

## INNOVATION CONTEST

Dear Applicants,

The attached Application Form is provided for informational purposes only and serves as a reference to guide you in completing the form in OnePass. Please note that applications submitted by email using this form will not be accepted as eligible. Only applications submitted through the OnePass platform will be considered eligible.

### Application Form – template

Question	Instructions
<b>Details of the submitting company</b>	
Company name	
Address	<i>Street and number</i>
Address	<i>City</i>
Address	<i>Country</i>
Legal Form	
Date of incorporation	<i>dd.mm.yyyy</i>
Economic sector	<i>Please indicate the main sector of activity of your company</i>
Link to the web page of the company	
Please indicate the percentage of female ownership in the company	<i>Indicate the total percentage of ownership held by women (co-)owners in the company. If the company is entirely owned by women, please specify 100%. The applicant is eligible if the company is owned by a woman or by a diverse team in which at least one owner is a woman. Female ownership must constitute at least 30% of the total ownership share.</i>
<b>Legal representative person</b>	
Name	
Job title	
e-mail address	
Phone number (with country code)	
<b>Contact person</b>	
Name	
Job title	

e-mail address	
Phone number (with country code)	
<b>Information of the business model and purpose</b>	
Description of the business model	<p><i>Please describe briefly your business model, what you would like to improve/change in it, and current level of development of the model and required change.</i></p> <p><i>How does your business model work?</i></p> <p><i>Describe how your business generates revenue and the key activities required to do so.</i></p> <p><i>max 500 words</i></p>
Aim and purpose of the company	<p><i>Please, describe the products and services that you provide on the market.</i></p> <p><i>Please, describe the specific problem linked to the circular economy that you are targeting to solve</i></p> <p><i>max 250 words</i></p>
Customer segments	<i>Who are your main customers? - max 250 words</i>
Competitive advantage	<p><i>Who are your main competitors?</i></p> <p><i>What differentiates your company from the competition?</i></p> <p><i>Why should customers choose your product or service? -</i></p> <p><i>max 250 words</i></p>
<b>Economic and circular impact created by the company</b>	
WE.Circular project works in three main predefined key areas of the circular economy. Which of them are targeted by your company?	<p><i>Please select all that apply and briefly describe if applicable (multiple answers possible).</i></p> <p>main area: secondary raw materials</p> <p>main area: production and consumption</p> <p>main area: waste management</p> <p>other</p>
Describe how your company aligns the specified key areas	<i>Max 250 words per specified area</i>
Impact on the circular economy	<i>Please define the current/expected benefits of your business on the market from the circular economy perspective based on your selected key areas (e.g. through waste avoidance, recycling, reuse of materials, etc.) - max 500 words</i>
Metrics and KPIs	<i>What key performance indicators do you use to measure your company's economic and circular economy success? - max 250 words</i>
Strategy for change/	<i>Please, describe how you plan to change/improve your business</i>

improvement of the applied business model	<p><i>model (from linear to circular, or upgrade the existing circular model) and indicate the time frame of the specific steps.</i></p> <p><i>Please indicate, if your company has already developed a Strategy Document for the circular economy transition.</i></p> <p><i>(We want to understand in what direction you want your project/business to develop and how to achieve it. Please be specific and realistic in your descriptions.) - max 500 words</i></p>
Innovation potential	<p><i>Please describe the innovative approaches/technologies that you plan to develop or apply during the implementation of the Strategy for change/improvement of the applied business model.</i></p> <p><i>(We are looking for a general description, avoiding details, especially if your idea is unique and has no competition in the market so far, or if it is not yet protected by law. Details can include, for example, product specifications, designs, etc.)</i></p> <p><i>max 500 words</i></p>
<b>Description of the company's digital maturity</b>	
Use of digital tools and advanced technologies	<p><i>Please, list what kind of digital tools and technologies you are currently using in your company (e.g. CRM systems, ERP systems, data analysis tools, etc) to enhance circular economy under every category that applies to you:</i></p> <p><i>manufacturing operations processes: (technology/tool examples)</i></p> <p><i>organizational management: (technology/tool examples)</i></p> <p><i>HR processes: (technology/tool examples)</i></p> <p><i>financial processes: (technology/tool examples)</i></p> <p><i>marketing and sales: (technology/tool examples)</i></p> <p><i>logistics: (technology/tool examples)</i></p> <p><i>other</i></p>
Digitalisation strategy	<p><i>Please, describe how you plan to change/improve the digital performance of your company and what digital tools or technologies do you plan to implement within your business to boost circular economy performance. Please indicate, if your company has already developed a Strategy Document for digitalisation.</i></p> <p><i>(We are looking to understand the role of digitalisation of internal or external processes in the new/revised circular economy business model.)</i></p> <p><i>max 500 words</i></p>
Technological innovations potential	<p><i>Do you plan to develop your digital maturity using advanced technologies such as artificial intelligence, machine learning or blockchain?</i></p> <p><i>Please, explain how you will apply them in your revised business</i></p>

	<p><i>model.</i></p> <p><i>max 500 words</i></p>
<p><b>Description of the company's digital maturity</b></p>	
<p>Participant Obligations (To be confirmed upon submission)</p>	<p><i>You have to select "yes" otherwise your application will not be evaluated, as it is expected that the finalists and winners actively to attend WE.Circular activities</i></p>
<p><b>Pitch Deck</b></p>	
<p>You are welcome to provide us with a pitch deck of your company at this point.</p>	<p><i>This section is optional. It is not going to be evaluated by the evaluators but could provide more details about your idea and to contribute for better understanding</i></p>