



LUXINNOVATION
TRUSTED PARTNER FOR BUSINESS

ANNEX C – PROJECT DEFINITIONS

CIRCULAR DESIGN CHALLENGE

23 SEPTEMBRE 2021

2021 CIRCULAR DESIGN CHALLENGE

PROJECT DEFINITIONS

Introduction:

The objective of the present document is to outline the roles and definitions of the Circular Design Challenge (hereafter referred to as the “Project”).

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

Marc Lis
Cluster Manager Creative Industries
T: (+352) 43 62 63-681
marc.lis@luxinnovation.lu

Anja Höthker
Project Manager
T: (+352) 43 62 63-854
anja.hoethker@luxinnovation.lu