



# Open call for companies to apply for CIRCULAR TRANSITION SUPPORT

## The Overview

CE BEACONS' main orientation for coming years is – **systemic business support**.

The Consortia of 8 partners, directly involved in circular innovation development in the Balkans, have agreed to build circular economy eco-system that will bridge some of the most obvious gaps in transition towards climate neutral circular economy in the region:

1. Lack of understanding on concrete circular business opportunities
2. Lack of innovative circular business acumen

CirEkon (Serbia), Chamber of Commerce and Industry of Serbia (Serbia), Cleantech Bulgaria (Bulgaria), Research Centre Athens (Greece), Chamber of Commerce and Industry of Timisoara (Romania), REIC (Bosnia and Herzegovina), Chamber of Economy Montenegro (CEME) and Wuppertal Institute (Germany) with the full support of EIT Climate – KIC are commencing with the collaboration on tackling abovementioned issues.

The combined members' market has a yearly GDP of over € 500 billion, our countries directly contribute to major international supply chains of automotive, technology, tire and rubber, packaging, food and agriculture industries... And this... is only a part of our regional CE potential.

In our countries, understanding of circular economy must go beyond recycling and towards business innovation. Implementation is falling behind our European business counterparts in almost all of our countries, regulations are of a similar setup, circular economy initiatives are at their start of development, and we intend to collectively create success stories in today's business, to catalyse CE development and implementation.

CE Beacons represent circular innovation Balkan eco-system built around expertise and high quality of implementation.



CE BEACONS general orientation is systemic CE innovation and implementation. The plan is to bridge gaps between innovation centres, business, and policy makers. The plan is also to assess and align policies while mapping regional (Balkan's) needs in order to develop regional solutions to regional recognized challenges. The plan is to switch to challenge-based, hard-fact and empirical arguments for CE business transition.

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## 2022

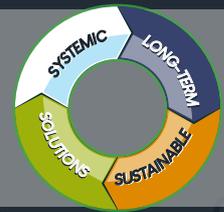
This year, CE Beacons' goal is to conduct a complex assessment of business needs and assess the potential for a systemic business collaboration for (post COVID) CE transition in our region.

The objective is to implement a resilient, regionally fit implementation process/framework for circular sustainable solutions into business, while directly connecting experience from 6 Balkan countries and 2 other European countries.

### How?

#### STEP 01 DEFINE BUSINESS CHALLENGES

We will frame your recognized challenge in a systemic, circular way. This approach shifts the focus from solving immediate issues that are usually not producing resilient solutions, towards a systemic perspective where your business is positioned within the dynamic environment and detects multiple trajectories of change. In this sense, final circular economy solutions should produce pain reliefs for companies taking in account the whole lifecycle and supply chain systemic perspective.



#### STEP 02 SYSTEMICALLY ASSESS YOUR BUSINESS IN CE CONTEXT

We will distil challenges defined by systemically assessing your CE business state of play. We will assess trends, flows, detect systemic barriers and opportunities, and define hotspots where changes should be implemented using state-of-art methods, tools and circular frameworks.

Partners responsible for quality assurance on CE BEACONS project are prominent actors in EU in regards to CE implementation with vast experience coming from the most progressive countries in this domain.



#### STEP 03 TRAIN YOUR STAFF FOR A SMOOTHER TRANSITION

We know that the best change is when it comes from within. We are aware of the importance of raising the staff capacity to understand, support and succeed in organizational and business changes. That is why we have to, and we will organize Education / Training process that will show your employees how to recognize, decide upon and manage circular transformation in your organization.



#### STEP 04 DEFINE ACTIONABLE FRAMEWORK FOR FURTHER DEVELOPMENT

Designing circular solutions is all but taking care of waste. CE BEACONS' goal is to pivot around organizational changes, innovation capacity, new business models, circular design and other domains that will boost your product/service value, while alleviating waste problems, environmental burdens and increasing operational efficiency of production and delivery. We will deliver a development / implementation plan for coming years, and offer further support in that transition.



#### STEP 05 MAP POTENTIAL FUNDING OR INVESTMENT OPPORTUNITIES

Our partners will commence with a research on the topic of investment opportunities and funding related directly to circular innovation and circular business support from local, regional, and international sources. As an outcome, we will map possibilities for a financial support / investment in order to enable you to commence with a tangible CE transformation/transition.



#### STEP 06 OPEN THE DOORS OF OUR INTERNATIONAL NETWORK

Currently, CE Beacons encompass circular actors from 6 countries, we are building capacity for a detailed overview of markets, policies, needs, challenges, actors, research and innovation centres and funds.

We are building and will expand our eco-system of services solely dedicated to circular economy, while building bridges with more advanced markets and international expertise in order to cut the required time for circular innovation systems implementation.



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We place circular systemic innovation in the epi-centre of our existence, and our moto is:

*We are carefully supporting you through systemic circular transition times*

With this initiative, we invite you to become part of our network.

## What do we search for?

We search for companies that have recognized mainly (excess) material or energy related challenges in their processes, business systems and/or supply chains.

We search for companies that do not know how their products end up after being disposed of, and assess if they could still re-use the very products, components, or materials for the same or other purposes.

We also search for companies that are willing to innovate and differentiate on the market by conducting business responsibly following principles of a carbon-neutral circular economy.

Furthermore, we see that we can help innovation companies/organizations that have recognized a waste/material related gap on the market and have an almost go-to-market solution.

Finally, we would like to meet companies that are ready to co-invest in the process, with with 25% of total costs of the process (approximated 2.000-5.000 €, depending on the complexity of the challenge). This process should be finalized by the end of the year 2022.

## What do we offer?

We offer answers on following questions:

- Where to start in CE transition?
- What do you need to know about your value chain to benchmark your CE position?
- What and how should you use the tools to navigate through the CE transition / transformation?
- What do you need to change in business (from the lifecycle perspective) to reach a future fit business?
- What capacities should you build in order to sustain changes?
- What do I have to take care of, from the external environment, to successfully market new products/services?
- What would be the first pilot initiative I could do, to become more circular in a systemic way?
- What is my 5-10 year prospect in circular development?

We finally offer you a place in our network where cutting-edge technologies, novel solutions and latest insights related to circular economy innovation will pass through.

All this is designed in order to systemically help you in the transition towards a carbon-neutral circular business.

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## Application, selection and implementation process

Please apply via this [link](#) before 02.09.2022, 17:00 CEST.

*Note that we will be evaluating applications on rolling basis, in order to commence with the process as soon as possible.*

*We will not be able to process any application sent after the deadline.  
The kind advice is to submit your application as soon as professionally possible.*

The CE BEACONS team will inform all applicant organizations about the results and invite four selected for an online meeting to discuss details of further collaboration. Finally, one or two organizations will be selected based on following criteria:

- Potential for a systemic circular economic shift / enabling new circular market creation
- Novel solutions (Innovation potential)
- CO2 eq. decrease potential
- Alignment with the National Circular Economy Roadmaps or Strategies
- Alignment with the European Circular Economy Action Plan priorities
- Alignment with the Green Agenda for the Western Balkan countries
- Willingness to contribute financially

Good luck!  
CE Balkan Beacons team



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