



Circular economy and life cycle management for sustainability

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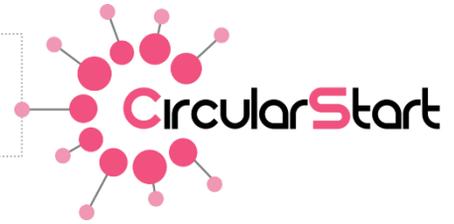
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Circular Start into Business



Motivation

There is a pressing need to address environmental problems such as resource depletion, climate change, biodiversity loss, pollution, etc. and transition to a more sustainable socio-technical system. To address these challenges the concept of the Circular Economy (CE) has recently gained significant importance. Central to this relatively new sustainability paradigm is the emphasis on new business models (BM's).

All over the world, mission-driven entrepreneurs are bringing fresh, disruptive innovations to market in response to some of these challenges. The potential is there, and many sustainability-oriented incubators are appearing, but this phenomenon is far from mainstream and not methodologically implemented. On the contrary, even some basic knowledge on how to reactively deal with environmental and social regulatory and societal demands is absent from the training offers and counselling many incubators offer to start-ups.

The idea of CircularStart is grounded on the recognition that there is a lack of know-how and training of start-ups and entrepreneurs in the field of sustainability, CE and their opportunities. In order to be successful, this knowledge needs to be easily integrated into the business idea development and decision-making process, i.e. there is a need for training supported by practical tools that are compatible with well-known BM development methods like e.g. the Business Model Canvas.

Objectives and results

The aim of this project is to develop an interactive guidance tool and related eLearning resources as well as a training program for incubators and consultants to support start-ups in understanding, evaluating and improving sustainability issues related to their BM. They should offer a comprehensive guide over the whole BM design process, covering the Initiation, Ideation and Integration phase. The tool and training materials will be developed to be used in direct personal context (such as a classroom, a workshop or a counselling meeting) and as self-study-based eLearning resources.

In the long term, the project will promote and support the development of sustainable BM's across Europe and raise awareness among start-ups, their consultants and investors on the need for more sustainable products, solutions and businesses. Accessible, easy to use and internationally founded eLearning materials and competence building support this. Moreover, the implementation of the project results and their impact will directly or indirectly benefit, beyond the project, society (generating new jobs, new skills, international cooperation...), the economy (generating new business models, wealth sharing...) and the environment (extending the permanence of materials in the economy, optimizing the materials and reducing waste).

Partnership



PROSPEKTIKER, Spain



University of Mondragon, Spain



ITC, Spain



Technical University of Vienna, Austria



INITS, Austria



OKOLOGIE-INSTITUT, Austria



LNEG, Portugal



ANJE, Portugal



ABC Accelerator, Slovenia

Webpage

www.circularstart.eu (under development)

Project duration

24 months
01-11-2019 to 31-10-2021