Blue Growth

the main challenge: Traditional structures limiting growth and innovation

1 The project could be addressing one of the following aspects:

- Lack of interdisciplinary interaction
- Lack of agility due to rather conservative business
- Reduction of environmental impact (both water and maritime issues)

2 Technology to be implemented

Your project should be solving the industry challenge in a scalable way and be based on the idea of reshaping your linear value chain into the circular one. The technology to be implemented should be picked from one of the prioritized groups:

1. DIGITAL

- Mobile
- Block chain
- Social
- Machine-2-machine
- Cloud
- Cyber security
- Big data analytics

2. HYBRID

- 3D printing
- Trace & return systems

3. ENGINEERING

- Modular design
- Advanced recycling
- Nanotechnologies
- Advanced manufacturing
- Life and material sciences

3 Circular Economy Building Blocks (Business models)

Please, try to use one of the suggested business models in your project:

- Industrial Symbiosis
- Material Resource Efficiency
- Renewable Energy Sources & Energy Efficiency
- Biological Products
- Product Life Cycle Extension
- Performance Economy
- Sharing Economy
- Platform Economy

Example

1. Challenge accepted:
Reduction of environmental impact

2. Technology to be implemented:
Hybrid (track & return systems)

3. Business model:
Material Resource Efficiency

C-Voucher

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