

*circular economy*

# OPEN CALL

FOR ADOPTERS

## Frequently Asked Questions (FAQs)

Circularity Adopters 2<sup>nd</sup> Open Call

(1<sup>st</sup> edition 2020)

Open date for proposals: August 3, 2020

Deadline: October 30th, 2020 at 17:00 (Brussels Local Time)



Project funded by the Horizon 2020 Framework Programme of the European Union,  
Grant agreement N°: 777773

### PROPRIETARY RIGHTS STATEMENT

This document contains information, which is proprietary to the C-Voucher Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the C-Voucher Consortium.

|       |   |    |
|-------|---|----|
| 1.    | General question related to c-voucher .....   | 3  |
| 1.1.  | What is c-voucher? .....  | 3  |
| 1.2.  | What kind of smes are c-voucher looking for?.....   | 4  |
| 1.3.  | How my company can approach the transformation towards a circular business in the frame of c-voucher?.....            | 4  |
| 1.4.  | What are the circular building blocks that adopters should take? .....  | 4  |
| 1.5.  | What happens after the proposals are submitted? .....   | 6  |
| 1.6.  | What will the smes get from the programme? .....  | 6  |
| 1.7.  | Where can i find information about the project and the open call? .....   | 6  |
| 2.    | General questions related to c-voucher open call .....  | 7  |
| 2.1.  | Who can apply to the open call?.....  | 7  |
| 2.2.  | Can a technology provider apply for this call? .....  | 7  |
| 2.3.  | If we have a partnership with a large company for product development, does this make us ineligible? .....            | 7  |
| 2.4.  | What type of projects is c-voucher looking for? .....   | 8  |
| 2.5.  | How do you expect our idea to be presented in the application process? .....  | 8  |
| 2.6.  | Can i apply if i don't have a company?.....   | 8  |
| 2.7.  | Can one company submit 2 project ideas?.....  | 9  |
| 2.8.  | Can we apply to c-voucher if we are in another acceleration programme? .....  | 9  |
| 2.9.  | How can i apply for this open call? .....   | 9  |
| 2.10. | How long does it take to fill in the application? .....   | 9  |
| 2.11. | What type of support is available for preparing the proposal? .....   | 9  |
| 2.12. | When is the deadline for my application submission? .....   | 10 |
| 2.13. | When does the programme start and how long is it? .....   | 10 |
| 3.    | Questions related to c-voucher evaluation process .....   | 10 |
| 3.1.  | What are the criteria for selecting the final beneficiaries? .....  | 10 |
| 4.    | Questions related to c-voucher funding.....   | 11 |
| 4.1.  | What types of activities can be covered under the programme?.....   | 11 |
| 4.2.  | What types of costs can be covered by c-voucher support?.....   | 11 |
| 4.3.  | When do the selected projects receive the funding? What are the criteria and rules for giving financial support?..... | 11 |
| 4.4.  | What kind of rewards and benefits will c-voucher offer to beneficiaries? .....  | 12 |
| 4.5.  | Is there any limit for the funding?.....  | 12 |
| 5.    | Questions related to participation in c-voucher value chain replication programme .....                               | 12 |
| 5.1.  | Are all activities included in the value chain replication programme compulsory?.....                                 | 12 |
| 5.2.  | Are smes required to attend physical meetings or move somewhere for the duration of the programme?.....               | 12 |
| 5.3.  | What is the structure of the programme? .....   | 13 |
| 5.4.  | Are all activities included in the acceleration program covered by the program? .....                                 | 13 |

## 1. General Question related to C-Voucher

### 1.1. What is C-Voucher?

C-Voucher is an EU funded project that combines design thinking and technology to create competitive, innovative business models with a circular economy approach for European SMEs.

The C-Voucher consortium is led by FundingBox Accelerator (FBA) and is composed of 12 partners from 6 European countries (Denmark, Romania, France, Poland, Spain, and Sweden).



With this call, C-Voucher, a European project financed by the European Commission, is looking for 24 end-user SMEs from prioritized sectors (called Adopter SMEs from now on) willing to approach the transition towards the circular economy business models. Projects bringing cross-sectoral and cross-border potential will be prioritized and are highly encouraged.

The Adopter SMEs selected to be enrolled in the 3-months programme will be creating Business Cases, allowing them to structure the business model changes and disruption of their current value chains.

The Second Adopters Open Call for SME under the C-Voucher project, that will be alive **from August 3rd, 2020 with a deadline on October 30th, 2020 at 17:00 CET (Brussels Local Time).**

## 1.2. What kind of SMEs are C-Voucher looking for?

C-Voucher is looking for SMEs end-users from Health, Blue Growth, Textile, Agri-Food and Manufacturing sectors, willing to approach the transition towards the circular economy business models.



## 1.3. How my company can approach the transformation towards a circular business in the frame of C-voucher?

C-Voucher offer two different paths for applicants to align themselves with the call:

- Get inspiration from one of our current participants in the acceleration program  
<https://call-for-adopters.fundingbox.com/pages/circular>

Or

- Adopt one or more of the circular building blocks that C-Voucher is prioritizing  
<https://call-for-adopters.fundingbox.com/pages/models>

## 1.4. What are the circular building blocks that Adopters should take?

We are asking the applicants to imagine their companies performing in the circular context, where resources are optimized and there is zero waste approach.

- **Industrial Symbiosis**

There are two concepts of industrial symbiosis: a classic concept of material resource flows and a digital-age concept based on knowledge flows across networks.

Example: 'Kalundborg Symbiosis, Denmark' (Manufacturing Domain). An example of "physical exchanges of materials, energy, water, and by-products" between different co-located industrial facilities, e.g. in situations where the waste of one facility is used as a resource by another. For more info [www.symbiosis.dk/en](http://www.symbiosis.dk/en)

- **Material Resource Efficiency**

It's the process of reducing a number of material resources needed to produce one unit of a product or service, or simply put as "doing more with less".

Example: 'Car engines' (Automotive Sector). During the economic crisis (2008), several EU car industry players introduced programs aiming at car fleet renewal. An alternative to replacing the

old cars has been proposed by Stahel (2011) by remanufacturing, upgrading or replacing the engines, instead of replacing the whole car.

- **Renewable Energy Sources & Energy Efficiency**

It's reduction of fossil fuels consumption and curbing GHG emissions (almost 41% of final energy in 2013 was consumed by EU construction sector only<sup>24</sup>). Energy-efficiency measures (i.e. retrofitting) could save up to 75% of energy consumption. Example: 'Deloitte Building, Netherlands' (Industrial Buildings). The combination of renewable energy and energy efficiency can be seen in the Deloitte office building in Amsterdam. Due to its specially designed LED lighting, heating and cooling systems, the building uses 70% less electricity than is consumed by the typical EU office building.

- **Biological Products**

Modern agriculture, mostly dependent on pesticides and fertilizers, came at a price to the environment and to the quality of agricultural products. Annual consumer food waste in the EU reached 47 million tonnes in 2016, most of which could be avoided.

Example: 'Just egg' (Agro-Food Domain). "Just Egg", a British hard boiled eggs manufacturer, based in Leicester, was paying about €36.000/year for burying its by-product - 480 tonnes of eggshells - into the landfill. Together with Leicester University it has developed a technology transforming the eggshells into powder (resource for the plastic sector).

- **Product Life Cycle Extension**

The idea is to design products in a way for them to serve longer, repair them, reuse and recycle. Some of the products, from umbrellas to power tools, have been available on the market for several decades. Other newly developed products are progressively following even stricter design constraints.

Example: 'Fairphone 2.0' (Mobile phones Manufacturing). Developed by the homonymous Dutch company, Fairphone 2.0 is the first modular smartphone inspired by the CE, designed for an upgrade, reparability and easy reuse and recycling at the end of the phone's (extended) lifespan (Fairphone, 2016).

- **Performance Economy**

It's "selling goods as services through rent, lease and share business models", or providing products as services (Stahel, 2016). According to the concept of the performance economy, the number of manufactured units of products will decrease, but the revenue for each unit produced will increase. Example: 'B2B Leasing' (Manufacturing Domain). Washing machines, mobiles, lighting, etc. can be offered by producers as services, as it has been done in the construction industry since time ago by leasing large equipment and machinery (Ramirent, 2016).

- **Sharing Economy**

It entails the "peer-to-peer-based activity of obtaining, giving, or sharing the access to goods and services". Obviously, people have shared/exchanged products for thousands of years but today's



exchange can take place via the internet on a far larger scale, extending the geographical constraints.

Example: 'Zipcar' (C2C business relationships). Zipcar (an American car-sharing company) takes 5-20 privately-owned vehicles off the road (University of Pennsylvania, 2015), potentially reducing both material consumption and CO2 emissions. Similar to Blablacar in Europe.

- **Platform Economy**

It's facilitating information exchange and direct interactions between buyers and sellers on a global scale. It's not impacting the CE per se, but enables CE building blocks (e.g. performance and sharing economies) and offers a bottom-up market approach of B2B, B2C and C2C trade/exchange. Example: 'eBay, Uber' (C2C business relationships). In many cases, today's eBay buyers are tomorrow's sellers and today's Uber customers can be tomorrow's drivers (Van Alstyne, 2016). These dynamically changing roles and online interactions of B2B, B2C and C2C in real time create network effects on a scale larger than ever before.

## 1.5. What happens after the proposals are submitted?

Immediately after the submission deadline is over, the evaluation process begins (as described in detail in Section 4 of the Guide for Applicants).

Two independent experts will evaluate proposals submitted through the online system and score them adequately to the quality of the content presented. The goal of the process is to select 24 SMEs that will be invited to the Value Chain Replication Programme (the programme will run online, there is no need to travel anywhere).

If the number of Eligible proposals is more than 100, a pre-scoring system will be used as described in GfA section 5.2.

## 1.6. What will the SMEs get from the Programme?

The Value Chain Replication Programme is supposed to motivate, encourage and inspire circular changes in European companies.

The SMEs will get €15,000 grants for covering their costs of creating the circular feasibility plans. They will also get up to 1 month of the designer-in-residence (DiR) support. This dedicated person will be helping in the analysis of the current situation of the company and creating a solid plan for going circular.

At the end, each SME will be provided with reports on further funding opportunities, both private and public, fitting their needs

## 1.7. Where can I find information about the project and the Open Call?

In [C-Voucher](#) website for general information about the project and in "Guide for Applicants" for further information about this particular call.

If you have any questions related to the open call requirements or application form, you can send your questions through our support [community](#).

If you have any technical questions when filling in the online Application Form write to us directly through helpdesk mail [c-voucher.helpdesk@fundingbox.com](mailto:c-voucher.helpdesk@fundingbox.com)

The application website, where you can find all documents, is at: <https://call-for-adopters.fundingbox.com/>

## 2. General questions related to C-Voucher Open Call

### 2.1. Who can apply to the Open Call?

The C-Voucher Open Call is open to end-user SMEs (legal persons) participating on their own (only one SME per application).

Entities that applies for financial support needs to be legally recognized (have 'legal personality') and needs to have the right legal status to qualify for H2020 funding.

Only European SMEs [legal person] established in an EU member state or in H2020 Associated Countries (as defined by Article 7 of the Horizon 2020 Regulation<sup>1</sup>) can apply.

Moreover, to be eligible, your proposals have to fully comply with the eligibility criteria indicated in the 'Guide for Applicants', which are:

- Only one proposal per SME can be submitted. If more than one proposal per SME is identified, the proposal will be excluded from the process.
- Projects has to be submitted in English.
- Applicant shall not have any conflict of interest.

### 2.2. Can a Technology Provider apply for this Call?

No, this Open Call is not targeting companies which aim to develop a technology which may help other companies to transform into circular economy. We are looking for end-user SMEs.

Technology providers also known in C-voucher as Technology Disruptors can join our community bringing enabling technologies to SMEs and helping them to boost their transition from linear towards circular economy.

### 2.3. If we have a partnership with a large company for product development, does this make us ineligible?

As you can see in the Guide for Applicants, Section 3, applicants must be SMEs [legal person] participating on their own, only one SME (not a consortium of SMEs).

---

<sup>1</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)

A product development partnership, focused on technical or technology collaboration, is not a limitation for application per se.

Other kind of partnership, e.g. business partnership or more specifically crossed share capital participations, with a large company should not breach EC RECOMMENDATION of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises (notified under document number C(2003) 1422) (2003/361/EC).

If the large company owns more than 25% of the SME's shareholders capital, this would most probably mean that the small daughter company could NOT be considered an SME.

## 2.4. What type of projects is C-Voucher looking for?

Whilst Section 3 of Guide for Applicants lists the minimum criteria that a project must abide to in order to be eligible, C-Voucher partners will aim to select the most ambitious projects that show the highest potential for introducing circular business models.

The ideal type of project C-Voucher Consortium is looking for is engaged and innovative. It is not only disrupting the current value chain but also establishes the cross-sectoral cooperation, i.e. textile company having lots of cloth waste pairs up with a construction business where the clothes are transformed into isolation boards.

**SMEs are asked to come up with a creative vision for their companies. The vision will be then turned into more concrete circular Business Case.**

The bottom line behind the projects is to find the circular potential and business perspective at once. Your story will be analysed against pure business potential (profitability, risk, market potential, etc.)

## 2.5. How do you expect our idea to be presented in the application process?

Inside the online application form there are specific fields to provide descriptions.

Proposals have to be submitted through the C-Voucher Open Call site: <https://call-for-adopters.fundingbox.com/>. In documents section of this site, you can check the application form

All Applicants will be asked to acknowledge the Informed consent form – in order to submit the full application.

Additional material, which hasn't been included and specifically requested in the online application form, will not be considered for the evaluation of the proposals.

**Data not included in the proposal will not be taken into account.**

## 2.6. Can I apply if I don't have a company?

Only SMEs participating on their own are eligible to receive funds (i.e. Individuals are not allowed), but you can apply as an SMEs in constitution process if you have already incorporated your company and you only are missing the registration number.



We will ask you the documentation to prove that you are an SME, once the evaluation process is finished and before starting the Value Chain Replication Programme, so well after the closing date for applications.

In any case, although you can apply as SMEs in constitution process, if you are selected as a beneficiary, C-Voucher will ask you to be incorporated as an SME before the start of the C-Voucher Programme.

## 2.7. Can one company submit 2 project ideas?

No, according to C-Voucher Adopters Open Call eligibility criteria: only one proposal per SME or team can be submitted. If more than one proposal per SME is identified by the C-Voucher team, only the first proposal which has been submitted in order of time, will be evaluated.

## 2.8. Can we apply to C-Voucher if we are in another Acceleration Programme?

It is allowed to be in another Acceleration Programme, as long as the programme doesn't overlap (duration) or incur in double funding. If you are selected, you will have to sign a C-Voucher Declaration confirming that you will not take part in another Acceleration Programme in case you become beneficiary of C-Voucher Acceleration Programme.

## 2.9. How can I apply for this Open Call?

You can apply for the call through the following link: <https://call-for-adopters.fundingbox.com/>

## 2.10. How long does it take to fill in the application?

It shouldn't take long (1-2 hours of filling the fields is usually enough). Specific character limits have been established in each section of the online application form. We encourage you to keep your proposal focused on the requested information. We recommend you to start the submission process well before the deadline in order to avoid last minute circumstances.

## 2.11. What type of support is available for preparing the proposal?

The 'Guide for Applicants' is the main reference document. It provides detailed information about the requirements of the evaluation and selection process, and the Value Chain Replication Programme offered by C-Voucher.

Also, the Open Call Helpdesk service is on hand to clear up any doubts you may have relating to the application process (eligibility rules, application form information requests, etc). You can reach us through the C-Voucher Online Community (<https://spaces.fundingbox.com/spaces/c-voucher-c-voucher-open-calls-support>) or send us a message to [c-voucher.helpdesk@fundingbox.com](mailto:c-voucher.helpdesk@fundingbox.com)

## 2.12. When is the deadline for my application submission?

The deadline for the first call is 30<sup>th</sup> October 2020, 17:00 (Brussels Local Time). No applications will be accepted after this deadline.

## 2.13. When does the programme start and how long is it?

The programme is planned to launch in January 2021. Each SME will be given up to 3 months to finalize their Business Case with the help of the support services. Therefore, your engagement should end before the end of March 2021.

## 3. Questions related to C-Voucher evaluation process

### 3.1. What are the criteria for selecting the final beneficiaries?

The C-Voucher selection process has been designed to be fair, fun and interesting for you. The selection process will be as follows:

- Proposals reception: On receipt of each proposal, the system will send an Acknowledgment of receipt to the proposer. Late submissions won't be accepted
- Phase 1. General Eligibility Check

In order to be eligible for evaluation, applications will be checked for compliance with all the ELIGIBILITY CRITERIA listed in Section 3 of the Guide for Applicants.

In case that number of eligible will be over 100 we will introduce pre-scoring procedure.

- Phase 2. External Evaluation: proposals will be evaluated by 2 (two) independent and confidential experts with wide expertise in circular economy and given industry.

Initially the proposals will be validated against these basic parameters:

- Fit of core business in prioritized Domains
- C-Voucher Circularity Solutions or circular building blocks to be adopted
- Business maturity
- Fit of the proposal with development strategy of the company
- Expected impact of the Circularity Solutions in its business and value chain.
- Organizational capacity to implement it.

Then, the proposals will be evaluated on the following criteria:

- Excellence.
- Impact (weight of 1.5)
- Implementation.
- Transversal Criteria

- Phase 3. Consensus Meeting: The 'Evaluation Committee' will decide by consensus and based on the ranking gotten as result of the Experts Evaluation, the best proposals to be invited to the Value Chain Replication Programme. A 'List of finalists' (24 SMEs) will be produced as result of the Consensus Meeting.

For more information about the evaluation process, consult the 'Guide for Applicants'.

## 4. Questions related to C-Voucher funding

### 4.1. What types of activities can be covered under the Programme?

The selected proposals, after being informed about enrolment into the Value Chain Replication Programme for Adopters in C-Voucher will be working towards the creation of the circular feasibility plans. These plans will allow envisioning the adoption of circularity building blocks in the companies with the support of a dedicate designer in residence and business mentor

In order to achieve the final goal of the programme – the creation of feasibility plans – the Beneficiaries can perform the following activities that will be qualifying for financial support:

- Researching circular economy business models, concepts, approaches and tools
- Creative works/analysis regarding the adopting the Circularity Solutions – developed within C-Voucher with the 1st batch of Circularity SMEs – analysing and detailing the solutions and simulating the adoption at the Beneficiaries' business domains
- Elaboration works on the feasibility plans (alone or together/as guided by a dedicated Designer-in-Residence)
- Creating the final versions of the feasibility plans
- Analysing potential next steps in the transformation from linear to circular business models

### 4.2. What types of costs can be covered by C-Voucher support?

The support provided by C-Voucher project under Value Chain Replication Programme is a €15K lump sum therefore all costs bore during the preparation of the feasibility plan, aiming at its completion, indispensable for the its creation and final submission are eligible.

### 4.3. When do the selected projects receive the funding? What are the criteria and rules for giving financial support?

The financial support will be given after the feasibility plan is submitted in its final version and it is successfully validated by C-Voucher Mentoring Committee<sup>2</sup>.

The successful validation will be confirmed by Mentoring Committee in the final report and only then the money will be transferred to Beneficiaries' account.

---

<sup>2</sup> Mentoring Committee is a C-Voucher internal body composed by: Vejle Community (VK – as the Committee's leader), Blumorpho (private funding experts) and FundingBox Accelerator + Econet consultants (public funding experts).

Each selected Beneficiary will sign the 'C-Voucher Sub-Grant Agreement' with the C-Voucher consortium. The funds awarded under the Sub-Grant Agreement are provided directly from the funds of the European Project C-Voucher, and are therefore funds owned by the European Commission: Management of the 'C-Voucher funds has been transferred to the project partners in 'C-Voucher via the European Commission Grant Agreement Number 777773.

The 'C-Voucher Sub-Grant Agreement' will include the set of obligations that the Beneficiaries have towards the European Commission. It is the task of the Beneficiaries to satisfy these obligations and of the C-Voucher consortium partners to inform the Beneficiaries about them.

In short, the funds will be transferred once your circular feasibility plans will be created and delivered to us.

#### 4.4. What kind of rewards and benefits will C-Voucher offer to beneficiaries?

If you are selected by the C-Voucher Steering Committee you will be receiving a voucher of €15k funding plus the following services:

- Up to 1 month of mentoring services with a dedicated Designer-in-Residence (an expert supporting the creative phase of the feasibility plan development)
- Up to 0.4 month of support services in identifying further funding through coaching sessions with public and private funding experts

#### 4.5. Is there any limit for the funding?

Yes, each beneficiary may get up to €60 000 throughout all the calls in C-Voucher.

### 5. Questions related to participation in C-Voucher Value Chain Replication programme

#### 5.1. Are all activities included in the Value Chain Replication Programme compulsory?

Yes. All activities included in the Value Chain Replication Programme are compulsory.

#### 5.2. Are SMEs required to attend physical meetings or move somewhere for the duration of the programme?

No. The entire programme is delivered online so that you can benefit the most from it and keep your daily routine as efficient as ever.

### 5.3. What is the structure of the programme?

You can have a glimpse of the upcoming programme before – hopefully – you get enrolled. Please see our Guides and documents tab at <https://call-for-adopters.fundingbox.com/> (upper right side corner) for more details.

### 5.4. Are all activities included in the acceleration program covered by the program?

Yes, all the activities included in the Value Chain Replication programme are free of charge for beneficiaries. You will not be asked to co-fund the programme nor contribute with any other elements than good energy, full focus and involvement 😊