

## Generations

# 2018 World Changing Ideas award winners

As a regular reader of [www.fastcompany.com](http://www.fastcompany.com), which focuses on the latest in technology, business and design, I was excited to read an article by Morgan Clendaniel announcing the winners of the 2018 World Changing Ideas.

Now in its second year, the award recognizes businesses, policies and nonprofits that devise ideas to help shift society to a more sustainable and more equitable future.

Winners were picked from 240 finalists, which were chosen from a pool of nearly 1,400 total entries. Here are a few winners.

For general excellence, Empatico, Kind Foundation, won. As a Mexican immigrant and the son of a Holocaust survivor, KIND Healthy Snacks founder and CEO Daniel Lubetzky has always considered diversity, inclusion and empathy to transition into business.

Empatico, which launched in October 2017, is a free video-conferencing and digital learning platform, with interactive lesson plans designed to connect students from around the globe into a centralized lesson given in real time. Teachers only need a computer and internet

connection to participate.

In the applications category, GreyMatters Care won for devising an iPad application that arranges significant music, photos and stories from



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throughout someone's life in a user-friendly storybook format.

A family member can upload photos, music and memories specific to a loved one suffering from Alzheimer's or dementia, and lets users access pre-loaded pop culture content from past decades to situate them in a familiar context.

In the consumer products category, HelpUsGreen was the winner with its idea of collecting millions of tons of flowers left at temples, churches and mosques, and then turning the waste into products like incense sticks, soaps and eco-packaging.

In the process, it stops pesticide-infused flowers from polluting landfills and rivers.

In transportation, the Alice Commuter plane engineered by Eviation won. Its goal is to provide

small, electrically powered aircraft to patrons for short travel hops, say San Francisco to San Diego, with a ticket that costs less than driving or taking the train.

The Israel-based startup is building the all-electric, nine-seat airplane and expects to begin making commercial flights in 2021. It's scaling hundreds of routes that might appeal to travelers in America.

My favorite was the winner in the advertising category. The Humanium Metal Initiative, devised by Stockholm creative agencies Great Works and Akestam Holst, makes high-design products from melted-down confiscated illegal guns, and then gives the proceeds to organizations battling poverty and violence in the areas from where the weapons came.

So far, the idea is centered on South American countries with high crime rates, but I'm wondering if the idea could be developed all over the world, including the U.S.

My premise would be to take illegal guns confiscated from violent gangs, melt them down, develop that metal into a consumer need, and then put the money back into the communities where the

guns were collected.

The ad for the program showed a new assembly line in progress — government authorities collecting guns and sending them to a foundry where they're deconstructed and smelted into steel bars stamped with an invented periodic symbol that reads "Hu" for Humanium.

The two ad companies coordinated with IM Swedish Development Partner, a nonprofit agency, to ensure that the weapon-repurposing effort was publicly traceable and that all proceeds would go back to local organizations battling poverty and violence.

The commercial ends with a set of celebrity endorsements from the Dalai Lama to Desmond Tutu. Can't get better endorsements than those two, who continually work toward world peace.

So far, Humanium-based products includes couture watches, buttons and candle holders. The effort also is negotiating with a 3D-printing platform that would make the material available to companies and artists around the world. The goal is to prove the model with consumer products, and then move on to larger projects that

require massive amounts of steel.

The initiative says it's used nearly 5,000 weapons from El Salvador to make 3 tons of Humanium, with another 10 tons expected this year. Total orders for the metal exceed \$3 million, which the initiative will start funneling back to the El Salvadoran nonprofits by the end of the year.

TRIWA, a company based in Stockholm, is heavy into the program and taking orders for watches made with the melted metal. The basic idea is that when a person buys a product made from Humanium metal, he or she is incentivizing the transformation of illegal firearms into harmless and useful products. And I think that's amazing.

During 2017-18, the Humanium Metal Initiative won other global awards, including the Cannes Lions Grand Prix Innovation Award, the RedDot Award, the Eurobest Grand Prix for Good Award and the Epica Gold Award.

For more information, visit [www.humanium-metal.com](http://www.humanium-metal.com).

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