

FREQUENTLY ASKED QUESTIONS & TERMINOLOGY

CIRCULAR BY DESIGN CHALLENGE 2020

27 OCTOBRE 2020



**CIRCULAR
BY DESIGN
CHALLENGE**

INTRODUCTION

The objective of the present document is to answer general questions in relationship to the Circular By Design Challenge and to outline definitions and terminology.

FAQ

1. What is the Circular By Design Challenge?

The Creative By Design Challenge is an opportunity for creatives to submit their ideas and to compete for a place on a 12-week coaching programme. The objective is to help creatives develop their circular service or product ideas and to bring it to life with one of the challenge's industrial partners.

The pilot edition aims to support early stage ideas, business models and design developments and to

- ▀ Raise awareness about circular economy in different industries,
- ▀ Emphasise the circular economy efforts made in the country,
- ▀ Showcase new ideas and solutions,
- ▀ Foster and produce new business partnerships.

This pilot challenge is the pre-cursor of a recurring challenge over a period of 3 years.

2. Who is organising this challenge?

Luxinnovation and its Creative Industries Cluster, in cooperation with the Luxembourg Ministry of the Economy.

3. What are the challenges?

The proposed challenge will spread across 5 distinct categories;

- ▀ **Fashion Design**
- ▀ **Interior Design**
- ▀ **Product design**
- ▀ **Mobility**
- ▀ **Design as a Service**

and link creative entrepreneurs with technology, manufacturing and traditional industry. The call addresses the ongoing local and global challenge of resource optimisation and waste reduction. Please check the individual challenges on our website for more detailed information.

4. What is the Circular Economy?

All economic activity that is substantially contributing to the protection of the environment and that meets at least one of the following criteria:

- a) making more efficient use of natural resources, including sustainably sourced bio-based materials and other raw materials in production, including reducing the use of primary raw materials or increasing the use of secondary raw materials;
- b) prolonging the use and reuse of products, including through increasing the durability, repairability, upgradeability or reusability of products as well as through reuse, design for longevity, reorientation, reconditioning, upgrading, repair and sharing and through appropriate services and business models;
- c) increasing the recyclability of products, including that of the individual materials contained in products, inter alia through disassembly and substitution or reduced use of products and materials that are not recyclable, in particular in design and manufacturing activities and through appropriate services and business models;
- d) Substantially reducing the content of substances of very high concern and substituting them in materials and products throughout their life cycle, including by replacing them with safe alternatives and ensuring traceability;
- e) Avoiding the generation of waste

5. How can I participate and submit my idea?

To participate, candidates will be required to register and submit their ideas via a dedicated online questionnaire. The link can be found on www.creativecluster.lu.

6. Can I participate if I am not based in Luxembourg?

You need at least 1 team member to be based in Luxembourg to be eligible for this first edition of the Circular By Design Challenge. If you are looking for a partner, you can find creatives on www.creativecluster.lu.

7. Can I send in early stage ideas?

Yes.

8. Do I need to produce a prototype of my idea?

No. All the information needed to submit your idea is listed on the registration form.

9. Can I send in more than 1 idea per category?

Yes, but be aware you will also need the necessary resources to developed more than one idea should you be selected.

10. Can I send in ideas for different categories?

Yes, but be aware you will also need the necessary resources to developed more than one idea should you be selected.

11. Can I send in my idea in a language other than English?

You can also submit your idea in French or German, using the same registration form. Please do consider that some project partners mainly use English as their working language!

12. Are the challenge descriptions available in other languages?

Should you require the challenge description in a different language (ie FR or GER) then please contact us.

13. How will I know if I have been selected among the 12 finalists?

Luxinnovation will announce the 12 selected candidates on 18 December. If your name does not feature among the 12 finalists, you will not have managed to get selected for the 12-week coaching programme.

14. What happens if I decide to interrupt the 12-week coaching programme?

The completion of the 12-week coaching programme is required to submit the final idea. Failing to complete the programme will result in being disqualified for the final jury decision.

15. Who will the select the candidates?

A jury composed of international experts and project partners will select an initial 12 candidates to join the coaching programme based on circularity, economic viability and feasibility.

16. Who will select the winners?

The same Jury that has selected the candidates will come together again after the end of the coaching period to select the winners.

17. Who are the jury members?

All of our jury members can be found on our website.

18. What can I expect from the coaching programme?

Shortlisted candidates will benefit from individual face-to-face or remote coaching session based on methodologies that have proven their value to achieve short-term goals with expert coaches (i.e. design thinking/ circular design/ circular business models/ IP/ business advisory...). A designated head coach will oversee each candidate's progress and update the steering committee with progress reports. During the final idea submission process, the 12 candidates must submit a final pitch deck. Based on the evaluation criteria defined in the project call, the jury will pick 4 overall winners. Each winner who will be given the opportunity to pursue the development of their product or service idea together with one of the sponsoring partners. The winners will be announced during an awards ceremony on April 29, 2021.

SPONSORING PARTNERS

19. Who are the sponsoring partners in each category?

Product Design



UNITED CAPS[®]
C L O S E T O Y O U



Interior Design



Fashion Design



Mobility



Design as a Service



TIMELINE

20. What are the project deadlines?

Please refer to the project timeline for project deadlines.

21. Can I send in a project idea for the phase 2 deadline if I have NOT been selected among the 12 candidates during the phase 1 call for ideas?

No. The second idea submission deadline on 9 April 2021 is solely for the 12 candidates who followed the 12-week coaching programme.

PRIZES & PARTNERSHIPS

22. What are the prizes and partnership opportunities?

The Winner in each category will be rewarded a partnership deal with industry partners, in order to jointly produce and implement the idea.

Each category within the Circular By Design Challenge has different prizes and partnership opportunities. Please refer to the replay of our webinar to find out the exact prizes and individual partnerships.

TERMINOLOGY

CANDIDATES

The project targets companies, freelancers and self-employed people from the Luxembourg creative industries sector. Participating Candidates are teams of one or several individuals without exceeding a maximum of four persons per team. At least one team member must have a trade permit as a legal business entity in Luxembourg.

JURY

The Jury (+/- 10 persons) will be composed of sponsoring partners and national and international industry experts from the private and public sector and academia selected by Luxinnovation. The Jury will select:

1. at the beginning of the project: the 12 best candidates from all applications
2. at the end of the coaching period: the 4 best projects

WINNER(S)

The Jury will choose the Winners according to a set of transparent evaluation criteria that will be communicated to the participants at the beginning of the challenge. There will be one Winner for each of the four categories.

SPONSORING PARTNER(S)

Each category has one or several Sponsoring Partners from industry or public institutions. The Sponsoring Partners' role is to

1. Contribute to the definition of the challenge of their categories
2. Support (financially and in kind) the implementation of the winning project idea with their respective financing, infrastructure, technical expertise and network, as defined per individual Partnership Agreements. Details about the support that the Winner of each category will receive, will be communicated at the beginning of the challenge during our webinar.

COACHES

In order to guide the candidates in the development of their project ideas, Luxinnovation will collaborate with private coaches who have a strong background in one or more of the following areas: design thinking, circular design, circular economy, strategy, design for manufacturing, (dis)assembly, re-use, circularity, circular business models and marketing strategies, etc. A selection committee made up by representatives from the Luxembourg Ministry of the Economy and Luxinnovation will select a maximum of 15 coaches with the most relevant experience.

Luxinnovation will provide assistance throughout the process and guarantees the good execution of the given tasks to the coaches in accordance with the timetable.

EXPERTS

Luxinnovation will appoint subject matter experts who will contribute to the group sessions of the coaching programme. While the Coaches' main task is to guide the Candidates with their individual projects, the Experts' role is to inform about topics that are of general interest for all candidates (design thinking, circular economy, intellectual property issues, etc.). It is possible for one individual to be a coach as well as an expert if the person has all the required skills.

STEERING COMMITTEE

The steering committee will be composed of coaches, sponsoring partners and representatives from Ministry of the Economy and Luxinnovation. The steering committee will assure the execution of the programme and meet three times (full day sessions in week 3, week 6 and week 9 of the coaching programme). The members will validate the key performance indicators (KPIs) set by the coaches and ensure that the Candidates work towards meeting these KPIs. Luxinnovation will appoint one head coach for each team who will be part of the steering committee.

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