

A banner image for the Hemp Ideation Challenge. It features a dark, semi-transparent background over a photograph of hemp plants and a wooden bowl filled with hemp seeds. The text 'Hemp Ideation Challenge' is written in large, white, sans-serif font. Below it, in a smaller white font, is the tagline 'Creating Global Opportunities for New Zealand Hemp'.

# Hemp Ideation Challenge

Creating Global Opportunities for New Zealand Hemp

## **Sponsorship for Hemp Ideation Challenge - 5 to 18 September 2020**

A virtual and in person event – Webtools Christchurch office  
146A Lichfield Street, Christchurch Central, Christchurch 8011

### **Introduction**

The hemp industry has exploded internationally and is poised for further growth as regulation around the world starts to open up. The Hemp industry in New Zealand is still an emergent industry establishing itself and working towards maturity and acceptance.

This hemp ideation challenge has come as a result of the recognition that New Zealand has:

- Great soils (particularly Canterbury plains) to grow industrial hemp
- Local capability in the food and fiber industries, across the value chain
- A broad understanding that there is a consumer driven, international market opportunity for hemp products.

The purpose of this challenge is to bring together researchers, students, industry and hemp businesspeople across all sectors to innovate and ideate about how hemp might be incorporated into existing and new products.

*The question is how we might create new hemp products or uses for hemp as well as innovative ways to produce, process and manufacture hemp. On farm and in the food and fibre industries.*

### **Who – is involved**

The NZHIA, Webtools and ChristchurchNZ (EDA Economic Development Agency) are hosting a challenge driven innovation event, involving the above stakeholders. Kick off weekend 5<sup>th</sup> September, followed by 10 days of engagement and submitting ideas. With the winner announced on 18<sup>th</sup> September.

### **Why – do this now**

The industry (and this hemp ideation challenge) come at a time when companies are looking for ways to reduce their carbon footprint, regenerate their environments, increase productivity

and create value added products. To ensure they are meeting many triple bottom line, NZ Government and UN Sustainable Development Goal metrics.

Hemp is positioned perfectly to be able to satisfy many of these aims with a little bit of creative thinking and innovation.

### **How – Managing the challenge driven innovation process**

This challenge is set up using [PlanBox innovation and ideation software](#). They are industry leaders in the market and have achieved awards and recognition for their approach and ability to deliver “Innovation as a Service” to some of the world’s largest companies.

They have worked with agriculture companies from ideation through to delivery of innovative products and services.

By utilising this platform the Hemp Industry is able to start with a global perspective, bringing in relevant global data to support ideation that is going to be relevant to the consumers and market that the industry must address.

This will speed the time from ideation to delivery. It enables New Zealand to achieve rapid innovation in the hemp industry that is immediately internationally relevant and positions the industry as profitable straight away.

Typically this “innovation as a service” is costly and challenging to facilitate. This is an opportunity to observe sophisticated software and process at work and understand how you might incorporate the resulting ideas into your business.

### **What’s in it for you? - The Offer - Unique Value Proposition of the Challenge –**

This challenge presents an opportunity for adjacent and complementary industries to participate in innovation utilising hemp to achieve positive environmental, business and performance outcomes for either existing products or new product offerings that address consumer priorities.

Being part of the inaugural science challenge in the industrial hemp field, will give sponsors, participants and invited guests the opportunity to be involved in a truly unique experience.

**Sponsors** will gain profile and kudos for supporting the first challenge driven innovation process for industrial hemp in New Zealand

**Participants**, will be recognised as being industry leaders and will form part of the community of experts in industrial hemp space

**Invited guests**, will be able to see how a joined up challenged driven innovation system works and how they can utilise an “Innovation as a Service” approach in their own businesses and R&D ecosystems, to quickly focus their investment into areas that make a global difference.

## Why - Sponsors

We need sponsors to support prize money and provide promotion channels

What's unique: Planbox technology supporting ideation

-access to technology to facilitate innovation

-Publicity to establish your companies brand alongside the innovative, cutting edge, clean, climate, natural image that the emerging hemp industry already has

As a sponsor you will

- Select a representative for the voting and judging panel
- Have the opportunity to mentor and support the ideation process
- Be invited to speak directly with Planbox facilitators to better understand the process of facilitating rapid innovation in the current disruptive environment
- Publicity, on promotional material and we will be announcing winners and sponsors to the collective databases/ audiences of:
  - Webtools Agritech – 572 followers on linkedin, over 14,000 engagement in last month
  - New Zealand Hemp Industries Associations - mailing list of 1,100 high engagement companies and individuals
  - ChristchurchNZ – Audience of leaders in the city
  - Ministry of Awesome
  - B.linc (Lincoln University Innovation)
  - Sponsor's networks
  - Whats on – Christchurch City Council (20,000 engagement)

## Sponsorship levels

Gold – \$3,000

Opportunity to influence the challenge and present to the participants

Mentions in all promotion and on all photos

Logos on the Planbox platform and communications

Judge on Judging panel

Facilitated discussion about rapid innovation with Planbox 3 spots

Silver - \$2,000

Logos on Planbox platform and communications

Judge on judging panel

Facilitated discussion about rapid innovation with Planbox 2 spots

**Please direct your sponsorship enquires to**

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To register as a participant, please follow the link [here](#)

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