The future is in our hands.

This community is a home for our best ideas and collaborations. Are you ready to create the future?

The Challenge

"How might we advance our core business while reducing our carbon footprint and material waste"

Submit an Idea

Here's how it works

Innovate together

Got an idea? Create an impactful proposal and collaborate with the community to develop and refine it.

Vote for your favourite ideas

Use a voting app to choose ideas with impact worth funding. Get rewarded in ada for taking part.

Stay up to date

Learn about new innovation campaigns, receive idea updates and turn ideas into solutions.

Want to learn more? Check out our FAQs →