers are recollected, it will be taken to the cleaning warehouse where it will make them suitable for reusing (if broken or heavily used sent for recycling, the product is 100% recyclable) and granular plastic sent back to our packaging manufacturer.

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**Picture 1 - Cover**



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**Picture 2 - Designer Portrait**



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**Picture 3**



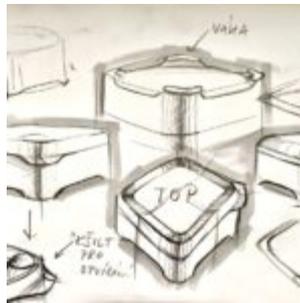
Picture 4



Picture 5



Picture 6



URL

<https://youtu.be/wPMOWKJqpHg>

URL

URL

URL

Email

Modified Date