



**LUXINNOVATION**  
TRUSTED PARTNER FOR BUSINESS

# PROJECT FRAMEWORK

## THIRD EDITION (2022/2023)

3 OCTOBRE 2022



**CIRCULAR  
BY DESIGN  
CHALLENGE**



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## INTRODUCTION

Initiated by the Luxembourg Ministry of the Economy and managed by Luxinnovation, the Circular by Design Challenge aims to support companies from all sectors seeking to develop a product or service which implements and adheres to the principles of the circular economy and sustainable design. Interested companies and entrepreneurs are invited to submit their project ideas in one of the proposed categories. The best applications in each category are selected according to predefined criteria. The selected teams are then enrolled in a 12-week coaching program during which their ideas will be challenged with regards to sustainability, feasibility and viability. Experts from various relevant fields will help the participants to refine their ideas throughout the program. At the end, the best project of each category will be awarded a cash prize of €8000. The objective of the present document is to outline the framework for the **2022 Circular Design Challenge** (hereafter referred to as the “Project”).

## PROJECT DEFINITIONS

The ‘**Organiser**’: LUXINNOVATION, GIE Economic Interest Grouping, registered with the Luxembourg Trade and Companies Register under number C16 (LUXINNOVATION), having its registered office at L- 4362 Esch-sur-Alzette, 5 avenue des Hauts Fourneaux, organises and manages the functioning of the Programme.

The ‘**Category Sponsors**’ are public and/or private organisations that are proposing a thematic call for one of the categories. The call addresses one or several problems that they face in their organisation and for which they are seeking sustainable solutions. The Category Sponsor will support the Participants in developing their projects by providing feedback throughout the Challenge. The Category Sponsor is also contributing as financial sponsors to the programme and provides the cash prize for the Winner of the category. The Category Sponsor aims to further support the Participants after the end of the Challenge with respective financing, infrastructure, technical expertise and/or network. However, it is at the Partner’s discretion to decide if they want to continue the collaboration or not and to agree with the Participant in what form.

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. SMEs as well as independent business owners are entitled to apply for the Challenge. It is allowed to form a consortium between several entities. Minimum one of the participating entities of the Applicant’s team needs to have a legal entity in Europe and must demonstrate that they are actively contributing to the project.

The ‘**Participants**’ are the Applicants that were selected to join the Challenge and that will participate in the 12-week coaching programme.

A ‘**Head Coach**’ is assigned to each Participant and is their main mentor throughout the coaching phase. The Head Coach assesses the needs of the Participants assigned to him/her and develops a coaching plan. The Head Coach will join the Steering Committee as an observer and will help the Participant integrate the feedback from the Steering Committee into their project development. The Head Coach will appoint Coaches when complementary expert skills to his/hers are required.

The ‘**Coaches**’ are appointed by the Organizer and selected by the Head Coach to provide specialised coaching sessions based on their skills and experience (e.g., circular economy, sustainable engineering, entrepreneurship, marketing, etc.) to support the Participants individually in the development of their project.

The ‘**Group Coaches**’ are appointed by the organisers to intervene on specific topics that are common to all Participants during thematic workshops.

The **'Experts'** are individuals that have a specific expertise in various relevant fields (e.g., materials, intellectual property, waste management, business models, etc.) They will challenge the Participants and give advice on how to the project can be improved during the Steering Committees.

The **'Steering Committee'** consists of Category Sponsors and Experts and comes together three times throughout the Challenge to monitor the progress of the Participants' project, challenge them and provide feedback. The Steering Committee members are also involved in the selection of Participants and the designation of the overall winners of the Challenge.

The **'Winner(s)'** are chosen by the Category Sponsors, with support of the Steering Committee, according to a set of transparent evaluation criteria that will be communicated to the Participants at the beginning of the challenge. There will be maximum one Winner for each of the four categories and the Winners will be awarded a cash Price of €8000.

## THE PROJECT

Initiated by the Luxembourg Ministry of the Economy and managed by Luxinnovation, the Circular by Design Challenge aims to support companies from all sectors seeking to develop a product or service which implements and adheres to the principles of the circular economy and sustainable design. Interested companies and entrepreneurs are invited to submit their project ideas in one of the proposed categories. The best applications in each category are selected according to predefined criteria. The selected teams are then enrolled in a 12-week coaching program during which their ideas will be challenged with regards to sustainability, feasibility and viability. Experts from various relevant fields will help the participants to refine their ideas throughout the program. At the end, the best project of each category will be awarded a cash price of €8000. In the third edition, the Project spans across the following four categories:

- Multifunctional urban furniture: Circular and sustainable solutions for temporary landscaping, gardens and installations
- Sustainable business events: Innovative solutions for sustainable business events
- LuXembourg Collection: Circular products for the LuXembourg Collection
- Development cooperation and humanitarian aid: Innovative and sustainable solutions responding specific aid issues

The Project will be launched on 9 November 2022, during a launch webinar in which the call for ideas in each category will be outlined in more detail. The Category Sponsors will present the 4 categories and answer potential questions from attendees.

## Selection Process

Applicants can submit their project idea through the registration page. The Steering Committee members will assess the submitted ideas and select the 20 best ideas (5 ideas for each category), based on the general evaluation criteria and the specific requirements of each call.

The 20 pre-selected Applicants will be invited to present their projects in a 5-minute pitch in front of the Steering Committee, followed by a 5-minute Q&A. The panel will select the 12 best projects, and these will be enrolled as Participants in the coaching programme during which they will elaborate their projects with the support of the Coaches.

By the end of the programme, the Participants must submit a pitch deck in order to demonstrate the sustainability, technical feasibility and economic viability of their project idea. For each category, the Steering Committee will choose maximum one Winner. The Winner is awarded a cash prize of 8.000 EUR.

## Coaching programme

The selected Participants will take part in a coaching programme, which includes group sessions and individual coaching session. The group sessions will be organised in Luxembourg and attendance is mandatory for all Participants. The individual sessions can be organised in virtual meetings. If preferred, the Organiser can help to set up physical sessions in their offices or on the premises of one of their partners

The coaching programme will be structured as follows:

- The total duration of the coaching is 12 weeks, starting with the kick-off meeting and ending with the last Steering Committee meeting.
- Group workshops will be held in two blocks, where the first block will be organised at the beginning of the coaching phase and the second after 6 weeks.

### Block 1:

- Design Thinking
- Circular economy business models & circular design
- UX/ UI workshop

### Block 2:

- Marketing and brand positioning in circular economy
- Intellectual Property
- Product Circularity Data Sheet (PCDS) – Ministry of the Economy

- Maximum 10 individual coaching sessions per Participant, dependant on the Participant's needs and progress.

## Timeline

The Project starts with the launch of a call for ideas and concludes on 18 May 2023 with an official Awards Ceremony for the winners' announcement. The timeframe is structured as follows (the Organiser reserves the right to adapt dates if needed):

9 Nov 2022:	Project launch with a "call for ideas" in the form of a webinar that will outline guidelines and expectations for each category.
9 Jan 2023:	Idea submission deadline
2 Feb 2023:	Pitching session (best 20)
13 Feb 2023	Kick-off event coaching phase (webinar) for 12 selected Participants
13 Feb – 5 May 2023:	Coaching and development phase:
	<i>13 &amp; 14 February 2023      Workshop block 1</i>
	<i>2 &amp; 3 February 2023      Steering Committee meeting 1</i>
	<i>28 &amp; 29 March 2023      Workshop block 2</i>
	<i>6 &amp; 7 April 2023          Steering Committee meeting 2</i>
	<i>4 &amp; 5 May 2023          Steering Committee meeting/Final pitch</i>
18 May 2023:	Final conference with award ceremony

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## ANNEX A: EVALUATION CRITERIA

### Introduction

This paragraph defines evaluation criteria for the Circular by Design Challenge. During the different evaluation stages the projects will receive a rating on a scale of 1 – 10 for each of the relevant criteria. They also serve as a guideline to give feedback to the Participants during the Steering Committee meetings.

The criteria are loosely based on the definitions used in the [Circular Economy Strategy Luxembourg](#) (published in February 2021) and on the [Zero-Waste Strategy Luxembourg](#) (published in July 2020).

### Description of the criteria

#### SUSTAINABILITY/CIRCULARITY

This criterion is a knock-out criterion. The proposed solution will have to fulfill one or several requirements of what classifies a project as contributing to a circular economy as defined in here:

**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 information, the table below shows how the different solutions to avoid waste are categorised in the [Zero-Waste Strategy Luxembourg](#):

1	Design products to preserve resources, manage soils, avoid overproduction/pollution	PRODUCT (DESIGN, PRODUCTION, USE)
2A	Better 1 <sup>st</sup> use of products: using instead of owning, sharing, repairing, avoid wastage	
2B	Better n <sup>th</sup> use: reuse product (e.g. reselling, donation, etc.)	
3A	Re-utilisation of products/components, repair and recondition, use in cascades	REUSABLE RESOURCES, COMPONENTS
3B	Valorisation of resources: recycling	
N/A	Energetic valorisation	WASTE (ULTIMATE LOSS FOR CIRCULAR ECONOMY)
N/A	Elimination	

### IMPACT

- How large is the waste fraction that the proposed solution will reduce?
- Will the product create impact in terms of shifting away from existing solutions that reduce waste, etc.
- How big is the CO<sub>2</sub>-reduction of the solution compared to a conventional and or to the company's current approach?

### NOVELTY AND INNOVATION LEVEL OF THE IDEA

- Is the idea revolutionary and does it bring new solutions to an existing problem?
- What is the visionary aim of the solution?
- How does the solution differ from other solutions on the market?

### VALUE CREATION

- What value is created for the user, the environment and society as a whole?
- Who are the primary customers and users?
- What is the target market for the solution?
- What is the business model for the solution, and what makes it circular?
- What social, economic and environmental gains does the solution achieve?

### SCALABILITY

- Does the solution have market potential?
- How big a market does the new solution appeal to?
- What does it take for the solution to reach the market and scale?
- How can new technologies help speed up the production or scale the solution?

### PROJECT EVOLUTION (FINAL EVALUATION ONLY)

- How much did the project evolve throughout the challenge?
- Was the team open to comments and willing to implement changes accordingly?
- Did the team consider the feedback from the Steering Committee?
- Did the team collaborate with the coaches in order to improve their project?
- Is the team motivated to continue working on the project after the end of the programme?

### FIT TO CALL (INITIAL PROJECT SELECTION ONLY)

- How well does the project address the problem that is formulated in the call?
- Did the Applicant understand the challenge proposed in the call?
- Will the Category Sponsor be able to benefit from the project's solution.

## Weighting of the criteria

Note: The jury will take into account the maturity of a company when making an assessment. This means that when rating the different criteria, the jury will also look at where the company is today and how much impact the implementation of the proposed project will have on the company. In the final evaluation, the jury will not only rate the project itself, but also look at the evolution and learning curve that the participants have shown throughout the challenge. The following paragraphs describe which criteria will be considered for the assessment of the projects. The criteria will be weighted as follows:



	Admission to challenge	Final evaluation
<b>Sustainability/Circularity</b>	20%	20%
<b>Impact</b>	15%	15%
<b>Novelty/Innovation</b>	15%	15%
<b>Value creation</b>	15%	15%
<b>Scalability</b>	15%	15%
<b>Evolution of project</b>	N/A	20%
<b>Fit to the call</b>	20%	N/A

