

Eureka CO-CHAIR 2024/25

Circular Value Creation
Poster Wall
April 01, 2025

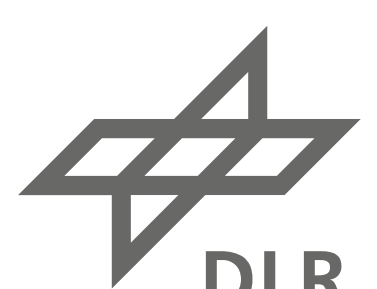


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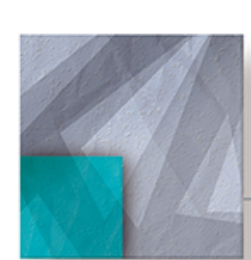


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Schedule

Circular Value Creation Pilot Initiative



1st July

Start of the
chairmanship
year

Sep

Informal Meeting

9th-10th Oct

DT Workshop
#focusonpeople
(Berlin)

2nd-5th Dec

Co-Chair Reception &
1st Network-Meeting &
DT Workshops
#systemic
#datatechnologies
(Berlin)



5th-7th March

2nd Network-
Meeting &
FP10 Conference &
DT Workshops
#dataecosystems
#circulartechnologies
(Bonn)

1st-2nd Apr

Global Innovation
Summit
@HMI
(Hannover)

14th-17th Apr

Canadian Circular
Economy Summit &
Workshop
#businessmodels
(Montreal)

11th-13th June

3rd Network-
Meeting &
Transfer Workshop
(Montreal)

11th June

Call



**first three
months**

Eureka funding
decision

**second three
months**

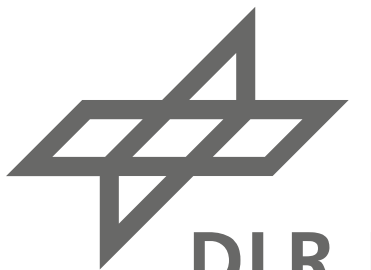
Project
start



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Process and Method

Circular Value Creation Pilot Initiative



Adapted process based on **DESIGN THINKING**: Focus and selected methods



Illustration by Susanne Mira Heinz 2014.CC-BY-SA4.0

PROBLEM SPACE

COMMON UNDERSTANDING

Method:
Review the Challenge

BUILD EMPATHY & C.E. KNOW-HOW

Method:
Interviews for Empathy

DEFINE POINT OF VIEW

Methods:
Research Wall +
Point of View Madlib

A series of Design Thinking Workshops will contribute to identify research needs:

- #focusonpeople
- #datatechnologies
- #systemic
- #dataecosystem
- #circulartechnologies
- #businessmodels

WORKFLOW



Understanding Phase



Condensate



User Interview



Needs on Research Wall and Point of View

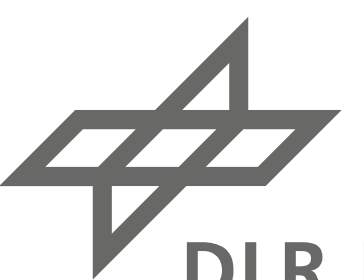


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Point of Views Madlib - Outcome of the Workshops

Circular Value Creation Pilot Initiative



PoV Madlib = A focused challenge from a user’s perspective that inspires brainstorming and concept creation with three elements: the user, the user’s need and a surprising insight.

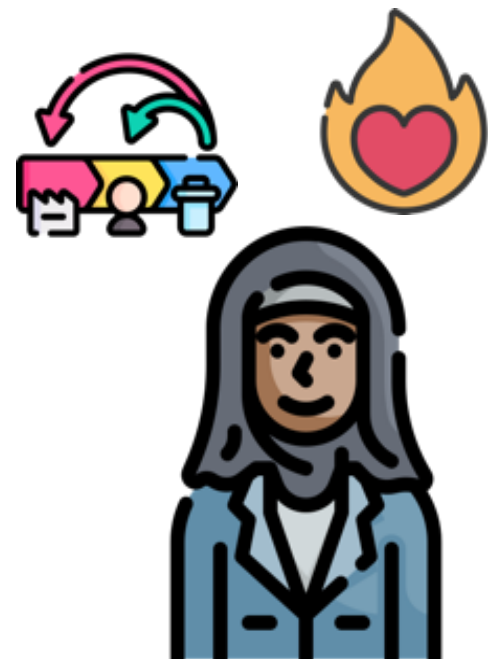
#focuseonpeople



Peter (55), trainer at Chamber of Commerce and Industry

NEEDS to get the state of art of CE to be able to train the SME

IN ORDER TO support SMEs to create their own CE-business models to become future oriented.



Bobby (47), CEO of an circular SME

NEEDS CE standards are set with SME representation/participation

BECAUSE standards are needed that products fit CE. Funding is needed to develop new CE-compatible products.

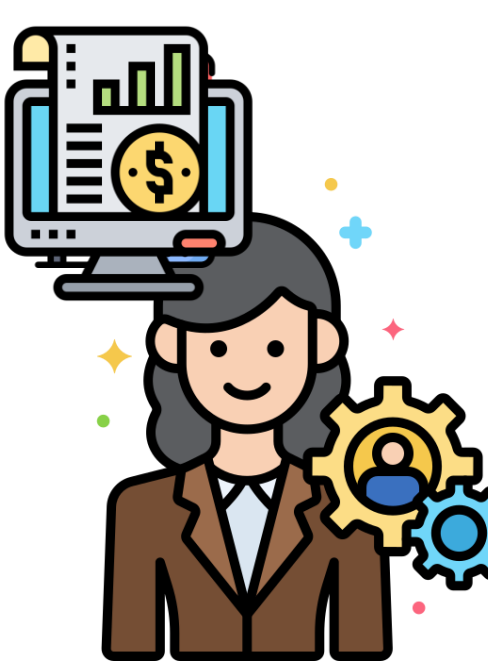


Marc (50), SME leader, newly engaging with circularity,

NEEDS access to CE competence through existing and by AI supported learning infrastructure

BECAUSE existing structures are most effective in reaching out to SMEs and they can be informed easiest about CE strategies.

#datatechnologies



Dominique (39), CEO of a building material manufacturing company

NEEDS technologies to measure the cost and risk for the re-use of her building materials

IN ORDER TO shift from a linear to a circular value creation.

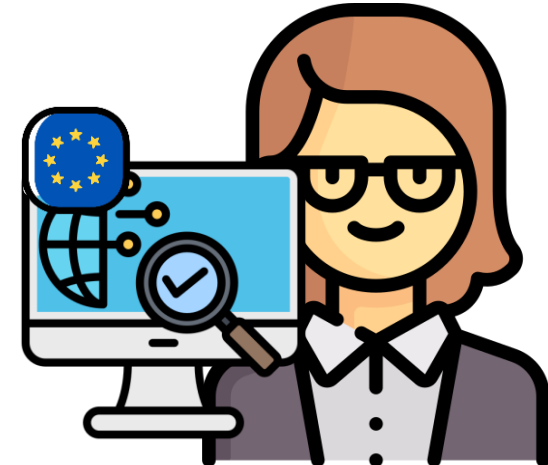


Taylor (40), CEO of an SME

NEEDS needs cost effective solutions to the product passport

IN ORDER TO shift his business model to fully circular.

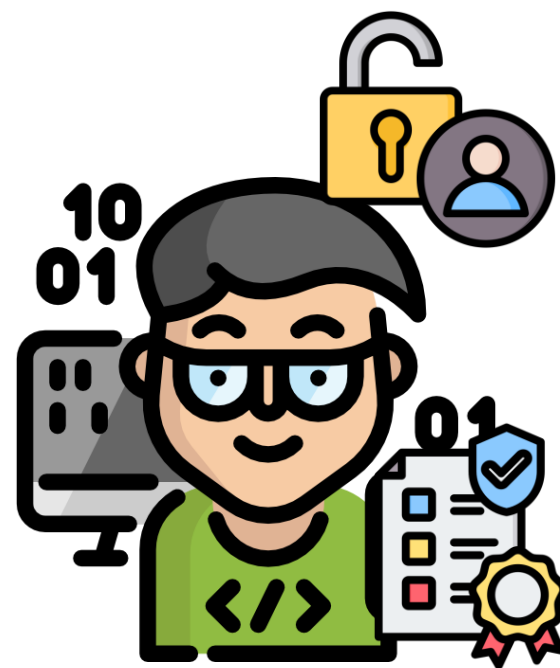
#dataecosystems



Heleen (54), Managing Director @ Data Service Provider

NEEDS EU wide data standards

IN ORDER TO meet the requirements of DDP regulations, to create value for participants (SMEs) for a circular data economy.



John Doe (30), operations manager of a circular economy operator (e.g. remanufacturing or repair)

NEEDS standards (accessible and affordable)

BECAUSE product data needs to be transferable along the life cycle to make circular value creation viable X industries + X borders.



John Doeling (30), financial manager of a circular economy operator (e.g. remanufacturing or repair)

NEEDS data economy metrics

IN ORDER TO ensure sustainable value creation, i.e. to execute reman. or repair services and measure the success of the process.

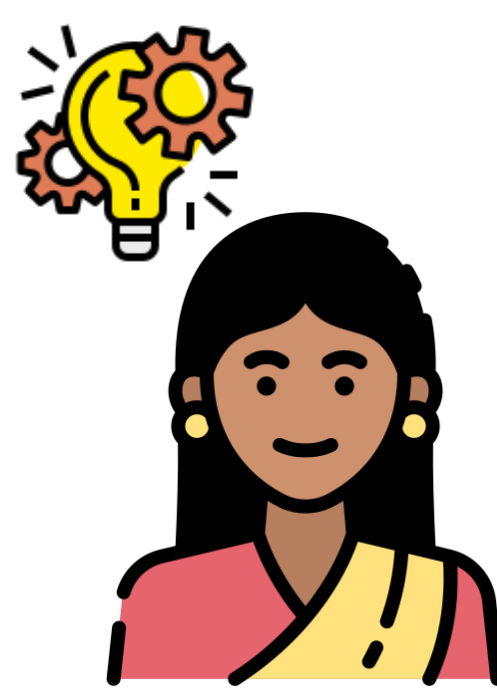
#systemic



Elena (25), sales (SME)

NEEDS resources (time, money, expertise, best practices)

IN ORDER TO justify changing the business model to a one focusing on product life extension.



Val C. Ation (47), Chief Innovation officer CE production SME

NEEDS new and easy ways of collaborating across value chains and sectors

IN ORDER TO create incentives across sectors for circular value creation to drive the circular transition.

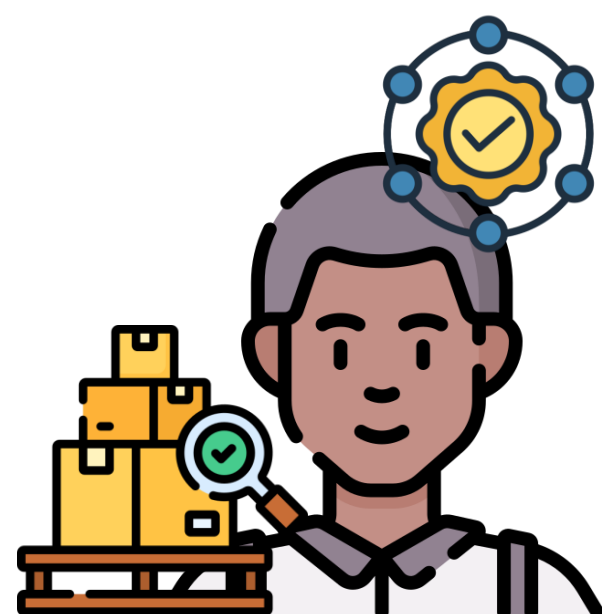


Rika (39), regulatory affairs manager

NEEDS an european harmonized legislation supported by high quality standards

IN ORDER TO establish a competitive and scalable circular economy.

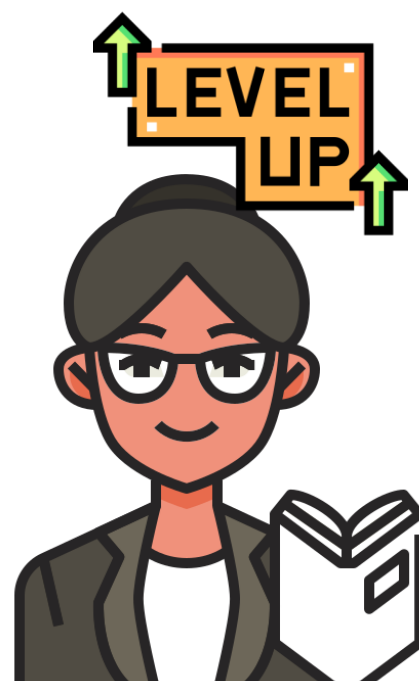
#circulartechnologies



John (35), CEO - design consulting

NEEDS reliable (product data) CE inputs (material parts, components)

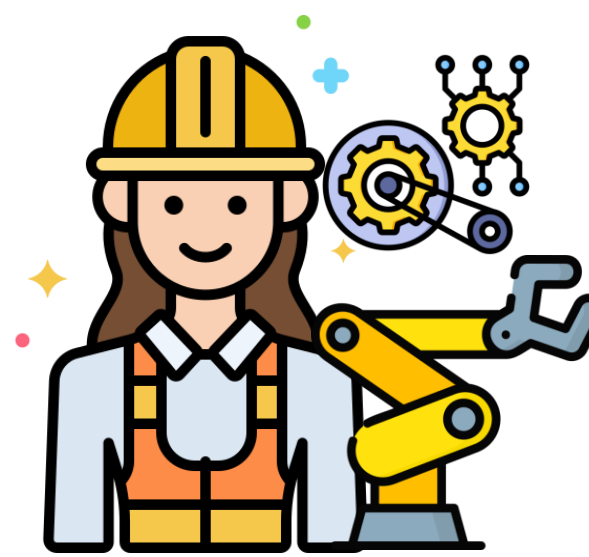
BECAUSE more from manual 1:1 to mass market process for R-Strategies.



Sarah (52), owner, manager, manufacturer

NEEDS CE-(product) design support system

IN ORDER TO level up circular technologies for her existing product design process.



Maria (38), CEO of a disassembly specialist

NEEDS flexible, adaptive, automated (reverse) production technologies

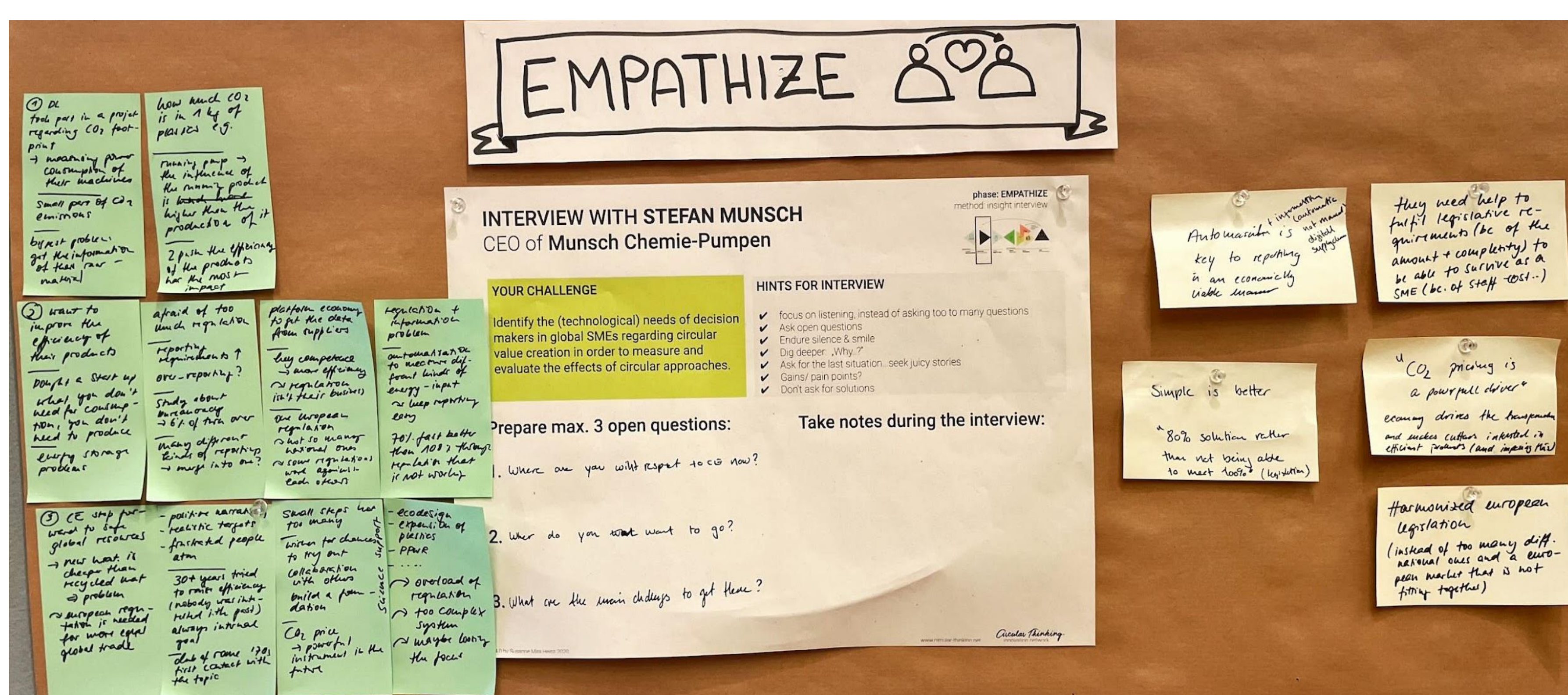
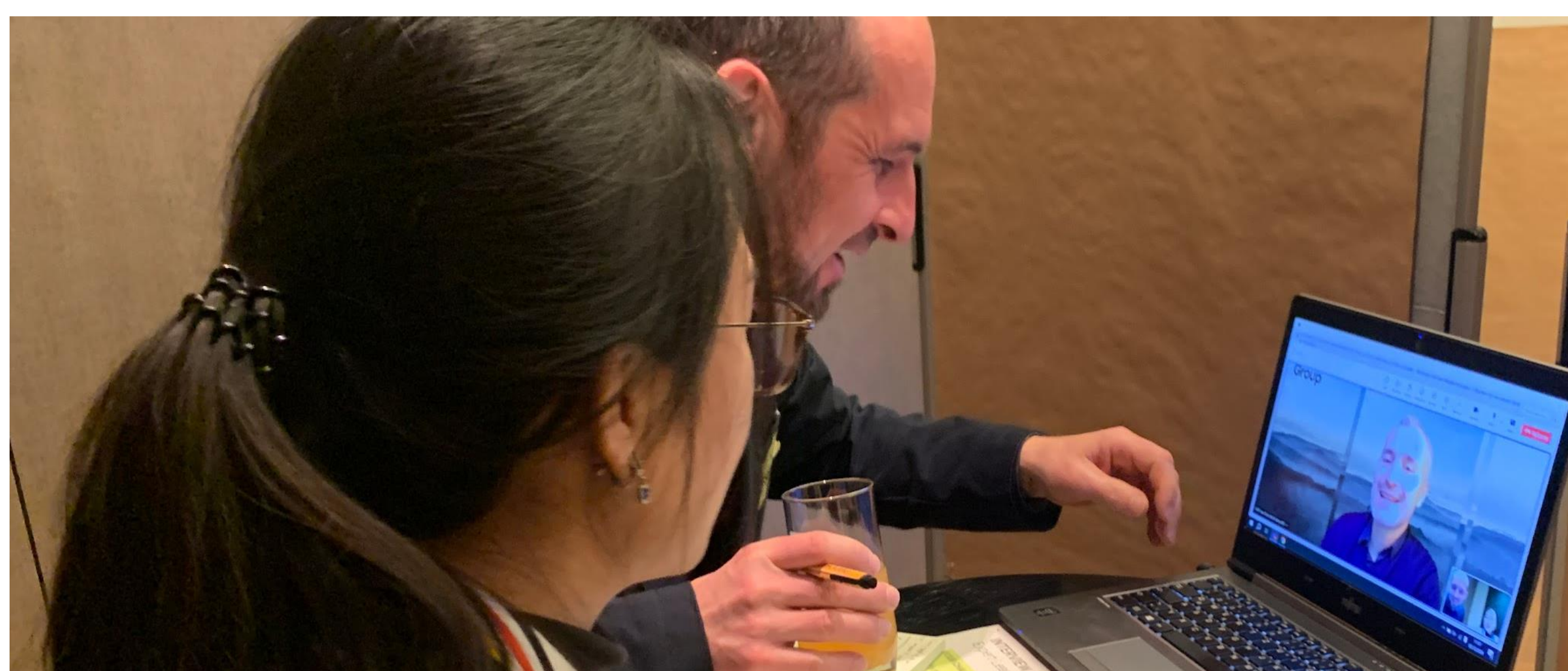
IN ORDER TO disassemble products into components and materials for reuse.

Picture source: Circular Thinking Innovationsnetzwerk 2024. Creative Commons-by -nc



Impressions

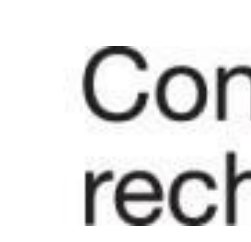
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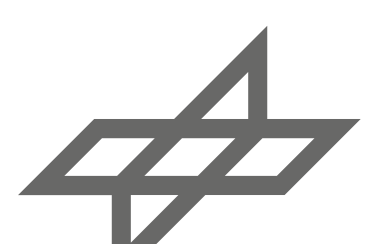
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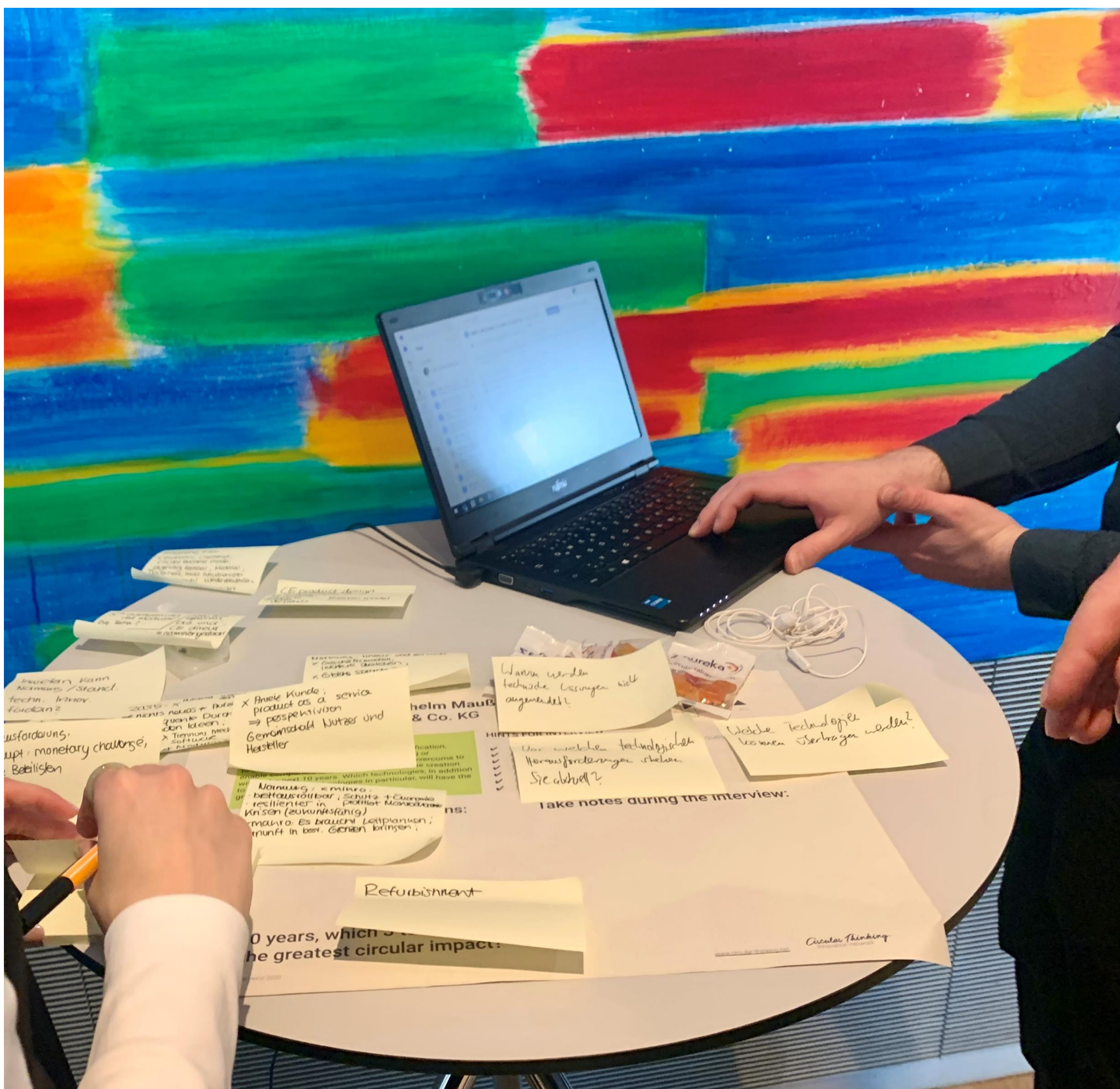
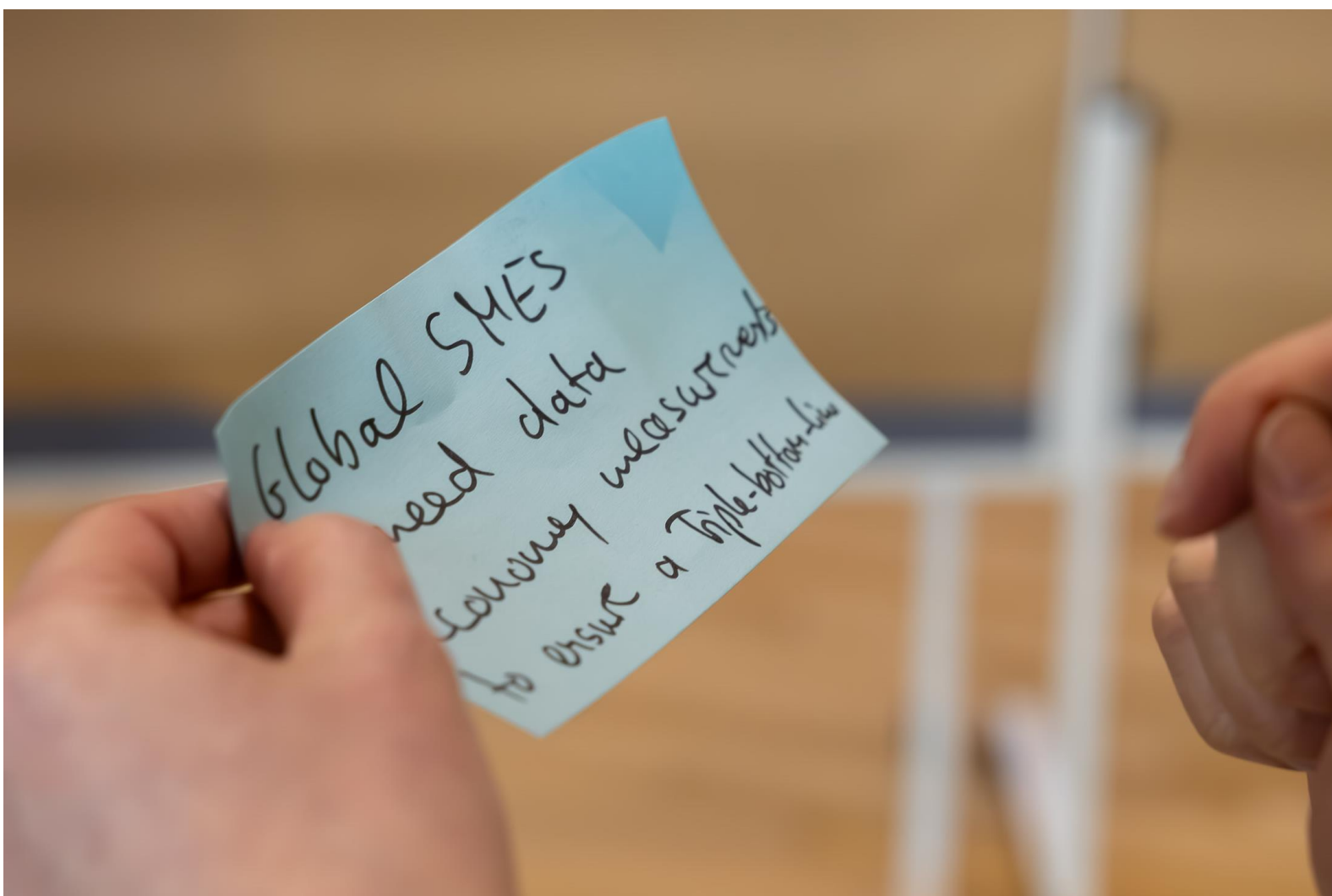
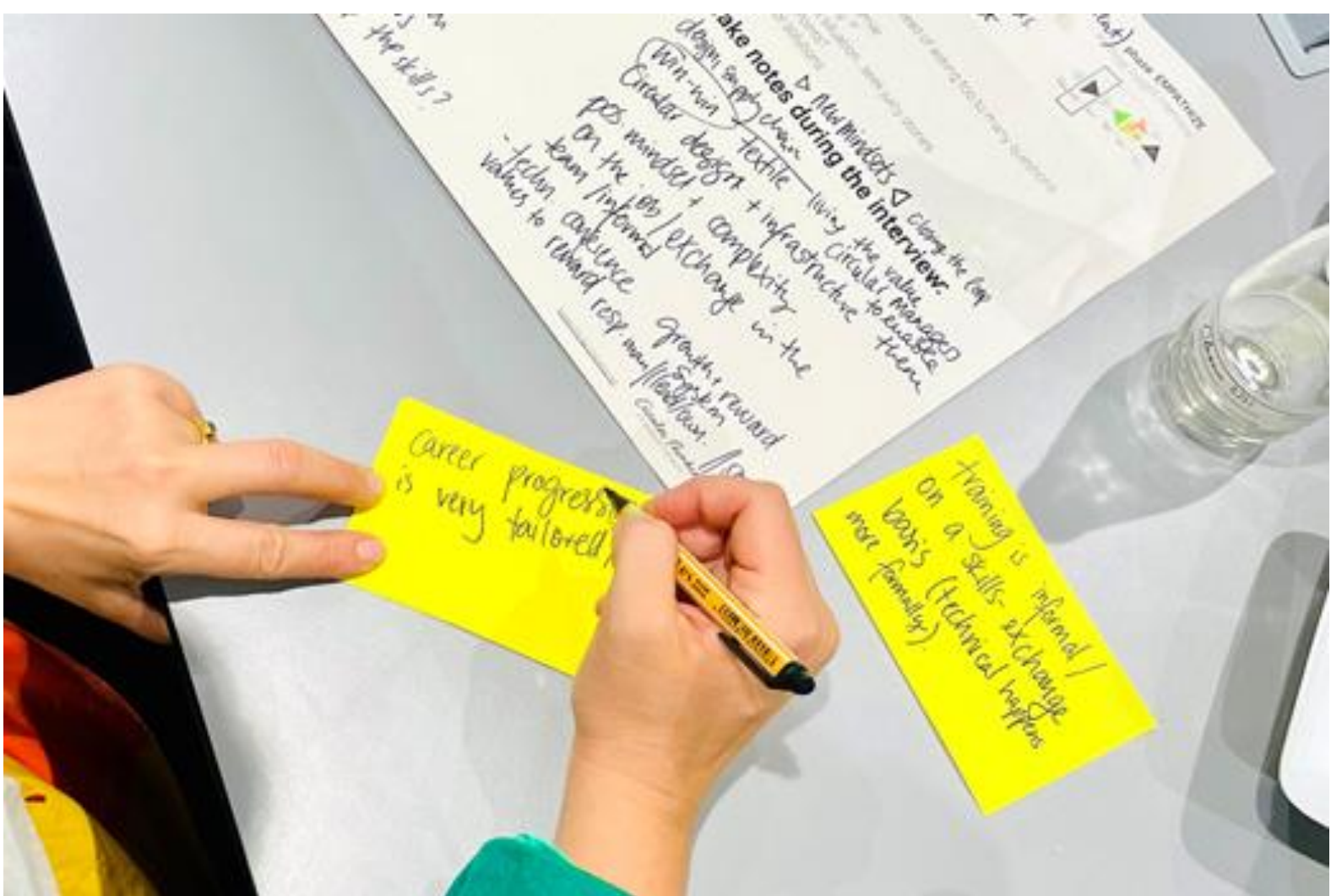
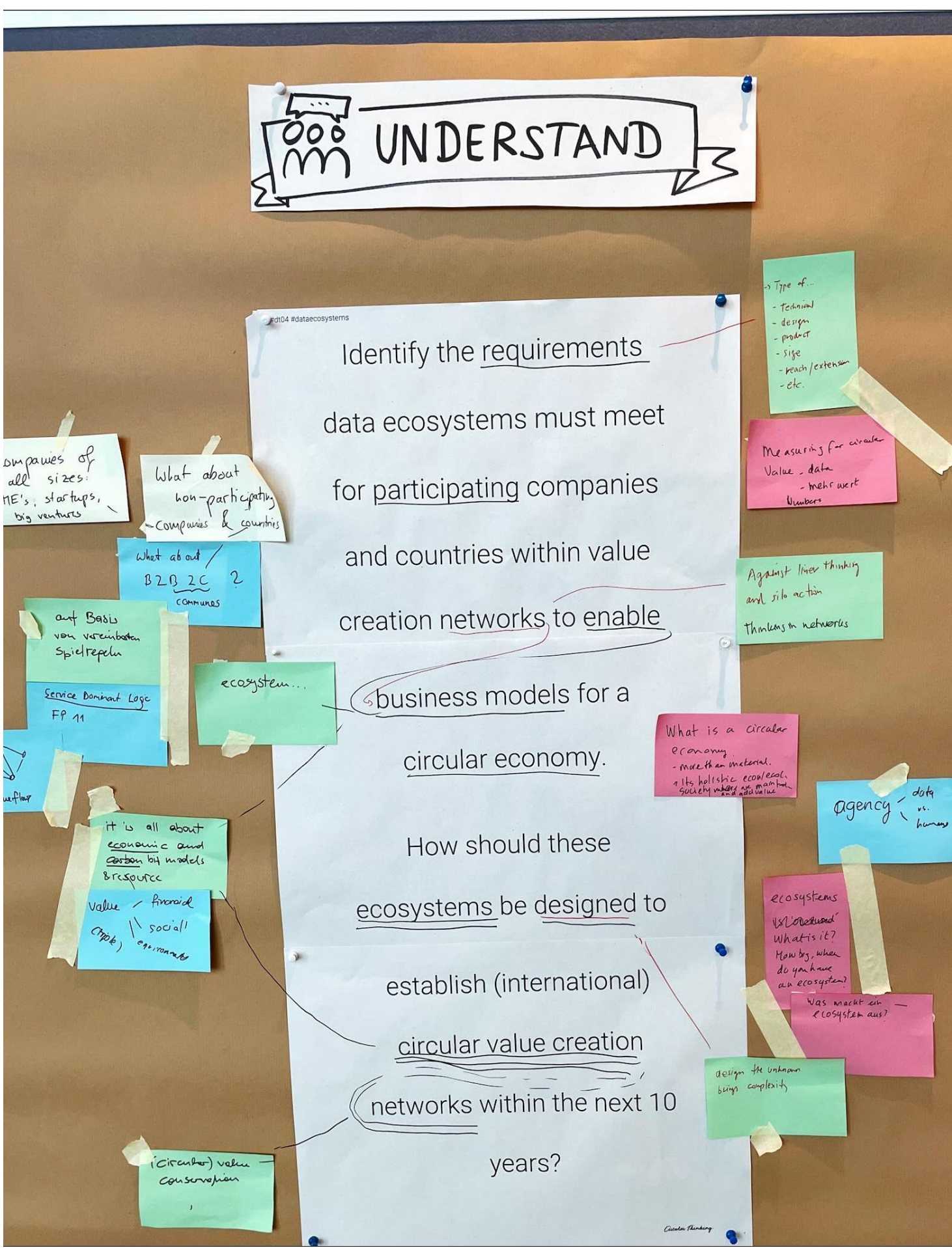
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Impressions

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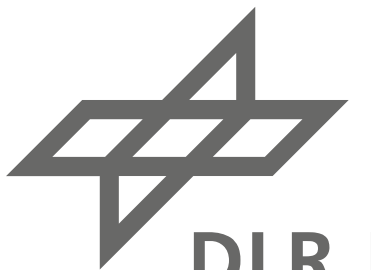


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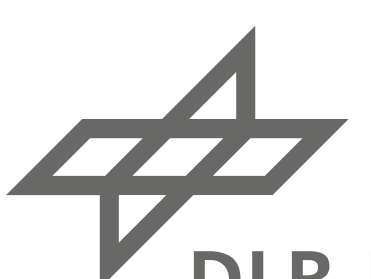
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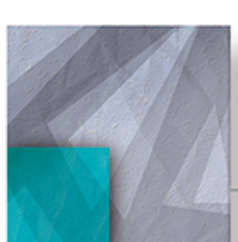
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