

X
LABS

AUGUST 2024
NELSON, AOTEAROA

Redesign the Future of Food at XLabs

Join us to reimagine how we grow, care for, and share the true value of food in Aotearoa New Zealand.

This is how we will restore the future of our food systems. It starts here at XLabs.

Apply now for the circular economy online course and in-person workshop — in August at xlabs.nz

— to be more abundant, nature positive, and truly regenerative by design.

XLABS: FUTURE OF FOOD
IS MADE POSSIBLE IN PARTNERSHIP

NELSON
REGIONAL
DEVELOPMENT
AGENCY | [nelson
tasman.nz](https://nelson-tasman.nz)

 CIRCULARITY

Who is this for?

XLabs: Future of Food is a program for businesses looking to address the environmental impact of growing, producing, and delivering their food. Apply today to build capability and start designing circular economy solutions for these challenges.

Why the future of food?

How we produce our food is key to reducing emissions.

Food systems contribute 34% of global greenhouse gas emissions – 71% from agriculture and land use and the remainder from supply chain activities.¹

A circular food economy could reduce the sector's GHG emissions by 49%, or 5.6 billion tonnes of CO₂, by 2050.²

The current value of our food is being lost or underutilised.

Nearly 1/3 of all food in the world is wasted³, despite NZ food organisations rescuing & redistributing approx 8,000 tonnes of food annually.⁴

By creating a circular economy for food, annual benefits worth USD 2.7 trillion could be generated for cities alone by 2050.⁵

The potential of NZ's food industry and global leadership is boundless.

NZ's Emissions Reduction Plan (ERP) will require us to urgently design solutions for issues of organic waste streams, emissions, and more. This is an opportunity.

We can transform the impact of our food, our industry and systems and global leadership, whilst also meeting consumer expectations and nutrition.

1) CRIPPA ET AL. (2021) 2) ELLEN MACARTHUR FOUNDATION 3) UC DAVIS 4) EMISSIONS REDUCTION PLAN 5) ELLEN MACARTHUR FOUNDATION

What are the benefits of XLabs in 2024?

By completing the full program of XLabs for the Future of Food, you will build capability, design circular solutions, and validate potential impact – alongside receiving:

- A system map for your business with key impacts and circular possibilities.
- A vision and goal for your circular opportunity in the Future of Food.
- Circular redesign strategies to solve impacts.
- A clear roadmap for one chosen idea.
- A procurement checklist and policies to achieve lower negative impacts.
- Best practice guidance in enabling culture / mindset shifts to circular behaviours.
- A measured solution validated by the global Circular Transition Indicator tool (within an agreed scope).
- Ongoing connection to Circularity, partners, and a community of like-minded businesses, individuals and experts committed to redesigning the Future of Food together.

When does it take place and what's involved?

XLabs for the Future of Food will take place in 2024, with two options to join the program. Both options include:

XLabs LEARN Online resource and community access for 3 months supporting businesses to design solutions, alongside three online workshops. In August, businesses will be supported by circularity, experts, and partners for a LIVE 3 day design sprint in Nelson. Finally, solutions are pitched online to an audience of stakeholders to help make their solutions a reality.

XLABS FOR INDIVIDUALS

- Across June to September 2024.
- \$4,500 + GST.

XLABS FOR TEAMS

- Across June to September 2024.
- \$15k + GST for a team of up to six.

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XLabs is Aotearoa's circular innovation program

We create the space
businesses need to unlock
the opportunities of tomorrow
—and tackle the biggest
challenges of today—
by building capability and
accelerating their shift
towards a circular economy.

**Reimagining
the future
to be more
valuable,
regenerative,
and truly
circular
by design.**

**— It starts
here.**



48x

Circular solutions designed and/or validated at the XLabs LIVE design sprints — with 25x materials and resources redesigned to be circular.

181

Over 180 people trained and applying circular design principles to their businesses

88%

Agree they finished with at least one thing which they / their business could action in the next 6-12 months (2023)

What is XLabs and who is it for?

XLabs is a circular economy program for New Zealand businesses. Designed to accelerate their shift towards a more regenerative future by building the capability of their people, redesigning their impact, and innovating circular solutions that will drive new economic, social, and environmental outcomes for their business, industry, and communities.

How does it work?

XLabs runs in two parts: Start with the XLabs LEARN online course to build foundational knowledge, and then progress on to an XLabs LIVE circular design sprint where you will build real-world capability as you design, prototype, and validate circular solutions alongside other businesses and Circularity experts.

Get started with XLabs LEARN:

- A self-directed online course with digital workshops to support your progress
- Designed to level up your knowledge of the circular economy by exploring the challenges and opportunities of business today
- Complete as a team prior to attending XLabs LIVE, or as a standalone course.
- Receive Certification for Designing for the Circular Economy on course completion
- Build connections to Circularity experts and the XLabs community

[MORE INFO ON XLABS LEARN](#)

Make it a reality at XLabs LIVE:

- An in-person design sprint held over 3-5 days will complete the full program and experience of XLabs
- Designed to make your ideas a reality by developing, prototyping & validating a chosen circular economy solution
- Measure the circularity of your solution with the Circular Transition Indicator tool
- Bring a team of up to six to work alongside Circularity experts and 10+ businesses
- 2023 sprints will focus on specific industries, in line with NZ's Emission Reduction Plan.

[MORE INFO ON XLABS LIVE](#)

EXPLORE XLABS
SHIFTS & SOLUTIONS

LEADERBRAND
Locally Grown

LION

SILVER
FERN
FARMS

Zespri
KIWIFRUIT

BECA

The Western Initiative

TRANSPower