



60 GREEN MINUTES COMPETITION

rx3, “rethink, recycle, remake”, formerly known as the Market Development Programme have launched an exciting green competition to encourage the development of business ideas working with waste materials.

Participants need to demonstrate how waste can be recycled to make new products. The core task is to demonstrate a business idea that takes something disposable and transforms it into something of greater use and value.

This is an open call to early stage businesses registered on the island of Ireland.

Six participants will be shortlisted to present their ideas over 60 Minutes at the rx3 Sustainable Innovation Forum on the 27th April 2010 and one winner will be chosen by an Evaluation Panel.

A grand prize shall be awarded to the winning participant, consisting of €10,000, for the purposes of developing the winner's business initiative.

rx3 was established by the Department of the Environment, Heritage and Local Government with a view to developing recycling markets in Ireland and to reduce the nations dependence on markets abroad.

For more details on 60 Green Minutes and rx3 log on to www.rx3.ie

Terms and conditions apply.