

CIRCULAR CHALLENGE

Scale-up4
Sustainability

WELCOME!

1. Who is who
2. Program S4S and Circular Challenge
3. Your role and deliverables
4. Support & assessment
5. Practicalities

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Questionnaire?

INTRODUCTION

- During the Circular Challenge, 6 international teams will face challenges presented by 3 companies: 2 teams will be working on the same challenge.
- The teams will develop new innovative & feasible ideas and present these to an expert jury.
- Every team exists of 4-5 members from a different (academic or national) background, making it an interdisciplinary team: benefit from each other's different strengths, background, knowledge and skills.
- Ultimately, the companies comment on the proposals, a jury selects a winner and you rate your colleagues.



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YOUR ROLE & DELIVERABLES

- Your team consult a real company that needs new ideas to solve or alleviate its problem. The solution should be pragmatic and implementable by the company.
- End product: you present your idea by means of a 5" pitch, followed by a Q&A by the jury and the company.

surprise us - no open doors, please!



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SUPPORT & ASSESSMENT

Technical experts of the company support you => use the chat function to ask for advice.
In addition: A **process coach** visit your breakout room to improve your team process.

The jury will assess your ideas based on **originality, feasibility & circularity**:

- Which problem do you solve?
- What makes your solution different and unique?
- Explain that your idea is feasible and realistic - e.g. give a practical example
- What is the impact on people, planet, profit
- Be honest about the risks and pitfalls

You will rate the other teams as well
Does the jury verdict differ from yours?



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CIRCULAR MODEL



Source: UNIDO, 2017



PRACTICALITIES

Enable your camera

Mute your mic (except during the Q&A and team sessions)

Be in time after the breaks

Pitches: after 4" you will get a notice, after 5" you are asked to finish, followed by Q&A of the jury



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WHO IS WHO

Chair/host Frans Stel (prof. & researcher University Twente, trainer/coach, consultant)*

Presenters Ricardo Weigend (circular economy business developer **ECOR**, PhD-researcher)
Giulia Viero (Project specialist **ECOR** - circular economy)
Matthias Hausmann (Director **CEWE** - chemistry & environment)*
Sylvia Vespermann (**CEWE** - chemistry & environment)
Sasha Bloemhof (Marketing Director **DSM Niaga**)*

Coaches Frans Stel*
Wisdom Kanda (lecturer Linköping University)

Jury* Alex Baker-Friesen (Coordinator Green Hub Twente, entrepreneur, PhD-researcher)
James Small (prof. Tilburg University - sustainable entrepreneurship expert)
Jan Jurriëns (prof. sustainable innovation - circular business models expert)

Eric Logtens (Corporate Director **ECOR** - circular economy)
Rogier De Jong (Lecturer Avans UAS, trainer/coach, consultant)



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PROGRAM: PREPARING THE CHALLENGE

11 September

9.30 Introduction: Technicalities and overview of the program
10.00 – 11.00 Circular Business case **ECOR**: experiences and challenge
11.00 – 11.15 Coffee Break
11.15 – 12.15 Circular Business case **CEWE**: experiences and challenge
12.15 – 13.00 Lunch
13.00 – 14.00 Circular Business case **DSM Niaga**: experiences and challenge
14.00 – 15.00 Preparation for day 2 – tools, formation of teams, Q&A
15.00 End of Day 1

be in time!

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PROGRAM: CIRCULAR CHALLENGE



12 September

- 9.30 – 11.00 Start Circular Challenge in virtual teams (I: ideation)
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.30 Circular Challenge in virtual teams (II: feasibility and viability)
- 12.30 – 13.30 Lunch
- 13.30 - 15.00 Circular Challenge (III: pitches) - Evaluation, Jury assessment, and Q&A.
- 15.00 - 15.15 Closing remarks

BUSINESS Experts

COACHES

rating your colleagues



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CHALLENGE: ECOR



Using Cocoa Husk waste from Medool's production as a feedstock, ECOR would develop a panel unique in its kind. And the goal is to scale up.

How can ECOR attract, with a convincing case study, the client's management to commit long-term and upscale the proposed circular solution to replicate it with other multinationals?



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CHALLENGE: CEWE



1. How can CEWE become a Circular Economy company?
2. What are the demands and changes for the business model?
3. How can critical hurdles be overcome what are the most critical points and changes?



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CHALLENGE: DSM NIAGA



DSM Niaga is building a well-known brand: products with a Niaga® tag are designed for circularity with clean materials and need to be returned and kept out of the trash.

The goal of DSM Niaga is to create a movement to raise awareness and changed behavior.

Challenge:

1. How can we reach your generation and have this impact?
2. What are the messages?
3. What are the target groups?
4. And how would you reach these target groups with these messages?



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TEAM FORMATION (60'')

1. Introduce yourself **personally** to your team members using a **object** in your room or surroundings
2. Background: which university? Which program? Interest?
3. Invent an original team name
4. Q&A

COACHES WILL VISIT

HAND-OUTS WILL BE SENT



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The future is in our hands



More information:
f.g.stel@utwente.nl



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