

Demonstration of systemic solutions for the territorial deployment of the circular economy

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[Fontys Centre of Expertise on Circular Transitions \(FECT\)](#)

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Our expertise:

We are a multidisciplinary research group with expertise on social, technological and economic aspects of circular transitions. We aim to develop inclusive societal innovations that stimulate circular transitions through boundary work.

- **Economic** (incentivation circular value networks, sustainable business model innovation & experimentation)
- **Social** (innovation acceptance, behavioral change-awareness, -irrational- decision making, nudging- , circular consumption, co-creation, design thinking)
- **Technology** (sustainability assessment, biomimicry, addressing technology-implementation gap)

Community coins, Circular business model experimentation (Circular X Maastricht University), Research project 'circular entrepreneurship' with 15 SME companies

Our contribution: our expertise and twin circular territorial clusters coupling (social)design with high-tech:

1. Urban Brainport region: Glocal high-tech, raw critical materials, praised for its innovation, dense network with triple helix partners (from which our research group emerged), strong design sector, social inclusiveness under pressure -> Circularity not on top of mind
2. Urban Dortmund – Lünen region: transition from fossil fuel based- to high-tech. Cooperation agreement established.

Ambitions:

- To spark circular awareness and behavioral change processes among high-tech companies and their supporting regional value network (incl. citizens, communities, nontraditional partners) to create circular production & consumption processes
- To develop a multidisciplinary approach for just societal innovations, integrating technological, ecological, economic and social innovation

Wanted partners:

- Partners with complementary expertise to ours, e.g. blockchain, urban development, ecology
- Other regions to compare solutions for different socio-economic environments
- Public-private partnership models, interregional cooperation mechanisms and participatory methods (e.g. reflexive monitoring)

Project coordination: Possibly; not necessarily.