

CIRCULAR BY DESIGN CHALLENGE

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CIRCULAR
BY DESIGN
CHALLENGE

Be part of the Circular by Design Challenge #2

The Circular by Design Challenge connects creative minds with technology, manufacturing and traditional industry to kick-start the development and market launch of new, circular products, services and digital solutions.

The second edition of the Circular by Design Challenge is on track. Candidate companies have until 3 December to apply.

Organised by the Luxembourg Creative Industries Cluster of Luxinnovation with the support of the Luxembourg Ministry of the Economy, this **Circular by Design Challenge** aimed at supporting creatives engaged in sustainable and circular achievements.

“The ‘Green transition’ is a key priority for Luxembourg. Moving from the traditional ‘take-make-waste’ approach to a circular economy is necessary to succeed in this transition,” explains Minister of the Economy Franz Fayot. “This requires designing new products and processes with the circular perspective at the very centre of the process. New innovative solutions are needed in all economic sectors. The creative industries have great potential to contribute with innovative solutions and ideas.”

This second edition of the Circular by Design Challenge invites entrepreneurs based elsewhere in Europe to apply for participation in one of the following five categories:

- Sustainable cities
- Industry 4.0
- Fashion design
- Mobility
- LuXembourg – Let’s make it happen

“Climate change, global warming, depletion of essential resources: the need for a more sustainable society is urgent,” indicates Marc Lis, manager of the Luxembourg Creative Industries Cluster. “We are convinced that creativity has a key role to play and the Circular by Design Challenge puts entrepreneurs and their creative spirit at the centre of the solution-finding process.”

Fifteen candidates will be chosen after the selection process, which closes on 3 December. They will then be engaged in an intensive 12-week coaching programme, enabling them to

develop their project idea with the support of one of the Challenge's industrial partners and a dedicated coach.

Each winner will also receive an award of EUR 7,000, participation in a 4-week virtual international accelerator programme provided by the US accelerator [gener8tor](#) and 6 months of free access to co-working office space.

Former winners speak

Two entrepreneurs who participated in the first edition of the programme earlier this year shared their experience. "If you have an idea or a project, go for it", encouraged Filip Westerlund, Founder and CEO of [Our Choice](#), who won the "Mobility" category with his circular sneakers. "During the programme, we are constantly questioning what we are doing. It's not about what or how, but why. The aim is to do better each time, while keeping a circular mindset. The support we received was a perfect fit and doesn't exist anywhere else."

Marko Klacar, who won the "Product Design" award for his [Capriole](#) sustainable coffee fertiliser project, highlighted the essential support of the entire programme team throughout the 12 weeks of coaching. "I came from nothing and this programme has given me a model. We were taught a way of thinking and questioning. As a result, my project got attention and credibility due to the quality stamp offered by the programme."

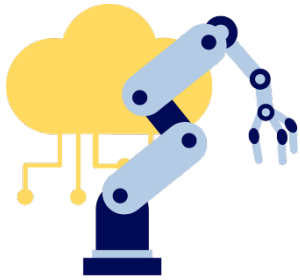
For more info on the scope of the challenge and to submit your idea 

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

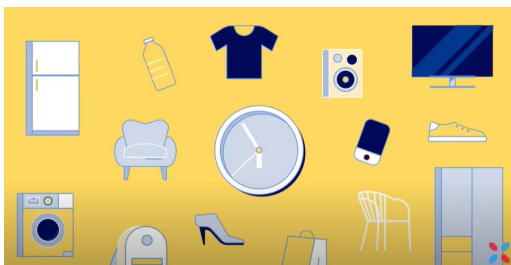
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