



Let's cooperate to perform better!

Invitation to a virtual ideation workshop on March 24th, 09:30-12:00 CET

Dear stakeholders of EU innovation support ecosystem,
dear colleagues,

Horizon Europe project Up2Circ aims to **accelerate and scale the transition of European SMEs towards a circular economy**. We want to boost the uptake of circular business model, product and process innovation by implementing attractive and efficient SME support measures. And together with you, we would like to discuss:

How can we increase efficiency of EU SME innovation support in order to make circular economy the new normal?

Did you ever think that EU projects and networks could be so much more efficient if double work was avoided?

- **Let's make better use of existing results!**

Do you have a great support offer, but struggle to find interested SMEs?

- **Let's reach out more efficiently to SMEs!**

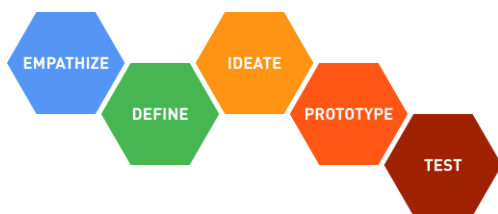
Are you aware of all the other players in EU innovation support ecosystem you could cooperate with or signpost to?

- **Let's make use of complementary strengths!**

Can you imagine how much more we could achieve together?

- **Let's establish closer connections!**

WHAT YOU GET from participation:



Along these four leveraging effects, the online workshop aims at **creating a client journey (a service design model)** to circularity to be applied to EU SMEs and to discuss concrete opportunities for cooperation within Up2Circ project and beyond. We will use a design-thinking approach to consider:

1. Who is our "SME client" and what matters to him towards Circular Economy?
2. What are SMEs needs in the framework of Circular Economy?
3. Explore and design solutions to address SMEs needs
4. Build a representation of ideas & share services/strategies (prototype a draft client journey)
5. Test and try out prototypes

- **Let's create together!**



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