



LUXINNOVATION
TRUSTED PARTNER FOR BUSINESS

FREQUENTLY ASKED QUESTIONS

CIRCULAR BY DESIGN CHALLENGE 2022

28 SEPTEMBER 2022



**CIRCULAR
BY DESIGN
CHALLENGE**

What is the Circular by Design Challenge?

The Circular by Design Challenge is a programme that is organised yearly to incite SMEs and entrepreneurs from all sectors to generate ideas around circular economy and sustainability in 4 given categories. The 3 best applications for each category will follow a 12-week coaching programme in order to elaborate their ideas and a winner is selected for each category. You can find a full description of the challenge [here](#).

Who is organising this challenge?

The Circular by Design Challenge is organised by Luxinnovation.

Where can I find details on the expectations for project submissions?

The expectations for the 4 categories are summarised in 4 different calls that you can find on our website: www.circularbydesignchallenge.lu

Who can participate in the challenge?

The challenge is targeted at entrepreneurs and SMEs based in Europe interested in developing circular solutions. A team submitting a project can consist of one to maximum four people. It is possible to form a consortium with several organisations, but at least one of the participants needs to have a business permit in Europe and this entity needs to be actively involved in the challenge.

Can I participate if I am not based in Luxembourg?

Yes. However at least one team member needs to have a business permit in Europe to be eligible for participation in the Circular by Design Challenge.

Can I participate if I am a student?

Students can only apply if they have a business in a European country or if they form a consortium as described above.

What is the selection process to participate in the challenge?

The selection is done in two stages:

- 1) After application through the online form, the top-5 projects in each category will be selected. The selected teams will be asked to pitch their idea in front of the Steering Committee and answer their questions.
- 2) The Steering Committee will select the top-3 projects for each of the 4 category. These 12 teams will be admitted to the coaching programme.

How can I participate and submit my idea?

Applicants must submit their project ideas via an online form. Registration will be open between 9 November 2022 and 6 January 2023. You will find the registration link on our website: www.circularbydesignchallenge.lu .

Can I add slides, media files or other documents to my application?

No, the application form only accepts text describing your project. Please keep in mind that the reviewers do not have time to watch additional material or follow links that you might include. Therefore, we recommend being as concise as possible when describing your project in the application and respect the maximum characters suggested in the form. If your project is pre-selected for the pitching sessions, you will be asked to prepare slides to which you can add your visuals.

Can I send in early stage ideas?

Yes, as long as there is a clear concept outlining the idea that you want to develop you can submit your idea.

Do I need to provide a prototype of my idea?

No. All the information needed to submit your idea is listed on the registration form.

Can I send in more than 1 idea per category?

No, please focus on one project only.

Can I send in ideas for different categories?

No, please select the category that best fits your idea.

Can I participate in the Challenge if I have taken part in previous editions?

You can not apply to the challenge if you have been selected for the coaching program of one of the previous editions. However, if you have applied and your project was not selected in a previous edition, you are welcome to apply again.

Can I send in my idea in a language other than English?

No. The project idea should be submitted in English as we are working with an international panel and English is used as working language throughout the challenge.

Are the challenge descriptions available in other languages?

No. As the working language is English, we expect that the applicants are comfortable enough with English to understand the documents we provide.

How will I know if I have been selected among the finalists? Luxinnovation will announce pre-selected candidates by the end of January. These will get the chance to pitch their process to the jury on 2 February 2022. If your name does not feature among the pre-finalists, you will not have managed to get selected for the 12-week coaching programme.

What can I expect from the coaching programme?

The coaching consists of a series of group workshop as well as individual coaching sessions. Each team will be assigned a head coach who will set up a coaching plan depending on the team's development needs. The coaching will be performed by the head coach as well as by subject matter experts where needed. During the coaching phase, the Participants will present

their projects to a Steering Committee who will challenge the project at three occasions (begin, middle and end of the programme).

What happens if I decide to interrupt the 12-week coaching programme?

The completion of the 12-week coaching programme is required to submit the final idea. Failing to complete the coaching will result in being disqualified from the Programme immediately.

Who will select the candidates?

The evaluation at each stage is done by the Steering Committee which consists of the project partners and other experts. The evaluation is done based on fixed criteria like level of circularity, economic viability, feasibility etc.

Who will select the winners?

The evaluation at each stage is done by the Steering Committee which consists of the project partners and other experts. The evaluation is done based on fixed criteria like level of circularity, economic viability, feasibility etc.

Who are the Steering Committee members?

You can find information on all Steering Committee members on our website.

What are the evaluation criteria?

You can find the evaluation criteria on our website: <https://www.luxinnovation.lu/wp-content/uploads/2022/11/cbdc-framework.pdf>

Where can I get information on Circular Economy?

You can find plenty of information on the internet. We recommend that you start with the following sites:

[Circular Economy in Luxembourg](#)

[Circular Economy in Europe](#)

Who are the sponsoring partners in each category?

You will find information about the sponsoring partners on our website: www.circularbydesignchallenge.lu Please refer to the specific calls to see who is contributing to which category and read them carefully to understand the expectations.

What are the project deadlines?

Please refer to the project timeline for project timeline here: www.circularbydesignchallenge.lu

What are the prizes and partnership opportunities?

The Winner in each category will be rewarded a cash price of 8.000 EUR. All Participants will get the opportunity to pitch their projects to the industry during an event that will be organized



after the end of the challenge. If a partner sees enough potential in the project idea, the Participant and the Partner can agree to collaborate after the end of the Challenge. This is outside the responsibility of Luxinnovation.

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