



# Raw Materials and Circular Societies Prize

## Rules of the Prize

17 January 2020

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# 1. RAW MATERIALS AND CIRCULAR SOCIETY PRIZE

## 1.1. Objectives

The World Bank estimates that the amount of municipal solid waste will increase from 1.3 to 2.2 billion tonnes per year by 2025, with most of this increase coming from cities in developing nations. According to the Ellen MacArthur Foundation, in the consumer goods sector alone, about 80% of the USD 3.2 trillion value is irrecoverably lost annually. The linear take-make-waste industrial model is no longer viable in the face of rapid population growth, resource constraints, climate change, urbanisation, water insecurity and other trends.

A more regenerative model offers a viable opportunity to successfully tackle environmental priorities through innovative business models stimulating competitiveness, and development<sup>1</sup>.

New business models that foster repairing, reuse and sharing, are an essential part of the Circular Economy, specifically in European cities, where on the one hand most of the material- and energy throughput occurs and on the other, innovative solutions can be rolled out best due to the inherent characteristics of the urban form (i.e. large availability of materials, high population density and urban consumption patterns).

The main objective of the Raw Materials and Circular Society Prize will be to support the implementation of new ideas for these business models.

## 1.2. Topics of interest

This call is specifically focused on ideas for “new” business models supporting the efficient implementation of the Circular Economy in Europe; ideas covering the following themes are expected:

- Repair
- Reuse
- Sharing economy/sharing platforms
- Circular products, products designed for circularity (so easy to repair, reuse or recycle)

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<sup>1</sup> <https://www.greenbiz.com/article/5-business-models-put-circular-economy-work>

## 2. PRIZE AMOUNT: UP TO EUR 30.000

The support scheme will be as follows:

1. Financial **award of EUR 30.000** lump sum for the **first prize**;
2. Financial **award of EUR 20.000** lump sum for the **second prize**;
3. Financial **award of EUR 10.000** lump sum for the **third prize**.

Additionally, the winners will be offered support to access one of the EIT RawMaterials Entrepreneurship programmes (EIT Jumpstarter, Acceleration programme or Booster).

## 3. DEADLINE & ADMISSIBILITY

- Deadline for submitting business ideas: **31 May 2020 at 23:59 CET**
- Selection of ideas and notification of acceptance/rejection: **during July 2020**
- Preparation for pitching contest: **from August 2020 to 15 September 2020**  
Pitching session and Award ceremony: **October 2020** (exact date to be communicated in due course); 1<sup>st</sup> prize EUR 30,000; 2<sup>nd</sup> prize EUR 20,000; 3<sup>rd</sup> prize EUR 10,000.

Applications must be submitted via the registration link:

<https://eitrawmaterials.eu/raw-materials-and-circular-societies-prize/>

Applications must be readable, accessible and printable. Incomplete applications may be considered inadmissible if essential elements are missing.

For more information, please get in touch with the EIT RawMaterials contacts listed on page 15 of this document.

## 4. ELIGIBILITY

All EIT RawMaterials activities are governed by the rules set out in the Framework Partnership Agreement as well as the yearly Specific Grant Agreement (see Contractual Models<sup>2</sup>) with the European Institute of Innovation and Technology (EIT), under the Horizon2020 Framework Programme for Research and Innovation (see also the Annotated Grant Model<sup>3</sup>).

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<sup>2</sup> <https://eit.europa.eu/eit-and-innovation-community-contractual-relations>

<sup>3</sup> [http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf)

## 4.1. Eligibility Criteria

The contest is open to any legal entity (including natural persons) or group of legal entities established in an EU Member State or in a country associated to Horizon2020<sup>4</sup>.

Typically, the following entities may apply:

1. **SMEs** (according to the European Commission's definitions) having innovation projects relevant to the prize topics defined above;
2. **Start-up or spin-off** companies at least registered at the time of the application;
3. **Natural persons or groups of natural persons** resident in an EU Member State.

In case of joint applications by a group of participants, the participants must appoint a '**lead participant**' to represent them to EIT RawMaterials. The participants will be jointly responsible and must all fulfil and respect the conditions set out in these rules. Applications must be submitted by the (lead) participant.

## 4.2. Exclusion Criteria

Consulting service companies without tangible product will be excluded.

Participants that will receive EIT RawMaterials funding of maximum EUR 60.000 in 2020 cannot participate for the same activities.

Participants will be excluded if they (or one of them):

- is subject to an administrative sanction (i.e. exclusion)
- is in one of the following situations:
  - bankrupt, being wound up, having their affairs administered by the courts, entered into an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
  - declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts)
  - found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making or control)

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<sup>4</sup>[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)

- convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making or control)
- shown significant deficiencies in complying with main obligations under a procurement contract, prize agreement or prize decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making or control)
- found guilty of irregularities within the meaning of Article 1(2) of Regulation No 2988/95 (including persons having powers of representation, decision-making or control)
- has misrepresented information required for participating in the contest or fails to submit such information
- was involved in the preparation of the prize documents and this entails a distortion of competition.

## 5. AWARD CRITERIA

Each application will be scored on the criteria listed in the following table, with the score in relation to each criterion being based on the following guidelines:

CRITERIA	EXPLANATIONS
1. CIRCULARITY IMPACT	The innovations should clearly demonstrate a connection to material circularity as well as how they contribute to increasing the share of secondary materials and reducing the use of virgin materials. A demonstration of emission reduction through the innovations is evaluated positively.
2. TECHNICAL EXCELLENCE, IP STATUS.	The innovation should be relevant to the topics mentioned in section 1.2. Strong IP protection/potential protection will be positively evaluated if relevant to the proposed idea.
3. MARKET NEEDS & REPLICABILITY / BUSINESS MODELS	Large market size and customers' willingness to buy are positively evaluated (e.g. initial discussion with potential customer(s)). The

	innovation should also be clearly replicable in different European regions.
<b>4. QUALITY OF THE TEAM</b>	Team capability is of the utmost importance since execution is key. Team members should demonstrate relevant expertise and track records.
<b>5. QUALITY OF THE DEVELOPMENT ROADMAP</b>	The quality of the Roadmap, which should show clear milestones and estimate efforts, will be evaluated.

## 6. DOCUMENTS

The mandatory supporting documents are set out in the two-page application form (downloadable from the registration web site: <https://eitrawmaterials.eu/raw-materials-and-circular-societies-prize/>).

Participants may be asked at a later stage for further documents (for legal entity validation, bank account validation, ethics review, declaration of honour on exclusion grounds, etc.).

## 7. PROCEDURE

The application procedure is the following:

1. **Online application:** Applicants must submit by 31 May 2020 an online application form and a two-page idea description in which they should illustrate: the problems they address (market needs), technological solution, novelty, team composition and expertise, estimated time to market.
2. **First screening phase performed by an expert panel composed of EIT RawMaterials, ICLEI, RREUSE and VEOLIA (POP Up Program)** to assess the alignment of the application with the underlying objectives of the prize: the **five** best applications passing this screening will be invited to pitch their idea to the jury. Shortlisted candidates will be notified during July 2020.
3. **Pitching contest:** shortlisted candidates will pitch to the jury panel composed of experts from EIT RawMaterials, ICLEI, RREUSE and VEOLIA (POP UP Program). The jury panel will rank the pitched ideas according to the evaluation criteria described in the next section. The pitching ceremony will be held during October 2020 (venue and exact date to be communicated to selected candidates in due course).

If there are less than **five** applications, there will not be a pre-selection phase: all the applications will pass directly to the pitching contest (Phase 3).

The pre-selection panel and jury usually have different compositions, but jury members may participate in the pre-selection panel.

The pre-selection panel/jury will evaluate each application against the **five award criteria** and score them as follows (half marks are possible; decimals are not):

**0: Non-existent, 1: Very poor, 2: Poor, 3: Fair, 4: Good, 5: Excellent.**

The average of the evaluators will be used to produce the ranking. The jury's decisions are unappealable.

CRITERIA	THRESHOLD	MAXIMUM POINTS
1. CIRCULARITY IMPACT	4	5
2. TECHNICAL EXCELLENCE AND IP STATUS	3	5
3. PROBLEM DESCRIPTION, MARKET NEEDS & REPLICABILITY	3	5
4. QUALITY OF THE TEAM	3	5
5. QUALITY OF THE DEVELOPMENT ROADMAP	3	5
<b>TOTAL</b>	<b>16</b>	<b>25</b>

For applications with the same score, the pre-selection panel/jury will determine a priority order according to the following approach:

If two or more applications tie for the first rank, the prize will be equally divided and awarded to all.

On the basis of the evaluation by the jury, EIT RawMaterials will decide on the awarding of the prize.

All participants will be informed by **July 2020** on the outcome of their application.

## 8. OTHER CONDITIONS

### 8.1. Payment and arrangements

The prize money (up to EUR 30,000) will be paid to the selected applicant in one instalment by bank transfer after the announcement of the final selection, provided all the requested documents have been submitted, payment will be made within 30 days from the signature date of the Prize Agreement.

### 8.2. Publicity – Promoting the Prize – Visibility of the EU Funding

#### Publicity by the winner(s)

The winner(s) must promote the EIT RawMaterials Circular Society Prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless EIT RawMaterials requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

- a) display the **EIT RawMaterials logo with the EU emblem** (the EU emblem must be 1/3 of the EIT RawMaterials logo size and the minimum height of the EU flag to be used is 4.5mm) and
- b) include the following text:

*“This activity has received funding from the European Institute of Innovation and Technology (EIT), a body of the European Union, under the Horizon 2020, the EU Framework Programme for Research and Innovation”*

When displayed together with another logo, the EIT RawMaterials logo and EU emblem must have appropriate prominence.

For the purposes of their obligations, the selected companies may use the EIT RawMaterials logo and the EU emblem without first obtaining approval from EIT RawMaterials.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

### Publicity by EIT RawMaterials

EIT RawMaterials may use, for its communications and publicity activities, information relating to the action as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic format).

EIT RawMaterials will publish the name(s) of the winner(s), their origin, the amount of the prize and its nature and purpose — unless they have requested to waive this publication (because disclosure risks threatening their security and safety or harm their commercial interests).

Photos and videos taken by EIT RawMaterials during the pitching ceremony where the selected applicants will feature are the sole property of EIT RawMaterials.

## 8.3. Dissemination and Exploitation of Results

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, applicants warrant that they hold ownership or have legally secured the right to use all elements of the innovative product or service and that the provided materials and information do not infringe any intellectual or other property rights, including patents, of any other persons, companies or other entities. Elements of the submission that are based on rights held by others, such as patents, shall be marked as such in the submission.

To support replication and upscaling of the proposed innovations, the selected laureates agree to disseminate their projects to at least three European cities each (e.g. through conferences, information or pitching events), either directly with the cities, or through a related event held by EIT RawMaterials and/or ICLEI Europe.

EIT RawMaterials and their authorised representatives in the programme undertake to ensure the confidentiality of the projects presented and developed with the support of EIT RawMaterials.

By submitting their application to the programme, applicants consent that EIT RawMaterials and its Innovation Hubs (also called Co-location Centres - CLCs) will collect, transfer, process, store and delete their data under aforementioned conditions.

The selected companies agree that their data, the receipt of prize, and non-confidential information about their project, may be used by EIT RawMaterials and their authorised representatives without compensation for the promotion of their activities. Non-confidential information related to the project will be only provided after authorisation of the applicants.

## 8.4. Processing of personal data

### Processing of personal data by EIT RawMaterials

Any personal data will be processed by EIT RawMaterials in accordance with the EIT RawMaterials Privacy Policy<sup>5</sup>.

All selected applicants consent that the following information be published by EIT RawMaterials:

- Name
- Country of origin
- Their activities in relation to the award of the prize (via the summary for publication they provided)
- Prize amount

in whatever form and medium.

### Processing of personal data by the participants

The participants must process personal data in compliance with applicable EU and national law on data protection (including authorisations or notification requirements, if any), see the GDPR<sup>6</sup> recommendations.

## 8.5. Ethics

The activities must be carried out in compliance with:

- a) ethical principles (including the highest standards of research integrity) and
- b) applicable international, EU and national law.

No funding will be awarded for activities carried out outside the EU if they are prohibited in all Member States.

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<sup>5</sup> <https://eitrawmaterials.eu/privacy-policy/>

<sup>6</sup> <https://eugdpr.org/>

The participants must ensure that the activities have an exclusive focus on civil applications.

The participants must respect the highest standards of research integrity — as set out, for instance, in the European Code of Conduct for Research Integrity<sup>7</sup>.

## 8.6. Security

The activities must be carried out in compliance with Commission Decision 2015/444, i.e. security-sensitive information must be EU-classified if its unauthorised disclosure could adversely impact the interests of the EU or one (or more) of its Member States. Applications that are too security-sensitive cannot be awarded a prize.

## 8.7. Conflict of Interest

The participants must take all measures to prevent any situation where the impartial and objective award of the prize is compromised for reasons involving economic interest, political or national affinity, family or emotional ties or any other shared interest ('conflict of interest').

They must inform EIT RawMaterials without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.

EIT RawMaterials may verify that the measures taken are appropriate and may require additional measures to be taken by a specified deadline.

## 8.8. Liability for damages

EIT RawMaterials cannot be held liable for any damage caused to the participants or to third parties as a consequence of the prize, including for gross negligence.

EIT RawMaterials cannot be held liable for any damage caused by any of the participants in the context of the prize.

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<sup>7</sup> European Code of Conduct for Research Integrity of ALLEA (All European Academies) and ESF (European Science Foundation) of March 2017 [http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/h2020-ethics\\_code-of-conduct\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/other/hi/h2020-ethics_code-of-conduct_en.pdf).

## 8.9. Check, Audit and investigations

EIT RawMaterials, the European Commission, the European Anti-Fraud Office (OLAF) and the European Court of Auditors may carry out checks, audits and investigations in relation to the prize.

## 8.10. Withdrawal of the Prize – Recovery of the undue amounts

EIT RawMaterials may withdraw the prize after its award and recover all payments made if it finds out that:

- a. false information, fraud or corruption was used to obtain it
- b. a winner was not eligible or should have been excluded
- c. a winner is in serious breach of its obligations under these Terms & Conditions.

## 8.11. Administrative sanctions

If a participant has committed irregularities or fraud or has made false declarations, EIT RawMaterials may also:

- a. exclude the participant from all future contracts, prizes and contests financed from the EU or Euratom budget for a maximum of five years (or 10 years in case of repetition) and/or
- b. impose a financial penalty of between 2% and 10% of the value of the prize (or between 4% and 20% in case of repetition).

## 8.12. Cancellation of the contest

EIT RawMaterials may cancel the contest or decide not to award the prize, without any obligation to compensate participants, if:

- a. no applications are received
- b. the jury does not find a winner
- c. the winner is not eligible or must be excluded, or
- d. the objective of the contest has already been achieved.

### 8.13. Complaints

By submitting their application form, applicants agree to the Terms and Conditions, which form part of their submission. EIT RawMaterials reserves the right to make reasonable amendments to these Terms and Conditions. Amendments and additions to these Terms and Conditions shall be valid if communicated in writing on the EIT RawMaterials website or otherwise made available to the applicants.

These Terms and Conditions are governed by the laws of Germany. Any disagreement or dispute which may arise in connection with these Terms and Conditions which cannot be settled amicably will be brought before the courts of Berlin, Germany.

To the maximum extent permitted by law, under no circumstances and under no legal theory whether in tort (including negligence) contract or otherwise shall EIT RawMaterials and the CLC legal entities be liable for any special indirect, punitive, incidental or consequential damages, including loss of profit.

You may withdraw your application any time by informing us by email or withdrawing your registration any time.

## 9. CONTACTS

Ignacio Calleja, Senior Advisor – Circular Economy and Recycling at EIT RawMaterials	
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Call web page:	<a href="https://eitrawmaterials.eu/raw-materials-and-circular-societies-prize/">https://eitrawmaterials.eu/raw-materials-and-circular-societies-prize/</a>
Online Application link:	
Partners of EIT RawMaterials:	<a href="https://eitrawmaterials.eu/about-us/partners/">https://eitrawmaterials.eu/about-us/partners/</a>