

# **FREQUENTLY ASKED QUESTIONS & TERMINOLOGY**

## **CIRCULAR BY DESIGN CHALLENGE 2021**

24 SEPTEMBRE 2021



**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.

The 2021 challenge is the second edition 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**
- ▀ **Sustainable Cities**
- ▀ **Industry 4.0**
- ▀ **Mobility**
- ▀ **Let's make it happen (Nation Branding)**

The purpose is to 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:

- a) making more efficient use of natural resources, including sustainably sourced bio-based materials (e.g., new biopolymers, new fibers, etc.) 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

For further information on Circular Economy, please refer to [Circular Economy Strategy Luxembourg](#)

#### **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. Registration will be open from 22 October 2021. The link can be found on [www.creativecluster.lu](http://www.creativecluster.lu).

#### **6. Who can participate in the challenge?**

The challenge is targeted at small and medium companies based in Europe interested in developing circular solutions. A team submitting a project can consist of one to maximum four people. The team is responsible to

#### **7. Can I participate if I am not based in Luxembourg?**

Yes. However at least one team member needs to be based in Europe to be eligible for this second edition of the Circular by Design Challenge. If you are looking for a partner, you can find creatives on [www.creativecluster.lu](http://www.creativecluster.lu).

#### **8. Can I send in early stage ideas?**

Yes.

**9. 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.

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

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

**11. Can I send in ideas for different categories?**

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

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

The project idea should be submitted in English as some project partners may use English as their working language!

**13. 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.

**14. How will I know if I have been selected among the finalists?**

Luxinnovation will announce pre-selected candidates by the end of December. These will get the chance to pitch their process to the jury on 6 January 2022. If your name does not feature among the pre-finalists, you will not have managed to get selected for the 12-week coaching programme.

**15. What can I expect from the coaching programme?**

Shortlisted candidates will benefit from individual face-to-face or remote coaching sessions 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.

**16. 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 from the Programme immediately.

**17. Who will select the candidates?**

A jury composed of international experts and project partners will select an initial 15 candidates to join the coaching programme based on circularity, economic viability and feasibility.

**18. 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.

**19. Who are the jury members?**

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

**20. What are the evaluation criteria?**

Applications will be pre-selected for the Digital Pitching Sessions based on the following selection criteria:

- a. Circularity
- b. Impact
- c. Novelty/Innovation
- d. Value creation
- e. Scalability

For the final evaluation an additional criterion “Evolution of the project” will be added.

**21. Who are the sponsoring partners in each category?**

All of our sponsoring partners can be found on our website. Please refer to the specific calls to see who is contributing to which category.

**22. What are the project deadlines?**

Please refer to the project timeline for project deadlines.

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

No. The second idea submission deadline on 9 April 2021 is solely for the 15 candidates who followed the 12-week coaching programme.

## PRIZES & PARTNERSHIPS

**24. What are the prizes and partnership opportunities?**

The Winner in each category will be rewarded a cash prize, 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

The **'Partners'** are public and private organisations (including non-profit organisations) supporting the winners in implementing their projects after the Awards Ceremony, with respective financing, infrastructure, technical expertise and network (as defined in the individual partnership agreement). If deemed relevant by the organiser, the partners can be involved in the definition of the calls and be invited to participate in the Steering Committees.

The **'Coaches'** are individuals recruited and selected based on their skills and experience in circular economy, circular design, entrepreneurship, business advice skills, as well as product branding and marketing & communication, to support the Participants individually in the development of their project on a regular basis.

A **'Head Coach'** is appointed among coaches as the main contact person for the Participants during the coaching programme and will closely liaise with the Organiser and other stakeholders.

The **'Experts'** are appointed by the organisers to intervene on specific topics that are common to all Participants during workshops (e.g. Design Thinking, Circular Business Models, User Experience, brand positioning, IP issues ...) or keynote speeches.

The **'Applicants'** are individual project owners or duly authorised persons representing a company applying to take part in the Challenge. It is possible to apply as teams of one to maximum four persons, minimum one of these persons needs to have a legal entity in Europe.

The **'Participants'** are applicants selected to participate in the Challenge and will thus benefit from a 12-week coaching programme.



The '**Jury**' is composed of Partners and international Experts, appointed by the organiser. The Jury will select the projects that will be admitted to the challenge according to a set of criteria provided by the organiser. At the end of the coaching programme, the Jury will select the Participants who will be the overall winners of the Challenge.

The Jury will assess projects according to their expertise and projects categories (Jury members can be assigned to one or several project categories).

The '**Steering Committee**' is a committee including the Initiator, the Organiser, Partners, Experts and Head Coaches, that organises meetings on a regular basis to review Participants' projects and monitor their progress.

The '**Winner(s)**' are chosen by the Jury 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 five categories.

## CONTACT

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