

PROJECT FRAMEWORK

CIRCULAR BY DESIGN CHALLENGE

27 OCTOBRE 2020



**CIRCULAR
BY DESIGN
CHALLENGE**



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2020 CIRCULAR BY DESIGN CHALLENGE

FRAMEWORK

Introduction

The objective of the present document is to outline the framework for the **2020 Circular By Design Challenge** (hereafter referred to as the “Project”).

The Project

Initiated by the Luxembourg Ministry of the Economy and managed by Luxinnovation, the Project aims to support companies from the Luxembourg Creative Industries sector seeking to develop a product or service which implements and adheres to the principles of the circular economy (see CIRCULAR ECONOMY PRINCIPLES).

The Project spans across 5 categories:

- Fashion Design,
- Interior Design,
- Product Design
- Design as a Service category
- Mobility category.

Luxinnovation will launch a “call for ideas” on 27 October 2020, in the shape of a launch webinar, outlining a detailed call for ideas in each category. A Jury panel (hereinafter referred to as the “Jury”) will present the 5 categories and answer potential questions from attendees.

The Timeframe

The Project starts with the launch of a call for ideas and concludes on 29 April 2021 with an official Awards Ceremony for the winners’ announcement. The project launch webinar is scheduled for 27 October 2020.

The timeframe is structured as follows:

- Launch webinar,
- 4 weeks for idea submission process,
- 1-2 weeks for Jury deliberation (Step 1),
- 12-week coaching programme,
- Final project and pitch deck submission deadline,
- 1-2 weeks for Jury deliberation (Step 2),
- Conference and awards ceremony.

The Challenge

Interested candidates (hereinafter referred to as the “Candidates”) are asked to provide a 1-minute pitch video and a 1-pager describing their project idea. The Jury will assess the submitted ideas and make a selection of the 12 best ideas (3 ideas for each category), based on evaluation criteria defined in the project call.

During the next phase of the project, 12 Candidates are invited to take part in a 12-week coaching programme (see COACHING PROGRAMME), which aims to help develop their product and service ideas according to the circular design principles.

By the end of the coaching programme, the Candidates must submit a pitch deck in order to demonstrate the circularity, technical feasibility and economic viability of their project idea. For each category, the Jury will choose

maximum one Winner (hereinafter referred to as the “Winner”). The Winners will pursue the development of their product or service together with a Sponsoring Partners.

The Scope

The proposed challenge will:

- Raise awareness for CE with other industries,
- Bring forth new ideas and solutions,
- Emphasize the CE efforts made in the country,
- Help develop economically viable and feasible solutions that respond to the CE principles,
- Offer a dedicated coaching programme for 12 candidates,
- Implement the winning ideas through partnerships.

The 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.

COACHING PROGRAMME

The selected Candidates benefit from a coaching programme, which includes group sessions and individual face-to-face or remote individual coaching session:

- 12 weeks of mentoring based on methodologies that have proven their value to achieve short-term goals with expert coaches,
- A 4-hour Design Thinking workshop lead by subject matter experts,
- Two group sessions (2-hour workshops) with subject matter experts on generic topics:
 - Circular Economy/Circular Design
 - Business and Marketing for CE products/service.
- 12 (+ 3 optional) individual coaching sessions dependant on the Candidates’ needs and progress.

A head coach oversee each candidate’s progress and inform a steering committee with progress reports (see FAQ on website for definitions).

CIRCULAR ECONOMY PRINCIPLES

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

Evaluation criteria

Note: The evaluation should not be absolute but rather focus on the difference between the state-of-the-art in the company and the product/service idea that is being proposed.

The development of new circular product ideas and services means rethinking business models whilst focusing (among other things) on design, resources and marketing & communication, to foster an economically viable and feasible solution.

By "product and service circular economy", we understand all product and associated service contributing substantially to the protection of the environment and fulfilling at least one of the following criteria:

- 1. Product life extension**, through
 - Extended use and reuse of products through increased durability and sustainability,
 - Reparability,
 - Refurbishment,
 - Remanufacturing,
 - Design for longevity,
 - Reorientation, reconditioning, upgrading,
 - New sharing models,
 - New appropriate new social and economic models and services.
- 2. Materials and components**
 - Increase the recyclability of products, including that of the components and pure materials contained in the products, among others through disassembly and the appropriate services and business models,
 - Exclusion of hazardous materials.
- 3. Designing out waste:**
 - Avoidance of waste at all stages of the production cycle and during the use of a product.

PLEASE ALSO SEE THE FAQ DOCUMENT ON THE WEBSITE FOR FURTHER EXPLANATIONS.

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