



Imagining  
the future of  
our fibers



**PARTNERS:**



**Danish  
Design Centre**

[saviapackaging.com](http://saviapackaging.com)



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**Note:** The deadline has been extended until the 31st of August 9:00am ET, as of the 10th of August 2021

## 1. General Context of Savia

Savia is a global innovation program organized by the CMPC group (“CMPC”) that seeks sustainable packaging solutions with high scalability potential that will add value for the consumer and society in general and contribute to overcoming global challenges that are relevant for the future of the industry and the climate crisis.

## 2. Background

The climate crises the planet is experiencing is a major challenge that requires a systematic change in how society manufactures goods and provides services today. Ensuring a sustainable future for coming generations means finding ways to decarbonize the economy, eliminate plastic from our oceans, and find new respectful and sustainable materials and productive processes. Along this path, companies play a fundamental role by creating spaces for innovation and the development of sustainable solutions that can resolve global problems.

Looking at this scenario, we at CMPC have asked ourselves what we can do in the immediate future to collaborate and contribute to solving these global problems as a prominent player? Today, we are convinced that innovation must lead the change and that the solutions to be developed must be built collaboratively.

We have an opportunity for renewal, to become agents of change and respond with agility to the transformations that society is undergoing by building a more sustainable future together, focusing on a circular bioeconomy that creates value with biological resources to produce products that are kept in circulation for as long as possible, reusing and recycling.

## 3. Description of the program

### What are we looking for?

We are looking for teams from all over the world that have ready-to-implement solutions or solutions in the final development process with high potential for scalability and/or commercialization. They can be companies, startups, institutions, developers, or designers, etc.

### Why apply for this competition?

1. **Contribute to the planet.** You will help address global challenges, such as climate change, by developing the packaging solutions of the future.
2. **Acceleration and Post-Acceleration.** The selected teams could transform their solutions into prototypes that add value to the CMPC network, with real implementation opportunities in the Latin American and global markets.
- 3.
4. **Access to CMPC’s network of players and companies.** You will gain access to a commercial and supply chain network that could facilitate the product-market fit, scalability and commercialization of the solution you propose.
5. **Validation.** The finalist solutions could get to validate their solutions in a real value chain.
6. **Learning.** You will join a learning process with national and international leaders in packaging, innovation and sustainability.

## 4. Objective of the program

The Savia sustainable packaging program, hereinafter the “**Program**”, has two main objectives:

- The first is to generate value for the packaging industry and contribute to solving globally-relevant challenges, such as climate change and the need to protect the environment. We propose achieving this through the development and acceleration of sustainable packaging solutions that promote a circular bioeconomy.
- The second is to create new business, empowering and encouraging innovative teams from around the world to scale and commercialize their solutions with the support and endorsement of CMPC.

## 5. Challenges of the program

The program does not have specific application categories so all applicants will compete equally to access the program. Although there are no application categories, the program does provide 5 challenges (or areas) that will guide the teams to apply their solutions. The solutions submitted may be associated with one or more challenges.

### The 5 challenges of the Savia Program are the following:

#### Challenge 1: New uses for cellulose, paper, corrugated cardboard, molded pulp and construction paper

**What new uses can we find for materials made from cellulose? Or what innovations can we create to find second uses for packaging made with these materials?**

We are looking for innovations that find new uses for materials or packaging made from cellulose, such as paper, corrugated cardboard, molded pulp and construction paper.

Solutions that include post-consumption uses for this packaging, giving it a second useful life, can also apply.

#### Challenge 2: New qualities for packaging

**How can we add value – with new qualities or functionalities – to packaging manufactured from cellulose to improve the user experience and contribute to improving the sustainable development of the packaging industry?**

We are focused on the search for innovations that provide new qualities or functionalities to packaging made from cellulose (such as paper and corrugated cardboard, among others), generating value for the user and improving their purchase or usage experience.

#### Challenge 3: New technologies, digitalization and traceability

**How can we apply new technologies to packaging made from cellulose to improve its usage, functionality, traceability or recovery logistics for environmentally-responsible management?**

This challenge seeks solutions that explore new technologies in packaging or products. Here, you can explore, for example, intelligent packaging solutions. Likewise, the innovations can address traceability and recovery logistics for responsible management.

#### Challenge 4: New services and business models

**How can we go from the sale of a product to the sale of a service in the packaging industry? What new business models can we implement to generate value for customers and consumers that reduce the impact on our planet?**

We are looking for new services and business models for the packaging industry that are focused on digitalization and circular economy. The proposals must move from the sale of a product to the sale of a service or experience for consumers or customers.

### Challenge 5: New Materials

**What new materials can we create to eliminate single-use or hard-to-recycle plastics? How can we create materials with low environmental impact and great performance or behavior?**

We are seeking solutions that explore new natural fibers or materials that work in the packaging industry and replace single-use or hard-to-recycle plastics. The proposal must consider and meet different demands, depending on their proposed use, such as resistance, flexibility, light weight, transparency and hygiene, among others.

Proposals that use part of CMPC's byproducts, such as sludge, ash, dregs and grits, bark, leaves, stumps, tall oil and methanol, among others, will be of special interest.

## 6. Structure of the program

### 6.1 Stages

The program consists of 7 stages:

#### Stage 1 - Registration

On June 29, 2021, registration will be opened to participating teams, who can submit their solutions on the web page, [www.saviapackaging.com](http://www.saviapackaging.com), by filling in the online application form.

### What information will the online application form request?

#### 1. Regarding the solution, you will have to fill in the following information:

- a. State the challenge or challenges of the program the proposed solution targets.
- b. Name the industry or industries to which the solution is related (for example: food, cleaning, construction, logistics, etc.).
- c. Describe the problem that the solution addresses or tackles.
- d. Describe the solution and its most relevant qualities.
- e. Tell us about the distinctive and specific features that make your solution a proposal with positive environmental impact.
- f. Describe the scalability and commercialization potential you see in the proposed solution.
- g. Upload a video of the pitch for your solution: state the value proposal of the solution proposed and its benefits for the user, the industry and the environment. The maximum duration of the video is 90 seconds.
- h. Upload one or more images of the initial prototype or MVP (minimum viable product) developed.

#### 2. The following information will be requested about the participating team:

- a. General description of the team, detailing the profiles of the members, each one's dedication to the solution and the contribution of the proposed combination.
- b. *Summarized curriculum vitae*

During this period, remote sessions will be held to explain the program, as well as Question & Answer (Q & A) sessions in Spanish and English to answer any questions about registration.

Registration will close on August 10, 2021, at midnight Eastern Time.

## Stage 2 - Admissibility

From August 10 to 16, 2021, the **Organizing Team** [see the glossary of terms] will assess the admissibility of the applications received based on 2 aspects:

- Whether the solution presented is relevant to the core subject and within the Program's action framework.
- Whether the application was filled in correctly from a formal point of view with pertinent and truthful information, along with all the documentation and information requested.

The applications that fulfill these 2 conditions will be declared admissible and will go on to the next stage. On the contrary, those that do not comply with these requirements will not be admitted to the program and the corresponding applicants will be notified thereof.

## Stage 3 - Pre-selection

The participating teams declared admissible to join the program will be evaluated by an **Expert Committee** [see the glossary of terms], comprised of CMPC professionals and innovation consultants, who will evaluate the solutions based on the evaluation criteria set out in point 6.2 of this document. As such, on August 31, 2021, the Expert Committee will announce up to 20 pre-selected teams that will participate in Demo Day.

## Stage 4 - Demo Day

**Demo Day** is an opportunity for presentations to be held on September 07, 2021, in which the pre-selected teams will have 5 minutes to present their solutions before an **Expert Jury** [see the glossary of terms]. Then, there will be a round of questions by the **Expert Jury**, which will last 5 minutes. To see who in on the Expert Jury, go to [www.saviapackaging.com](http://www.saviapackaging.com)

Based on the evaluations made on Demo Day, the **Expert Jury** will select up to 10 teams to go on to the Acceleration Stage. They will also make a waiting list of 5 teams who could go on to the Acceleration Stage if any of the 10 selected teams leaves the process or fails to comply with any of the requirements set out in these terms.

Likewise, if the quality of the solutions presented is particularly outstanding, the Expert Jury could select more than 10 teams to go on to the Acceleration Stage.

## Stage 5 - Acceleration

The teams selected will participate in a 2-week accelerated development process for their solutions with the support of CMPC professionals and national and international experts. All the teams selected will receive a prize of **USD 5,000** and be able to participate in the activities during these 2 weeks of Acceleration.

### The Acceleration stage will provide:

1. Understanding of the value chain of CMPC and its subsidiaries through an immersion process that will allow the teams to adjust their solutions at the POS to achieve subsequent scaling and possible commercialization.
2. New specific knowledge with the help of national and international mentors that will provide personalized advisory to the teams in the areas of: value proposal, business models, scaling, environmental impact and pitch.
3. Direct feedback from a CMPC team that will guide the process along with innovation advisors and CMPC customers to achieve the Product Market Fit of their solutions.

The teams that go on to the Acceleration Stage must sign a confidentiality agreement to protect the information that will be provided by CMPC to adjust the solutions to a real context.

At the end of the 2 weeks of Acceleration, the teams must present their developed solutions adjusted to CMPC's value chain before a CMPC Expert Committee at the **Presentation** milestone.

The **Presentation** milestone is another opportunity for presentation at which the selected teams will have 10 minutes to present their already-accelerated solutions, emphasizing how the solution has been adapted to the company's value chain, showing its value proposal, scaling plan, and commercialization potential. This presentation will be made on a date to be determined during the week of October 18, 2021, remotely and may be recorded as a record of the event.

### Stage 6 - Decision

After the Presentation, a CMPC Expert Committee will evaluate the teams that participate in the Acceleration and select the winners. The winning team (s) will go on to the Post-Acceleration Stage, where they will propose partnership models among the teams and the company to achieve the commercialization of the solutions. **If none of the solutions proposed achieves the minimum expected standards, CMPC reserves the rights to end the program after the Acceleration Stage.**

The decision of who can go on to the post-acceleration stage will be announced on the 1st of November, 2021.

### Stage 7 - Post-Acceleration

During four months, on a date to be determined, the winning team (s) will participate in the final stage of the program in which partnership processes will be determined among the teams and CMPC in order to agree on a collaboration and work pathway that will facilitate the final testing and pilots of their solutions. During this Post-Acceleration Stage, CMPC customer companies may also collaborate and contribute to the testing, validation and pilot process of the solutions.

4 possible partnership pathways may be agreed upon by the finalist teams:

- 1. Start-up to Supplier pathway:** In this model, CMPC commits to operationally validating the prototype during the post-acceleration months and drafting a supplier contract.
- 2. Incorporation to Corporate Venture Capital (CVC):** This Pathway and sub-pathways include the financial participation of CMPC through its Corporate Venture Capital (CVC) Unit, CMPC Ventures.
- 3. New Company:** CMPC and the team mutually decide to generate a new company according to to-be-defined terms. This involves combining the capacities of both parties, safeguarding any pre-existing intellectual property and previous customers to address the opportunity in an adjacent market in the best way possible.
- 4. Joint Venture:** a strategic-collaboration agreement that is adapted on a case-by-case basis to exploit an opportunity, technology, customer or market. It will be established with the objective of scaling the solution, entering a new market or adapting the solution to a relevant niche that had been identified in the course of the Savia Program. It can be with or without equity (investment).

CMPC reserves the right to offer these pathways indistinctly, offering any of them or more than one of them to the different teams at their complete discretion. This means that CMPC may, at its sole discretion, decide not to offer any of these alternatives to teams, even if they participated in the Post-Acceleration process.

The teams that participate in the Post-Acceleration stage and agree to work in collaboration with CMPC may receive funding that will be allocated at CMPC's discretion for the scaling and pilot of the solutions. The funds available for the Post-Acceleration stage are **USD 150,000** and the amounts will be allocated to each team according to the commercialization potential of the solutions.

## 6.2 Evaluation criteria

Criterion	Description
<b>Team</b>	The team's quality and capacity to partner with CMPC will be evaluated. The teams' degree of commitment to the development of their solution will also be evaluated and a projection of their future performance will be made based on the team's composition, evaluating their experience and knowledge in the area, their innovation experience and the diversity of the members' profiles.
<b>Solution</b>	The elements associated with the solution, such as its technical quality, degree of innovation and its impact on the experience of the final user and customer, considering functionality and attractiveness. This point will also evaluate the environmental impact of the solution proposed. A low carbon footprint, minimal water consumption, less use of materials or mono-materiality, light weight, energy efficient production and associated processes, among others, will be considered beneficial points.
<b>Impact and potential implementation</b>	The impact of the solution in the value chain of the company, CMPC, will be measured along with the suitability of the proposed solution's context. The potential for scalability, market viability, competitiveness, demand, risks and associated time frames will be analyzed.

### **The percentages for each evaluation criterion will be the following:**

For the pre-selection stage (to advance to Demo Day):

Team: 40%

Solution: 30%

Impact and potential of implementation: 30%

For the selection stage (to advance to the Acceleration Stage):

Team: 20%

Solution: 40%

Impact and potential of implementation: 40%

## 6.3 Prizes and funding

The 10 teams selected to advance to the Acceleration Stage of the program will receive a prize of **USD 5,000**.

Then, once the Acceleration Stage is completed, the team (s) selected to advance to the Post-Acceleration Stage may share a financing fund of **USD 150,000** for the scaling of their solutions. The specific amounts will be allocated by CMPC at its discretion to the teams that continue in this stage, depending on the partnership model agreed upon. This amount may be assigned in full or not at all.

## 6.4 Activities eligible for funding with the amounts assigned during the Program's Post-Acceleration

### **What activities/goods can be funded with the resources received?**

Any expenses and investments conducive to the objective of developing a winning proposal will be considered eligible for funding, whether in cash or other payment.

This concept does not include the use of any facilities, infrastructure, human resources



or other resources that **already existed or belonged to the winning team prior to the start date of their participation in the program.**

Only the expenses described below will be eligible for funding.

**a. Operating expenses**

These include direct expenses associated with the completion of the Post-Acceleration stage, such as expenses for materials, hiring of services for the performing or improvement of a prototype or MVP (minimum viable product), testing, among others. They must be reported according to the accounting instructions that will be provided for said purpose.

**b. Human Resources**

These include any human resources that have effectively been used in the development of prototypes, testing, and validation opportunities, which must be supported according to the accounting instructions that will be provided for said purpose.

The number of weekly human resource hours that will be effectively dedicated to the prototype development, testing and validation process and the roles of everyone participating therein must be reported.

**c. Investment expenses**

These include expenses for the acquisition of equipment and/or improvements of inventoriable goods for the development and improvement of the solution and they must be justified with respect to their connection thereto.

**6.5 Summarized table of relevant dates**

Stages and milestones	Start date	End date
Launch	June 15, 2021	
Registration	06-29-2021	08-10-2021
Admissibility	08-10-2021	10-16-2021
Pre-selection	08-31-2021	
Demo Day	09-07-2021	
Acceleration	09-27-2021	10-11-2021
Presentation	Date to be confirmed, during the week of 10-18-2021	
Decisión	11-01-2021	
Post-Acceleration	November 2021	February 2022

## 7. Participants

### 7.1 Who can participate?

Teams from around the world that have solutions that are either (A) **ready to implement** or (B) **in the final development process, with high potential for scalability and/or commercialization**. The teams must have the capacity to scale their solutions and the availability to participate in the various activities and opportunities of the program. **They can be companies, startups, institutions, developers, designers, etc.**

**Team members:** The teams must consist of at least 2 people and there is no maximum number of members.

#### What do we mean by (A) ready-to-implement solutions?

Solutions developed by the applicant teams with at least one developed and technically-validated MVP (minimum viable product).

#### What do we mean by (B) solutions in the final development process?

Solutions developed by the applicant teams that are in the process of development, with developed initial prototypes in the process of being tested, technically validated or validated with users.

### 7.2 Responsibilities of the participants

Every team that participates in the Savia Program agrees to:

- Participate in the Savia Program with 100% attendance by at least one team member in all the programmed activities.
- Maintain a cordial and respectful attitude with all participants, organizers, mentors, presenters, jurors, reporters and any other person that participates in the program, in order to maintain a cordial atmosphere and respect for others and their work.
- Each participant must have a personal backup mechanism for data and developments obtained by their team during the program's development, which is why the Savia organization will not be liable for the loss of information or data that the participant has not previously saved by electronic, optical, digital or physical means
- Every team participating in the program agrees to the use of their image in print media, the press, radio, television and internet, including for promotional purposes. The participants also agree to fill in surveys related to their general experience of the process.

## 8. Confidentiality

CMPC will not disclose any technical, commercial, operational, engineering, design, administrative, financial information or any other information provided by the teams participating in the Program and are bound not to use it for any purposes other than those set out in these terms.

All plans, designs, drawings, specifications and any other information obtained by CMPC during the Program will be kept in strict secrecy and may not be revealed to any third party or used for any purposes other than those set out in these terms.

## 9. Intellectual Property

All the data, plans, designs, models, specifications, reports, and in general, all the information that is provided or made available to CMPC by the participating teams is the exclusive property of the latter and may not be used for any purpose other than the Program.

## 10. Expense accounting

The expenses financed with the resources transferred by CMPC during the Post-Acceleration stage must be reported on the basis of real costs, the price effectively paid, duly supported with reliable documents that prove their amount, according to the provisions of point 6.4 on “Activities eligible for funding” of these terms and according to CMPC’s instructions.

### Review of financial statements

CMPC may approve, observe or reject, as appropriate, any financial statements, all of which must be reported to the corresponding team by e-mail.

### Request for additional information, clarifications, modifications and/or rectifications

As part of the revision process of the supporting documentation provided to verify the investment of the resources granted, CMPC may request any additional information, such as clarifications, modifications, and/or rectifications, that it deems require revision. Likewise, CMPC reserves the right to verify the information in the field.

## 11. Acceptance of the Terms

Participation in the SAVIA competition implies knowledge and acceptance of these terms. Any incompliance with these or any procedures or systems established by CMPC for participation in this program will authorize CMPC to immediately proceed with the expulsion of the participating team and/or the revocation of the funds granted, and/or the possible filing of appropriate legal action.

## 12. Modification to the terms of the competition

CMPC reserves the right to modify the terms of the competition as many times as necessary, whether the objective is to clarify, expand, interpret or restrict the terms of conditions therein or to improve the terms and conditions, providing the participating teams and the general public with due notice by the same means as the program is communicated and publicized. Likewise, CMPC reserves the right to extend the time frame of the program and thus, these terms, providing timely notice thereof on the program’s web page.

CMPC shall have the right to terminate this program at any time without stating any cause or liability whatsoever.

## 13. Handling of personal data

The Program and its organization ensure that the personal data of the participants, who have volunteered it to take part in the program subject to the provisions of Law No. 19,628, guaranteeing that it will be used solely for the purposes associated with these terms of competition and faithfully safeguarding the principles of legitimacy, access, information, data quality, purpose, proportionality, transparency, non-discrimination, limitation of use and security in its handling.

## 14. Contact

If you have any questions, you can contact us by e-mail at [info@saviapackaging.com](mailto:info@saviapackaging.com). In addition, we will set up a frequently-asked-question-and-answer section on the web page, [www.saviapackaging.com](http://www.saviapackaging.com), which you will be able to check at any time. Questions related to feedback or justification of the decisions made by the Expert Jury will not be answered. Applicants hereby irrevocably waive any claim or action in this regard.

## 15. Glossary of terms

**Organizing Team:** The organizing team of the Savia Program is comprised of CMPC professionals, specifically from the company's Biopackaging business unit and Innovation area.

**Expert Committee:** The Expert Committee is comprised of CMPC professions from diverse areas and a team of external innovation advisors that will support team selection during the process.

**Expert Jury:** The Expert Jury is comprised of members from different areas and national and international organizations. This Jury will have expertise in the areas of innovation, sustainability and packaging. 2 CMPC representatives will also be present.