

CONVOCATORIA CONCURSO PROYECTOS DE ECONOMÍA CIRCULAR- LASEME  
CALL FOR THE NAVARRA CIRCULAR ECONOMY AWARDS 2022 - LASEME

**BASES OF THE CALL FOR THE CIRCULAR ECONOMY UNIVERSITY AND VOCATIONAL EDUCATION AND TRAINING PROJECT COMPETITION**

**NAVARRA CIRCULAR ECONOMY AWARDS 2022**

**STUDENTS CALL**

**1. INTRODUCTION**

Laseme (Asociación de Empresarios de la Merindad de Tierra Estella) promotes the *Navarra Circular Economy Business Hub* project, with the aim of encouraging a space where enterprises, innovation and the public administration work in a coordinated way for the development of new projects and innovative initiatives in the production model towards a more sustainable one.

The project includes the initiative ***Viability study of students' projects (University or Vocational Training) for the development of startups or innovative enterprises***, in which this call is framed.

This initiative is co-financed by the Navarra Government through the *Subsidy for the preparation and execution of regional activation plans 2022*.

**2. OBJETIVE**

The target of the call “**Circular Economy Innovative Projects 2022**” (**NAVARRA CIRCULAR ECONOMY AWARDS 2022 – STUDENTS CALL**) is to identify Vocational Education and Training Final Projects, , Final Degree Projects, Master’s Final Projects, PhD thesis or similar, developed by university and vocational training students, in the European territory, in which business initiatives and solutions are proposed to overcome the challenges raised in the call. The projects’ objective must be to provide innovation in business models, products and services or in industrial processes, under Circular Economy criteria, and must have potential to develop new business models.

**3. PROJECTS REQUIREMENTS**

Final projects, developed by students and presented and approved by the corresponding education centers **after July 31, 2018**, can be submitted to the call.

The eligible types of projects are: Vocational Education and Training Final Projects, , Final Degree Projects, Master’s Final Projects, PhD thesis or similar

**4. APPLICANTS**

This call is open to everyone who meets the following conditions:

- Older than 18 years
- Have finished the project (based on final approval date) after July 31, 2018.
- In possession of the right to submit the project to the call (project owner). Or provide an authorisation by co-authors to submit the project (for example, shared projects, or thesis tutors)

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### 5. CHALLENGES AND PRIORITY ISSUES

The submitted projects must respond to the challenges outlined below:

- **Challenge 1. Textile sector:** Incorporate low-impact and regenerative raw materials, develop fabric reuse and recycling new technologies, improve product and material traceability, new business models in the servitization, reuse, restoration and recycling of clothing and other fabrics (for example, for automotive sector, furniture...)
- **Challenge 2. Plastic sector:** Promotion of reusable plastic products for several final uses, new technologies for classification, threshing, or mechanical and chemical recycling, design for circularity in plastic goods, traceability of plastic in the value chain...
- **Challenge 3. Agri-food industries:** Tools for the reduction of food waste, traceability of circularity in the food value chain, new circular solutions for food packaging and distribution, solutions for the identification and labeling of sustainable food, new foods and ingredients from by-products and waste of production...

Projects that develop all kinds of solutions, for products or services, or new cycles or processes that increase circularity in traditional value chains, will be accepted, provided that they are aimed at one of the three large sectors included in the three challenges.

### 6. APPLICATIONS REQUIREMENTS

- Applications must be submitted in the standard format stipulated in this call and with the extension and font established in the form.
- Applications can be presented in Spanish or in English.
- The students must be able to guarantee that they are the owners of the projects, or else they must be able to present a document that proves that the owner center or the co-owner, grants the rights to the student for the submission of the project to this call.
- The proposals must respond to one of the 3 major challenges raised.
- The projects cannot have been developed at a commercial level before the day of the submission of the application, neither by the student, nor by any other economic agent in the European territory.

### 7. EVALUATION CRITERIA

All applications received within the deadlines and in the format defined in this call will be assessed by an evaluation committee under the following criteria:

- Circularity impact assessment (maximum 15 points):
  - o Coherence of the proposed circularity strategy.
  - o Volume of resources recovered or regenerated.
  - o Volume of potential users/consumers.
- Innovation criteria (maximum 15 points):
  - o Improvements provided on the current market situation in the sector.
  - o Potential for dematerialization and servitization for the current situation.
  - o Social innovation provided.

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- Potential sustainability criteria (maximum 15 points):
  - Justification for social improvement, including the gender perspective.
  - Justification of the environmental improvement.
  - Justification of the economic impact, specifically in the territory.

In the event of a tie, the following process will be used to break the tie:

- Tie-break 1: an extra point will be given to the project with the best potential sustainability score.
- Tie-break 2: in addition to the previous one, an extra point will be given to the project with the best innovation score.
- Tie-break 3: in addition to the previous one, an extra point will be given to the project with the best circularity impact score.

### 8. AWARDS

The projects that obtain the highest score in the assessment of the application will be awarded.

A total of three prizes will be awarded, one per challenge. The prize will consist of:

- Economic prize of €1,000 for the 3 selected projects (one for each challenge). LASEME will apply the established retention according to current regulations.
- A technical and economic feasibility study developed by AIN, in which innovation aspects of the business and market model will be analysed, and an evaluation of the business development potential is studied. These studies will make it easier for students to present their business idea to specialized investors and companies in the territory that are interested in implementing or developing it as a business.
- Support in positioning the business idea at a European level, and in establishing the first contacts with potential clients and suppliers. Also support in the search of public or private financing to launch the business.

Furthermore, a special prize will also be awarded: direct entry to the [CEIN Green accelerator](#). One of the three awarded projects will be selected, according to the business development potential based on the results of the feasibility analysis reports carried out, to enter directly in the CEIN Green Acceleration Program, with access to training sessions, and coaching and mentoring services for the acceleration of their business in its implementation in Navarra. This additional prize will be part of a specific collaboration between CEIN and LASEME for this call.

The call may be cancelled if the evaluation committee decides it.

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### 9. SUBMISSION PERIOD AND PROCESS

The submission period closes on the 25<sup>th</sup> of September, 2022 at 14:00. Spanish mainland time.

The submission of documentation must be done by filling in the data requested in the form and creating a pdf document named with the name of the applicant. The pdf of the proposal must be sent by email, with acknowledgment of receipt, to the address [naCEawards@ain.es](mailto:naCEawards@ain.es) before the defined deadline.

The applicant will receive an email confirming receipt of the application, which must be kept as a proof of the receipt of the reception of your application by the organizers.

### 10. EVALUATION PROCESS AND EVALUATION COMMITTEE

On the 1<sup>st</sup> of October, 2022, the evaluation period will start and the assessment procedure will begin.

A score will be assigned to each proposal received and the three proposals with the highest score awarded by the evaluation committee will be selected, one for each proposed challenge.

The evaluation committee will consist of 5 representatives of LASEME.

On the 5<sup>th</sup> of October, 2022, at the latest, all participants will be informed of the final resolution of the call, indicating the three selected projects, and providing a list of the rest of the evaluated projects, but not awarded, in alphabetical order (by surname).

From that date, AIN will contact the three awarded students to begin with the technical and economic feasibility analysis.

### 11. AWARDS CEREMONY

The awards ceremony (economic prize) will take place on the 18<sup>th</sup> of October, 2022, within the Economic Forum event organized by LASEME in Estella (Navarra). The event organizer will cover the travel and accommodation expenses for the winners attending the event, provided that the place of residence of the winner is more than 100 km away from the place of the event.

At the time of communication of the resolution of the call, the winners will be informed of the details of the awards ceremony and attendance conditions.

### 12. INTELLECTUAL PROPERTY OF THE FEASIBILITY STUDIES

The three awarded projects will have the external support of AIN in carrying out a technical and economic feasibility study that will be property of LASEME. The student will be able to use such study for funding and investors request within the framework of the project with the support of LASEME and within the framework of this call. In any case, the feasibility studies will only be applicable to the implementation of the business idea in the territory of Tierra Estella (Navarra).

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**13. ACCEPTANCE**

The participation in this competition assumes the participants' knowledge and conformity with the bases of the call and, therefore, the acceptance of such bases. Likewise, the organizers reserve the right to cancel the competition if there is any reason that affects this call and its performance.

The participation in the competition also implies the acceptance of the additional purposes of the event, such as images capturing and/or audiovisual material of the activities carried out in the program that may be published on social networks, the corporate website and/or the organization's publications, with the purpose of disseminating these activities.

In the same way, it is possible that the event and the prize awards, in full or on a partial basis, will be recorded for the purpose of justification to financing entities.