The Incubation Network

Press Kit



Supported by SecondMuse & The Circulate Initiative

www.incubationnetwork.com



Hello!

We've put together this media kit as a resource for you to familiarise yourself with who The Incubation Network is and what we do. Within this document you'll find information, quick links to content as well as visual assets.

If you have any questions at all, please get in touch with me or our press team.

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Press team

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Overview

Introducing The Incubation Network

The Incubation Network is an impact-driven initiative that sources, supports and scales holistic innovative solutions to combat plastic pollution through strengthening entrepreneurial ecosystems with a diverse network of key partners.

Part of a highly collaborative community of startups and entrepreneurs, investors, partners and programs, The Incubation Network works together with industry players to tackle key barriers to address plastic leakage and advance a circular economy. This includes sourcing and supporting, to scaling early stage or pre-investment solutions, and connecting compatible ecosystem players to reinforce the value chain in waste management and recycling.

Established in 2019, The Incubation Network is a partnership between non-profit organization, The Circulate Initiative and impact innovation company, SecondMuse. The Incubation Network is open to interested collaborators, corporations, and mentors, looking to address plastic leakage and advance a circular economy in South & Southeast Asia.

For more information, visit:

- The Incubation Network
- incubationnetwork
- TINcubation
- www.incubationnetwork.com

Why We Exist & Why Southeast Asia?

Each year, about 8 million tons of plastic waste enters our ocean, equating to five full trash bags along every foot of coastline worldwide[1].

With over 60% of ocean plastics entering from mismanaged waste in five Asian nations, a clear starting point for action is the optimization of land-based plastic waste management in this region. Building on this finding, The Incubation Network commissioned a deeper landscape assessment of the region's waste management infrastructure, which revealed an opportunity gap to catalyse progress by investing into meaningful innovation. For this reason, our initiatives are anchored on solutions in this category and focused on five target markets in South and Southeast Asia - India, Indonesia, the Philippines, Thailand and Vietnam.

Cities in developing countries typically have waste collection rates between 50-80%, and rely heavily on the informal sector to do this work. Despite this, informal waste workers typically experience low and volatile incomes, unsafe and unhealthy working conditions, stigma in their communities, and a lack of access to social protections.

Furthermore, in many communities in South and Southeast Asia, women make up the majority of informal waste workers. Women in these roles are likely to face gender-based discrimination, harassment, violence, and health risks; challenges due to additional care and domestic duties; as well as lower earnings and fewer opportunities for progression, than men.

Initiatives to improve recovery rates of plastics, and to reduce leakage, can often overlook the social and economic impacts on informal waste workers.

8 million tons
of plastic waste enters ocean every year

Informal Waste Workers
Typically responsible for majority of waste collection, yet face much discrimination

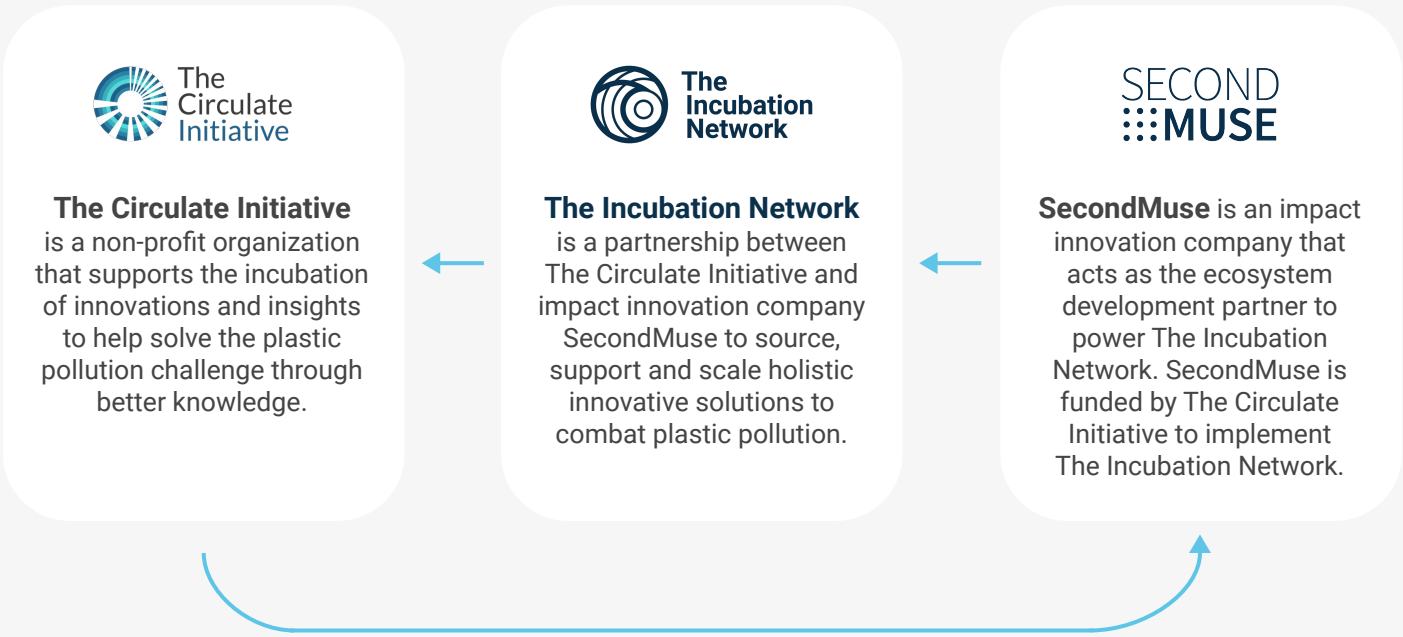
Women
make up the majority of informal waste workers, and face many challenges



Over 60%
of ocean plastic waste comes from five Asian nations: Indonesia, India, Thailand, The Philippines & Vietnam

50 - 80%
Waste collection rates in developing countries

How Does SecondMuse and The Circulate Initiative Work with The Incubation Network?



The Incubation Network sources and supports startups and entrepreneurs to scale early stage or pre-investment solutions to address plastic leakage, and connects compatible ecosystem players to reinforce the value chain in waste management and recycling. It fuels innovation by harnessing the power of its connected network, including the private sector, entrepreneur support organizations, civil society organizations, and governments, to build a more inclusive and enabling environment to scale the waste management sector in South and Southeast Asia.

The Incubation Network has been active since late 2019 and SecondMuse powers The Incubation Network programmes as an ecosystem development partner.

SecondMuse is an impact and innovation company leading on advancements in plastic pollution management, gender representation in the tech industry, and more. They collaborate with actors within the ecosystem to design programs aimed at strengthening the innovation community around each problem statement. These programs – designed to meet the unique needs of each ecosystem – employ a range of tools and strategies targeted across the full stack of innovation and are carried out under The Incubation Network.

To date, SecondMuse has successfully developed a series of local and international challenges, programs, support systems and more to fuel innovative solutions. Most recently, The Incubation Network received over 120 submissions from 30 countries for the 2021 annual Global Innovation Challenge: Future of Flexibles.

The Circulate Initiative acts as the knowledge partner by supporting The Incubation Network with research, measurement and resources such as strategic partnerships and funding.

What we do

Programs at a Glance

Global Innovation Challenges



2021 Global Innovation Challenge:
Future of Flexibles

This initiative brought together early stage start-ups to find better solutions for hard-to-recycle materials.



2020 Global Innovation Challenge:
Plastics Data Challenge

The Incubation Network worked to build stronger data on plastic production and waste management across South and Southeast Asia through new technology and data science to revolutionise Asia's circulate economy. A market insights report was built out of the findings of the Plastics Data Challenge.

Continues on next pages



Leakage and Livelihoods

The Leakage and Livelihoods program will promote the development of inclusive waste management solutions to reduce ocean plastic leakage and improve the livelihoods of informal waste workers from a social and economic standpoint, especially for women.

The Incubation Network is the first organization outside of NextWave Plastics to implement the Social Responsibility Framework with the cohort of seven organizationsover a period of six months, with a focus on improving material recovery and increasing economic integration and social protections for informal waste workers



Thailand Plastics Circularity Accelerator

The Thailand Plastics Circularity Accelerator has been launched by The Incubation Network with the Alliance To End Plastic Waste to scale plastic recycling businesses in Thailand or foreign companies entering the market.

Designed for growing the local circular economy, the program aims to be a catalyst for developing Thailand's end market for low value plastics through an inclusive and sustainable approach.



Circular Innovation Jam

The Circular Innovation Jam sought to develop innovative and inclusive solutions to advance local circular economies for plastics and effective waste management systems to reduce ocean plastic pollution.

The Incubation Network invited participants to jam with their ideas and unique insights to solve ocean plastic pollution through this virtual design sprint.



Inclusive Circular Economy Projects (2020 - 2021)

The Incubation Network committed to backing Entrepreneur Support Organization projects to source, support and scale startups working on the prevention of plastic pollution.

These new partnerships were formed through a collaborative process to further our efforts in delivering programs that supported high-potential startups and entrepreneurs, catalyzed new programs focused on waste management, and gained local market insights.

From May 2021, each project received support for six months, receiving access to a pool of technical experts and mentors, practical resources, financial assistance and program design support.

2020 projects:

- GoMassive on the Agra Innovation Lab: Cleanup City of Agra
- AtWorks on the Circular Impact Market Accelerator project
- Ekonnect Knowledge Foundation on the Mentorship in Sustainable Packaging project
- Climate Collective Foundation on the Climate Ready for Women in Upcycling program

2021 projects:

- MakeSense on the multi-stakeholder coalition study, No Other Year for Plastic Initiatives (NOYPI 2025)
- Villgro on the Ways4Waste Innovation Challenge
- Spring Activator on the C-Plastics Incubator 2021



WWF Philippines Smart Cities Initiative

At the WWF Philippines Smart Cities Initiative, entrepreneurs learnt from experts in innovation and systems thinking, marketing, accounting, strategic planning, the circular economy, gender lens investing, and pilot designing to help them create innovative solutions towards a vision of no plastics in nature by 2030.



Ocean Plastic Prevention Accelerator

The Ocean Plastic Prevention Accelerator (OPPA) is a social innovation ecosystem builder with a mission to address ocean plastic leakage within Indonesia.

We work together with businesses, innovators, start-ups, multilateral organizations, and governments, to identify gaps within local waste ecosystems, and develops solutions to address them.

Most recently, OPPA concluded the Informal Plastic Collection Innovation Challenge (IPCIC) with The Indonesia National Plastic Action Partnership, World Economic Forum and UpLink, which resulted in 11 collaborations amongst the participants.



Frontiers Lab Asia

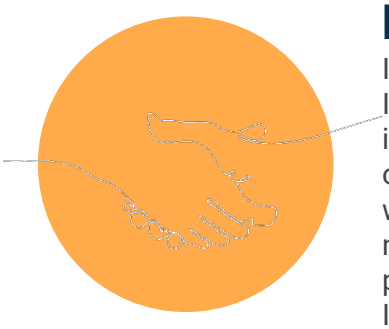
Frontiers Lab is built on the shared vision of a sustained, collaborative effort to solve systemic challenges for small and growing businesses in Asia.

Through a coordinated, design-led process, The Incubation Network is supporting the development of solutions to strengthen these entrepreneurial ecosystems. In turn, this empowers more diverse local businesses to grow and deliver social, environmental and economic impact in their communities.



What we do

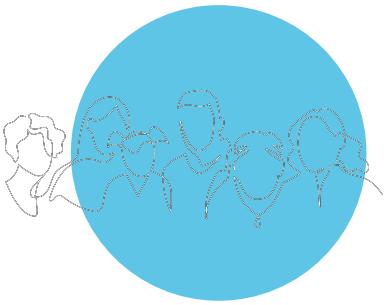
Our community at a glance



Membership of The Incubation Network

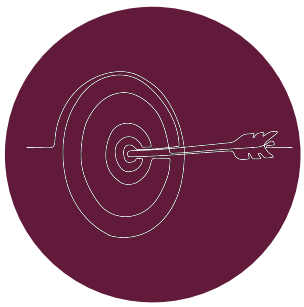
In support of waste management and the circular economy, The Incubation Network established a platform to connect and amplify the impact of entrepreneur support organisations to building a strong pipeline of high-impact startups tackling ocean plastic pollution in Asia. To date, we've supported 276 startups across all programs. Many of these members are already teaming up with us to catalyze solutions to plastic pollution within their local communities such as through the Circular Innovation Jam. Our Map of Innovations helps contextualise our impact.

Members include startups and growing businesses, entrepreneur support organizations, civil society organizations, academia and private sector businesses. More information can be found here.



Community Network

The Incubation Network has built out comprehensive support on a community portal, including resources on plastics and circularity, circular packaging and gender-inclusive programming guides, asks and offers for the alumni network among other learning tools and resources. More information can be found here.



Mentors of The Incubation Network

The Incubation Network established a platform to connect and amplify the impact of entrepreneur support organisations and build a strong team of over 200 industry expert mentors for the entrepreneurs and teams to help them solve issues, get ahead of pitfalls and opportunities before they happen.

Mentorship provides opportunities for development through frank and open discussions without the pressure of vested interests. The mentoring process is about sharing relevant experiences and insights, enhancing learning and building relationships for the future.

So far we have 145+ active mentors, 1100+ hours have been contributed and 52 growing businesses have been supported. More information on this can be found here.

Spokespeople



Simon Baldwin

Global Head of Circularity for SecondMuse

LinkedIn Bio >

Headshot Photo >

As the Global Head of Circularity at SecondMuse, Simon leads programs focused on strengthening circular and regenerative economic systems and processes. This work currently includes leading The Incubation Network in South and Southeast Asia, and the Ocean Plastic Pollution Accelerator (OPPA) in Indonesia, both of which are built around addressing ocean plastic pollution.

Simon is a systems architect, researcher and entrepreneur who is committed to foregrounding communities in developing solutions that tackle today's most complex and pressing social and environmental challenges. His experience extends through the private, government, non-government and UN sectors in more than a dozen countries. His insights and research has been published widely and across multiple platforms.

Simon lives in Singapore with his wife and two children.



Laura Benns

Director of Programs for SecondMuse (The Incubation Network)

LinkedIn Bio >

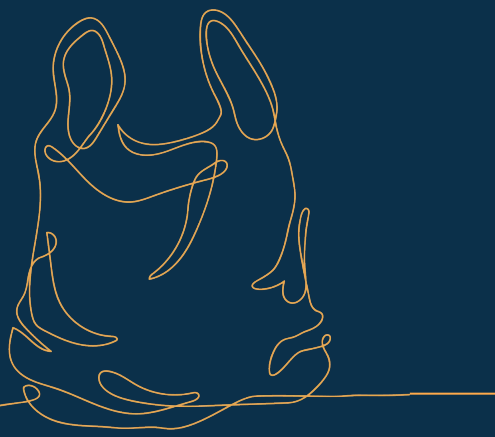
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Laura is the Director of Programs at SecondMuse for The Incubation Network. Laura oversees the Ventures, Network Development and Inclusive Market Systems programs, working with incubators and accelerators, entrepreneurs and innovators, investors, NGOs, and government leaders from across the region to develop and scale impactful solutions to combat ocean plastic pollution.

Laura's background in human-centred design and experience working on complex system challenges drives her to create positive change through collaboration. At the Incubation Network she is leading the building of enabling ecosystems to support innovation across South and South East Asia.

In the press

Forbes	The People Who Collect Most Ocean-Bound Plastic For Recycling Are Getting A Hand Up From A Group Of Companies And Brands **Read full article>**
THE BUSINESS TIMES	Entrepreneurs have to align their priorities **Read full article >**
MONEYFM 89.3 STAY AHEAD	Sustainable Singapore: Tackling plastic waste and circularity challenges in Southeast Asia **Listen to the interview >**
GETTING AHEAD WITH THE EDGE SINGAPORE	The Incubation Network launches plastic management programme for start-ups in South and Southeast Asia **Read full article >**
TECHINASIA	Singaporean initiative launches plastic management program for startups in SEA, South Asia **Read full article >**
e27	In brief: New incubation programme for SEA's plastic waste startups **Read full article >**
Eco-Business	Ventures to receive growth support from The Incubation Network to tackle flexible plastic waste **Read full article >**
cna	The eco-entrepreneurs waging war on plastic pollution in oceans **Read full article >**
Eco-Business	Global call for applicants to the plastics data challenge by The Incubation Network **Read full article >**
asiaone	Incubate, Measure and Amplify: The Circulate Initiative Launches Strategy to End Plastic Pollution and Build Thriving Circular Economies **Read full article >**



How to reach us

For **media enquiries**, reach us at **media@incubationnetwork.com**

The Incubation Network

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POWERED BY

SECOND MUSE

The Circulate Initiative

SUPPORTED BY

ECCA FAMILY FOUNDATION

ALLIANCE TO END PLASTIC WASTE

Canada

Program undertaken with financial support of the Government of Canada provided through Global Affairs Canada