












Up2Circ Second Open Call Webinar for Applicants

Agenda

-  About Up2Circ
-  Key dates for the call
-  Eligible applicants
-  Eligible activities
-  Eligible costs
-  Application process
-  Evaluation
-  Post-award details
-  Q&A

About Up2Circ



Duration: January 2023 – December 2026



Budget: Nearly €5 million



Goal: Accelerate the adoption of circular business models, product, and process innovation



Comprehensive approach across the value chain:



Awareness raising, education, and training




Tailored advisory services



Financial support through 3 cascade funding calls

Up2Circ Second Open Call

 Total budget: €1,020,000

 Projects to be funded: 40

 Key dates:

- Call opening: March 1st, 2025
- **Call closure: April 30th, 2025 (23:59 CET)**
- Evaluation period: May 12th – June 11th, 2025
- Announcement of results: June 13th, 2025
- Project start date: July 1st, 2025 (fixed date)

Eligible Applicants

- Single SME from EU 27
- **Prior participation in the Up2Circ Academy**
 - ✓ Completion of at least of 50 % of Up2Circ Academy e-learning
- **Customised advisory**
 - ✓ Up2Circ Assessment Report completed with an Up2Circ advisor
- Each SME only one proposal
- English language
- Submission through an online form before deadline

Customized Advisory

Applicants must submit the Up2Circ Assessment Report, completed with guidance of Up2Circ advisor.

Role of the Up2Circ advisor:

- ✓ Supports the applicant in conducting a circularity assessment
- ✓ Helps complete the report, outlining strengths, weaknesses, and improvements

 How to Get Assistance?

Up2Circ collaborates with multipliers, primarily Enterprise Europe Network (EEN) sustainability advisors.

Contact the relevant person in the country-specific table at <https://up2circ.eu/second-open-call/>

Alternatively, use the Up2Circ participant registration form <https://up2circ.eu/participant-registration-form/>

Eligible Activities

- Adopting circular business models
- Implementing technologies to improve circularity
- Using circular product design
- Introducing new products, processes, or services enhancing circularity

- Consulting services
- Promoting circular innovation to third parties
- Innovation development or product design for other companies

Eligible Activities

Feasibility studies

Funding: small scale projects of fixed €15.000

Project scope: evaluates all aspects of a project to ensure successful implementation

Expected outcome: feasibility study including a business plan

Project duration: fixed 6 months

Expected number of funded projects: 28

Eligible Activities

Feasibility studies

Five eligible circular business models:

- 1 **Circular supply chain** – replace unsustainable materials with biobased, reclaimed, reused, or recycled alternatives.
- 2 **Sharing economy** – promote shared usage, access, or ownership to enhance resource utilization.
- 3 **Product as a service** – shift from ownership to outcome-oriented solutions where customers pay for benefits, not the product itself.
- 4 **Product life extension** – extend product lifespan via repair, maintenance, upgrades, resale, or remanufacturing.
- 5 **Recovery and recycling** – recover usable materials or energy from waste and by-products.

Eligible Activities

Feasibility studies

Compulsory elements to include in the feasibility study:

- 1 Market Analysis
- 2 Technological feasibility
- 3 Economic viability
- 4 Environmental and social aspects
- 5 Regulatory and policy framework

Eligible Activities

Piloting and demonstration

Funding: large scale projects of fixed €50.000

Project scope: pilot and demonstration activities to implement concrete transition measures towards circularity

Expected outcome: validated prototype

Project duration: fixed 12 months

Expected number of funded projects: 12

Eligible Activities

Piloting and demonstration

Three eligible activities:

- 1 Implementation of technologies to increase circularity** – integrating technologies that significantly reduce resource consumption and/or waste production.
- 2 Adoption of circular product design** – conducting a product environmental footprint analysis (LCA), identifying optimization opportunities, and developing or testing a prototype.
- 3 Introduction of new products, processes or services** – introducing new products, processes, or services that enhance the circularity of the applicant's core business.

Eligibility Costs

- Lump sum principle
- Covers up to 100% of eligible costs
- Budget proposal requested in the application
 - Personnel costs
 - Subcontracting costs – maximum 50% of the requested funding
 - Purchase costs
 - Travel and subsistence
 - Equipment, infrastructures and other assets - only depreciation costs
 - Other goods, works and services
 - Indirect costs of 25% from direct costs except subcontracting

Application Process

- One-stage
- Online form <https://up2circ.grantplatform.com/>

Up2Circ

↗ Start here

Welcome to the Up2Circ application site.

The call for submissions is open until April 30th at 23:59 CET.

We strongly advise reviewing the Up2Circ Second Open Call documentation before submitting your project proposal.

- 1 Register an account.
- 2 Start your application (save it in-progress).
- 3 Submit your application to be reviewed.

Best of luck!

For any questions, please contact us at contact@up2circ.eu

↗ Call documentation

[Up2Circ Second Open Call](#)

[Up2Circ Second Open Call Guide for Applicants](#)

[Up2Circ Second Open Call Guide for Evaluators](#)

[Budget Template Table](#)

Application

Start here

Applicant

Contact person

Eligibility

Project summary

Concept

Feasibility

Impact

Budget

Ethics Self-Assessment



Category

Small scale project: Feasibility study



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

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Category

Large scale project: Piloting and demonstration

 [Download blank application PDF for reference](#)

Project name

TEST

Project short name/acronym 4 / 20 characters

TEST

Please provide a short name for your project proposal.

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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.

Website

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.

City

Please provide the city where your company is located.

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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

Please provide the phone number of the contact person.

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

SME status should be checked by applicants using the [EU SME self-assessment questionnaire](#).

My company completed the Up2Circ Assessment Report with the support of a local Up2Circ advisor.

You must upload the Up2Circ Assessment Report, completed with the assistance of a local Up2Circ adviser. The local Up2Circ adviser will support you in performing a circularity assessment and completing the Up2Circ Assessment Report, highlighting your SME's strengths, weaknesses, and recommended improvements.

My company participated in the Up2Circ Academy, completing at least 50% of the e-learning modules.

You must have actively participated in the Up2Circ Academy online learning programme. Active participation is defined as completing at least 50% of the [Up2Circ Academy](#) e-learning modules.
Note that this eligibility criterion will be verified through online systems based on the company name.

My company has not been involved in any conflict of interest situations, including close family relationships with Up2Circ partners.

Confirm that your company has no conflicts of interest, such as close family ties with Up2Circ partners.

Name of your Up2Circ advisor

Please provide the full name (first and last name) of your Up2Circ advisor who supported you in completing the Up2Circ Assessment Report.

Email of your Up2Circ advisor

Please provide the email address of your Up2Circ advisor who supported you in completing the Up2Circ Assessment Report.

Upload the Up2Circ Assessment Report



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or

Select file

Please upload your Up2Circ Assessment Report, completed with the support of a local Up2Circ advisor.

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Project summary

0 / 1000 characters

Provide a brief summary of your Up2Circ project, highlighting its focus and how it aligns with the eligible activities you select from the list below.

This summary may be used for communication and dissemination purposes if your project is selected for funding. Please ensure that it is suitable for publication.

Circular business model

- Circular supply chain
- Sharing economy
- Product as a service
- Product life extension
- Recovery and recycling

Select at least one circular business model that you aim to validate within your project.

There are five types of eligible circular business models.

The expected outcome is a comprehensive feasibility study, including a detailed business plan.

More details about these models are available in [Module 1 of the Up2Circ Academy](#).

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Project summary

0 / 1000 characters

Provide a brief summary of your Up2Circ project, highlighting its focus and how it aligns with the eligible activities you select from the list below.

This summary may be used for communication and dissemination purposes if your project is selected for funding. Please ensure that it is suitable for publication.

Pilot and demonstration activities

- Implementation of technologies to increase circularity
- Adoption of circular product design
- Introduction of new products, processes or services

Select at least one activity that you aim to implement within your project.

There are only three types of eligible activities:

1. Implementation of technologies to increase circularity: Activities should focus on integrating technologies that significantly reduce resource consumption and/or waste production. The expected outcome is a new technology technology successfully integrated into the applicant's processes.
2. Adoption of circular product design: Activities should involve conducting a product environmental footprint analysis (LCA), identifying optimization opportunities, and developing or testing a prototype. The expected outcome is a validated prototype of a product enhanced with circular design principles, developed by the applicant.
3. Introduction of new products, processes or services: Projects should introduce new products, processes, or services that enhance the circularity of the applicant's core business. The measures do not need to be new to Europe but must be new to the company. The expected outcomes are new products, processes, or services integrated into the applicant's operations.

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Relevance

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Summarize your company's business activities, focusing on the key sustainability challenges you face and the specific problem your project aims to solve.

Describe the objective of your Up2Circ project, the steps already taken, and how the project will address these challenges with specific measures.

Explain how the project aligns with your company's goals and supports its transition to a circular economy, highlighting the tangible and measurable changes it will achieve.

Novelty

0 / 2000 characters

Describe the value and benefits the project will bring to your company compared to its current state.

If the project incorporates advanced technologies and/or social innovation to increase your company's circularity, please explain how.

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Work plan for feasibility study

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Present a monthly breakdown of the main activities, key milestones, and deliverables for the entire six-month duration of the project.

Your feasibility study must address the following key elements:

1. **Market Analysis:** Analysis of demand, customers' willingness to pay, market size, and growth potential, suppliers and competitors.
2. **Technological Feasibility:** Assessment of the necessary technologies and processes, their availability, maturity, and ease of integration, required infrastructure and access to resources (e.g., materials, energy).
3. **Economic Viability:** A cost-benefit analysis, outlining potential revenue streams and pricing strategies, financial projections on profitability and return on investment.
4. **Environmental and Social Aspects:** Analysis of the impact on carbon emissions, energy efficiency, resource efficiency, waste reduction, etc. Assessment of the effects on employees, customers, and other stakeholders. Applicants must align their projected performance with UN SDGs 7, 8, 12, and 13.
5. **Regulatory and Policy Framework:** Review of relevant incentives, subsidies, laws, and regulations that could affect the adoption of the circular business model.

You may include other relevant aspects specific to your project. If any of the five key elements are not applicable to the project proposal, a justification must be provided.

The expected outcome is a comprehensive feasibility study, including a detailed business plan.

Team and network

0 / 3000 characters

Provide details about your team members, emphasizing their relevant skills and experience.

Outline internal and external resources that will support the achievement of your project objectives.

Describe your professional network, including any external partners or collaborators involved in the project.

Include the number of full-time employees in your team and your total sales for the last financial year.

Identify any gaps in your team's expertise and explain your plan to address them.

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Work plan for piloting and demonstration

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Present a monthly breakdown of the main activities, key milestones, and deliverables for the entire twelve-month duration of the project.

Your piloting and demonstration project must address concrete measures toward circularity through technology adoption, circular product design, or the development of new products, processes, or services.

For technology adoption, the expected outcome is the successful integration of new technology into the applicant's processes.

For circular product design, the expected outcome is a validated prototype enhanced with circular design principles, developed by the applicant.

For the introduction of new products, processes, or services, the expected outcome is their successful integration into the applicant's operations.

Team and network

0 / 3000 characters

Provide details about your team members, emphasizing their relevant skills and experience.

Outline internal and external resources that will support the achievement of your project objectives.

Describe your professional network, including any external partners or collaborators involved in the project.

Include the number of full-time employees in your team and your total sales for the last financial year.

Identify any gaps in your team's expertise and explain your plan to address them.

Risk analysis

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Identify the key technical and business risks that could impact the project's success and describe the mitigation strategies you will implement to address them.

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Environmental and social impact

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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

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Upload your project budget



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Please upload your budget table in euros in PDF, using the Up2Circ [budget template](#).

Detail and justify the need for each cost item included in the project.

Personnel costs: employees or equivalent, natural persons under direct contract, seconded persons, SME owners and natural person beneficiaries.

Subcontracting costs: up to a maximum of 50% of the requested funding, based on beneficiary's usual purchasing practices and ensuring best value for money and no conflict of interests.

Purchase costs: travel and subsistence.

Purchase costs: equipment, infrastructures and other assets - only depreciation costs (not the full purchase costs) are eligible, and only the portion that reflects the actual use of the asset during the project's duration can be included.

Purchase costs: other goods, works and services.

Indirect costs (overheads): calculated as a flat rate of 25% of direct costs, excluding subcontracting.

Requested funding

€

The requested funding must correspond to the fixed amounts of €15,000 for small scale projects and €50,000 for large scale projects.

Plan for covering additional costs

Explain how any additional costs exceeding the requested funding will be covered to ensure the project's feasibility. If no additional costs are expected, clearly state this.

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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.

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

Evaluation

Admissibility and eligibility check

- SME status
- Residency in EU27
- Fixed funding amount and project duration
- Type of activity – five business models for feasibility studies/ three piloting and demonstration activities for large scale projects
- Uploaded Up2Circ Assessment Report
- Minimum of 50 % of Up2Circ Academy e-learning
- Submission before deadline
- Single applicant
- Application is complete
- Application is in English

Evaluation

Important notice: application cap for external evaluations

- 100 small-scale applications
- 180 large-scale applications

Flexible reallocation: If fewer applications are received in one category, the unused capacity will be proportionally reallocated to the other category.

Priority rule: If the number of eligible applications exceeds the cap, applications will be evaluated based on a first-come, first-served basis.

Evaluation

Independent evaluation by up to 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 clearly align with the objectives of Up2Circ?

Relevance:

- Does the project address the sustainability challenges of the company and support its transition towards a circular economy? To what extent does it enhance the company's level of circularity?
- Are the project objectives clearly defined and coherent with the actions already taken?
- Are the proposed measures relevant, meaningful and aligned with the company's strategy?

Novelty:

- To what extent does the proposed project bring new value and benefits to the company, compared to its current operations?
- Does the project integrate advanced technologies and/or social innovation to increase the company's circularity? If yes, are the benefits clearly detailed? (This aspect is not mandatory but can provide added value)

Evaluation Criteria

Feasibility: Does the applicant have the required resources, expertise and capabilities to successfully implement the project?

Workplan and budget:

- Does the work plan provide a clear and achievable timeline with a detailed monthly breakdown of main activities, key milestones, and deliverables?
- Is the work plan sufficiently detailed to ensure effective implementation?
- Are the planned activities aligned with the identified problem and the project's objectives?
- Is the proposed budget appropriate and consistent with the planned activities and expected deliverables?

Team and network:

- How does the composition of the team and network demonstrate the necessary expertise and resources to achieve the project objectives?
- If subcontracting is involved, is it sufficiently explained how the internal team and subcontractors will collaborate to execute core project tasks and deliverables?
- How does the applicant plan to address any gaps in the current team's expertise?

Risk analysis (only for large scale projects):

- Are the identified technical and business risks relevant to the scale of the project, and are the proposed mitigation strategies appropriate to address these risks and ensure project success?

Evaluation Criteria

Impact: Has the funding the potential to significantly contribute to enhancing the applicant's sustainability?

- **Environmental and social impact:** How will the project impact the company's circularity? Have the potential environmental and social impacts been quantified using clear and sound Key Performance Indicators (KPIs) related to Sustainable Development Goals? Are the baseline and target values for the selected KPIs clearly calculated, realistic and justified?
- **Business and broader impact:** What is the expected economic impact of the project on the applicant's company? Has the potential economic impact been quantified using clear and sound Key Performance Indicators (KPIs) related to Sustainable Development Goals? What is the anticipated regional impact of the project, and does it demonstrate potential for replication?

Timeline



Subgrant Agreement

- Template in Guide for Applicants
- Annex 1: Description of the action (amended project proposal, including estimated budget distributed across defined WPs)
- 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 Second Open Call](#)
- [Up2Circ Second Open Call Submission](#)
- [Guide for Applicants](#)
- [Guide for Evaluators](#)
- [Budget Form Template](#)
- [Up2Circ Second Open Call on Funding & Tenders Portal](#)
- [Other cascade funding opportunities](#)

Contact

<https://up2circ.eu/contact-us/>
contact@up2circ.eu

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Q&A