



CIRC-1b-2017: Systemic services for the circular economy

**Logistics topics in H2020 2017 calls
Brussels, 13 October 2016**



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Research and Innovation Role in CE

- **DEMONSTRATING** the opportunities for moving towards a circular economy through the **Focus Area "Industry 2020 in the Circular Economy"**
- **REGULATORY INNOVATION:** addressing regulatory barriers to circular economy activities or business models, through the implementation of **Innovation Deals**
- **Financial Innovation:** Assessment of the possibility of launching a platform together with the EIB and national banks to support the financing of the circular economy and supporting **FINANCING TOOLS** and **ADVISORY SERVICES** through **InnovFin**

CIRC-01-2016-2017

Systemic, eco-innovative approaches for the circular economy: large-scale demonstration projects

Specific Challenge (2016-2017)

- **increasing resources constraints**
- **replacing** current **linear** models with **circular models** of **production and consumption** to increase **resource efficiency**
- adopting a **systemic** approach to **eco-innovation** encompassing the **whole value and supply chains** and engaging **all actors involved** in such chains

CIRC-01-2017

b) Systemic services for the circular economy

Scope (2017)

- **Demonstrating** the feasibility of circular economy business models that underpin new services based on:
 - **performance/functionality** rather than ownership
 - And/or **mass customisation**
- **All forms of innovation** to be addressed
- Proposals should consider ways supporting **co-creation** by developing new business models with end-users
- Support to end-users by **awareness raising** and **knowledge sharing** activities on circular economy models

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Expected Impact (2017)

To make measurable impact in the **medium term** to:

- **creating markets** for new products/services (e.g. leasing or sharing practices)
- reducing supply chain length
- facilitating the **inclusion of resource or materials criteria** in designing products/services (e.g. durability, reparability or recyclability)
- the creation of **business opportunities, exploiting EU eco-innovative solutions**, and demonstrating their economic, social, and environmental **sustainability**

CIRC-01-2017

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Deadlines

Stage 1 07-03-2017 @ 17:00:00 (Brussels)

Stage 2 05-09-2017 @ 17:00:00 (Brussels)

Type of action: Innovation actions

Indicative budget: 44 M€

Appropriate EU contribution/action: 4-7 M€

***IA
70%***