

- This webinar, except for the question session at the end of the meeting, will be recorded. If you have questions that you would not like to be recorded, please save them for the end of the webinar.
- Please keep your microphone muted when others are speaking.
- Use the "raise hand" function if you want to pose a question.

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Open call: *Circular use of products*

Webinar 2021-01-14

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RE:Source – a strategic innovation program for sustainable use of materials

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We support innovations enabling materials use within planetary boundaries and making Sweden a frontrunner in circular economy

We gather stakeholders and work through

- Open calls
- Strategic research projects
- Seminars & workshops
- Coaching innovation and commercialization
- Annual budget of 8-10 Million Euro
- 2016-2027

Our targets:

- Innovative, scalable solutions
- New business opportunities for Swedish companies
- Facts and knowledge for sound policy-making
- Knowledge transfer for relevant competence
- International R&I cooperation

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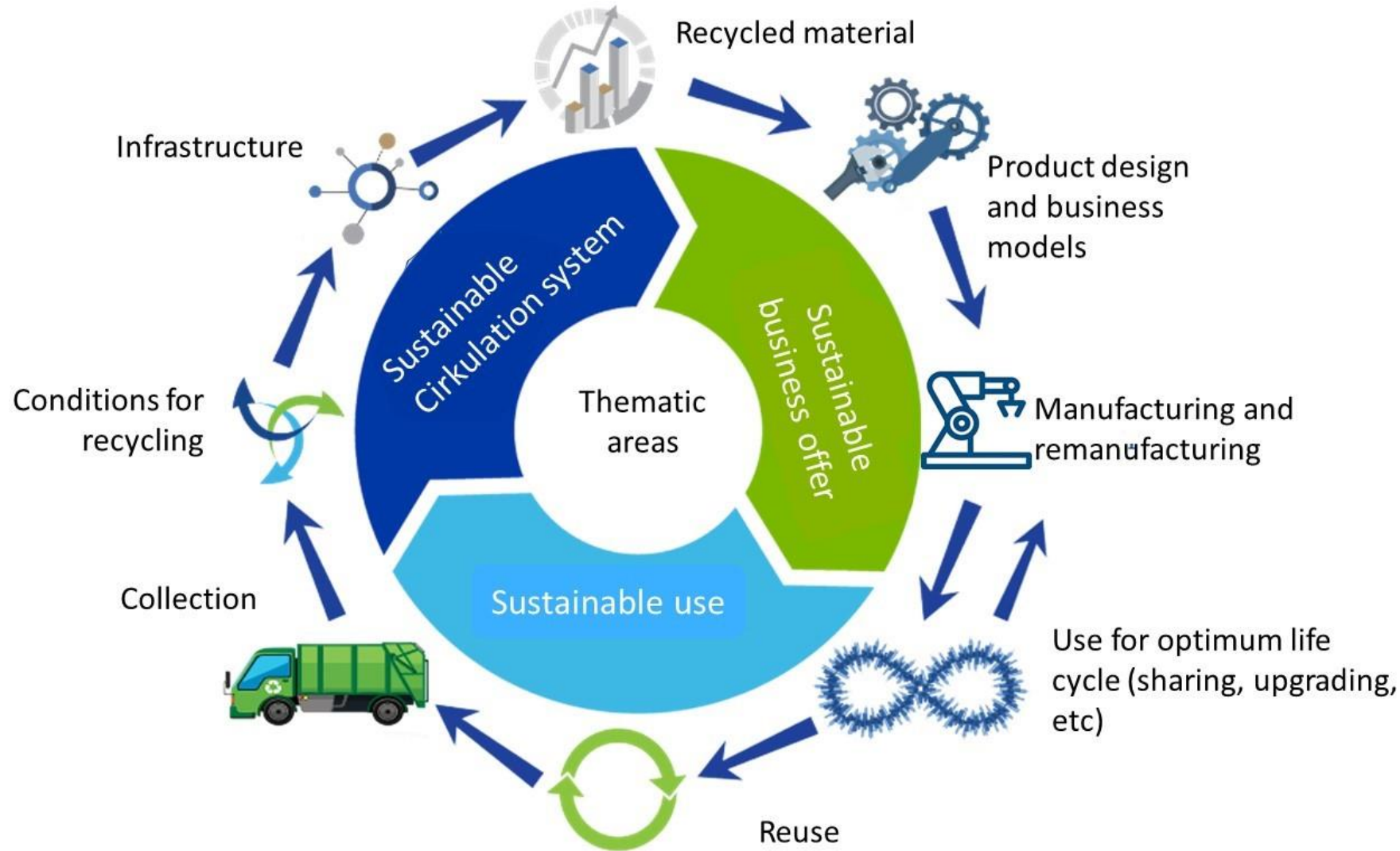
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Three thematic areas for sustainable use of materials

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Inspired by Recycling Council of Ontario

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Challenge: current "linear" use of products

- Products are used inefficiently and only parts of their functional lifetimes (or they are low quality and therefore live short lives)
- Products are not upgraded, repaired or refurbished/remanufactured
- Low resource efficiency – unsustainable use of materials
- Business offers encompassing and favouring circular use of products are often not attractive/competitive

Solutions for circular use of products

- Aim: contribute to sustainable use of materials by enabling/strengthening circular business opportunities based on circular use of products
- We call for projects which intend to develop or demonstrate innovation-based solutions that promote circular use of products (= products maintain their value and function over longer time and can be used efficiently and in a circular way)
- We particularly request solutions that, to an essential part, are based on innovative business models and/or applications of digitalization/artificial intelligence (AI)
- Important that solutions can enable/strengthen business offers and user benefits.
- Solutions shall relate to at least one of the thematic areas *Sustainable business offer* and *Sustainable use*
 - Sustainable business offer; design of products and services that contribute to sustainable use of materials, e.g. by facilitating reuse of products
 - Sustainable use; to use, up-grade, and maintain products more efficiently, e.g. by sharing, reuse and repair

Achieving circular use of products

By for instance

- Product design for circular use, this includes designing products so they can be
 - repaired, upgraded or remanufactured
 - suitable for multiple functions, a long lifetime and reuse
 - manufactured of reused material and components,
 - without hazardous substances,
- Selling services (function) instead of products
- Services that support sharing, upgrading, remanufacturing and reuse of products and related components

Example "Light-weight temporary bridges"

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- For road construction applications, transportable light-weight bridges can be used instead of temporary bridges of concrete.
- After use at one site, the light-weight bridge can be moved and used (reused) at another construction site.
- Developing/designing light-weight bridges for long-life, flexibility/mobility, repair, reuse, etc, enables a sustainable business offer by leasing out the light-weight bridge.



<https://www.retrobridge.com/>

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Example: Godsinlösen AB

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- SME specialised in handling logistics and repair solutions for goods damaged during transportation or returned goods from e-commerce. Has its own retail store(s) for repaired new products or simply just “returned” products.
- Godsinlösen has now most Swedish insurance companies and major logistics suppliers (also international actors like DHL) as customers and provides repair and sales of goods returned from e-commerce or damaged during transportation.
- **Godsinlösen enables the insurance companies to offer the service “circular insurance claims settlement”, which means that a damaged smartphone or laptop can be replaced/exchanged with a similar repaired product at a minimum of cost (Waiver fee) for the insurance holder and the insurance company.**
- Annual turnover is now 175 million SEK (with a positive margin).
- Reduces waste generation and environmental impact caused otherwise by the scrapping of new/unused products.



<http://www.godsinlosen.se/>

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Type of projects

- The call is open for innovation and demonstration projects, respectively
 - **”Innovation project”**; corresponds to the research category **”industrial research”**
Projects are expected bring solutions to a readiness level which implies that essential parts of the solution have been tested on a lab scale, or in a simulated environment or similar
 - **”Demonstration project”**; corresponds to the research category **”experimental development.”** *Projects are expected bring solutions to a readiness level which implies that the function of the solution has been verified at tests and demonstrations under realistic conditions on a testbed, pilot scale or in existing operations*

Assessment criteria

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The applications will be assessed with regards to the following criteria:

- **Potential**
 - to contribute to a more circular and sustainable use of lightweight materials
 - to create value and meet market demand, increase competitiveness
- **Relevance**
 - How well the project/solution matches the aim and scope of the call
- **Equality and diversity aspects**
 - How well these aspects are considered w r t project management/performance, content, goal and effects
- **Operability**
 - How realistic and credible are budget and plan in relation to goals and expected results
- **Constellation**
 - Necessary competence for carrying out the activities of the study
 - Participation of relevant parties/"need owners", incl users for utilising results
 - Cross-sectoral collaboration
- **Utilisation**
 - Communication and dissemination of results to relevant target groups
 - Utilisation and application of results

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Particularly important

When writing the application, do not forget

1. The activities for which funding is applied for should fit within either of the research categories "industrial research" or "experimental development"
2. Describe the solution that you intend to develop/validate/demonstrate in the project (and why it is innovative and better than current/other solutions)
3. Describe how the solution relates to at least one of the RE:Source thematic areas Sustainable business offer and Sustainable use, respectively
4. Describe how the solution i) relates to promoting circular use of product(s) and ii) may enable/strengthen circular business offer(s) and user benefits

Figures/numbers

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- Maximum funding from call: 2 million SEK for innovation projects; 4 million SEK for demonstration projects
- Maximum funding from call: 50% for innovation projects; 35% for demonstration projects
- Closes March 2, 2021
- Expected funding decision August 2021
- Earliest start Sept 1, 2021
- Maximum project duration 24 months

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For more information and questions

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Contact person for **questions related to the program content and the aim and direction of the call:**

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More information, see

<https://www.energimyndigheten.se/utlysningar/utveckla-och-demonstrera-losningar-som-framjar-cirkular-produktanvandning/>

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More questions?

Join webinar 2021-02-04 at 10:00 am

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