

METHODOLOGY

State of the Art

Review of existing methodologies, tools and training materials in the field of circular economy

Identification of work dynamics and needs of incubators and start-ups

+ of 50 interviews with incubators / start-ups / investors / experts in CE

Development of Guidance tool and eLearning Training Materials for the integration of Circular Economy in Business Models development

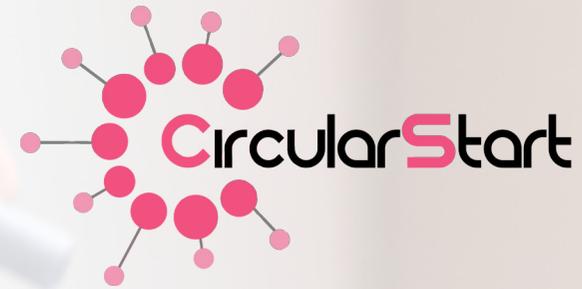
Development of Training Materials →

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Testing phase →

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Improvement of training materials

Organized by phases of business model development, TRL and MRL

Two level testing:
- trainers
- start-ups



CircularStart is a ERASMUS+ project which addresses the need for knowledge of start-ups and entrepreneurs in the field of Circular Economy, to move towards more sustainable and Circular Business Models

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INTRODUCTION

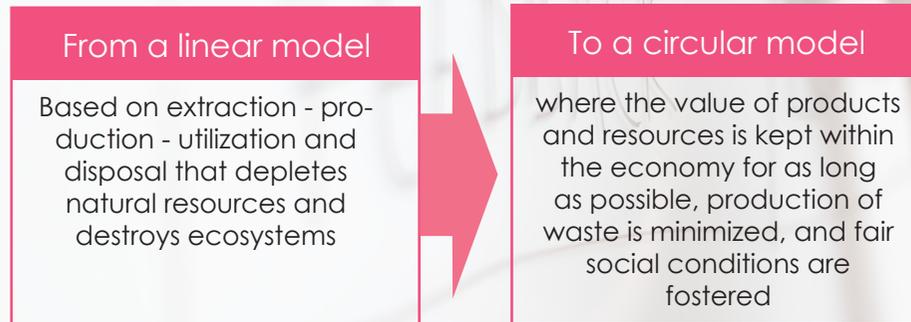
Many start-ups and young entrepreneurs bringing fresh and disruptive ideas to the market lack an expertise on Circular Business Models and cannot benefit from sustainable market opportunities.

CircularStart addresses this challenge, and aims at delivering innovative training material on sustainable and circular business models.

With an increased know-how on Circular Economy, start-ups can evaluate and improve the environmental, social and economic impacts of their business ideas right from the beginning.

OBJECTIVES

Facilitate the transition...



...through Circular Business Models

CircularStart's objective is to support incubators, trainers and consultants in sustainability and circularity training for start-ups by developing eLearning tools and resources to understand, implement, evaluate and improve the sustainability and circularity of their business models.

They provide complete guidance during all stages of business model development: ideation, integration, validation and implementation.

They are compatible with the well-known Business Model Canvas.

RESULTS

Guidance Tool

To get a good overview of the CircularStart online course and how it supports your innovation cycle, starting from the idea and ending up to market establishment

	CIRCULAR ECONOMY READINESS LEVELS (CRL)	BMC FOCUS	BUSINESS MODEL ENTWICKLUNGSPHASEN
0	Understand circularity		IDEATION
1	Relate to circularity		
2	Analyze existing circular solutions		
3	Define a circular value proposition		INTEGRATION
4	Analyze the circularity of your value chain		
5	Specify the circular value chain		VALIDATION
6	Analyze circularity performance		
7	Improve and validate circularity performance		IMPLEMENTATION
8	Communicate circularity		
9	Maintain circularity		

eLearning Courses, Platform and Assessment Tool

To help startups integrating Circular Economy and sustainability principles into their business models.

It is divided into four course modules based on the themes Ideation, Integration, Validation and Implementation.

Assessment tool to evaluate your current sustainability/circularity performance of your Business model from the beginning.

