

Mitsubishi Chemical Group, Growth Garage and Demand Exchange win Gold, Silver and Bronze at the Digital Impact Awards



London, United Kingdom Nov 2, 2022 ([Issuewire.com](https://www.issuewire.com)) - [Demand Exchange](#), the B2B content creation and customer acquisition specialist, has won a Gold, two Silvers and a Bronze at the [2022 Digital Impact Awards](#) for its work helping [Growth Garage, Business Incubator of Mitsubishi Chemical Group Advanced Materials division](#) generate entries for its Circular Economy Challenge.

Demand Exchange and Growth Garage won a Gold Award for **Best use of digital from the engineering and manufacturing sector**; Silver for **Best use of digital to aid a CSR campaign** and **Best evaluation strategy**; and Bronze in the **Best innovation category**.

“I’d like to congratulate Growth Garage on winning these awards. What they do is so important in the context of the need for sustainability,” said John Horsley, founder & CEO, Demand Exchange. “I’d also like to thank them for giving us the opportunity to show what our innovative technology can do. We created Demand Exchange to help some of the world’s biggest B2B companies solve their demand generation problems and find their next best customers. Winning these awards with Growth Garage validates our ambitions, and I can’t wait to offer our technology and services to the wider market.”

Tim Vorage, Sr. Manager & Founder of Business Incubator Growth Garage at Mitsubishi Chemical Group states, “Demand Exchange supported and challenged our Business Incubator Growth Garage team to push beyond the boundaries of what we thought was possible.”

Through its Growth Garage Challenges, Mitsubishi Chemical Group identifies innovative start-ups and supports them through the next stage of their growth with expertise and resources. The Circular Economy Challenge focused on ideas around both recycling of plastics and the use of recycled plastics in parts and products. This meant Growth Garage needed to reach beyond its existing community to potential entrants from new sectors, and create a new ecosystem. That was the task they gave the Demand Exchange team.

The judges thought the campaign “took an interesting approach to the challenge, with the quality of the work leading to excellent results.” They praised the innovation behind Demand Exchange’s approach and the “unique” strategy. They were also impressed with its effectiveness, particularly given the budgetary constraints DX worked under.

“The Demand Exchange team worked very hard and very fast, pushing things far to reach great results. Knowing the timeline and the goals, only an experienced partner with the right focus could realise what they did.” – Joke Vanlauwe, Growth Garage Project Manager, Mitsubishi Chemical Group.

About Mitsubishi Chemical Group:

One of Mitsubishi Chemical Group’s key business issues is the need to find ways to recycle polymers and plastics from end-of-life parts and products so that they can be used in the manufacture of new ones. This is in line with the company’s philosophy of KAITEKI, which proposes a way forward in the sustainable development of society and the planet and serves as a guide for solving environmental and social issues. Mitsubishi Chemical Group also aims to send zero plastic waste to landfill by 2025.

Media Contact

Demand Exchange

info@demandexchange.com

+44 (0)207 193 4600

26 Finsbury Square, London, EC2A 1DS

Source : Demand Exchange

[See on IssueWire](#)