

# Circular Economy 4 Business Pilot Program 2020–2021

## Prospectus





## About the Program

The **Circular Economy 4 Business Pilot Program 2020–2021** forms part of a central network of activities between governments, industry and academia designed to build Queensland's capacity for sustainable innovation and help the transition toward a circular economy. The program is designed and delivered by ecoBiz and the University of Queensland in conjunction with Queensland Government, and Queensland Chamber of Commerce and Industry.

Join the Circular Economy 4 Business pilot program and receive expert training, professional consulting and other in-kind support valued up to \$15,000 over 12 months. Bring your innovative ideas to life and transform your business into one of Queensland's pioneers in circular economy.

## Who are we looking for?

We are seeking small-to-medium enterprises (SMEs) to participate in a 12 month program to develop and test an innovative, sustainable idea, product, service or business model within their existing organisation.

## What ideas are we looking for?

We are looking for innovate ideas that close the loop on resources, materials and waste streams in business. This might be within your business, through your supply chain or even through your customers (e.g. banning single use plastics or incentivising reusable, returnable packaging).

Some examples might include:

- Turning waste destined for landfill into another product or use
- Introducing more efficient processes that minimise the use of resources or minimise waste
- Testing a new business model that replaces traditional sales of goods with service-based models such as leasing, hiring, sharing or 'access' arrangements
- Incentivising customers to return goods to retailer for recycling instead of disposal
- Improving the design of products so they can be easily reused, repaired or recycled

The opportunities are endless but they must be sustainable both environmentally and financially. Success must be measurable both quantitatively (e.g. reduction in waste volume, resource consumption, diversion from landfill, etc) and/or qualitatively (e.g. improvement to business culture, customer satisfaction, social licence).

## What can the funding be used for?

The funding can be used for the following or a variety of:

- Equipment or infrastructure
- Design, development and testing of prototypes
- Staff training
- Hire of contractors, suppliers

## What is a circular economy?

A circular economy is about capturing the untapped value of your business by closing the loop on our 'take, make, dispose' way of doing things. From simple solutions, to new business models and innovation, the goals of a circular economy are to:



### 1) Minimise resources

Minimise the amount of natural resources and materials we use – particularly those that are finite.



### 2) Maximise value

Put those materials we use and the products we create to their best use, and for as long as possible.

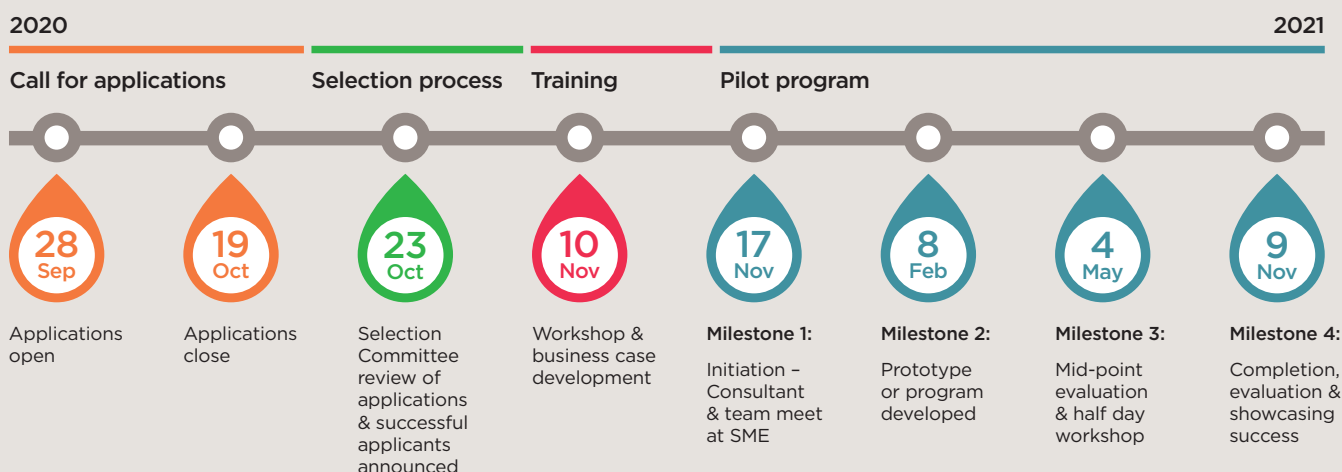


### 3) Close loops

Ensure that materials and products find another purpose once our customers and clients are done with them – instead of throwing good resources into landfill!



## Program timeline



## What's involved?

The program is conducted over 12 months.

Each participating SME and applicants will undergo an initial one-day training program where they will develop their ideas into a viable Business Case. Here, they will also be provided with a professional ecoBiz Consultant who will support them for the duration of the program.

After developing the Business Case, the team will work toward agreed milestones outlined, and will meet with their ecoBiz Consultant to assess progress over the 12 months, including: after 1-2 weeks of commencement, after 2-3 months; at approximately 4-6 months (mid-point workshop) and a final consultation at the end of the program. Funding will also be made available to cover travel expenses for participants to attend the workshop.

## How are successful applicants selected?

Each application will be reviewed by a Selection Committee consisting of five members from Queensland Government and the University of Queensland.

The applications will be reviewed and assessed according to the following criteria:

- How feasible is the proposed project in terms of the idea, timeframe, and resources required/available?
- Do applicants have the desire, capacity and funds to implement Circular Economy strategies?
- Can substantial progress and measurable outcomes be made within the 12-month timeframe?
- Is the amount requested from ecoBiz (AU \$10,000 to \$15,000), plus the business(es)' own contributions sufficient to initiate potential circular economy initiatives for this business?
- How clearly can the applicant define potential initiatives for their business and their competency?
- How significant are the potential sustainability gains from this organisation and the idea proposed?
- How effectively will lessons learnt from this business be able to be translated to other, similar organisations and to future ecoBiz activities?

## Who is eligible to apply?

- Three applicant teams will be selected for the Circular Economy program through a competitive process. Each team must be outlined in the application and led by a small-to-medium enterprises (SME) consisting of between 1-200 staff.
- The lead SME must have previously participated in the ecoBiz program or be willing to join the free program.
- Each team can have up to three individuals to formally participate in the Circular Economy for Business program, however, we encourage participating business to involve their staff, supply partners and customers in their circular journey.
- At least one participant must be from the lead organisation. Other team members can be from the lead organisation or representatives from other businesses where the project is a collaborative circular initiative.
- One person must nominate themselves as the lead contact and be responsible for all activities related to the program. The lead contact must be employed by or be the owner of the SME, and be participating with approval from the organisation.
- Up to \$15,000 in funding is available to each successful participating SME. The funds must be used to implement their circular economy initiative as set out in their Business Case that will be developed as part of the initial training workshop. The funds can be used, for example, to purchase new assets, equipment or IT systems, or for human resources such as professional development / training or hiring expert consultants (outside of the scope of the consultants provided by ecoBiz), or for research, development and/or marketing of a new product or prototype.
- To receive requested funds of up to \$15,000, each SMEs and their respective applicants must be available to attend the Circular Economy 4 Business workshop in Brisbane, facilitated by the University of Queensland. For participants outside of Brisbane, travel costs to attend the workshop will be covered by ecoBiz.

### *Selection Committee Panel*

Member	Role and Division	Organisation
Matthew Arthur	Director Climate Change & Sustainable Futures, Environmental Policy and Programs	Department of Environment and Science Queensland Government
Kylie Hughes	Director Waste Avoidance & Recovery Policy Office of Resource Recovery	Department of Environment and Science Queensland Government
Danielle Ellem	Director Resource Recovery Industries	Department of State Development, Tourism and Innovation, Queensland Government
Ray Maher	Research Fellow	Centre for Policy Futures University of Queensland
Stephen Tait	Chief Executive Officer	Chamber of Commerce and Industry Queensland
Carly May	Program manager ecoBiz	Chamber of Commerce and Industry Queensland

### *Steering Committee*

Member	Role and Division	Organisation
Gabrielle O'Keefe	Program Manager Strategy ecoBiz	Chamber of Commerce and Industry Queensland
Carly May	Program Manager ecoBiz	Chamber of Commerce and Industry Queensland
Ray Maher	Research Fellow	Centre for Policy Futures University of Queensland
Jennifer Yarnold	Research Fellow	Centre for Policy Futures University of Queensland