**REGISTRATION FORM**

**StartUp Innovation Challenge 2025**

**MOST INNOVATIVE PRODUCT IN SUSTAINABILITY**

**Please complete the form providing as much information about the product as possible:**

|  |
| --- |
| **Email:** |
| **Individual Taxpayer Registration Number:** |
| **Name:** |
| **Last Name:** |
| **Mobile:** |
| **Corporate Taxpayer Registration Number:** |
| **Firm Name:** |
| **Corporate Name:** |
| **City:** |
| **State:** |

**Information about the product:**

* *Include a picture of the product or some illustration/brand, etc.:*
1. What is the product’s **trade name**?

1. What is the product’s **generic name**?

1. What is the **approval date** with the competent authority (ANVISA, MAPA, or other) and the product’s **launch date** in the market? Applicable to when the product is already in the market; mention if its registration is not mandatory

1. What is the **production site** (mention manufacturer and country of origin)?

1. Specify the product’s **list of ingredients/composition**.

1. Describe the product’s characteristics (maximum 100 words) per each criterion below.
	* **Innovation and technical originality** (describe in detail in which aspect the ingredient is innovative, especially regarding sustainability, for example: Was any input/raw material replaced with a more sustainable one? If yes, what or how? What made the product more original?).
	* **Production process**: (Are there planned activities considering the use of soil, the offer, and the preservation of other natural resources? Was there any replacement of a technology with a more sustainable one? Manufacturing technology, level of complexity, and other characteristics. Mention the principal raw material).

* + **Mention the packaging’s innovation and originality.** (Does the packaging have clear information about its composition, disposal, and re-use? Does the company endorse any sorting of packaging across the chain? Does the packaging have clear disposal instructions that respect environmental standards? Does the company use reverse logistics?).

* + **Benefits for the end consumer** (Do products have their use facilitated by what reason? Are they easy to repurpose or re-use? Do they stand out for their sustainability? Does the waste have clear instructions for its target audience and respect environmental standards?

* + **Economic impact**: (Is the company concerned about the pollution across its chain? Does it dispose of toxic waste properly? Does it treat its waste conscientiously? Does it create decent jobs across the chain? Is the company socially fair, and does it ensure co-workers have their employment and Social Security cards registered and receive all benefits provided by law? Are the facilities adequate? Are all occupational safety standards respected? Is it concerned about the ecosystem? Mention examples).

1. Mention the **target audience and potential markets** for your product.

1. Provide information regarding the **product’s availability** in Brazil, Latin America and worldwide.

1. Include information about **patent/registered trademark**, if any.

1. Include information about **legislation**, if any.

1. Free space (maximum 100 words) for relevant **additional information**.

*\*Please submit your completed form in WORD format to* awards.fisa@informa.com *with the subject:* **Registration form – [*company name*] – [*category*].** *We will assess your application and get back to you shortly to confirm your participation and send you the link for payment.*