

What challenge or problem are you addressing? What is the need for the project?

Circular processes are now driven by industrial innovation. Citizens are merely involved as deciding to be an end consumer. This project aims at making a transition to circular economy driven by the needs of the citizens and developed in quadruple helix cooperation.

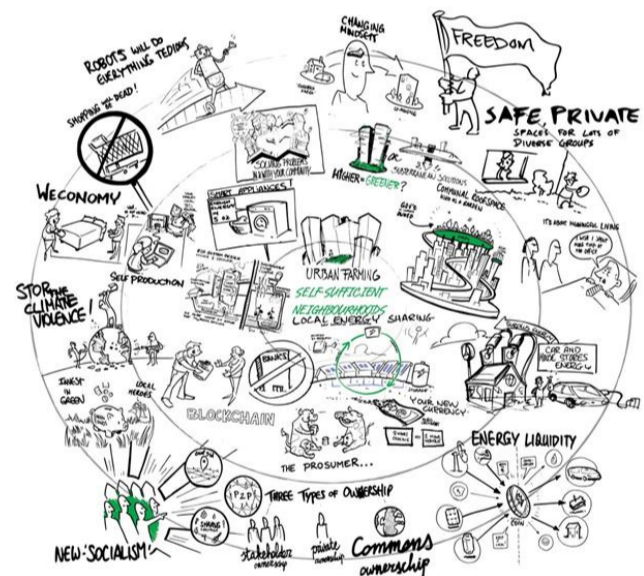
Objective of the project:

- Reduction of the use of raw materials, energy, and reduction of waste.
- Increasing the number of citizens from all sections of the population who have an active link in circular processes based on intrinsic motivation (is mainstream). The need of citizens is a new or complementary motive for (new) circular processes.
- Increasing cooperation between citizens, businesses, government and research institutions as the basis circular processes.
- Increasing the responsibility of the government as a facilitator for circular processes.

Why do you need transnational cooperation?

Many European cities are facing similar societal challenges: By 2050, 75% of the population will reside in cities. Cities are also a major engine for economic growth. Such rapid growth puts an enormous pressure on urban resources, carrying capacities, and quality of life.

The project requires transnational partners to share knowledge and publish 'what works', to accelerate the transition to a circular Europe.



Types of partners:

Partners who have experience in:

- Monitoring of material flows and environmental impact
- Monitoring & analysis of citizen needs and profiles
- facilitating co-creative processes
- new business models for ownership
- Social Entrepreneurship

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