

Eureka CO-CHAIR 2024/25

Circular Value Creation Pilot Initiative
Design Thinking Workshop 1
#focusonpeople

09. - 10. October 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.



Design Thinking Workshop 1

#focusonpeople

set up

Location: Berlin – Federal Ministry of Education and Research (BMBF)

Date: 09. - 10.10.2024

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

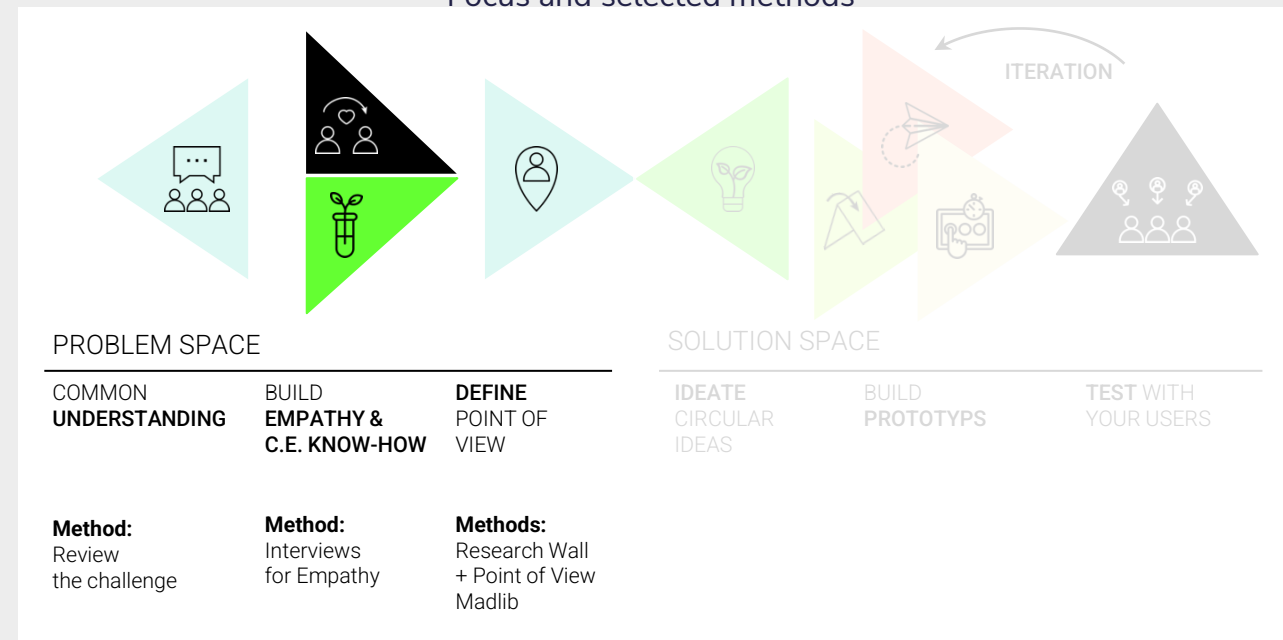
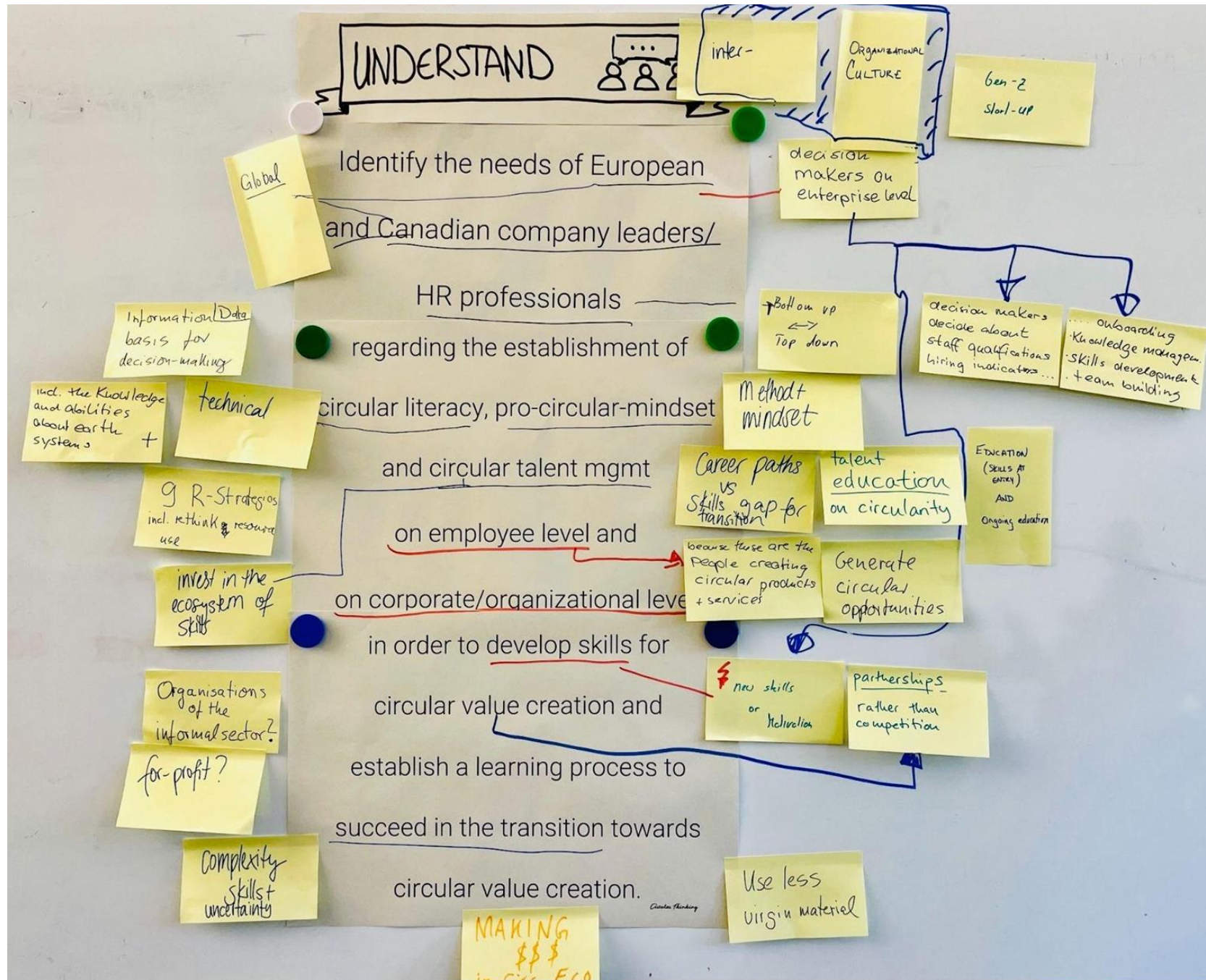


Illustration by Susanne Mira Heinz 2014. CC - BY - SA 4.0.

Challenge sentence
#focusonpeople

The subject matter experts focused on the following challenge sentence:



Research Wall 1 | 4

Written version Quotes/ needs from interviews + Individual interpretations of subject matter experts → Concluding theme titles: **The companies need...**

Quotes/ needs from interviews

- Economics need to make sense - policies make it feasible
- Benchmarks are important
- CE is not the main topic - sustainability, CO2 reduction
- New processes, Re-log / Bio-Resin (Applications after end of life)

Individual interpretations of subject matter experts

- Who we are designing for? Old world/ work vs. new world/ work?

→ Concluding theme titles: **The companies need...**

- Support for CE subsidies/policies to make it economically feasible
- Support to influence political framework conditions (standards, benchmark, subsidies) hindering the CE

Quotes/ needs from interviews

- "What challenges do you have?" "It depends on the person and role."
- "How to support passion?" "Impact Education + Sustainability Marketing."
- Diversity within science; motivation to join
- no special jobs/positions for sustainability | sustainability is part of everybody's role in daily job)

Individual interpretations of subject matter experts

- transdisciplinary openness is necessary
- The company needs skills in paradoxical leadership
- How to find the entry points/ people to introduce CE into more traditional industries/ sectors/ companies → skills to be able to bridge
- Relevance of research - competences in the company for innovation

→ Concluding theme title: **The companies need...**

- to encourage + build transdisciplinary skills (even e.g. within science)

Research Wall 2| 4

Written version

Quotes/ needs from interviews

- Collaboration "skills and experts exchange is key" (also internationally)
- risk vs. "Vernunft" [reason]
- Transition to sustainability by "cross-functional meetings" of leaders
- Career progression is very tailored/ personalized on basis of self/ peer/ bird's eye reflection
- hierarchy based on expertise

Individual interpretations of subject matter experts

- When there is no sustainability managers, it becomes everyone's job
- + economic incentives [for achieving sustainability KPI]
- Drivers to engage in circularity are varied: values, as business advantage, vs "..."

→ Concluding theme title: **The companies need...**

- Support for transdisciplinary exchange in/ among organisations

Quotes/ needs from interviews

- imagine/ act towards the changing landscape

Individual interpretations of subject matter experts

- I wonder if they need to develop a new product
- I wonder if they need to enter new sector for using their high quality material in other applications
- Do they have the right (fitting) goals +/- (carbon neutrality)?

→ Concluding theme titles: **The companies need...**

- Support to develop new products and applications fit for the CE
- Role within value chain chain - working in silo (sometimes only choice) vs. engaging/ driving sustainable/ circular approach across whole chain
- Support to develop new circular value chains instead of linear value chains

Research Wall 3| 4

Written version

Quotes/ needs from interviews

- CE-Trend from customers
- Customers wants it (CO2 + CE + SDG)
- Top level is open for CE - This is new
- In the key positions, we need people with CE motivation

Individual interpretations of subject matter experts

- Goals are not aligned with the CE - rather CO2 emission reduction
- Challenge to high level CE strategies (9R Strategies)
- Need: Acting instead of re-acting

→ Concluding theme title: **The companies need...**

- Support to link existing goals to R-Strategies at company level

Quotes/ needs from interviews

- HR-recruitment as the longest ever
- transferable skills
- mindset has to be long-term
- mindset and culture are more important than the skill set
- training is informal on a skills-exchange basis (technical happens more formally)

Individual interpretations of subject matter experts

- high(er) responsibility adjusting towards the changing landscape, personal development

→ Concluding theme title: **The companies need...**

- Enabling HR/hiring managers to acknowledge transferable skills + mindset
- Support CE mindsets

Research Wall 4| 4

Written version

Concluding theme titles: **The companies need...**

- Support for new learning formats (Games)
- Support for material science to develop CE-able products
- Support to reduce costs in R-x & Automatization + AI

- Support for Tech - That supports new (circular) products, materials, ?
 - AI supported individual learning based on a CE competence model
 - Digital AI-supported skill development
 - Visualization of how this product/serve supports earth systems (DPP?)
 - Transparency on environmental product performance (Digital Product Passport)
 - Circular Economy Data Competence
- Access to education infrastructure at local and regional level

- Support with Technology assessment "Technikfolgenabschätzung"

Define Point of View

Outcome: Point of View (POV) Madlib



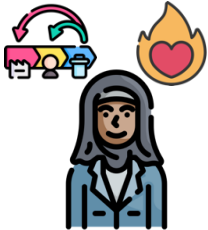
POV: SME perspective



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.



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.



POV: Business network perspective



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.

Final recommendation of subject matter experts

Outcome: Point of View (POV) Madlib



Project Manager

RECOMMENDS

to #focusonpeople to hire for culture and collaboration skills, and to train them on the job for circular expertise.



scientist

RECOMMENDS

to #focusonpeople to hire for passion and for what you already know to encourage more innovation in a young space.



scientist

RECOMMENDS

to #focusonpeople is to add more people from different branches and roles to the discussion.



researcher

RECOMMENDS

to imagine circular economy landscapes focusing on open spaces that are not defined by us by now.



owner/CEO

RECOMMENDS

for further workshops on vision clusters a short presentation of all participants - why they are here, and not what they are doing in their real life.



transformative researcher

RECOMMENDS

that SMEs really need pragmatic and effective support to drive and develop new business models.

Contact CVC Core Team

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