



#### BOOSTING THE UPTAKE OF CIRCULAR BUSINESS MODEL, PRODUCT AND PROCESS INNOVATION



Up2Circ – Boosting the UPtake of CIRcular Business Model, Product and Process Innovation

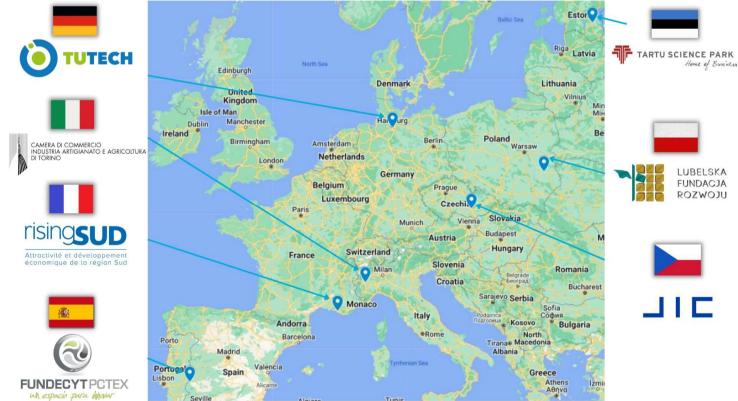
between existing EU networks and SME support initiatives.







### **Project Partners**





Up <b>2</b> Circ	Objectives				
•••	Mobilisation	• to mobilise SMEs of different sizes and sectors to embrace <b>sustainable innovation</b> as an opportunity for growth;			
	Advice	• to advise SMEs on suitable innovation opportunities in the context of transition towards a circular economy and develop <b>customised action plans</b> ;			
	Academy	• to provide access to skills development and experts knowledge as well as examples of good practice, considering in particular the uptake of advanced technologies and of social innovation as enablers of transition towards a circular business model			
	Cascade funding	• to support quick implementation of transition projects with <b>financial support</b> in the form of third party financing.			
		*** Eurodo			



### Horizontal objectives

EU innovation support ecosystem

Up2Circ

EU business advisors

Increase efficiency of the EU innovation support ecosystem by demonstrating measures on how to make better use of existing results, reach out more efficiently to SMEs, make use of complementary strengths and establish closer connections. Improve the readiness of EU business advisors to support SMEs with uptake of circular business models, product and process innovation by offering training on Up2Circ methodology and toolkit and by making these available for further use. Up2Circ Network

Establish and maintain a network of Up2Circ SME ambassadors willing to share experiences and advice across Europe to inspire and to commit other SMEs to make the transition journey.



# **Up2Circ Client Journey**





- Wake-Up2Circ: Explore opportunities to innovate towards circularity. Assess your circularity level and receive a detailed Action plan!
- Up2Circ Academy: Participate in a comprehensive set of learning modules for circular business model, product and process innovation!
- **Up2Circ Incentive Scheme:** Receive funding through open calls for:
  - 32 large scale projects up to € 50.000
  - 60 small scale projects up to € 15.000





### Wake-Up2Circ

Find the opportunities opportunities circular innovation can offer to SMEs

Up2Circ Assessment

Receive a detailed action plan



### **Up2Circ Academy topics**





Circular business models



Circular economy strategies and social innovation



Circular products design



Transformation into circular processing



### **Up2Circ Incentive Scheme: Pilot Call**

- > Call publication: 13/09/2023
- Deadline: 15/11/2023
- For the pilot call only SMEs with headquarters or operational site in one of the Up2Circ partner regions are considered eligible. These are:
  - Metropolitan Region of Hamburg (DE, TUTECH)
  - Estonia (EE, TSP)
  - South Moravian region (CZ, JIC)
  - Provence Alpes Côte d'Azur Region (FR, risingSUD)
  - Lubelskie region (PL, LFR)
  - Metropolitan City of Torino (IT, CCIAATO)
  - Extremadura region (ES, FUNDECYT-PCTEX)

One project per region is expected to be funded in this call provided minimum threshold is reached.

- > Participation in the 'Up2Circ Academy' is an eligibility criterion for submission of proposals.
- Projects must be submitted by a single SME. SME status should be checked by applicants using the EU SME self-assessment questionnaire.
- Up2Circ Incentive Scheme: Both large scale and small scale projects will be financed
- Budget: Although the payment will be made as a lump sum, it is necessary to explain in the application form how the lump sum will be used, including a clear budget proposal





### **Evaluation process**





- > Eligibility Check:
  - SME status based on the EU SME self-assessment questionnaire result;
  - > Type of activity;
  - Participation in the Up2Circ Academy;
  - English language;
  - Submission through an online form on the Up2Circ website before the deadline;
  - Absence of conflict of interest;

#### Independent evaluation:

- Eligible applications will be evaluated by 3 experts independent from the organisations involved in the consortium and from any applicant.
- ➢ 3 criteria:
  - Concept Does the project demonstrate a clear benefit to the Up2Circ objectives? Weight 30% Threshold 3/5;
  - Feasibility Does the business have all the resources and ability to execute on the project proposition? Weight 30% Threshold 3/5;
  - Impact Can the funding make a difference to help make the business more sustainable? Weight 40% Threshold 3/5;



# Type of projects



#### > Small scale projects: Feasibility studies

- ➤ Funding: small scale projects of up to €15.000
- Project scope: In-depth validation of technical, economic and social aspects of adoption of circular business models, considering desirability, feasibility, viability and environmental aspects. Projects should focus on one or several circular business models such as circular supply chain, sharing platforms, product as a service, product life extension, recovery and recycling.
- > Expected outcome: feasibility study including a business plan
- Project duration: max. 6 months

#### > Large scale projects: Piloting and demonstration

- ➤ Funding: large scale projects of up to €50.000
- Project scope: Pilot and demonstration activities to implement concrete transition measures towards circularity through the implementation of certain technologies, introduction of new products, processes and services. Projects should focus on prototyping, pilot testing, implementation of new business processes, solutions and systems.
- Expected outcome: validated prototype
- Project duration: max. 12 months



### Examples of small scale projects



Reform the use of resources by innovating toward a circular supply chain:

A construction company explores the feasibility of implementing circular building practices. Optimize capacity use by introducing a sharing platform model:

A clothing retailer explores the feasibility of introducing a sharing platform for evening dresses. Offer outcome oriented solutions with shifting to a product as a service business model:

A manufacturer of industrial tools explores the feasibility of shifting from selling products to an accessoriented business model with recurring fees or to a payper-use model.

Product life extension: An ICT service provider explores feasibility of offering a new service portfolio on office equipment life extension through repair, maintenance, upgrading, resale or remanufacturing

Innovating towards recovery and recycling: A food and beverage producer explores the feasibility of implementing a closed-loop waste management system.

A logistics company explores the feasibility of setting up a zeroemission logistics offer by shifting to renewable energy sources, exploring opportunities of low or zero-emission transport modes. cooperating with other logistics companies on shared use of vehicle fleet and on optimization of transport capacities, exploring opportunities for life extension of fleet and equipment. optimizing tire management and exploring opportunities to cooperate for tire reuse and recycling as well as for CO2 compensation projects



## Examples of large scale projects



A SME manufacturer of construction materials conducts a pilot testing of a new material for circularity using recycled waste streams as an input. A cosmetic SME develops and tests a new circular product line, using biodegradable and compostable packaging and integrating waste streams as ingredients.

A fashion SME conducts pilot testing of a new collection and recovery system, implementing a takeback program for old clothing and the use of recycled materials in new product lines.

A plastic SME develops and tests a new circular production process, using recycled plastics and integrating the internal cascade use of process byproducts.

A textile dyeing SME conducts pilot testing of a new water treatment process, reusing treated wastewater in production processes. A SME explores eco-design opportunities and prototypes new products made with biobased materials from the valorisation of agro-industrial waste.



## Next calls open to SMEs from all over Europe



Indicative opening: March/April 2024
Indicative deadline: May 2024

#### > 2025

Indicative opening: March 2025
Indicative deadline: May 2025







enterprise europe network

# Enterprise Europe Network 2022-2025



### The world's largest support Network for innovative SMEs with international ambitions



een.ec.europa.eu

# enterprise europe network



Disclaimer: Some countries' agreements might still be in process of being signed

I-27	0	Slovakia	0	New Zealand
Austria	0	Slovenia	0	Northern
Belgium	0	Spain		Macedonia
Bulgaria	0	Sweden	0	Norway
Croatia			0	Serbia
Cyprus			0	Singapore
Czechia	In	ternational	0	Switzerland
Denmark	0	Albania	0	Taiwan
Estonia	0	Armenia	0	Turkey
Finland	0	Bosnia and	0	Ukraine
France		Herzegovina	0	United
Germany	0	Brazil		Kingdom
Greece	0	Canada	0	<b>United States</b>
Hungary	0	Chile	0	Vietnam
Ireland	0	Colombia		
Italy	0	Egypt		
Latvia	0	Iceland		
Lithuania	0	India		
Luxembourg	0	Israel		
Malta	0	Japan		
Netherlands	0	Korea		
Poland	0	Kosovo		
Portugal	0	Moldova		
	-			

• Montenegro





• Romania



#### **The Network approach**

#### How we help SMEs



#### **Client-centric**

We place the client's needs at the heart of the Network's mission.



#### **Tailored services**

We can tailor our services and provide support to businesses at any stage of their growth path.



#### Expertise

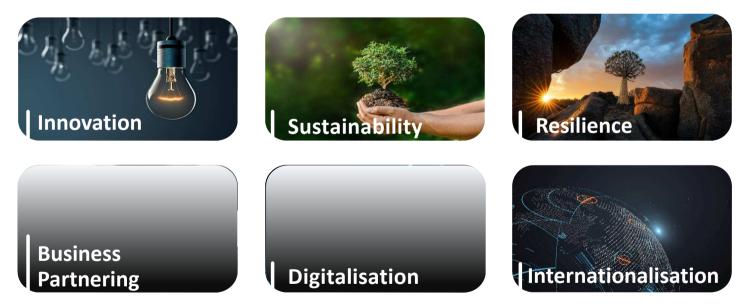
The Network's international advisers have the experience and resources to help your business thrive.





#### **Advice & support**

How we help SMEs







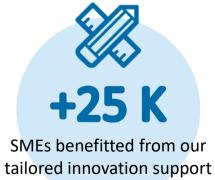
# **Sustainability**

# Helping SMEs in their transition to more sustainable business models



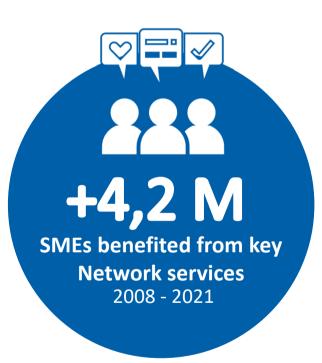


# **42,5 M** SMEs benefitted from our information services and training sessions



packages

#### **Key achievements**





SMEs participated in our matchmaking events where they held **+700 K** business meetings



SMEs received advice from our experts to help them innovate and grow internationally



## Contact us to know more

**Camera di commercio di Torino - Settore Innovazione e bandi** Chiara Soffietti



Email c.soffietti@to.camcom.it - innovazione@to.camcom.it



+39 011 5716 322



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