Up2Circ First Open Call Webinar for Applicants

11.4.2024

About Up2Circ

- January 2023 - December 2026
- Budget of almost 5 million euro
- Boosting the uptake of circular business model, product and process innovation
- Covers the entire value chain from awareness raising, education and training, tailored advisory service to funding
- 3 cascade funding calls

Cascade Funding Principle

- Project driven funding through lump sums mainly for SMEs
- Simplify application, evaluation and contractual processes
- Allows faster access to finance
- Higher success rates in comparison to standard calls
- Known as financial support to third parties (FSTP)

Up2Circ Call Objectives

- Financial support of SMEs to implement their transition projects towards a circular economy
- Follow up on the previous two loops of Up2Circ Accelerator: Wake-Up2Circ & Up2Circ Academy

Up2Circ First Open Call

- Budget allocation €1,230.000
- 47 projects to be funded
- Call opening: April 1st, 2024
- **Call closure: May 31st, 2024, 23:59 CET**
- Evaluation period: from June 3rd to July 31st, 2024
- **Announcement of results: by September 6th, 2024**
- **Projects starting date: fixed date October 1st, 2024**

Eligible Applicants

- Single SME from EU 27
- Prior involvement in the Up2Circ Academy
  - Completed circularity assessment
  - Minimum of 50 % of Up2Circ Academy e-learning
- Each SME only one proposal
- English language
- Submission through an online form before deadline

Eligible Activities

Feasibility studies

Funding: small scale projects of €15.000

Project scope: feasibility studies to validate technical, economic and social aspects of adoption of 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: 6 months

Expected number of funded projects: 32

Eligible Activities

Piloting and demonstration

Funding: large scale projects of €50.000

Project scope: pilot and demonstration activities to implement concrete transition measures towards circular products, processes and services, such as the implementation of certain technologies, shift to circular product design, introduction of new products, processes and services

Expected outcome: validated prototype

Project duration: 12 months

Expected number of funded projects: 15

Eligibility Costs

- Lump sum principle
- Covers up to 100% of eligible costs
- Budget proposal requested in the application
    - Personnel costs
    - Subcontracting costs – no limit but must be justified
    - Purchase costs
        - Travel and subsistence
        - Equipment, infrastructures and other assets
        - Other goods, works and services
    - Indirect costs of 25% from direct costs except subcontracting

Application Process

- One-stage

- Online form https://up2circ.grantplatform.com/

Application

Start here	Applicant	Eligibility	Contact person	Project summary	Concept	Feasibility	Impact	Budget	Ethics Self-Assessment

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Category

Up2Circ First Open Call ▾

Large scale project: Piloting and demonstration ▾

📄 Download blank application PDF for reference

Project name

TEST

Project short name/acronym	4 / 20 characters	Please provide a short name for your project proposal.
TEST		

Save + next   **Save + close**   **Preview**   **Submit project**

Application

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Company name

Please provide the legal name of the company associated with the user account for the Up2Circ Academy online learning programme and Up2Circ Circularity Assessment Tool.

Website

https://

Please provide the URL to your company's official website.

VAT number

Please enter the VAT number associated with your company.

Street

Please provide the street address of your company.

Street number

Please provide the street number of your company's address.

Application

| Start here | Applicant | **Eligibility** | Contact person | Project summary | Concept | Feasibility | Impact | Budget |

| Ethics Self-Assessment |

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Eligibility confirmation

☐ My company qualifies as an SME according to the EU definition

☐ My company participated in the Up2Circ Academy, completing the circularity assessment and a minimum of 50% of the Up2Circ Academy e-learning modules

Please confirm the company meets both eligibility criteria before the submission deadline.

SME status should be checked by applicants using the EU SME self-assessment questionnaire.

Applicants must have completed the circularity assessment using the Up2Circ Circularity Assessment Tool and a minimum of 50% of the Up2Circ Academy online learning programme. Note that these eligibility criteria will be verified through online systems based on the company name.

Save + next   **Save + close**   **Preview**   **Submit project**

Application

| Start here | Applicant | Eligibility | **Contact person** | Project summary | Concept | Feasibility | Impact | Budget | Ethics Self-Assessment |

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Name and surname

Please provide the full name (first name and surname) of the contact person.

Email address

Please provide the email address of the contact person.

Phone number

🇨🇿 +420 ▾

Please provide the phone number of the contact person.

Save + next **Save + close** **Preview** **Submit project**

Application

Start here	Applicant	Eligibility	Contact person	Project summary	Concept	Feasibility	Impact	Budget	Ethics Self-Assessment

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Project summary   0 / 1000 characters

[   ]

Provide a brief overview of your company's business activities, highlighting the main sustainability challenges you face. Explain how you plan to address these challenges within your Up2Circ project and how it aligns with your company's objectives.

Save + next   **Save + close**   **Preview**   **Submit project**

Application

| Start here | Applicant | Eligibility | Contact person | Project summary | Concept | Feasibility | Impact | Budget |

| Ethics Self-Assessment |

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Relevance

0 / 2000 characters

Describe the objective of your project and the problem it aims to address. Detail the steps you have already taken up to today. Explain how your project contributes to the transition of your company towards a circular economy and the extent to which it demonstrates tangible change.

Novelty

0 / 2000 characters

Describe the novelty and new value that the project will bring to your company compared to the current status. Explain how the project demonstrates the adoption of advanced technologies and/or social innovation as enablers of circularity to implement concrete, achievable innovation measures.

| Save + next | Save + close | Preview | Submit project |

Application

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| Workplan | 0 / 3000 characters | Present a monthly breakdown of the main activities, key milestones, and deliverables for the duration of the project. |

| Team and network | 0 / 3000 characters | Provide details about your team members, highlighting their relevant expertise and any internal or external resources that will contribute to achieving the project objectives. Include the number of full-time employees currently in your team and your total sales in the last financial year. Identify any expertise gaps within your team and explain your strategy for addressing these gaps. Additionally, describe your professional network and any external partners or collaborators involved in the project. |

| Risk analysis | 0 / 2000 characters | Identify the primary technical and business risks that could affect the successful implementation of the project. Outline the corresponding mitigation actions to address these risks. |

Save + next   Save + close   Preview   Submit project

Application

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Environmental and social impact

0 / 2000 characters

Quantify the potential impact by establishing baseline and target values for at least one recommended Key Performance Indicator (KPI) related to Sustainable Development Goals (SDGs) 7, 12, and 13, which will contribute to making your company more circular. Describe the methodology used to calculate these values. Additionally, describe any additional expected environmental or social impacts along with qualitative indicators.

SDG 7 Affordable and Clean Energy: Improvements in energy efficiency can be measured with a ratio of energy consumption per economic output.

SDG 12 Responsible Consumption and Production: Decrease in waste generation through prevention, reduction, recycling and reuse

SDG 13 Climate Action: Reduction of GHG emissions, e.g., striving for 55% reduction of GHG emissions by 2030 in line with the EU's "Fit for 55" and Green Deal targets

Business and broader impact

0 / 2000 characters

Describe the expected economic impact of the project on your company. Quantify this impact by establishing baseline and target values for the recommended Key Performance Indicator (KPI) related to Sustainable Development Goal (SDG) 8. Explain how your project is expected to influence the relevant industrial sector. Additionally, detail the anticipated impact of your project on the region where it will be implemented, including its potential for replication.

SDG 8 Decent Work and Economic Growth: Improvements in resource efficiency and in decoupling economic growth from environmental degradation. You can e.g., compare the decrease in consumption of primary materials with the number of jobs created and preserved or with increased turnover

Save + next   Save + close   Preview   Submit project

Application

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Budget

		Costs	Justification of the costs
1	Personnel costs	€	
2	Subcontracting costs	€	
3	Purchase costs – travel and subsistence	€	
4	Purchase costs – equipment	€	
5	Purchase costs – other goods, works and services	€	
6	Overheads (25% flat rate)	€	
	Total costs	€0.00	

Please fill in the table with the cost items in euros. Describe and justify the need for each budget line foreseen in the project.
Calculate indirect costs as 25% flat rate to the direct costs listed above except for subcontracting costs.

Requested funding

| € |

Please enter the total costs requested for your project. Note that the requested funding cannot exceed a maximum of €15,000 for small scale projects and €50,000 for large scale projects.

Save + next   **Save + close**   **Preview**   **Submit project**

Application

| Start here | Applicant | Eligibility | Contact person | Project summary | Concept | Feasibility | Impact | Budget | **Ethics Self-Assessment** |

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Ethics Self-Assessment (optional)

☑ Does your project involve processing of personal data?

☐ Does your project involve human participants (with or without consent)?

☐ Does your project present a risk to the environment or society?

☐ Does your project involve the use of AI-based applications?

☐ Does the activity involve the use of animals in any capacity?

☐ Does the activity include the use of human or other biological tissues?

☐ Are there any other ethical issues that should be taken into consideration?

Please tick the appropriate box(es) if relevant for your project. If you tick any of the boxes, please detail and indicate how you plan to address this ethical issue.

Processing of personal data

Please comment on identified ethical sensitive issues related to processing of personal data and describe how you plan to address this ethical issue.

Save + next   Save + close   Preview   Submit project

Application

- You are eligible to submit only one application

- You may edit your application after submitting, up until the deadline date

- You will receive an automatic confirmation after submitting your application

- Successful applicants will be notified by September 6th

- If you have any questions, contact the Up2Circ helpdesk by email to contact@up2circ.eu

Evaluation

Eligibility check
- SME status
- Residency in EU27
- Circularity Assessment
- Minimum of 50 % of Up2Circ Academy e-learning
- Submission before deadline
- Single applicant
- Application is complete
- Application is in English

Evaluation

Independent evaluation by 3 experts

- 3 evaluation criteria
- Each criterion scored on a scale from 0 to 5
- Overall threshold is 10
  - Concept 30% (threshold 3/5)
  - Feasibility 30% (threshold 3/5)
  - Impact 40% (threshold 3/5)
- Ethics screening

Evaluation Criteria

Concept: Does the project demonstrate a clear alignment with the objectives of the Up2Circ?

- **Relevance:** Are the objectives of the project clearly defined and achievable within the scope of the Up2Circ? Is the description of the problem sufficiently detailed and understandable? Does the project address the transition of the company towards a circular economy, considering the actions taken to date? Are the envisaged measures relevant and meaningful for the circular transition within the context of the company's business model?
- **Novelty:** To what extent does the proposed project introduce new value to the company, regardless of its novelty at a European level? How does the project demonstrate the adoption of advanced technologies and/or social innovation to enable circularity within the company's operations?

Evaluation Criteria

Feasibility: Does the applicant have all the necessary resources and capabilities to execute the project proposition?

- **Workplan:** Does the provided work plan outline a clear and achievable timeline with monthly activities, key milestones, and deliverables? Are the planned activities relevant for addressing the stated problem and achieving the project's objectives?
- **Team and network:** How does the composition of the team and network demonstrate relevant expertise and resources to achieve the project objectives? Is collaborative execution of core project tasks and deliverables by the internal staff of the applicant and subcontractors ensured if subcontracting is involved? How does the applicant plan to address any expertise gaps within the current team?
- ***Only for large scale projects:*** **Risk analysis:** Are the foreseen technical and business risks relevant, considering the scale of the project, and are the proposed mitigation actions appropriate?

Evaluation Criteria

Impact: Has the funding the potential to significantly contribute to enhancing the sustainability of your business?

- **Environmental and social impact:** Have the potential environmental and social impacts been quantified and justified by sound Key Performance Indicators KPI(s) related to sustainability? Are the calculations of the baseline and target value(s) of the KPI(s) clear and realistic?

- **Business and broader impact:** What is the expected economic impact of the project for the applicant's company? To what extent is the project expected to influence the relevant industrial sector? What is the anticipated impact, of the project on the region where it will be implemented, and what is its potential for replication?

Subgrant Agreement

- Template in Guide for Applicants
- Annex 1: Description of the action (amended project proposal, including estimated budget, deliverables and KPIs)
- Annex 2: Declaration of honour
- Annex 3: SME declaration form

Payment

- 50% upfront payment
  - After subgrant agreement signature
- 50% final payment
  - After delivery and approval of final report
  - Payment based on delivering results - performance indicators to be well defined
  - No financial report

Monitoring Work Progress

- Kick-off meeting
- Mid-term review meeting
- Final review meeting

Reporting

- Final report
    - **Technical report** - overview of the activities and results linked to milestones and KPIs
    - **Financial statement** – only total costs and request for balance payment
- Delivered within 30 days after end of the project
- Review by Up2Circ partners
- Final online review meeting
- Formal approval and final payment

Further Information

- [Up2Circ project website](#)
- [Up2Circ First Open Call](#)
- [Up2Circ First Open Call Submission](#)
- [Guide for Applicants](#)
- [Guide for Evaluators](#)
- [Up2Circ First Open Call on Funding & Tenders Portal](#)
- [Other cascade funding opportunities](#)

Contact

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Q&A