

## CIRCULAR BY DESIGN CHALLENGE #3

### Thematic call 3: Circular products representing Luxembourg and the “LuXembourg” brand

Call partner: Luxembourg Ministry of Foreign and European Affairs

#### The challenge

The Luxembourg Ministry of Foreign and European Affairs (MAEE) calls on Luxembourg’s entrepreneurs to design and develop products in conformity with the principles of circular economy that represent Luxembourg and the “LuXembourg” brand. The current priority themes to be emphasised in the promotion of the country are diversity, creativity and sustainability. These themes are to be incorporated in the best way possible into the product concepts.

As part of its mission to promote Luxembourg, the *LuXembourg - Let's make it happen initiative*, a unit of the MAEE, has developed a collection of commercial and promotional products (the LuXembourg Collection) with the following objectives:

- Showcase Luxembourg’s creativity, diversity and expertise in sustainability
- Tell a story about Luxembourg, its history or/and values
- Make the “LuXembourg” brand live and travel around the world

In this context, the MAEE enters into partnerships with local partners to develop new products for the LuXembourg Collection in a sustainable, local, social and contextualising approach (through the storytelling accompanying each product). For more information on the current collection, please visit:

<https://luxembourgcollection.lu/shop/>

The collection includes commercial and promotional products about/for the Grand Duchy of Luxembourg that bear the official “LuXembourg” brand and have been approved by the LuXembourg Collection Committee. The products included in the collection are notably used as:

- Official representation gifts handed out by embassies, Luxembourg Trade & Investment Offices (LTIOs), ministries, etc.
- Identification products worn by the local general public or gifts given by them to an international audience
- Souvenirs or gifts purchased by visitors and tourists

The LuXembourg Collection is presently undertaking a transition towards a more sustainable, local and contextualised mode of production. The MAEE is looking for **products aligned with the principles of the circular economy that tell a story about Luxembourg, its history and/or values.**

#### Specific requirements

- Products should **integrate the LuXembourg - Let's make it happen signature (logo)** in colour or monochrome.
- Concepts should be **economically viable.**
- The candidates will have to ensure that the **product can be produced and delivered in series**, by their own production or by manufacturing by third parties.

- A particular emphasis should be placed on **local production**, thereby minimising the environmental footprint and contributing to the promotion of local expertise.
- Participants will have to **guarantee a delivery of the product within a maximum period of three months** from the moment of the order.
- The **raw materials or semi-finished products will ideally come from Luxembourg** and the **production will have to take place mainly in Luxembourg**.
- The **materials used must be sustainable** and may not contain substances that are harmful to health and the environment. It is necessary to:
  - favour eco-labelled products
  - promote recycled materials
  - favour sustainable products (multiple uses, refillable, etc.)
  - avoid unnecessary waste (especially in packaging)
  - promote minimal packaging
  - promote energy-efficient products
  - promote products that are biodegradable or recyclable
- **Environmental, safety and health standards at work**: international labour standards as established by the International Labor Organization, as well as European standards, must be respected.
- **Solidarity economy**: Items coming (entirely or partially) from companies in the field of social and solidarity economy are preferable but no mandatory.
- **The packaging should incorporate the LuXembourg - Lets' make it happen signature** (color or monochrome white) and be part of the concept (to be presented).
- The series must be **produced in a realistic quantity for sale in Luxembourg** while allowing the selling price of the products, including the marketing margins, to be competitive.

**The final winner of this thematic challenge also benefit from the LuXembourg Collection's distribution network**, including the Luxembourg House (B2C) and LuXembourgcollection.lu (B2B).

## Target companies

Participating entrepreneurs/companies must have a link with Luxembourg. Eligible candidates are:

- Luxembourg-based entrepreneurs or companies with new transformative circular ideas
- Team size: 1-4 members
- The teams can have multinational members, but one member needs to have a Luxembourg legal business permit