

ANNEX B – PROJECT FRAMEWORK

CIRCULAR DESIGN CHALLENGE

23 SEPTEMBRE 2021



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2021 CIRCULAR DESIGN CHALLENGE

FRAMEWORK

Introduction:

The objective of the present document is to outline the framework for the **2021 Circular 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 (detailed in Annex A).

The Project spans across 5 categories:

- Sustainable Cities
- Industry 4.0
- Fashion Design
- Mobility
- LuXembourg – Let’s make it happen

Luxinnovation will launch a “call for ideas” on 21 October 2021, 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 21 April 2022 with an official Awards Ceremony for the winners’ announcement.

The timeframe is structured as follows:

22 Oct 2021:	Project launch with a “call for ideas” in the form of a webinar that will outline guidelines and expectations for each category.
3 Dec 2021:	Idea submission deadline
6 Jan 2022:	Pitching session (best 25)
13 Jan 2022	Kick-off event coaching phase (webinar) for 15 selected Participants
13 Jan – 4 Apr 2022:	Coaching and development phase
11 Apr 2022:	Project submission deadline
21 Apr 2022:	Final conference with award ceremony

The Challenge:

Interested candidates (hereinafter referred to as the “Applicants”) can submit their project idea through the registration page. The Jury will assess the submitted ideas and select the 25 – 30 best ideas (5 ideas for each category), based on evaluation criteria defined in the project call. It is possible to apply in teams of one to maximum 4 persons.

The 25 pre-selected applicants are then invited to present their projects in a 5-minute pitch in front of the jury, followed by a Q&A. The jury will then select the 15 best projects (hereafter referred to as the “Participants”).

During the next phase of the project, the 15 Participants 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 Participants 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 Winner 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.

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 15 candidates,
- Implement the winning ideas through partnerships.

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,
- Five group sessions (2-hour workshops) with subject matter experts on generic topics:
 - Circular economy business models & circular design
 - Marketing an brand positioning in circular economy
 - Intellectual Property
 - UX/ UI workshop
 - Product Circularity Data Sheet (PCDS) – Ministry of the Economy
- 12 (+ 3 optional) individual coaching sessions dependant on the Candidates’ needs and progress.

A head coach oversees each candidate’s progress and informs a steering committee with progress reports (see Annex C for definitions).

CONTACT

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