

L'ORÉAL BRANDSTORM

BUILD A PLASTIC-LESS FUTURE IN THE BEAUTY INDUSTRY

PLAY.EXPERIMENT.INNOVATE

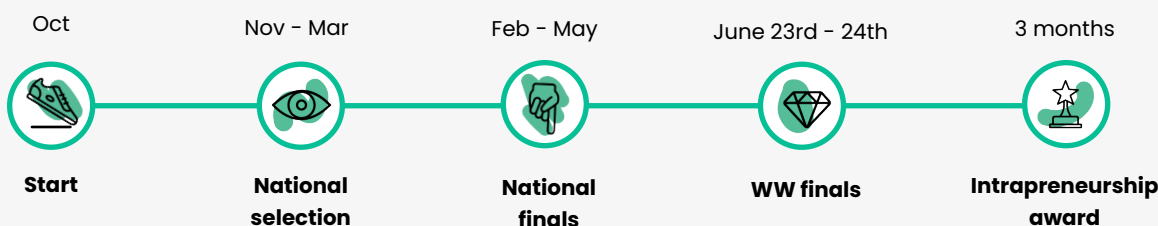


A sustainable innovative competition brought together students from all over the world for the past 28 years.

This year, L'Oréal is supporting sustainable innovation through a sustainable and responsible sourcing policy for raw materials and optimizing packaging. Students from all around the world were invited to take on the challenge of creating the next L'Oréal's innovation — one with less plastic or no plastic at all. This challenge aimed to change consumer behaviours in plastic consumption and plastic waste.

Over the 3-month period, participants boosted their ideas with the constant coaching and guidance from L'Oréal experts and finally defended their business models to top executives and internal investors.

2019 - 2020



48 000+
students

10 000+
submissions

65
countries

57
finalist teams

Winning teams

Grand winner: Shake Shake Shake Group !

Invented the first cocktail shampoo shaker with a reusable shaker and recycled plastic.



1st runner-up: Team Gamma

Created the perfect dosage of 100% zero waste, 100% zero effort by making plastic disappear.



2nd runner-up: Team Greensleeves

Adopted Innovative technology to create sustainable plastic made from orange waste.



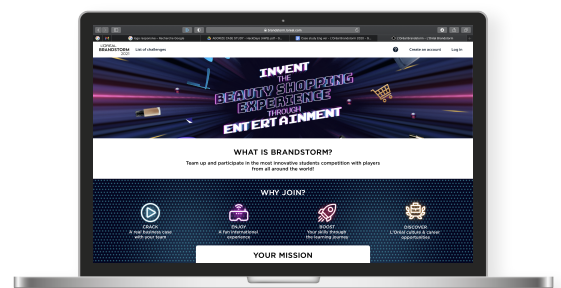
The winning team got the opportunity to further develop their project at the global biggest startup campus. The top 3 winners received the invitation to the One Young World Summit in Munich.

Edition 2021 ongoing !



About Agorize

Agorize is the leading global platform for Open Innovation challenges. Founded in Paris in 2011 with offices across Singapore, Hong Kong, Japan, Germany and Canada, Agorize has ran over 2000 challenges for 300+ clients including companies such as Amazon Web Services, Enterprise Singapore, Lego, L'Oreal, LVMH Fashion Group, Microsoft, Schneider Electric and Singapore Airlines.



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