



Funded by
the European Union



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



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



Up2Circ:

Progetto europeo finanziato nell'ambito della Call HORIZON-CL4-2022-RESILIENCE-01 (A digitised, resource-efficient and resilient industry 2022)

Capofila: Camera di commercio di Torino

Durata:

48 mesi dal
1/1/2023

Budget:

€ 4.999.777,50

di cui

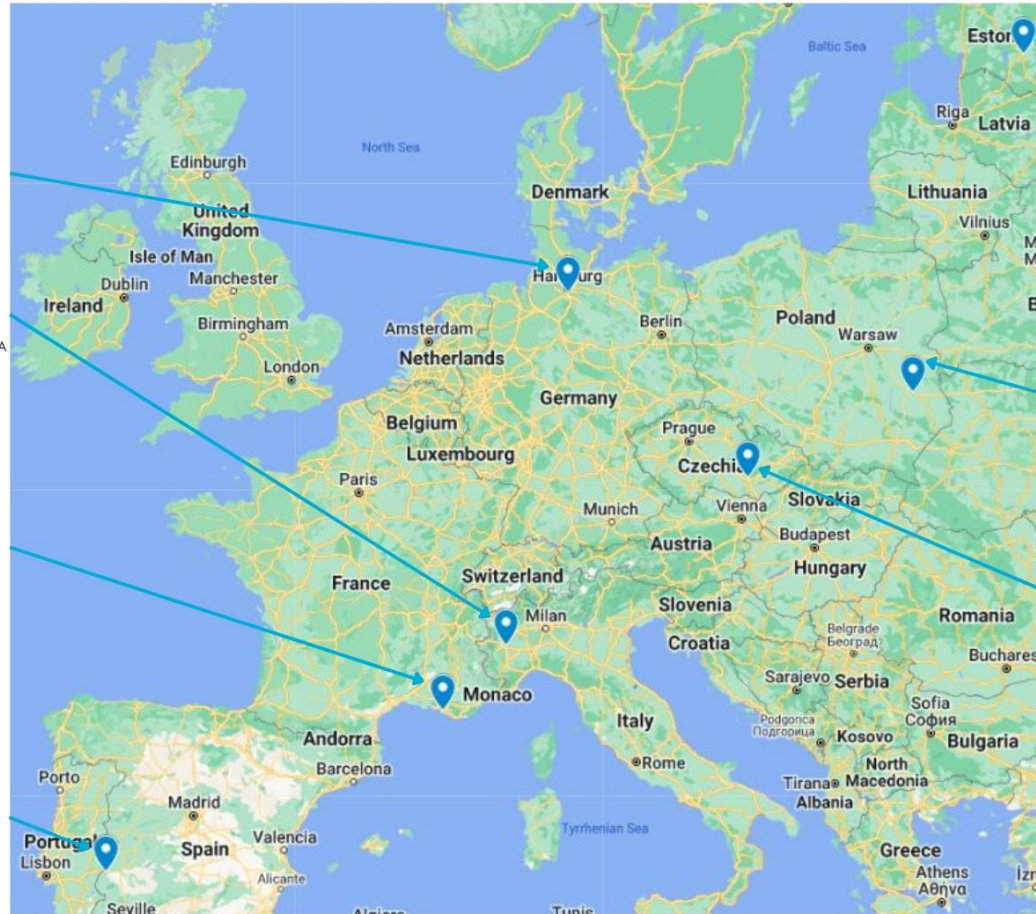
€ 2.500.000,00 per
cascade funding a
beneficio delle PMI



Funded by
the European Union



Project Partners



Funded by
the European Union

Obiettivi del progetto

Mobilisation

- **Sensibilizzare PMI** di diversi settori affinché perseguano l'innovazione sostenibile come opportunità di crescita

Advice

- Aiutare le PMI nella scelta delle migliori opportunità di innovazione sostenibile favorendone la **transizione verso l'economia circolare**;

Academy

- Favorire l'accesso al know how, a esperti e ad esempi di buone pratiche

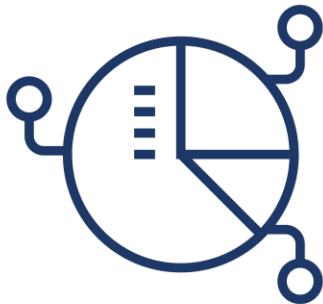
Cascade funding

- Supportare la transizione mediante il finanziamento (cascade funding), sotto forma di lump sum, di **circa 60 progetti su piccola scala (15.000 euro) e 32 progetti su larga scala (50.000 euro)**.

Up2Circ Academy topics



Circular business models



Circular economy strategies and social innovation



Circular products design



Transformation into circular processing

- Contenuti fruibili liberamente
- Video e testi in continuo aggiornamento
- Supporto di stakeholder locali per alcuni topic (es. Politecnico di Torino)



Funded by
the European Union

Financial Support to third parties



➤ Small scale projects: Feasibility studies

- Funding: 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



Esempi di progetti small scale



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 access-oriented business model with recurring fees or to a pay-per-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 zero-emission 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, etc.



Financial Support to third parties



- **Large scale projects: Piloting and demonstration**
 - Funding: 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



Esempi di progetti Large Scale



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 by-products.

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 bio-based materials from the valorisation of agro-industrial waste.



Up2Circ Incentive Scheme: First Open Call



- **Apertura:** 01/04/2024
- **Scadenza:** 31/05/2024
- **Budget:** € 1.230.000,00.
- **Progetti finanziabili:** 32 progetti
small scale 15 progetti large scale
- **Risultati:** Settembre 2024
- **Prossima call: 2025**
 - Opening: (data indicativa) March 2025
 - Deadline: (data indicativa) May 2025



Valutazione



➤ Eligibility Check

- Assessment
- Partecipazione ad almeno il 50% dell'Academy
- PMI dall'Unione Europea
- Application in lingua inglese

➤ Valutazione indipendente:

- Le application eleggibili saranno valutate da 3 esperti indipendenti sulla base di 3 criteri
 - **Concept** – Weight 30% Threshold 3/5;
 - **Feasibility** – Weight 30% Threshold 3/5;
 - **Impact** – Weight 40% Threshold 3/5;

Open Call webinar for applicants & training on how to measure the impact (guidance on KPIs in the project proposals)

11/04/2024 h. 13.00-15.00

[Open Call webinar for applicants & training on how to measure the impact \(guidance on KPIs in the project proposals\) - up2circ.eu](#)



Funded by
the European Union





Contatti

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



Email innovazione@to.camcom.it



+39 011 5716 322-325



<https://up2circ.eu>

Follow us on LinkedIn <https://www.linkedin.com/company/up2circ/>

[Up2Circ video is already launched - up2circ.eu](https://up2circ.eu)



Funded by
the European Union