

Eureka CO-CHAIR 2024/25

Circular Value Creation Pilot Initiative
Design Thinking Workshop 3
#systemic

05.12.2024

Introduction

The international Eureka network, which links as many cycles as possible, creates intersections that significantly simplify the implementation of circular processes. To achieve this, we need to think about and discuss a systemic approach, the right data economy, the people who will implement this and the necessary technologies. In order to incorporate the diverse global requirements and objectives, it is necessary to discuss them in an international process with experts from the Eureka member countries and to derive research needs and recommendations for action for policy-makers. From July 1, 2024 to June 30, 2025, Canada and Germany co-chair Eureka. As part of this the vision of circular value creation will be further developed. Individual areas of the vision, so-called vision clusters, will be discussed in several design thinking workshops in order to create the basis for an economic, social and ecological realisation of the vision – research needs and political recommendations are the results in each case. The results will be summarized and leading to an Eureka Call in June 2025.

The following workshop documentation summarizes the results for **#systemic**.



Design Thinking Workshop 3

#systemic set up

Location: Berlin – Grand Hyatt Hotel

Date: 05. 12.2024

Process: 3-Phase Design Thinking process with a focus on

1. developing a common understanding for the challenge;
2. empathizing with users via pre-scheduled video conferences;
3. defining specific needs regarding the challenge.

DESIGN THINKING PROCESS

Focus and selected methods

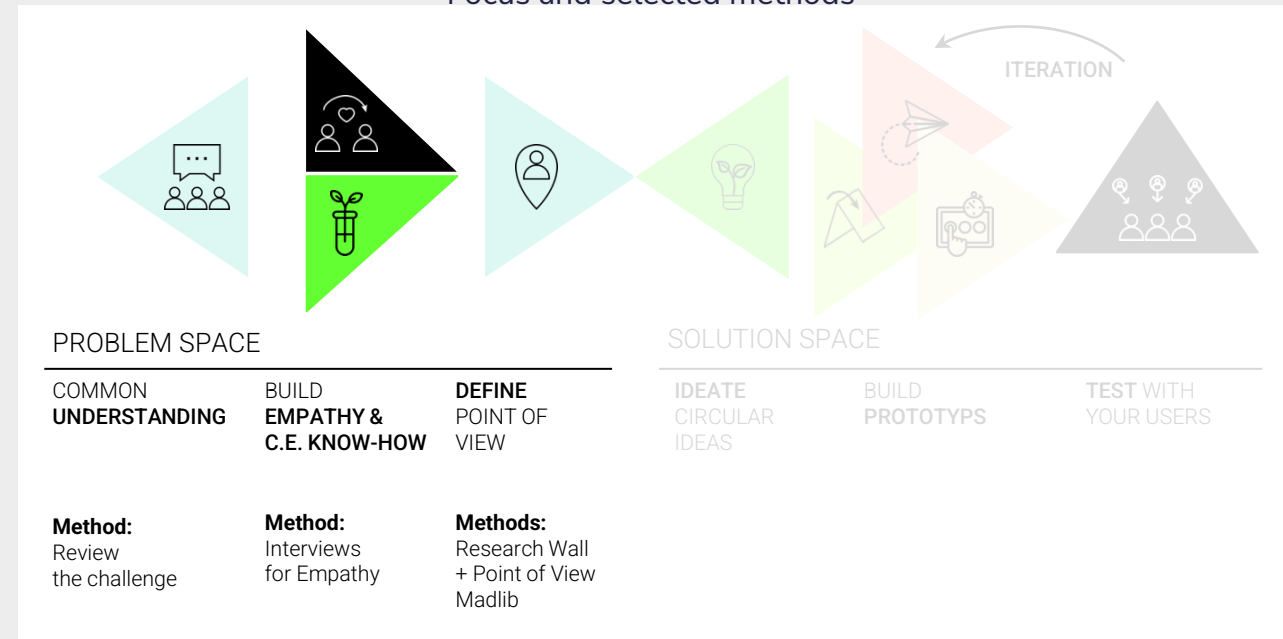


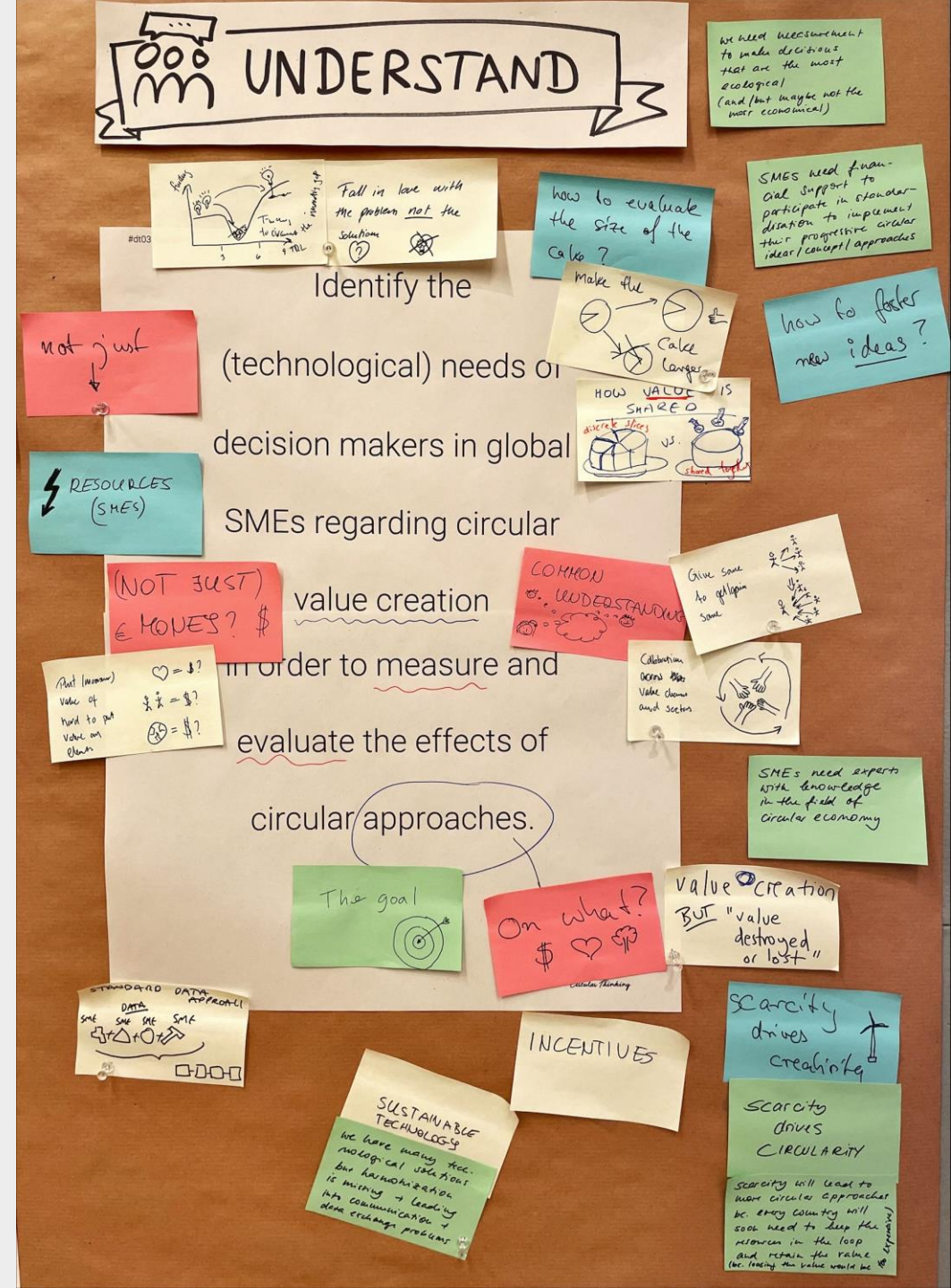
Illustration by Susanne Mira Heinz 2014. CC - BY - SA 4.0.

Challenge sentence

#systemic

The subject matter experts focused on the following challenge sentence:

“Identify the (technological) needs of decision makers in global SME’s regarding circular value creation in order to measure and evaluate the effects of circular approaches.”

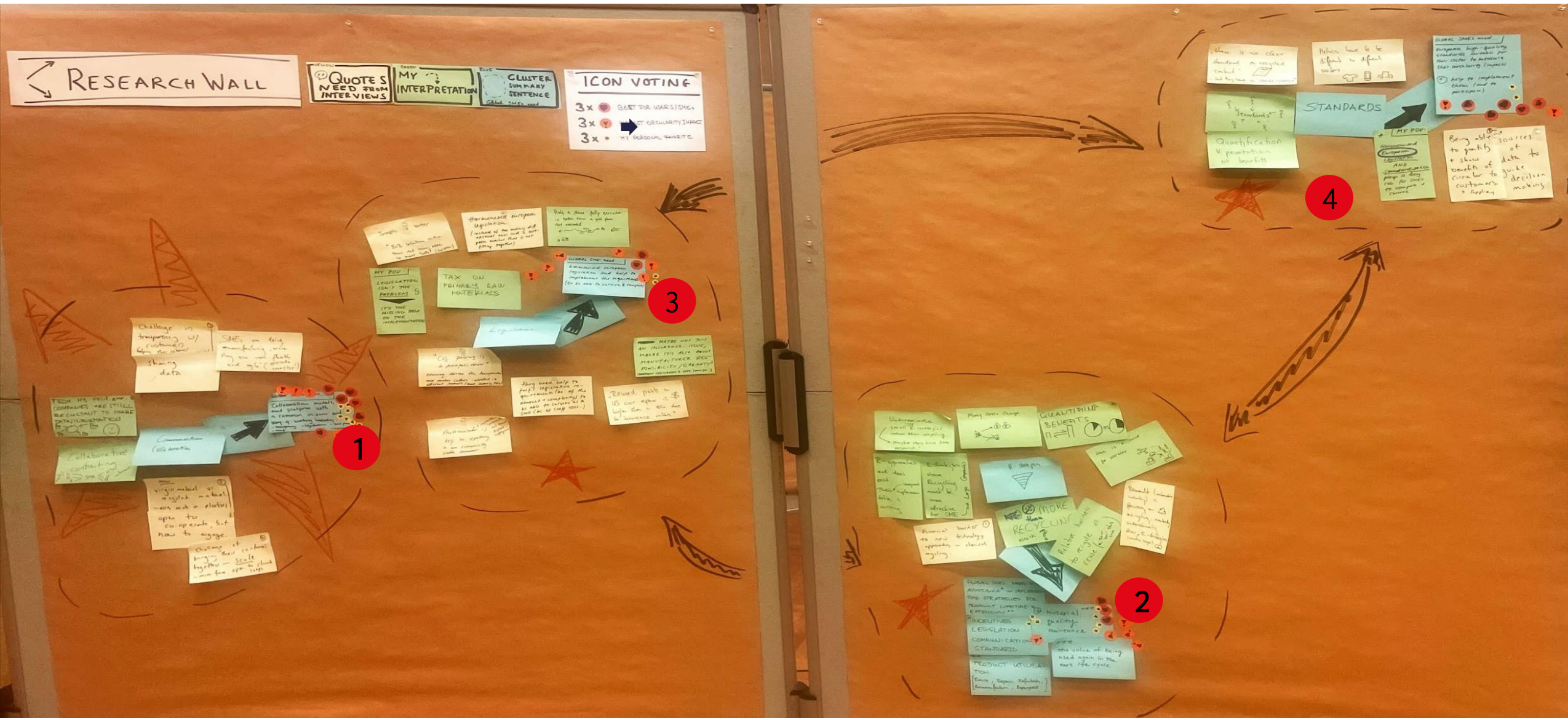


Define Point of View

Outcome: Research Wall (Overview)

Explanation: Voting → Priority is indicated by sum of all icons given to a "Cluster Summary Sentence"

- 👍 Best for users/SMEs
- ! Highest Circularity Impact
- ★ My personal favorite



Research Wall 1 | 4

Written version

Color Code:

Quotes/ Key insights from interviews + Individual interpretations of subject matter experts → Cluster Summary sentence: Global SMEs need...

Theme: Communication / Collaboration

1

Quotes/ needs from interviews

- Challenge in transparency with customers / helping their customers sharing data
- SMEs are doing remanufacturing since since they are more flexible and agile (attitude transfer!)
- Pain: virgin material vs. recycled material (very acute in plastics) - open to cooperate but now to engage - challenge of bringing their customers together - scale - more from open to closed loops

Individual interpretations of subject matter experts

- From my professional expertise: companies are still reluctant to share data/information
- Collaborative contracting (suppliers, SMEs Customers)

→ Concluding summary sentence: Global SMEs need collaboration models and platforms with a common vision and way of working - influencing: transparency, legislation, best practice, trust, cases

Research Wall 2 | 4

Written version

Color Code:

Quotes/ Key insights from interviews + Individual interpretations of subject matter experts → Cluster Summary sentence: Global SMEs need...

Theme: R-Strategies

2

Quotes/ needs from interviews

- Financial barrier to new technology approach - chemical recycling
- Renault (automotive industry) is focusing on recycling; eventually underestimating other R-strategies (smaller loops)

Individual interpretations of subject matter experts

- Money drives change
- Quantifying benefits
- there is a need for overview
- more than recycling research
- R-approaches exist, their consequent implementation is missing
- relative barriers to recycle vs. reuse, recover, repair, refurbish, remanufacturing
- underestimate small loop r-strategies other than recycling (maybe they have done research?)
- R-strategies above recycling must be more attractive for SMEs and large companies

→ Concluding summary sentence: Global SMEs need more assistance (incentives, legislation, communications, standards) in implementing material quality (the value of being used again in the next life cycle), product utilization (reuse, repair, refurbish, remanufacture, repurpose) and life time extension.

Research Wall 3 | 4

Written version

Color Code:

Quotes/ Key insights from interviews + Individual interpretations of subject matter experts → Cluster Summary sentence: Global SMEs need...

Theme: Legislation

3

Quotes/ needs from interviews

- simple is better (80% solution better than not being able to meet 100% (legislation))
- harmonized european legislation (instead of too many national ones and one european market that is not fitting together)
- CO2 pricing is a powerful driver - economy drives the transformation and makes customers interested in efficient products
- Automatization + information (automatic not manual) digital supply chain is key to reporting in an economically liable manner
- they need help to fulfil legislative requirements (bcs of the amount and complexity) to be able to survive as SME (bcs. of staff, costs)
- Re-Used parts in US car repair is \$ higher than in EU due to insurance rules

Individual interpretations of subject matter experts

- Legislation is not the problem, it is the missing help on the implementation
- tax on primary raw materials
- half a plan fully executed is better than a full plan executed

→ Concluding summary sentence: Global SMEs need harmonized european legislation and help to implement the requirements (to be able to survive and compete)

Research Wall 4 | 4

Written version

Color Code:

Quotes/ Key insights from interviews + Individual interpretations of subject matter experts → Cluster Summary sentence: Global SMEs need...

Theme: Standards

4

Quotes/ needs from interviews

- metrics have to be different in different sectors
- there is no clear standard on recycled content... but they have an internal catalogue
- being able to quantify sources of data to guide decision making + show benefits of circularity to customers + suppliers

Individual interpretations of subject matter experts

- Quantification and presentation of benefits
- harmonized european legislation AND standardization plays a key role for SMEs to compete and survive

→ Concluding summary sentence: Global SMEs need european high-quality standards suitable for their sector to measure their (circularity) impact + help to implement them (and to participate)

Define Point of View

Outcome: Point of View (POV) Madlib



POV: SME (sales) perspective



Elena (25), sales (SME)
name age position & organization

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

user need

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

insight, context



POV: SME (compliance) perspective



Rika (39), regulatory affairs manager
name age position

NEEDS an european harmonized legislation supported by high quality standards

user need

IN ORDER TO establish a competitive and scalable circular economy.

insight, context

"Instead of navigating countless national legislation and standards, we need a unified European market, where everything seemingly fits together."



POV: SME (innovation) perspective



Val C. Ation (47), Chief Innovation officer CE production SME
name age position & organization

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

user need

"How can we learn together, not just for today, but for tomorrow?!"

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

insight, context

Final recommendation of subject matter experts

Outcome: Point of View (POV) Madlib



Subject Matter Expert: Policy

NEED to understand the point of view from other countries/participants

IN ORDER TO create more insightful and strong partnerships across borders.



Subject Matter Expert: Scientist

NEED a collaborative environment

IN ORDER TO make data driven CE business models the way of business.



Subject Matter Expert: Scientist

NEED stronger incentives/regulations

IN ORDER TO develop new circularity pathways with SME



Subject Matter Expert: Standards

NEED people with open mind, broad perspective and a high motivation to deal with conflicting goals

IN ORDER TO develop a sustainable, scalable and collaborative CE.



Subject Matter Expert: Scientist

NEED leading my clients to move beyond doing recycling, but developing more measurable CE strategies

BECAUSE the smaller/narrower loops are underestimated/underrated.



Subject Matter Expert: Policy

NEED verified and openly accessible "accounting" methods for circular business models

IN ORDER TO facilitate collaboration between value (supply) chain partners.

Contact CVC Core Team

Dr. Henning Krassen

Federal Ministry of Education and Resarch (BMBF)

+49 228 99 57-3278

Henning.krassen@bmbf.bund.de



Michelle Lazaratos

National Research Council Canada (NRC)

+1 902 393 2515

Michelle.Lazaratos@nrc-cnrc.gc.ca



Contact CVC PTKA Team



Project Management Agency Karlsruhe
Future of Work and Value Creation

Alexander Mager

+49 721 608-31427

alexander.mager@kit.edu



Dr. Cathrin Becker

+49 721 608-24580

cathrin.becker@kit.edu



Dorothee Weisser

+49 721 608-26150

dorothee.weisser@kit.edu



Daniel Adam

+49 721 608-31415

daniel.adam@kit.edu



Kai Martin Lickint

+49 721 608-26090

Kai.lickint@kit.edu