

Press release

Harvard and Freelancer.com team up to host Global Crowdsourcing Challenge

The new research challenge will aim to help researchers advance Circular Economy for Impact in Sustainability and Business

SYDNEY, Australia - 8 FEBRUARY 2023 – The [Digital, Data, and Design Institute](#) (D³) at Harvard today announced a partnership with [Freelancer.com](#) (ASX: FLN) (OTCQX: FLNCF), the world's largest freelancing and crowdsourcing marketplace by number of users and jobs posted, to support the launch of a global crowdsourcing challenge.

The circular economy, which is a model of production and consumption which involves reusing, repairing and recycling existing materials, is a big playing field with countless opportunities ranging from obvious to breakthrough.

Businesses are embracing a broad spectrum of circular economy solutions, from Apple's program for consumers to trade in used electronic devices, to Resortecs' dissolvable stitching which facilitates the recyclability of textiles in fast fashion.

The '[Creating a Sustainable Future](#)' challenge is seeking submissions for circular economy ideas that can be implemented by companies either now or in the future. Ideas submitted can either be a brief or comprehensive description of a circular economy concept aimed at addressing a challenge or showcasing a potential opportunity.

The contest submissions will go on to help Harvard researchers understand new and innovative circular economy solutions that can be adopted by businesses.

"We're excited to partner with Harvard to launch a global challenge that will help researchers study and learn about new opportunities in the circular economy. Harvard is at the forefront of innovation and we're thrilled to help the team elevate their research. We can't wait to see the ideas our freelancers put forward," said **Matt Barrie, Chief Executive at Freelancer.com**.

"We are delighted to present this open innovation challenge at the Climate and Sustainability Lab at D³, which will enable businesses to create breakthrough circular economy solutions that deliver both financial and environmental impact," said **George Serafeim, Charles M. Williams Professor of Business Administration at Harvard Business School**.

The circular economy is a systems solution framework that tackles global challenges like climate change, biodiversity loss, waste, and pollution. Its three main principles are to eliminate waste and pollution, circulate products and materials and regenerate nature.

Each submission will be reviewed and evaluated in four spaces, including: environmental impact of the solution, financial impact of the solution, novelty and originality of the idea, and how likely the concept is to scale and succeed.

Top solutions in this challenge will receive an invitation to participate virtually in an exclusive Circular Economy Catalyst event hosted at Harvard Business School in April 2023 to learn what leading companies, startups, and investors are doing in the circular economy.

The creator of the best submission will receive a cash prize and be presented with an official trophy from the D³ Institute at Harvard.

To learn more about the challenge, please visit:

<https://www.freelancer.com/contest/join-harvard-in-creating-a-sustainable-future-unlock-the-potential-of-a-circular-economy-est-2205448>

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About Freelancer.com

Freelancer.com is the world's largest freelancing and crowdsourcing marketplace by total number of users and projects posted. More than 64 million registered users have posted over 22.3 million projects and contests to date in over 2,000 areas as diverse as website development, logo design, marketing, copywriting, aerospace engineering and manufacturing. Freelancer also owns Escrow.com and Freightlancer & Loadshift. Freelancer Limited is listed on the Australian Securities Exchange under the ticker ASX:FLN and is quoted on OTCQX Best Market under the ticker FLNCF.

About Harvard's Digital, Data, and Design Institute (D³)

The Digital, Data, and Design Institute (D³) catalyzes new knowledge to invent a better future by solving ambitious challenges. It (re)invents how organizations compete and thrive in the digital world and educates a new generation of leaders. D³ provides a new architecture for rigorous research, immersive learning, and cutting-edge practice by embracing close partnerships and collaborations with leaders and organizations impacted by digital transformation.

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