



Innovation Challenges

Unlock innovative climate technology solutions to achieve your organization's sustainability goals

An Elemental Impact-powered Innovation Challenge is a tool used to create pathways for targeted project deployments. Through a customized competitive challenge, our partners are able to identify and pull forward proven solutions that meet their specific needs, leading to maximum sustained outcomes.



What is an Innovation Challenge?

Innovation Challenges include the following activities to maximize desired outcomes:

- Developing a problem statement addressing your organizational priorities or challenges.
- Engaging stakeholders within a decision-making ecosystem and integrating feedback into the challenge structure and outcomes.
- Identifying clear eligibility criteria for the types of solutions you are interested in, and developing a streamlined application to source submissions for qualified solutions.
- Launching a Challenge webpage and marketing materials that use aligned partners, ecosystem promotion, and competition to attract highly qualified solutions to the opportunity.
- Co-creating a pitch event, to be held remotely or in-person, and conducting follow-on feedback mechanisms to track outcomes.
- Identifying opportunities, where applicable, for prize money, pre-development funding and/or leveraged investment of private capital alongside challenge solutions.

What are the outcomes of an Innovation Challenge?

Innovation Challenges can lead to a number of outcomes, including but not limited to:

- A highly curated pipeline of climate technology solutions qualified to address your priorities or challenges.
- Solution providers win funded pilot project(s), investment(s), offtake agreement(s), and/or prize money.
- Convenings of stakeholders including policymakers, community organizations, etc. in the form of a roundtable to influence the challenge structure, outcomes, and benefits.
- Live, in-person or virtual, pitch event for the finalists and partners.

Who do we partner with for Innovation Challenges?

- **Capital providers** aiming to attract tailored pipelines towards bespoke organizational or community-based climate priorities / challenges.
- **Corporates** focused on sourcing external innovation to address top sustainability priorities.
- **Philanthropic leaders & impact investors** focused on providing catalytic capital, to advance climate solutions with deep local community impact.
- **Community organizations, non-profit organizations & local officials** looking to advance place-based climate projects.
- **Local, state, & regional governments** looking to source high-quality climate solutions applicable to the specific needs of their jurisdictions' projects, communities, and policy frameworks.



Case Studies

The Technip Clean Maritime Innovation Challenge sought to collaborate with innovators from around the world to pilot low-carbon or zero-carbon fuels and emissions measurement and management solutions for large-scale cargo ships, cruise ships, etc.

39

Applicants in 5 weeks

8

Finalists invited to live pitch

2

Winners selected

"Innovation and collaboration are key to support the net-zero trajectory and address the decarbonization needs of the industry. Our first external innovation challenge was a great opportunity to make the link between an innovative start-up ecosystem and a technology scalability expert like Technip Energies. Making this link is a win-win situation for those eager to bring innovative solutions to the table and companies like ours able to industrialize these solutions."



— Samir Karoum, Chief Strategy & Sustainability Officer of Technip Energies

The Resilient New Orleans Innovation Challenge was a collaborative effort between Elemental Impact and Finance New Orleans (FNO), which sought a shortlist of preferred providers that demonstrate the ability to lower the overall cost of building components, and increase resiliency and affordability for tenants and homeowners in New Orleans.

34

Applicants in 4 weeks

8

Finalists invited to live pitch

4

Winners selected

13

Properties slated for development

\$2M

In follow-on capital available

"New Orleans has long been a city with a rich tapestry of history and culture but is committed to improving and adapting to new ways of how we better serve our residents. The Resilient New Orleans Challenge demonstrates how we are leveraging green financial strategies and technologies for key climate projects that will lead to a more resilient and sustainable city. We are excited to see our local businesses, entrepreneurs and developers collaborate to bring more climate-friendly, affordable housing to our community. These types of innovative partnerships are helping build a better, cleaner, greener and brighter future for our people."



— Mayor LaToya Cantrell, New Orleans, LA

Past Innovation Challenge Partners





Why is Elemental the right partner for your Innovation Challenge?

Elemental is one of the ecosystem's most highly-networked investors, with a global ecosystem of 2,000+ co-investors, 5,000+ evaluated startups, and dozens of community-based organizations that we can quickly activate to source qualified applicants for your Challenge.

We have a deep bench of expertise across multiple technology sectors and stakeholder types to help advise your Innovation Challenge, with devoted teams deploying expertise across Energy, Mobility, Water, Built Environment, Food & Agriculture, Nature-Based Solutions, and Industry, along with leaders in Policy, Equity & Access, and Investment.

About Elemental

Elemental is a nonprofit investor focused on scaling climate technologies for deep community impact. We bring more than a decade of experience across the climate sector, with an active and maturing portfolio of 150+ companies. Elemental fills two gaps fundamental to addressing climate change: funding projects for climate technologies in communities, and embedding equity and access into climate solutions. We invest in transformative technologies to create a systems change for a more resilient, equitable future.

Interested in hosting an Innovation Challenge with Elemental?

Reach out to us at partnerships@elementalimpact.com to learn more!