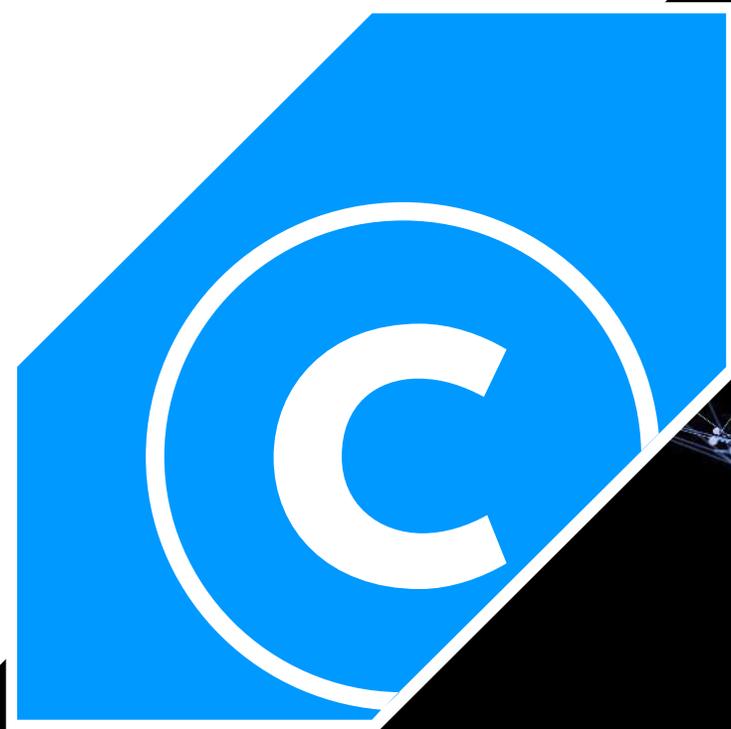


# LUXEMBOURG CREATIVE INDUSTRIES CLUSTER

Circular By Design  
Challenge  
Second edition



# OVERVIEW

1. Luxembourg Creative Industries Sector
2. Pilot edition Circular By Design Challenge 2020/2021
3. Second edition Circular By Design Challenge 2021/2022
4. Call for project partners
5. Call for jury members, head coaches and coaches

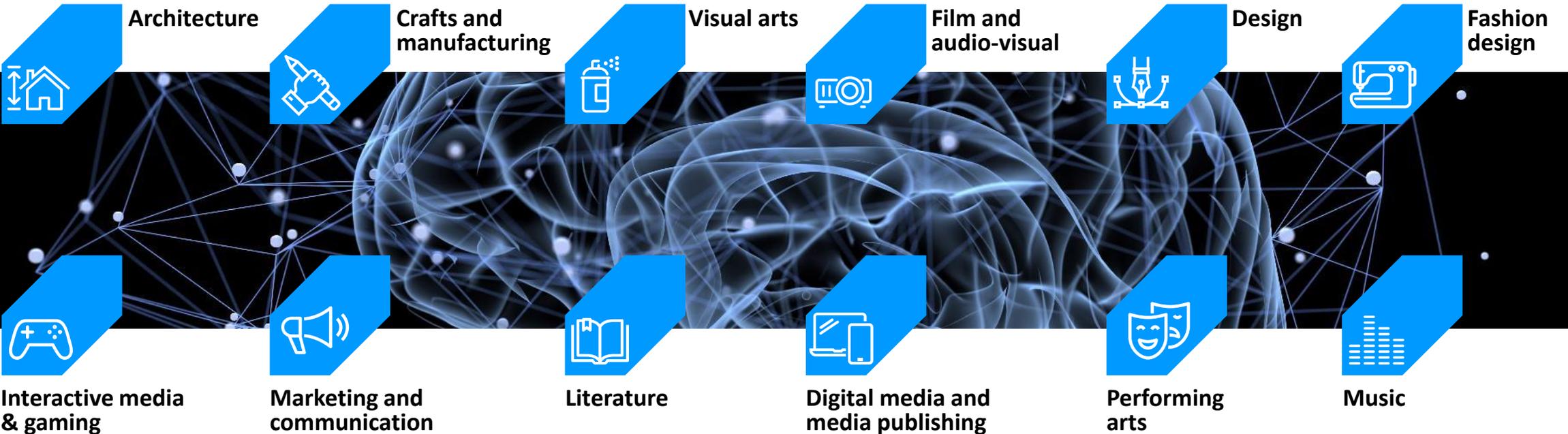
# LUXEMBOURG CREATIVE INDUSTRIES

Sector overview



# CREATIVE INDUSTRIES CLUSTER

Supporting a diverse sector



# Luxembourg Creative Industries Sector

<https://www.luxinnovation.lu/creative-industries-mapping/>

## WELCOME ☺

Welcome to the interactive dashboard of the Luxembourg Creative Industries Ecosystem. It presents an overview of relevant key figures in the Grand-Duchy.



Click on any part of visual or icon to see other visuals updated based on the selected filter



By clicking on this icon, all the filters applied will be reset.

## A YOUNG SECTOR



of today's companies were incorporated less than 9 years ago



## A SECTOR THAT CREATES JOBS



14626

EMPLOYEES (2020)\*

(\* Estimation based on latest available information from EditusData)

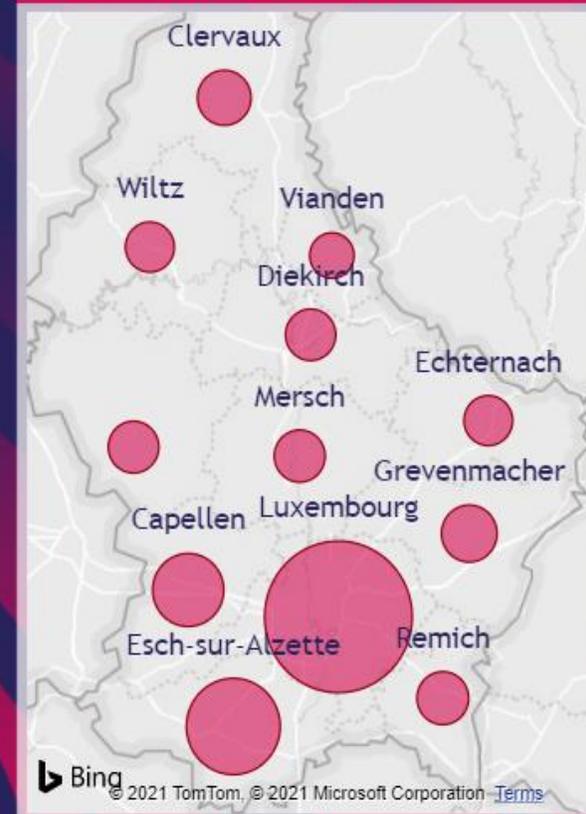


## TOP 3 SUBSECTORS



of creative companies are active in "Architecture", "Film and Audiovisual" and "Marketing and Communication"

## GEOLOCATION BY CANTON



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# CREATIVE INDUSTRIES CLUSTER

## Introduction

Launched in 2017 and managed by [Luxinnovation](#), the Luxembourg Creative Industries Cluster brings together various interconnected players across **12 branches** from the Creative and Cultural Industries (CCI). The cluster, in its role as **matchmaker** and **facilitator**, supports **creative minds** to act as a **catalyst for change** and stimulate **creation** on a **cross-sectorial** level. The overall aim is to increase their **visibility**, enhance their **innovation potential**, foster **collaborations** and to support **economic development**. Whilst constantly evolving and undergoing numerous **technological changes**, the creative industries are becoming a **decisive component** for **new solutions** and **alternative business models** in line with the Luxembourg Government's economic development objectives.

Global initiatives like the **World Creativity and Innovation Week** (15-21 April) and 2021 as the **International Year of Creative Economy for Sustainable Development**, highlight the increasing **influence** and **economic importance** of this sector.

In light of these undertakings, our Creative Industries Cluster launched 2 flagship projects between October 2020 and April 2021, the [Circular By Design Challenge](#) and [Meet the Zebras](#), a series of 21 webinars, to highlight CCI's problem solving capabilities and to showcase **trends and developments** in relationship with this economic sector.

# Circular By Design Challenge

## Pilot project summary

OCT 2020 – APR 2021



**CIRCULAR  
BY DESIGN  
CHALLENGE**

# ORGANISERS:



LE GOUVERNEMENT  
DU GRAND-DUCHÉ DE LUXEMBOURG  
Ministère de l'Économie



**LUXEMBOURG**  
CREATIVE INDUSTRIES  
CLUSTER



**CIRCULAR  
BY DESIGN  
CHALLENGE**

IN COOPERATION WITH:



# CIRCULAR BY DESIGN CHALLENGE

## In a nutshell

Recurring **annual** challenge over a period of 3 years.

**International** call for circular project ideas.

Selection of 12 best ideas to enter **12-week coaching programme**.

Target & develop **new circular design solutions**, in line with **Circular Economy (CE) principles**:

- Design out waste and pollution;
- Minimise consumption & diminish use for new materials by keeping products and materials in use;
- Create positive impact(s) by regenerating natural systems.



Picture: Global Environment Facility

# CIRCULAR BY DESIGN CHALLENGE

## Pilot edition

Under the impulse of the Luxembourg Creative Industries Cluster and with the support of the Ministry of the Economy, the Circular By Design Challenge was launched as a pilot project on **27 October 2020**. The first call for project ideas was open to all companies in the **Creative Industries sector** based in Luxembourg.

### Objectives:

- Sensitize target audience about CE
- Enable the development of new design solutions and innovative business models
- Implementation of winning idea(s) through industry partnership(s).



# PILOT EDITION



## Project overview pilot edition 2020/2021

### Call for ideas

- **Launch webinar: 27 OCT 2020**
- **Project call** published on <https://creativecluster.lu/circular-design-challenge>
- **5 categories:** Fashion Design, Interior Design, Product Design, Mobility and Design as a Service
- **Challenge brief** elaborated with project partners
- **10 project partners:** IPIL, Uni Luxembourg, Guala Closures, Goodyear, United CAPS, Ankaa Project ASBL, Lycée des Arts et Métiers, PROgroup, Office Freylinger and Silversquare Luxembourg.

### Selection process

- Screening of applications via a **jury** consisting of international experts and project partners
- **28 project ideas** reviewed.
- First cohort of **10 selected candidates** selected based on set criteria.
- Final pitch deck submission deadline: 6 April 2021
- Final jury deliberation
- 1 winner per category + 1 additional winner (  jury special prize): **Nana & Rose, Capriole, Our Choice, CEGO, Kombutex**
- 29 APRIL 2021: Dedicated **Awards Ceremony** in presence of the Luxembourg Minister of the Economy, Franz Fayot.

### 12-week coaching

- Dedicated **12-week coaching programme** from 10 January until 31 March 2021.
- **5 group workshops:** Design Thinking, Circular Economy, Intellectual Property (IP), Product Circularity Data Sheet (PCDS) and User experience
- **3 steering committee meetings** made up of members of the jury and the partners of the challenge
- The 10 candidates were each assigned a head coach who accompanied them throughout the process.
- Additional coaching sessions (IP, business advisory, marketing & COM, industrial design).

# CIRCULAR BY DESIGN



## Event stats for pilot edition

### Launch event 27 OCT 2020 - Keynote:

Arthur Huang, CEO Miniwiz

- 207 registrations
- 145 participants from 21 countries (Belgium, Brazil, Chile, Denmark, France, Germany, Hungary, India, Indonesia, Italy, Luxembourg, Morocco, Netherlands, Philippines, Portugal, Romania, Spain, Sweden, Taiwan, UK & USA).
- 70% attendance rate
- Replay: <https://app.livestorm.co/p/590efe18-7193-41b4-a16b-e003df990923>



### Awards Ceremony 29 APR 2021 - Keynote:

Adriana Galijasevic, CE expert (former G-Star)

- 146 registrations
- 92 participants via live stream
- 63% attendance rate
- 30 participants (candidates/ project partners) in person at LuxExpo The Box
- Replay on Youtube: <https://www.youtube.com/watch?v=186Kz6QuPRs>



# THANK YOU TO ALL OUR PARTNERS



Silversquare



<https://creativecluster.lu/circular-design-challenge>

# Circular By Design Challenge

## Second edition

OCT 2021 – APR 2022



CIRCULAR  
BY DESIGN  
CHALLENGE

# SECOND EDITION



## 5 categories



➤ **INDUSTRY 4.0**



➤ **FASHION DESIGN**



➤ **MOBILITY**



➤ **ARCHITECTURE,  
ENGINEERING &  
URBANISM**



➤ **OPEN CATEGORY**

## Idea submission (eligible participants)



➤ **EDUCATION & ACADEMIA**



➤ **CREATIVE ENTREPRENEURS**



# SECOND EDITION

## International level



### Applicants (idea submission)

1



2



### Project partners



Additionally to the inclusion of European creative entrepreneurs or project partners, the call for project ideas will also be open to students, with a dedicated coaching programme for education/ academia participants.

# SECOND EDITION

## Candidates, jury and coaching



CIRCULAR  
BY DESIGN  
CHALLENGE



### Candidates

The Challenge targets companies, freelancers and self-employed people from the creative industries as well as schools and universities.

Participating candidates can be teams of one or several individuals without exceeding a **maximum of four persons per team**. Early stage ideas are welcome!

### Jury

The Jury (selected by Luxinnovation) will be composed of sponsoring partners and national and international industry experts from the private and public sector.

During a **pre-screening process**, 30 candidates will be selected based on their initial idea submission.

Following a live pitch session, the **15 best candidates** will enter the 12-week coaching programme.

According to a set of transparent evaluation criteria, the Jury will select **5 overall winners**, who will be announced during an Awards Ceremony in April 2022.

### Head coaches and coaches

To shoulder candidates in the development of their project ideas, Luxinnovation will collaborate with **private coaches** who have a strong background in one or more of the following areas: **design thinking, circular design, circular economy, strategy, design for manufacturing, (dis)assembly, re-use, circularity, circular business models and marketing strategies**. A selection committee made up by representatives from the Luxembourg Ministry of the Economy and Luxinnovation will select a **maximum of 15 coaches** with the most relevant experience.

**Each participant** will be allocated a **Head Coach** for the duration of the 12-week programme.

# Chair of the Jury

## Expert participation

We are pleased to announce that **Professor Martin Charter** will honour us with a continuous collaboration for the second edition of this programme as **Chair of the Jury**. Professor Martin Charter has been actively involved in shaping the Circular By Design Challenge and lead our jury expert panel throughout the pilot edition.

### BIO

Professor Martin Charter MBA FRSA has worked as a manager, researcher and trainer on sustainable innovation and product sustainability for 30 years in academia, business and consultancy. He is the founding Director of The Centre for Sustainable Design<sup>®</sup> at University for the Creative Arts (UCA), Senior Associate, Business School for the Creative Industries at UCA and is the author/co-author of Greener Marketing 1 & 2, Sustainable Solutions, System Innovation for Sustainability, Eco-innovate and Designing for the Circular Economy. Martin is the Chairman, Board of Trustees, Farnham Repair Café and is a regular speaker in conferences worldwide.



CIRCULAR  
BY DESIGN  
CHALLENGE



# CALL FOR PARTNERS

## International partners

- The second edition of the Circular By Design Challenge will **open up to international project partner and international applicants.**
- We are currently **looking for European companies seeking new circular solutions,** as international project partners for this Challenge.

Participating partner's hands on involvement:

- Opportunity to **help shape the project call** for a dedicated category of the Circular By Design Challenge. The ensuing brief will be published on our website.
- Opportunity to **implement the winning project idea** with the respective winner in shape of a partnership.



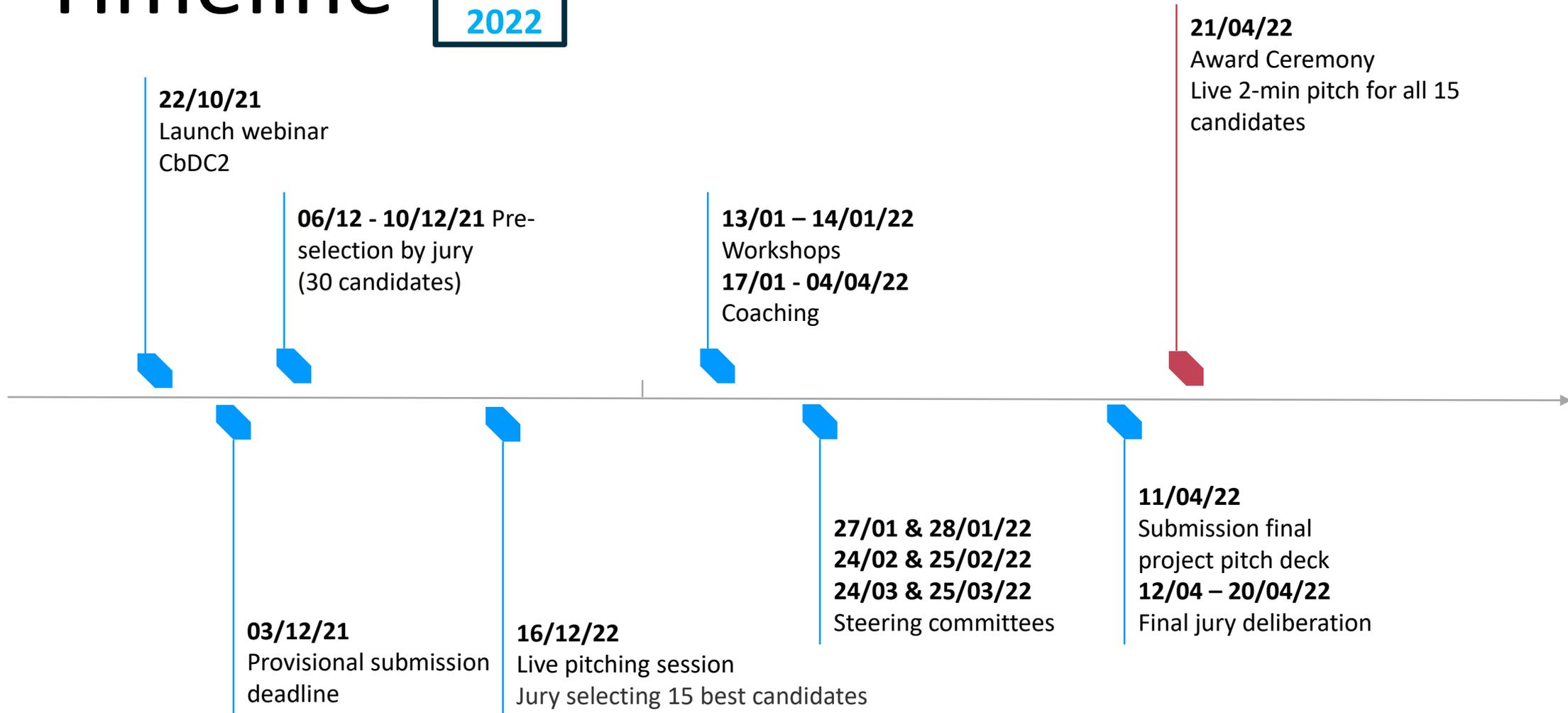
# CALL FOR PARTNERS



## Benefits

- Partnership agreement elaborated with Luxinnovation
- Help shape the project call in the shape of a brief published on our Cluster's website: <https://creativecluster.lu/circular-design-challenge>
- The project partner will be actively involved during the whole duration of the project:
  - **Partner announcement** and presentation **during the launch webinar** on 22 October 2021 at 10:00 CET.
  - Active participation in selection process and our **3 steering committees**
  - Physical presence at the **Awards Ceremony** on 21 April 2022.
- **Press and PR:**
  - Picture and logo featured on the **project's website**
  - Company logo on **invitations, reminders & presentations**
  - **Interviews with partners** over the course of the project (articles published on Luxinnovation's website and newsletter)
  - Social media campaign (Facebook/ LinkedIn/ Twitter) announcing individual partners and continuously mentioning partners throughout the course of the project.

# Timeline



# CIRCULAR BY DESIGN CHALLENGE

## Continued partnerships



## Confirmed partners



# CIRCULAR BY DESIGN CHALLENGE

## Partner testimonials

### Sébastien Fontaine (Goodyear Advanced Design Studio)

"It's great to see a group of very motivated finalists who work hard to incorporate the comments and recommendations shared during the sessions. [The Circular by Design Challenge also energized our teams at Goodyear.](#) Even though there will only be one winner per category, they all deserve a successful future in their respective companies. We hope this first edition of the Challenge is just the start of a series of successes. [National and international companies, such as Goodyear, need these kinds of programs to connect with innovators.](#)"



### Line Didelot et Sara Vispi (Projet ANKAA ASBL)

"As a non-profit organization, being part of the Circular by Design Challenge has been a very rewarding experience. We were [very impressed with the progression of the candidates](#), from their first pitch to the last steering committee..."

# CIRCULAR BY DESIGN CHALLENGE

## Partner testimonials

### Piero Cavigliasso (Director, Guala Closures Technologies)

"We are very happy to participate in this Circular by Design Challenge and we are still convinced that this project is a good opportunity for companies and designers to come together around sustainable thinking. "



CONSULTING & ENGINEERING

### Romain Poules (CEO, PROGroup SA)

"Participating in this first Circular by Design Challenge is a very interesting experience and [the motivation and enthusiasm of the candidates is stimulating for partners like us](#). Overall, we can only be satisfied with the organization itself. We are ready to participate in a second edition. "

# CIRCULAR BY DESIGN CHALLENGE

## Partner testimonials

### **Benedict Reimann (Innovation Manager, United Caps)**

“We are delighted to be working with exceptional local talents and developers at Luxinnovation to help address the challenges of the circular economy. The creativity, ingenuity and technical excellence of this network reflect the [best of design, innovation and technology that Luxembourg has to offer.](#)”



### **Fabrice Roth (Directeur, Lycée des Arts et Métiers)**

“This edition of the Circular by Design Challenge is an [opportunity to meet great people in different fields.](#) We learned a lot from all the participants, partners and mentors: a lot of ideas to build a better future. It's a great experience, [can't wait for the second edition!](#) And we will participate, of course. ”

# Thank you!

■ **Marc Lis**  
*Cluster Manager*

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