



# CIRCULAR BY DESIGN CHALLENGE

## CALL FOR PARTNERS – 2<sup>nd</sup> edition

With the support of the Ministry of the Economy, Luxinnovation and its Creative Industries cluster organise the second edition of the Circular By Design Challenge.

The main purpose of this annual challenge is to incite creative entrepreneurs and SMEs to submit early stage and new circular business model ideas in line with the Circular Economy. Winning project ideas will be partnered with companies and organisations that are looking for sustainable solutions for one or several innovation needs in their business. The partnering companies will help shape the project call, by providing real-life examples from the industry and by supporting the development of the project ideas during the challenge and by offering the winning candidates the opportunity to implement their project with industry partners.

A dedicated 12-week coaching programme will offer the selected participants a thorough professional coaching, and shoulder them in developing their project idea into a circular, economically viable and feasible business idea.

### Concept

Creative entrepreneurs are invited to submit their circular project ideas for one of the following 5 categories proposed in the framework of the challenge:

1. Sustainable cities
2. Industry 4.0
3. Fashion
4. Mobility
5. Nation branding

Luxinnovation is looking for Partner companies that have specific needs and a willingness to contribute to one of the first four categories.

### Project structure

The competition is structured in several phases:

**Phase 1:** Creative entrepreneurs that wish to participate in the challenge can submit their project ideas via the website <https://creativecluster.lu/circular-design-challenge>. The applicant will fill a form with information about their project, their ambition, and their team.

- Any project, provided it has a circular dimension, is potentially eligible and can be submitted spontaneously.
- In addition, a circular project can also be proposed in response to a specific brief (project call) submitted by a partner company.

**Phase 2:** A jury, composed of international experts and project partners, selects the 15 best projects, 3 per category. There are two steps to the selection process:

- 1) Selection of the overall best 25-30 projects, based on the textual description of the project and a set of pre-defined evaluation criteria.
- 2) The pre-selected candidates will get the opportunity to pitch their project in a 5 minute-session each. The jury will select the 15 participants after the pitching session.

**Phase 3:** The selected participants will benefit from a 12-week coaching programme to develop their idea (circularity, feasibility, economic model ...). The coaching consists of group workshops as well as individual coaching sessions that are geared to the specific needs of each participant. The participants will show their progress to the steering committee (experts and project partners) during three dedicated sessions in which the steering committee will challenge the projects and give their feedback.

At the end of the coaching phase one winner per category is awarded a cash prize, a free office space and help to accelerate the project idea. Additionally, a support package provided by one of the partner companies can be awarded if appropriate.

For the first edition, Luxembourg companies were asked to become partners of the Circular by Design Challenge. Amongst others, Goodyear and PROgroup helped the winners implement their ideas through an industry collaboration.

For the second edition of this challenge the scope of the competition has been extended to all member countries of the European Union with a focus on the Greater Region. This is applicable to:

- Applicants: anyone, from any EU country, can propose a circular project (whether they have already set up a company or not – if they do not have one, however, they will have to create one)
- Partner companies: any Luxembourg company but also any registered company outside of Luxembourg (but within the limits of the European Union) can get involved as a partner.

### Role and commitments of partner companies

**Before:** Partner companies can submit specifications corresponding to their previously qualified needs. The partner companies are also actively involved in the selection process as members of the jury.

**During:** Partner companies are actively involved during the coaching programme through their attendance to the "steering committees" which are held at regular intervals (1 per month and 3 in total). The objective of these meetings is to follow the evolution of the selected projects, to advise the participants and to set them new, fitting objectives towards economically viable, circular and feasible project ideas.

**After:** The partner companies commit to support the winners in the implementation of their project. The type and duration of this support will vary depending on the nature of the winning project and its level of maturity, and the available infrastructure and resources of the partner. The content of this support will be specified in a partnership agreement between the organizer and the partner for the benefit of the winner.

### Why become a partner company?

- To show your commitment to the values of sustainable responsibility and the preservation of the environment.
- To identify circular solutions in response to your company's identified needs.
- To share your know-how and experience with the participants and help them to forge their idea.

You can find testimonies of last year's partners on our website for reference:

<https://www.luxinnovation.lu/news/circular-by-design-challenge-the-partnerss-point-of-view-4-4/>

### **Winners Circular by Design Challenge - 1st edition**

In last edition prizes were awarded to projects that developed a new kombucha-based biomaterial, barbecue briquettes made from coffee fertilizers, recyclable sneakers... You will find a full list of winners as well as more information on last year's edition on our website: <https://www.luxinnovation.lu/news/a-nice-finale-for-the-circular-by-design-challenge/>

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If you are interested, do not hesitate to contact:

**Marc Lis**

Cluster Manager Creative Industries

T: (+352) 43 62 63-681

[marc.lis@luxinnovation.lu](mailto:marc.lis@luxinnovation.lu)

**Anja Höthker**

Project Manager Flagship Projects

T: (+352) 43 62 63-854

[anja.hoethker@luxinnovation.lu](mailto:anja.hoethker@luxinnovation.lu)