

OPPO Research Institute Innovation Accelerator

Inspiration Challenge



Bluepha

**Global Winner of 2023
OPPO Inspiration Challenge**

Meet us at

Biosphere 3 Solutions Pavilion & Booth 2, Exhibits Area,
Opportunity District, COP28, Blue Zone
Round Table Discussion: 15:00 pm, 4th Dec., Biosphere
3 Solutions Pavilion

INTRODUCTION



Initiated by the OPPO Research Institute, 2023 OPPO Inspiration Challenge is in its second year and aims to empower global entrepreneurs and technology professionals to bring innovative solutions to life, thereby creating a better future for all. The Challenge's aim is based on OPPO's mission: Technology for Mankind, Kindness for the world, and its brand proposition "Inspiration Ahead".

INSPIRATION FOR THE PLANET



**Innovative Solutions for Environmental
Protection and Low-Carbon Development**

This category calls for innovative solutions related to environmental protection and low-carbon development as applied to consumer electronics. The primary focus of this category is to minimize the environmental impact of electronic product manufacturing or usage, and to promote sustainable development through technology.

INSPIRATION FOR PEOPLE



**Innovative Solutions for Digital Health and
Accessible Technology**

This category is a call for technologies, products and services related to digital health and accessible technology. The primary focus of this category is to make technology accessible and beneficial to everyone.



Mission

TO Eliminate Humankind's Dependence on petrochemicals

A Natural Biopolymer for a Phabulous Blend with

Bluepha® PHA is a type of natural biopolymer, produced by microorganisms using plant oil or starch. It has outstanding barrier properties and heat resistance performance and is biodegradable under various natural and artificial conditions, especially in marine environments. With all the sustainable and environmental friendly features, Bluepha® is designed to achieve global carbon neutrality and help address plastic waste issues effectively.

Featured Applications

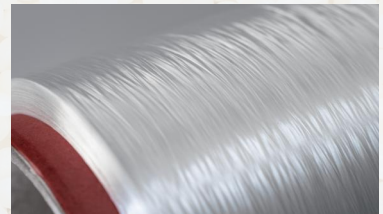
Cutlery

Rigid Packaging

Flexible Packaging

Textiles

Others

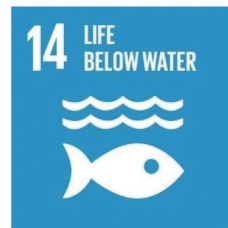
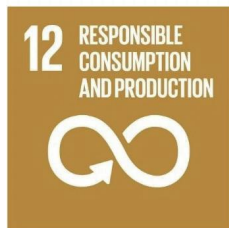


In the 2023 Inspiration Challenge, Bluepha is one of the TOP 5 winners with its eco-friendly packaging solution for OPPO smartphones, which is based on the unique bio-based material, Bluepha® PHA.



Working with material experts and designers from OPPO, Bluepha explored different solutions for employing biodegradable PHA material in mobile phone packaging to minimize the plastic used in the industry. The two teams have conducted research on technical limitations and created prototypes for the application of biodegradable PHA material in smartphone packages and accessories.

In addition to its application on packages, Bluepha's material solution can minimize the harmful effects of discarded plastic waste and carbon emissions associated with the production of plastics.



An Innovative Eco-friendly Packaging Solution for OPPO Smartphones

Bluepha offers a low carbon packaging solution for OPPO smartphones to help achieve carbon neutrality by 2050. It uses Bluepha® PHA, a natural biopolymer with similar properties to plastic, to make inner trays, outer boxes, and phone cases for smartphones which can fully degrade in natural and composting environment.



Bluepha® PHA defines a new way of packaging for smartphones which combines aesthetics, functionality, and sustainability. This change will not only protect your phone, but also our planet.

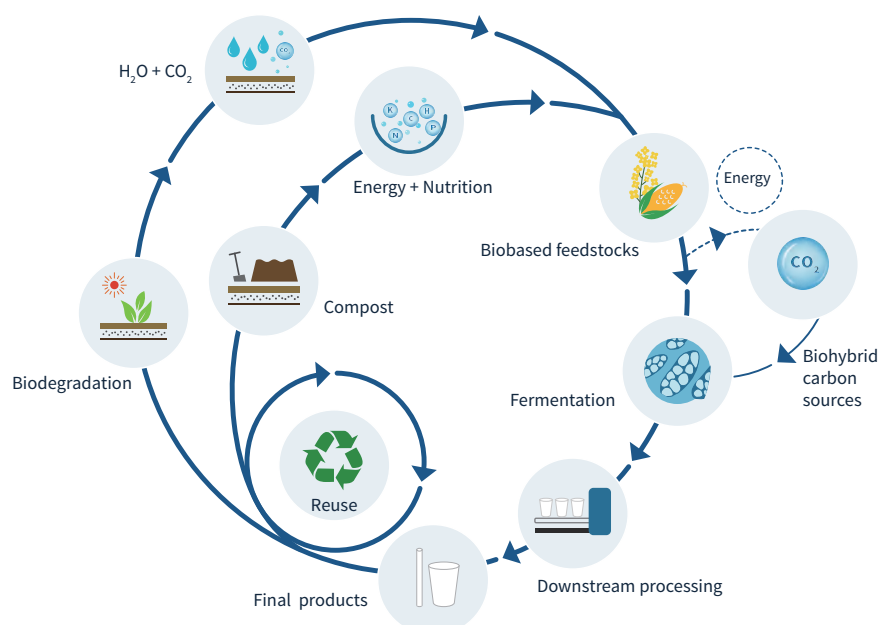
Sustainable Art Solution for OPPO Find N3 Series Global Launch

This first-ever sustainable PHA-material art is a co-innovation jointly created by Bluepha scientists and OPPO artists. It consists of 202 intricately crafted sheets of feathers made out of pure Bluepha® PHA.



Life Cycle

The life cycle of Bluepha® PHA is fully aligned with the principles of the circular economy. It is a biobased raw material, produced through microbial fermentation fed by renewable biomass. And the final products made with Bluepha® PHA can also initiate a new life cycle through biodegradation and composting.



2023 OPPO Inspiration Challenge



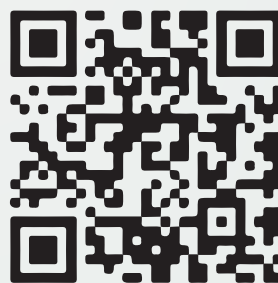
Global Winner



Bluepha



Scan the QR Code to Enter
the OPPO Inspiration
Challenge Official Website



Scan the QR Code to Enter
the Bluepha Official Website