

#EU
GREEN
WEEK

04.06.2026

Partner Event

ECIV

**Interregional collaboration in the
European Circular Innovation Valley**



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the European Union

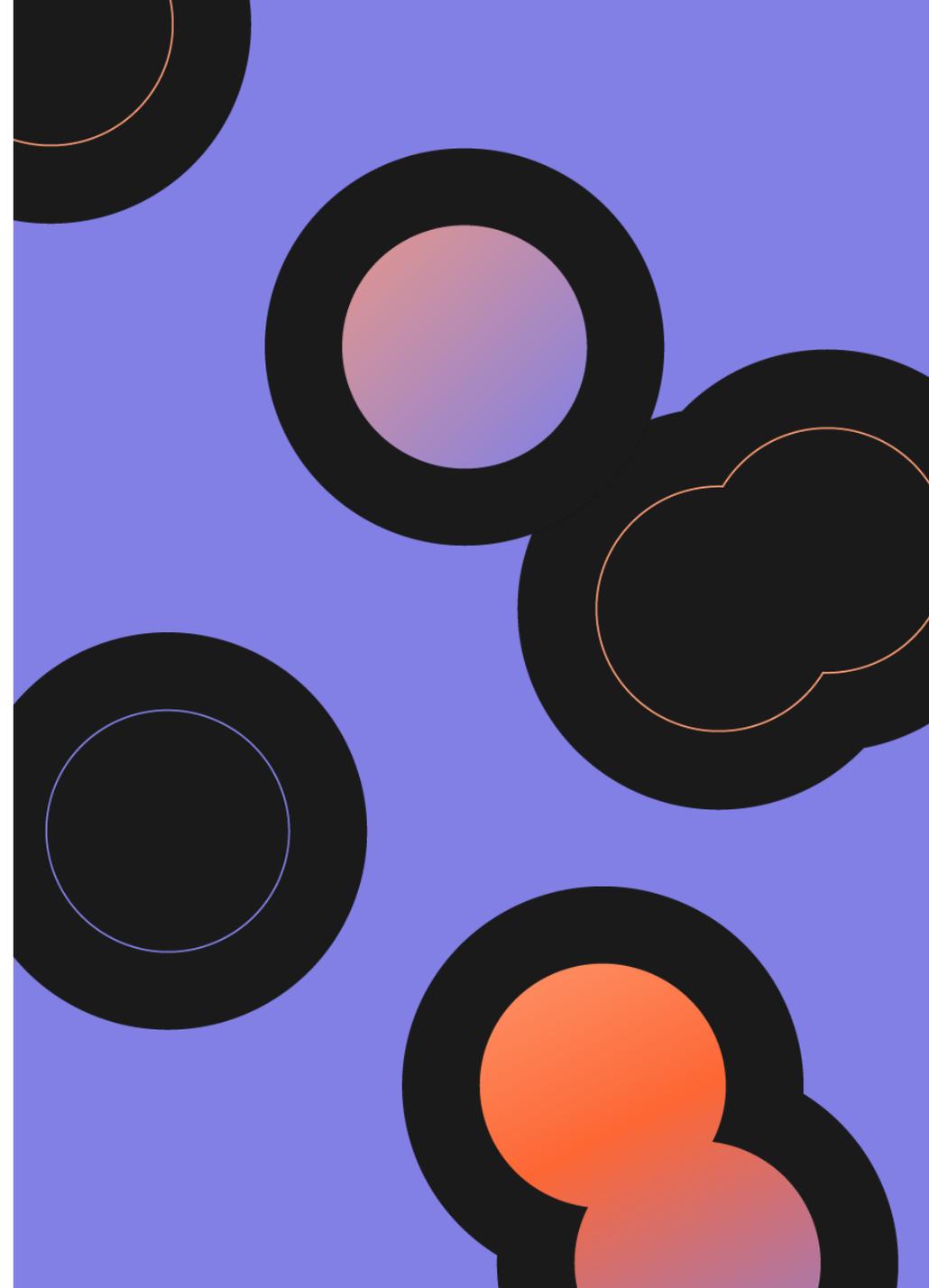
ECIV Interregional collaboration in the European Circular Innovation Valley

Brussels, 04-06-2025

Project No. 101161155. Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.



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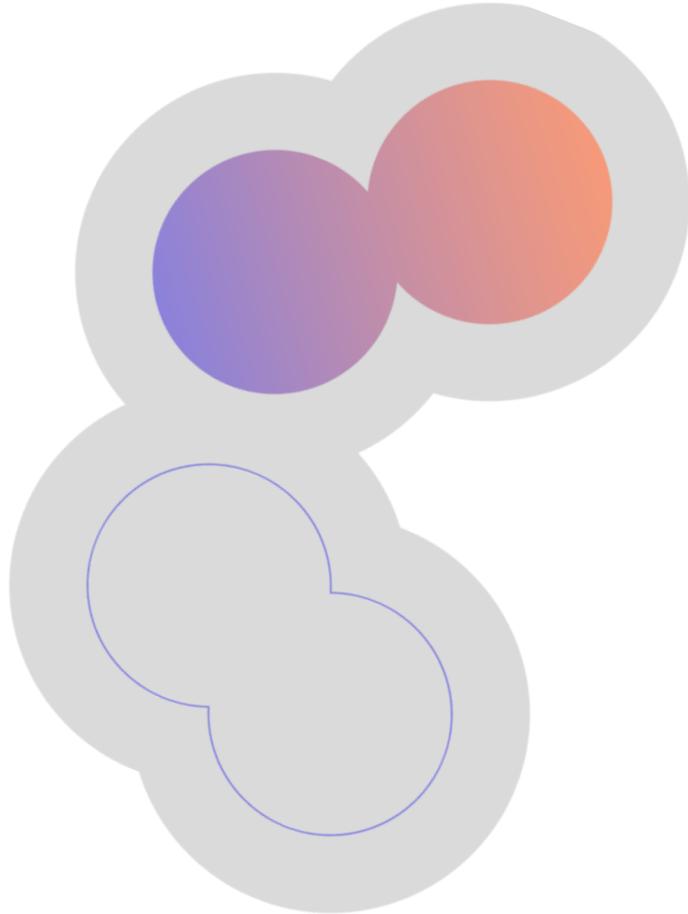


Christine Chang

Senior Advisor
Helsinki EU Office
Helsinki-Uusimaa Regional Council

Moderator

AGENDA



14:00 h – 14:05 h

Welcome

14:05 h – 14:20 h

RIV initiative

14:20 h – 14:45 h

Rivs projects presentation

14:45 h – 15:15 h

ECIV presentation

15:15 h – 15:35 h

ECIV: A collaborative approach to circular economy missions

Part 1: Missions in ECIV

Part 2: International collaboration “The dance floor”

15:35 h – 16:05 h

Circular Economy for a competitive Europe

16:05 h – 16:35 h

ECIV stakeholders networking

16:35 h – 16:45h

Closure

16:45 h – 18:00 h

Parallel networking sessions



Magdalena Cymerys

***Policy Officer at Directorate
General for Research and
Innovation***

European Commission

RIVs Initiative



REGIONAL
INNOVATION VALLEY

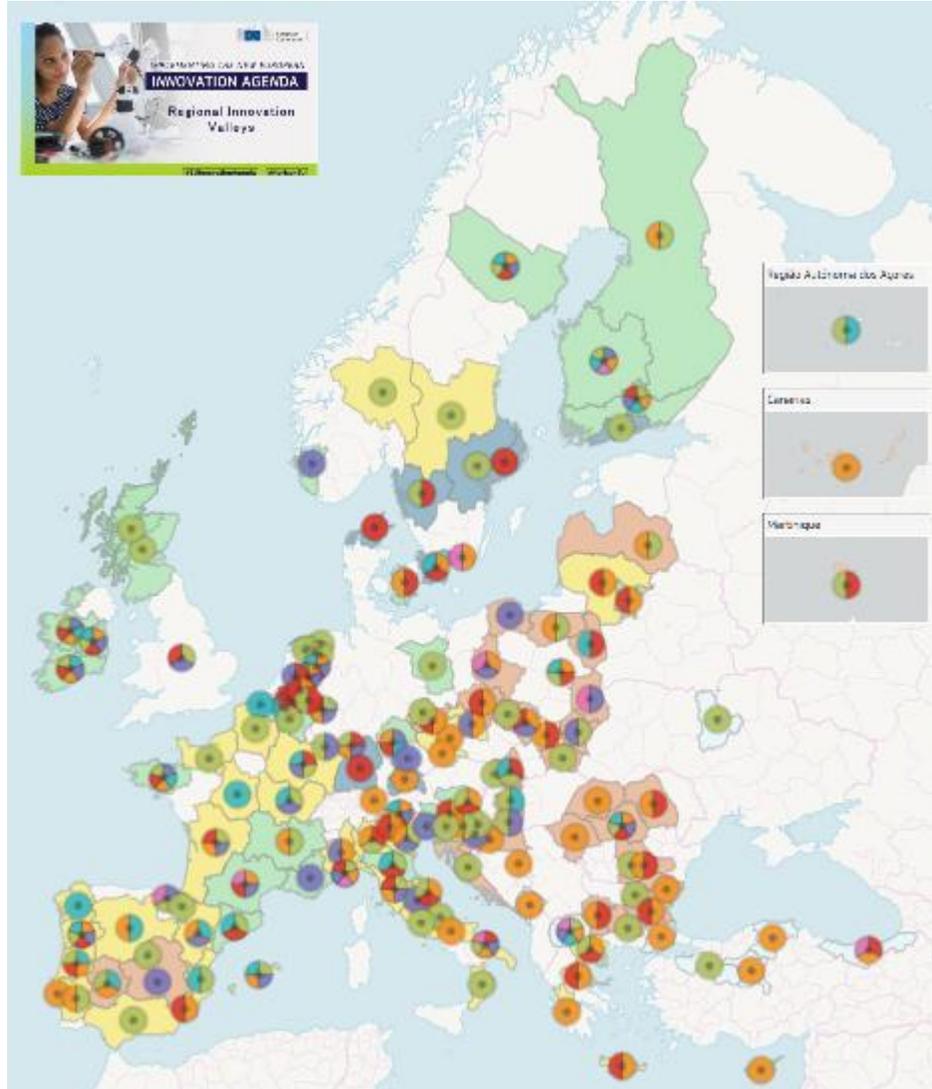
CONNECTING ECOSYSTEMS,
POWERING COMPETITIVENESS IN EUROPE





Map of the regions:

Selected Regional Innovation Valleys - European Commission (europa.eu)



REGIONAL INNOVATION VALLEYS

147 REGIONS*

have been selected to receive a RIVs label and committed to:



Strengthen their Research & Innovation (R&I) ecosystem



Enhance the coordination and directionality of their R&I policy and investment towards key EU priorities



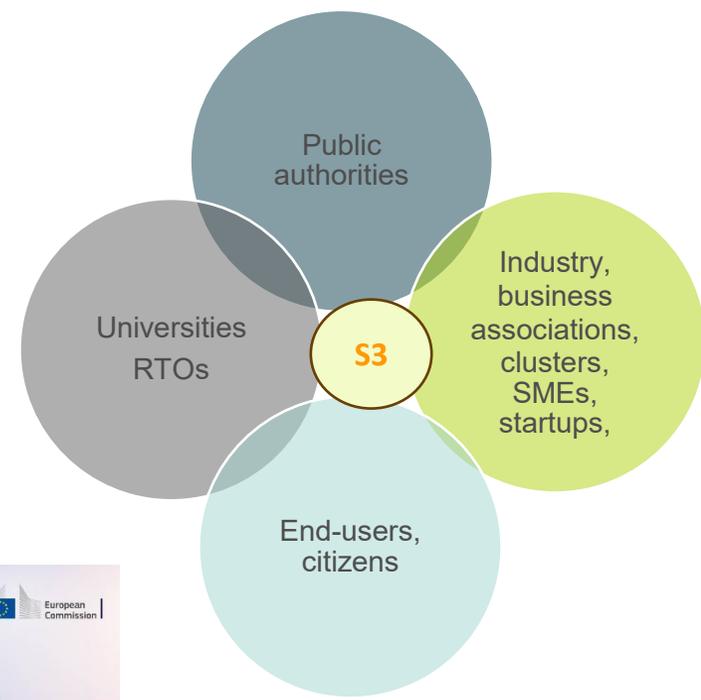
Engage in R&I collaboration between more and less advanced regions with complementary smart specialisations (S3).





REGIONAL INNOVATION VALLEY

European Union, 2024



RIVs cofund action

Coordination & Support

Interconnected Ecosystems



Innovation Action

3-4 Interregional Innovation projects
TRL 6-8 or TRL 6-9 (PPI)

- Support companies in scaling up their ideas, deploying and demonstrating deep technologies in real world environments and with end users
- Access to cross border infrastructure and expertise
- Exchange of staff, training and skills development
- Developing standards and regulations through sandboxes and test beds
- Collaboration of R&I actors and regions

- Reduce reliance on fossil fuels
- Increase global food security
- Master the digital transformation (incl. cybersecurity + AI)
- Improve healthcare
- Achieve circularity
- Concrete / tangible innovation action outcomes
- FSTP – max EUR 600 000 (per recipient and per grant)

Want to know more?



- The online matchmaking interactive map [update is live](#)
- EISMEA [Info Day \(online\)](#) – 3 June
- Matchmaking event [S3 CoP in Brussels \(in person\)](#) - 18 June
- The publication of lessons learnt “RIVs Gap Analysis” (soon online on [our website](#))





Questions?

[New European Innovation Agenda roadmap \(europea.eu\)](https://europea.eu)
[European Innovation Ecosystems - European Commission](#)
[Inforegio - S3 Community of Practice](#)



Contact:

RTD-REGIO-REGIONAL-INNOVATION-VALLEYS@ec.europa.eu

#Euinmyregion #EUinnovates #HorizonEU



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RIV projects' presentations



Montse Daban
PRECISEU



Marina Samoylova
UNITE



Manuel Ceballos
RIV Circular



Moritz Hoffmann
SYSTEM EU

Transformative approach that uses an individual's genetic profile to guide decisions made in regard to the prevention, diagnosis, and treatment of disease.

THE REGIONAL INNOVATION VALLEY ON PERSONALISED MEDICINE



- **Flagship project** to address **main challenges** of **Personalized Medicine** towards 5P Healthcare (*preventive, personalized, predictive, patient-centered/ participatory/ population/ planetary*), in a **shorter** time.
- A **unique opportunity for Europe** to lead the path and **engage Ukraine** in networks of innovative hubs for a shared future
- **Draghi's** recommends funding and developing a limited number of **world-class innovation hubs in life sciences**, particularly in ATMPs.

25 PARTNERS, 23 M€, 5 YEARS, 11 COUNTRIES (10 MS), 12 REGIONS

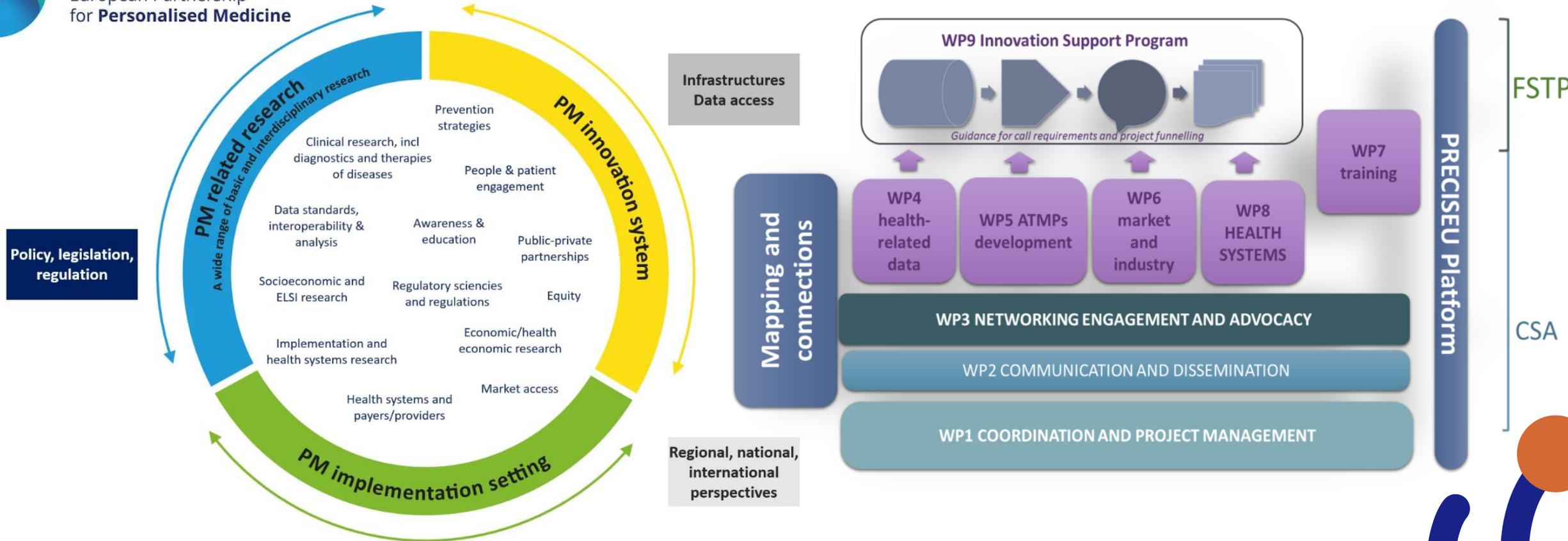
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PERSONALISED MEDICINE AND ACTIONS NEEDED



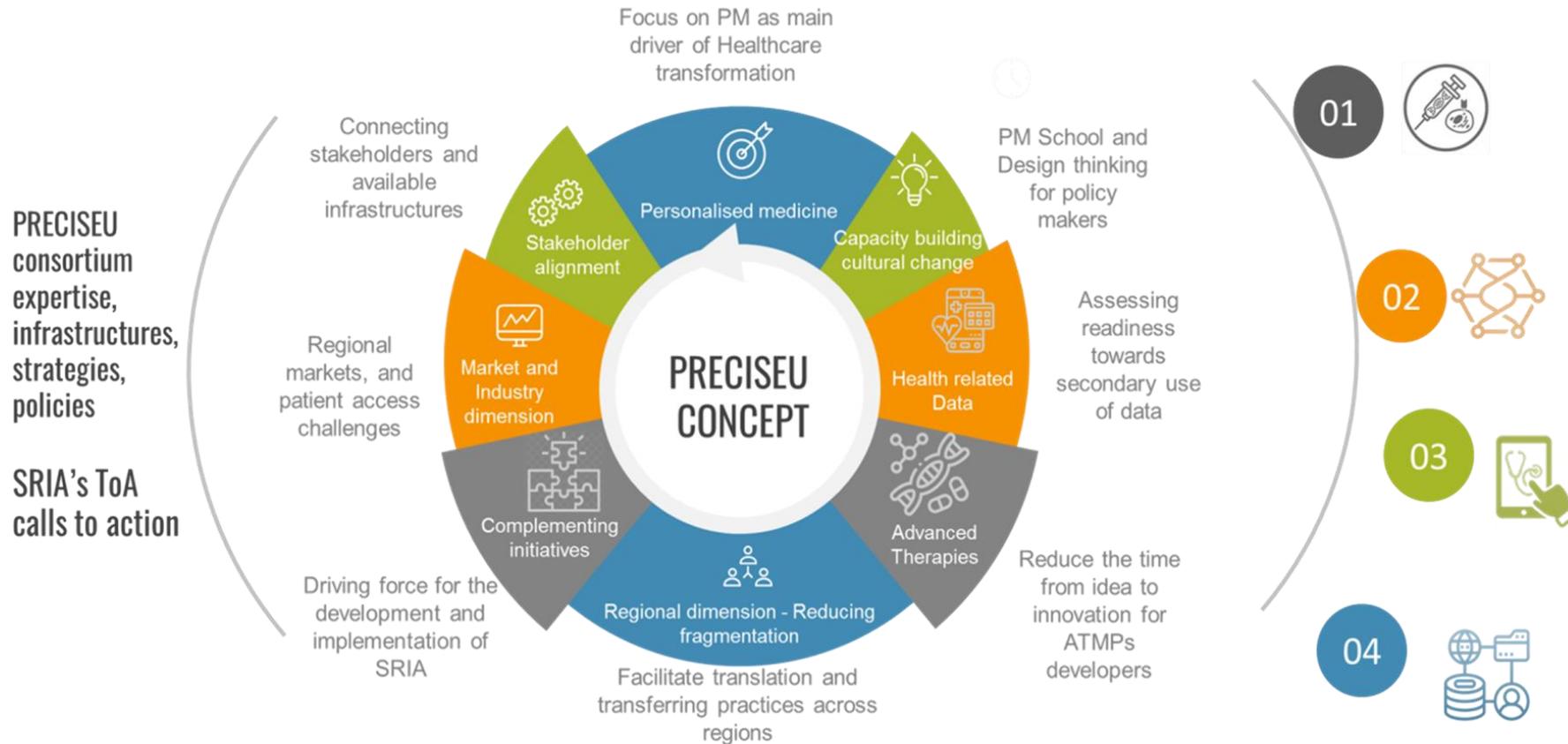
EP PerMed

European Partnership
for Personalised Medicine



THE PRECISEU CONCEPT

Call to financial support to 4 JIP for PM innovations (TRL6-8) in partner regions



- MINIMUM 4 CONSORTIA FUNDED
- “IA-LIKE” PROJECTS
- TOPICS RELATED TO PERSONALISED MEDICINE: HEALTH DATA AND ATMPs
- TRL 6-8
- PUBLIC AND PRIVATE BENEFICIARIES

PRECISEU REGIONAL INNOVATION VALLEY 10 MONTHS ACHIEVEMENTS



- 500+ stakeholders
 - All Ecosystem engagement
- Complex Governance
- Advisory Board: 11 global experts
 - 2 GAMs (100 participants)
 - 9 monthly meetings
 - Collaboration EC and EISMEA

- Case Studies (EU Presidencies): HUNGARY AND POLAND. Ongoing: DENMARK
- With EP Permed: PM in Health Systems
- PRECISEU Recognition Awards (September 25, Vilnius)

- PRECISEU School on PM (July, Iasi – Romania; October, Gothenburg, Sweden) (of a total of 8)
- *Design Thinking* for Policy makers (November 25, Barcelona, of a total of 4)

- 25+ esdeveniments
- 2 en Presidències EU
- 1500+ assistents
- Web, Newsletters intern i extern, LinkedIn
- Posicionaments iniciatives de la CE: Startups/Scaleups
- Hackathon Global
- Segell Vall Europea d'Innovació en Medicina Personalitzada

- International alliances EP Permed, TEHDAS2, Elixir, COBioE, EIT Health, ATMP Sweden, RegMed Alliance, Deloitte Next Gen Group...
- 5 RIV Board



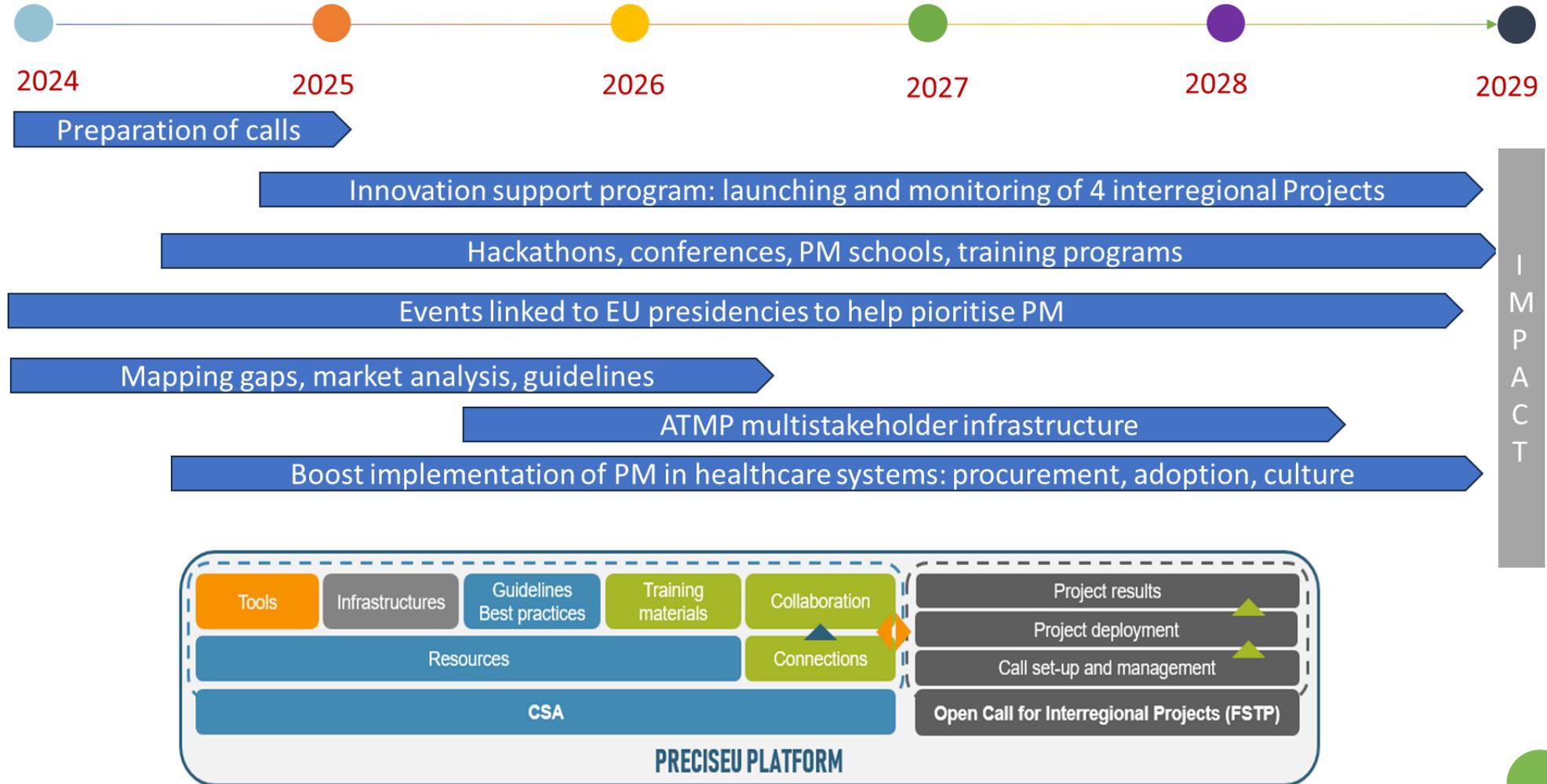
- EHDS maturity grid for regions and countries in PRECISEU
- FactSheet as a summary, to be used in policymaking
- Expert webinars
- Reports and guidelines

- PM barriers and enablers
- ATMP Market access per regions
- Pan EU mapping



- Launching of EOIs
- Preparation of Support Program
- Preparation of Call to IAs (min 4 JIPs, max 3 M/project)

THE FUTURE





PERSONALISED MEDICINE
EMPOWERMENT
CONNECTING INNOVATION
ECOSYSTEMS ACROSS EUROPE

SUBSCRIBE TO OUR NEWSLETTER

Join our mailing list to receive the latest project news

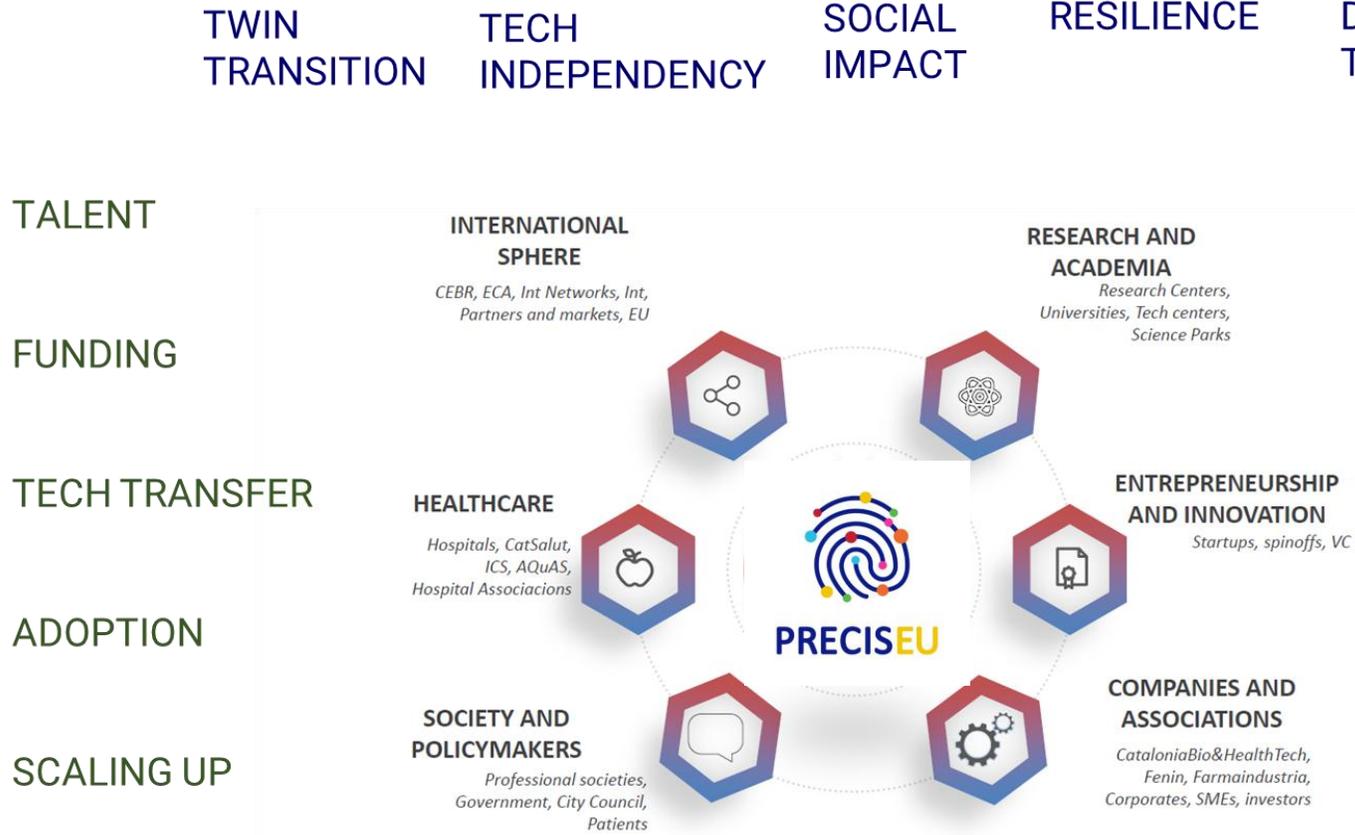
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EUROPE'S POLICY FRAMEWORK

ECOSYSTEM CHALLENGES





A borderless European digital health ecosystem



This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No 101161108

UNITE MISSION



Building a borderless European digital health innovation ecosystem



Addressing challenges posed by demographic shifts and aging populations



Transforming healthcare through digital deep-tech innovation



Co-funded by
the European Union

UNITE INNOVATION CHALLENGES



UNITE CONSORTIUM PARTNERS

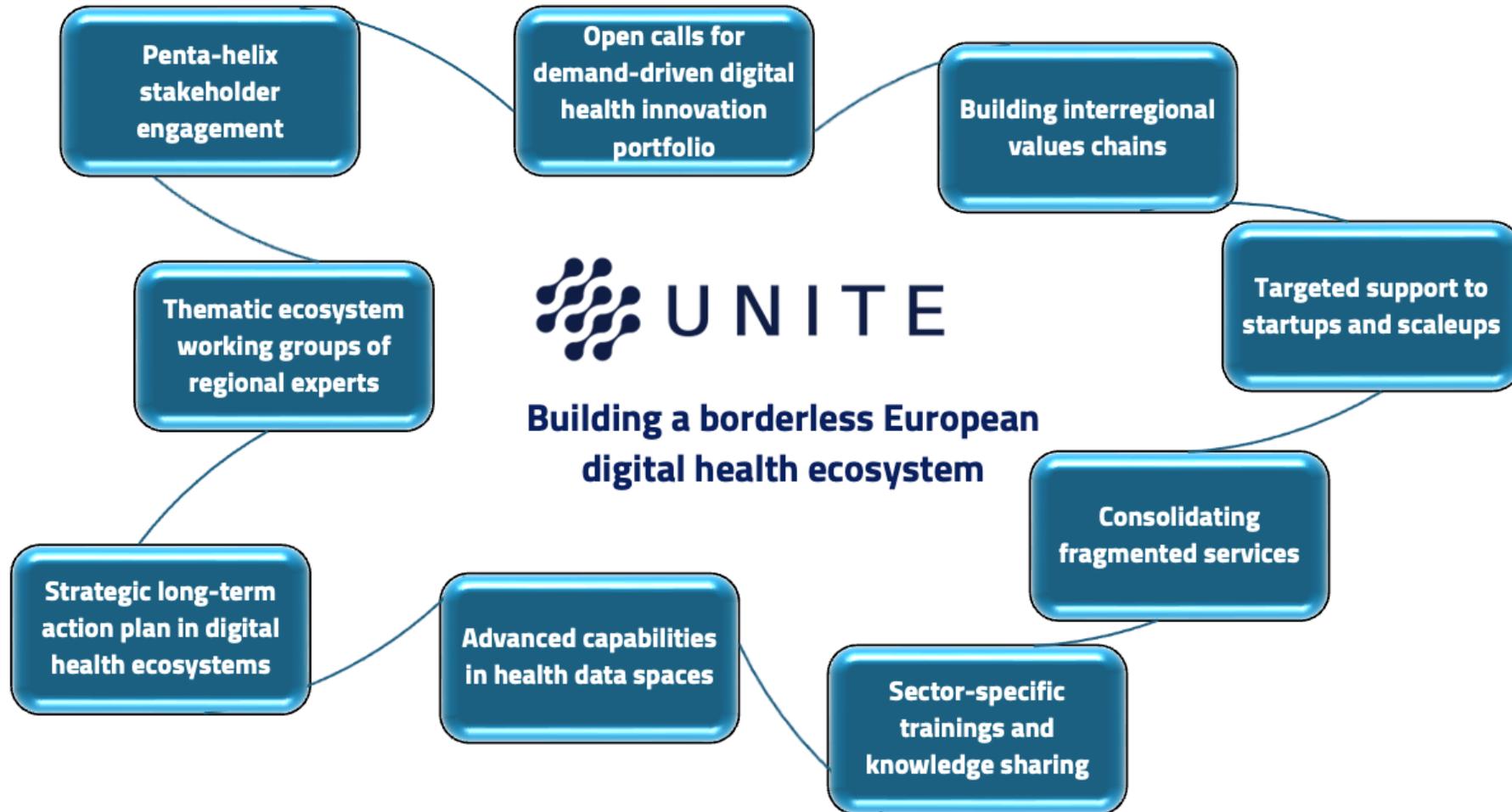
 <p>Co-funded by the European Union</p> 	   <p>Investment and Development Agency for the Northern Netherlands</p>	   <p>Scottish Enterprise</p>	   <p>Regione Lombardia</p>
   <p>HELLENIC REPUBLIC REGION OF CENTRAL MACEDONIA</p>	   <p>JUNTA DE EXTREMADURA</p>	   <p>Executive Agency for Higher Education, Research, Development and Innovation Funding</p>	   <p>REGION SJÆLLAND</p>

 UNITE

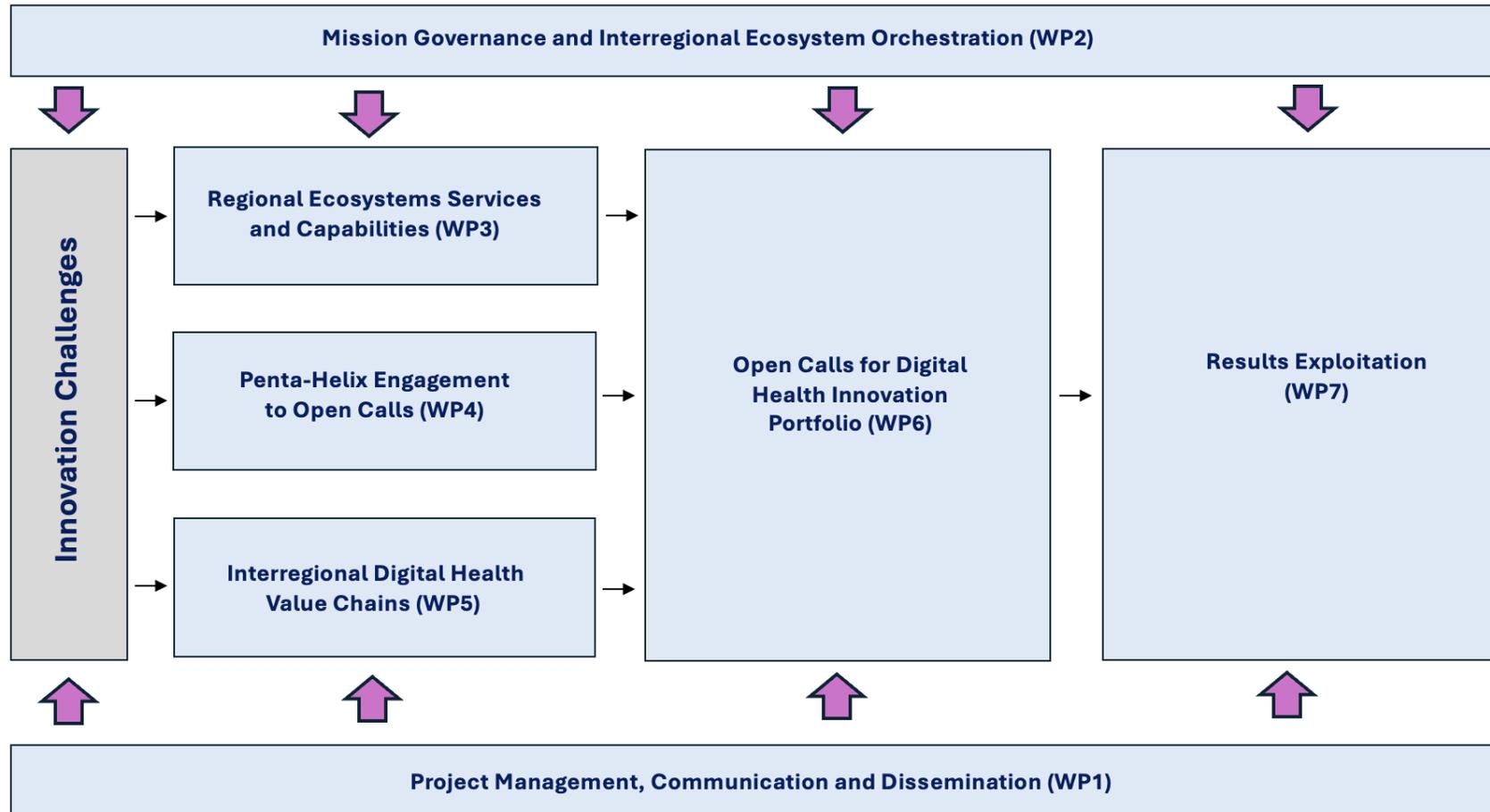


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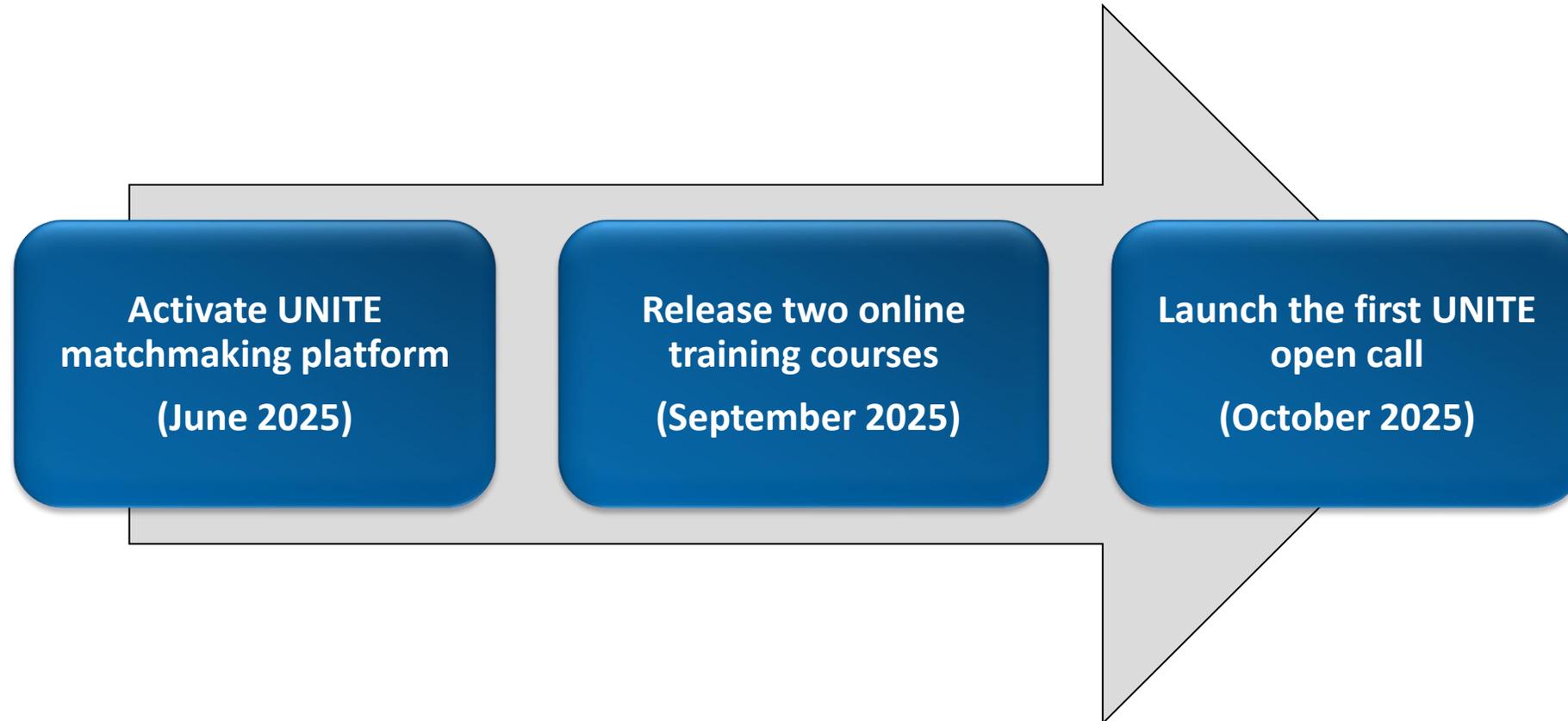
UNITE ACTION PLAN



UNITE WORK PACKAGES



UPCOMING MILESTONES



THANK YOU



www.unitedigihealth.eu



UNITE Digital Health



UNITE Digital Health



@UNITE_EUproject

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RIV Circular

Regional Innovation Valleys
for Circular Economy

Juan Manuel Ceballos-Escalera
COMUNIDAD DE MADRID
juan.manuel.ceballos@madrid.org



KYIV
REGIONAL MILITARY
ADMINISTRATION



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Summary

- RIVcircular is in **line with the new European Innovation Agenda's flagship** on accelerating and strengthening innovation in European Innovation Ecosystems across the EU
- **Consortia:**
 - 9 Partners
 - 7 Countries (Spain, France, Germany, Norway, Slovakia, Belgium & Ukraine)
 - 6 Regions (Madrid, Haut-de-France, Brandenburg, Innlandet, Kosice, Oblast-Kiev)
- **Total Budget:** 20,8 M€
- **Duration:** 60 months (1st October 2024 - 30th September 2029)



Comunidad de Madrid



Innlandet fylkeskommune



Inovačné centrum Košického kraja



Région Hauts-de-France



KYIV REGIONAL MILITARY ADMINISTRATION



LAND BRANDENBURG



fundación para el conocimiento madrid

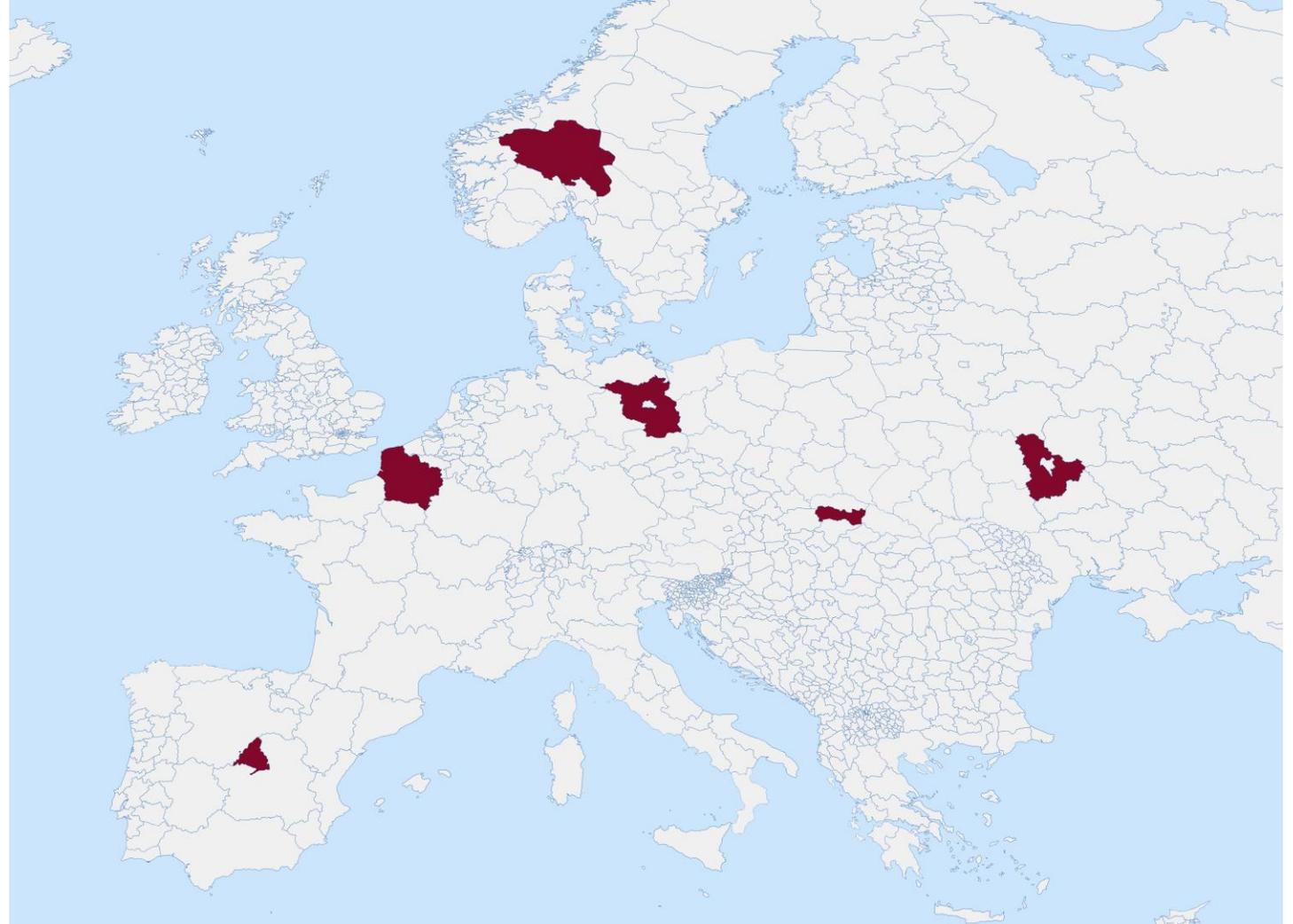


Innovasjon Norge



eit Digital

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Activities

Two types of activities will be developed:

1. Collaborative activities

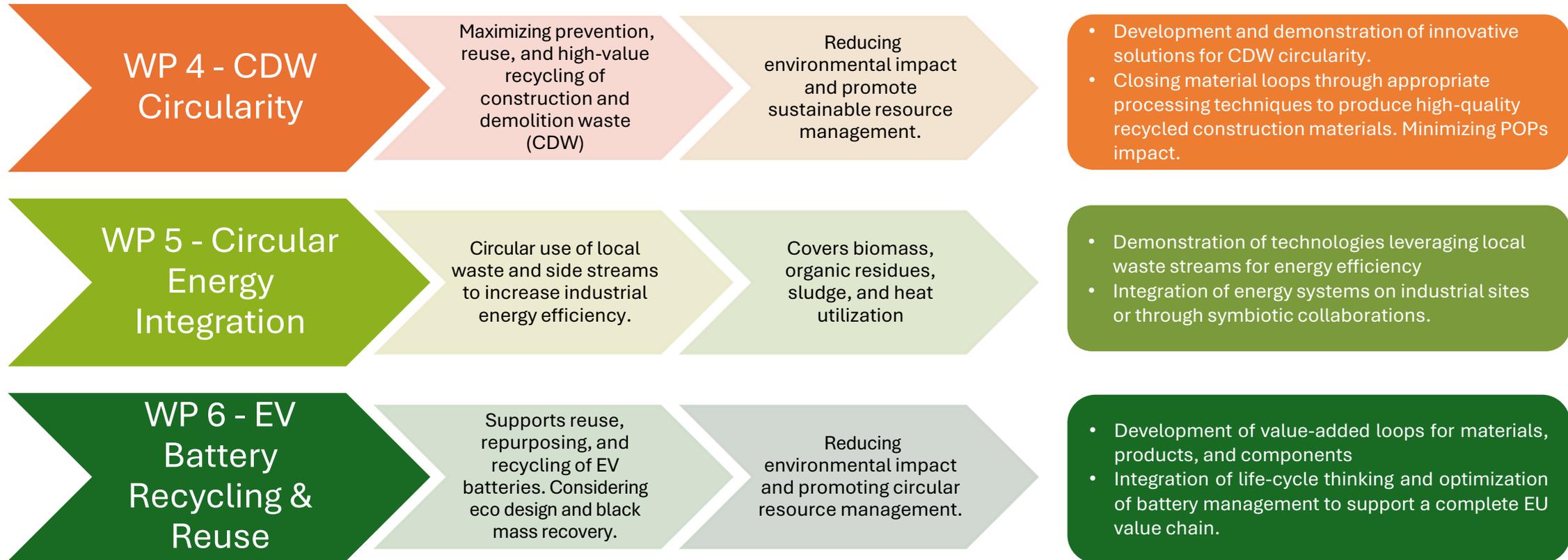
- Networking and tools to facilitate innovation development
- Support for local innovation hubs networking
- Capacity and skills building
- Joint procurement initiatives
- Integration of social innovators and civil society
- Identifying market-access barriers and enablers

2. Joint open call (financial support to third parties-FSTP) in the circular economy area, including deep tech, on 5 key priorities.

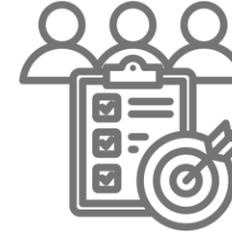
Topics for the cascade call



Expected outcomes



Disclaimer: The details in this table are subject to change before the official call launch. Please refer to the final call document for the most up-to-date information.



Expected outcomes

WP 7 - Circular Economy in the Textile Industry

Enhances circularity in textiles from materials to production processes

Reducing environmental impact through life-cycle principles throughout all the value chain.

- Development of circular textile solutions
- sustainable production of technical textiles, garments, industrial textiles, and home textiles, excluding CDW textiles.

WP 8 - Digital Innovations for Circular Economy

Encourages the use of AI, blockchain, IoT, and big data to advance circular economy ecosystems and resource management.

Acquisition of new technologies in SMEs generating a more efficient in production.

- Deployment of digital innovations optimizing resource efficiency.
- Reduce waste and enable end-to-end traceability through data-driven platforms and automation systems.

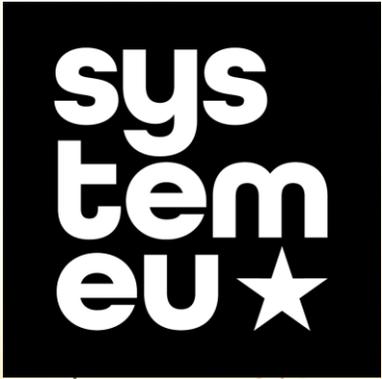
Disclaimer: The details in this table are subject to change before the official call launch. Please refer to the final call document for the most up-to-date information.



THANK YOU



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INTERCONNECTING EUROPEAN INNOVATION VALLEYS



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WHAT IS SYSTEMEU?

EUROPEAN PROJECT BASED IN:

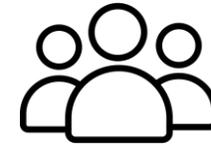
**TRANSFORM THE
EUROPEAN INNOVATION
ECOSYSTEM**



**DIGITIZATION IN
HEALTH | ENERGY | MOBILITY**



**17 COLLABORATING
PARTNERS**



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START
FOR
FUTURE

EUROPEAN INNOVATION VALLEYS



Bavarian Region



Braga Region



**Castilla y León
Region**



Northwest Region



Tuzla Canton Region



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Systemeu Partners

STRASCHEG CENTER FOR ENTREPRENEURSHIP (SCE)		Startup Braga	
MUNICH INNOVATION ECOSYSTEM GMBH (MIE)		UNIVERSIDAD DE SALAMANCA (USAL)	
BAYERISCHE FORSCHUNGSALLIANZ BAVARIAN RESEARCH ALLIANCE GMBH (BAYFOR)		INDUSTRY, TRADE AND EMPLOYMENT COUNCIL OF CASTILLA Y LEÓN (DGI / ITEC)	
HOCHSCHULE FUR ANGEWANDTE WISSENSCHAFTEN MUNCHEN (HM)		MUNICIPIUL CLUJ-NAPOCA (CLUJ-NAPOCA MUN)	
COMISSAO DE COORDENACAO EDESENVOLVIMENTO REGIONAL DONORTE NORTH REGIONAL (CCDR)		MINISTERUL CERCETARII INOVARII SI DIGITALIZARII (MRID)	
INESC TEC		ASOCIATIA CLUSTER DE EDUCATIE C-EDU (Cluster C-EDU)	
2CA - CENTRO CLINICO ACADEMICO		INDUSTRIAL AUTOMATION DOO TUZLA (IA)	
CEIIA - CENTRO DE ENGENHARIA EDESENVOLVIMENTO (ASSOCIACAO) CEIIA		MINISTARSTVO PRIVREDE TUZLANSKOG KANTONA (MPTK)	
MUNICIPIO DE BRAGA BRAGA			



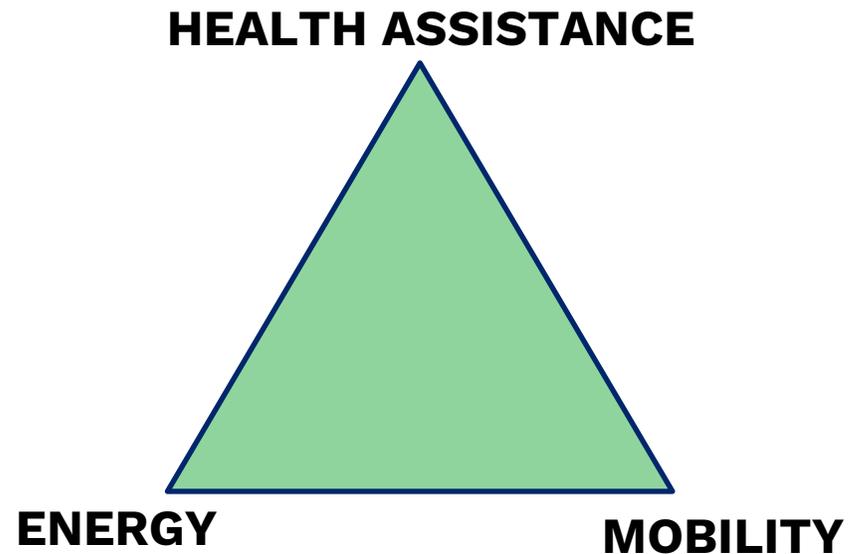
Funded by
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Why was SYSTEMEU created?

SYSTEMEU is an initiative that aims to: address the urgent need for interregional collaboration and systemic innovation in Europe.

3 sectors:



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the European Union



SYSTEMEU Approach



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the European Union



Roadmap 2025



January 2025	Ongoing	July 2025	September 2025	October 2025
Kick-Off Meeting in Munich with all beneficiaries	Research national & regional strategies, identify core stakeholder (QH) & investment possibilities, and foster	Bringing together regional stakeholders (QH), identify, regional priorities & establish committed working groups	Online program to advance skills in open innovation and co-creation between QH stakeholders	International Networking and workshop event in Salamanca, Spain during Startup Olé



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Roadmap Outlook



2026

2027

2028

- Regional workshops & working groups
- International Networking Events
- Train-the-Trainer Courses
- Define Challenges
- Publish Project Calls

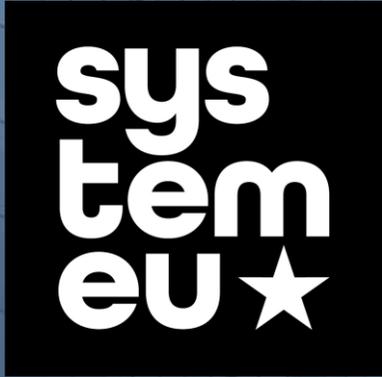
- Regional workshops & working groups
- International Networking Events
- Train-the-Trainer Courses
- Execute and support co-funded projects

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- International Networking Events
- Train-the-Trainer Courses
- Execute and support co-funded projects



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Thank you!



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Delia Sola

***Director of S4 Strategic Projects Service and
Entrepreneurship Government of Navarre
ECIV coordinator***

ECIV (European Circular Innovation Valley)

ECIV

European Circular Innovation Valley

The European “Dance Floor” for Circular Innovation

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ECIV PROJECT European Circular Innovation Valley

TOTAL BUDGET: **27,20M€**

UE CONTRIBUTION: **13,60M €**

60% OF THE TOTAL BUDGET FOR CALLS FOR PROJECT PROPOSALS
16,3M€

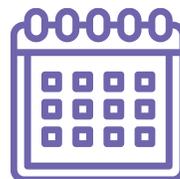


19 ENTITIES



9 COUNTRIES

13 REGIONS



5 YEARS
End 2029



2 OPEN CALLS
INTERREGIONAL
INNOVATION
PROJECTS

1 CALL FOR EXPERIMENTATION



19 Partners – Regional agents

PARTNERS INVOLVED

LEADER		PARTNERS INVOLVED							



CONSORTIUM



19 Partners – Regional agents

Ministry of Innovation

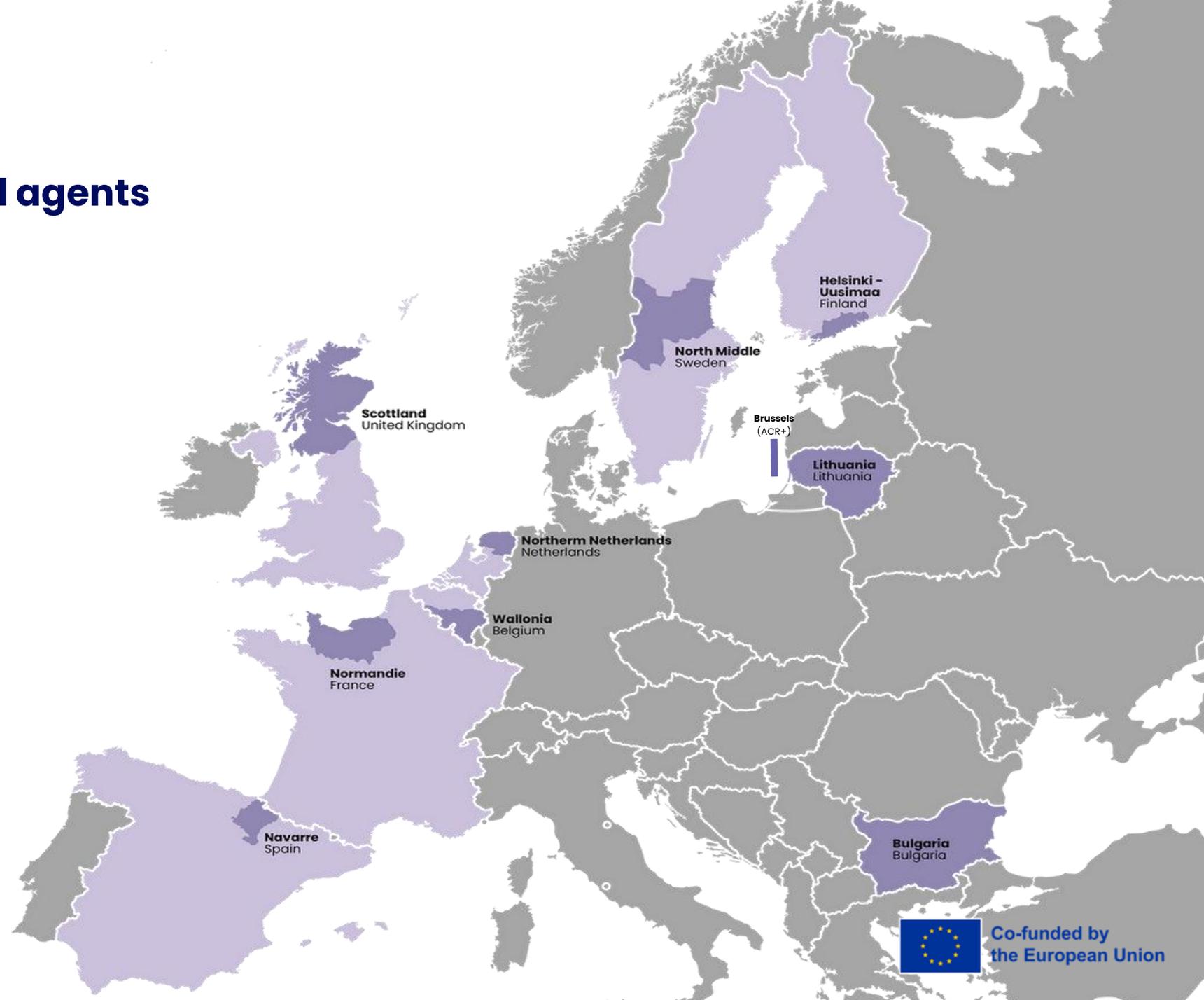
Regional governments

Innovation Agencies

Development Agencies

Universities

International sustainability network



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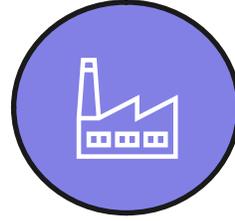
What do we expect to achieve by 2029?



Connect Regional Innovation Ecosystems

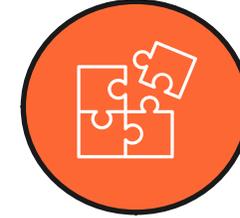
Interregional innovation strategy

Up to 19 connected regional ecosystems



Transform Industrial Value Chains

Work in up to 10 industrial sectors and 50 value chains



Bridge the Innovation Gap

Up to 35 circular innovation projects
Up to 65 circularity solutions proposed
Up to 35 circularity challenges solved



Mobilize Investments for Circular Innovation

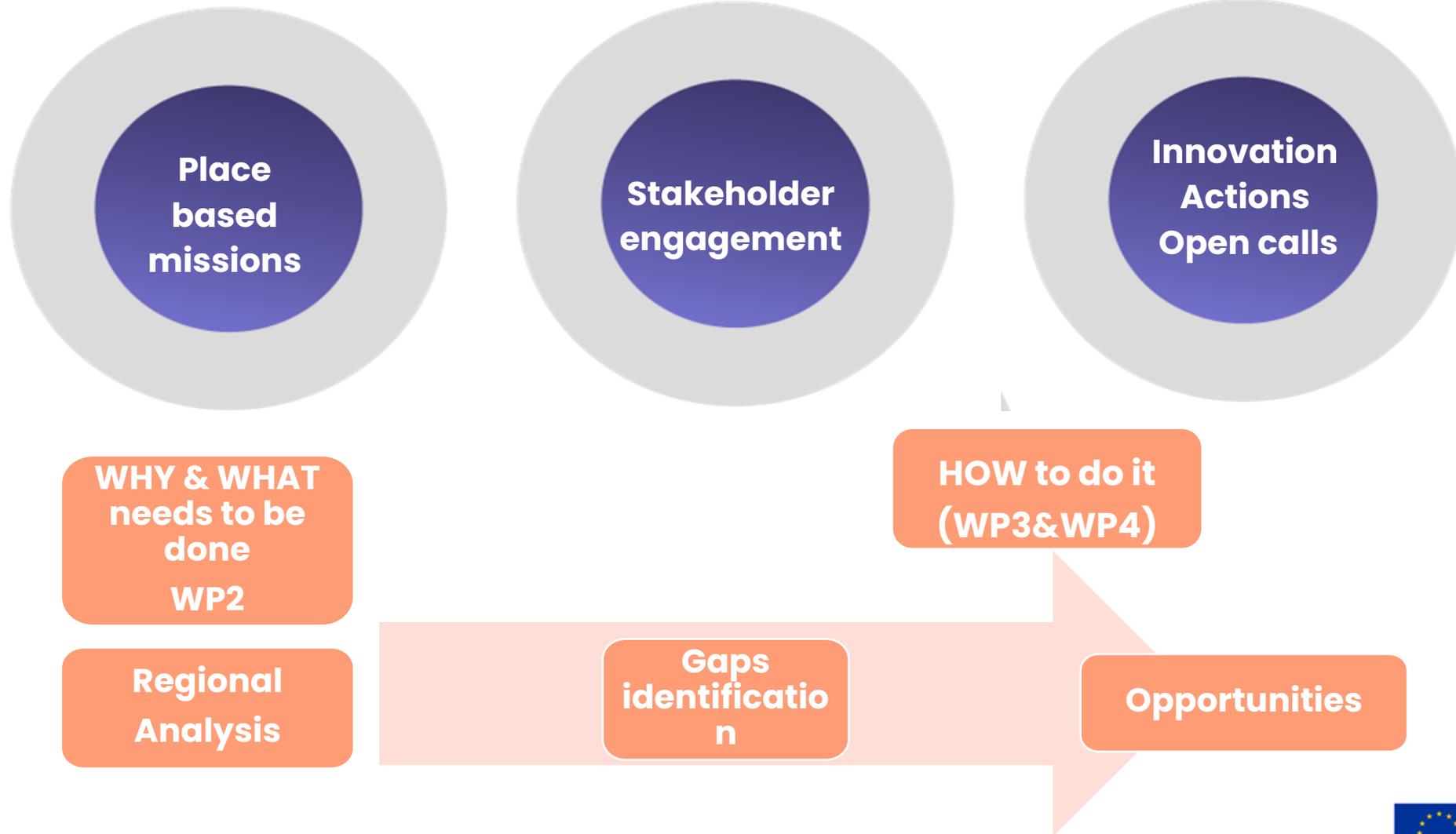
16.3 M€ public (EU and regional)
7 M€ private



Shape Circular Economy Policies and Strategies

1 Joint Circular Economy action Plan
5 policy instruments designed
Policy Innovation Platform

ECIV PROCESS: How ECIV is going to change circular economy?



Circular Innovation Valley Office

Technical ECIV Interregional Office

- **Oversee the implementation of the valley and regional ACTION PLANS**
- **Coherence of the mission-oriented approach of the Valley: INTERREGIONAL CHALLENGES**
- **Maximize the impact of the regional activities: EXCHANGE OF EXPERIENCES**
- **Multiplying SYNERGIES and continuous exchange between regions: B2MATCH PLATFORM**
- **Start ALIGNING INNOVATORS AROUND SPECIFIC CHALLENGES: CIRCULAR GAPS**
- **Connect MISSIONS – ecosystems stakeholders (DANCE FLOOR) – INNOVATION PROJECTS**
- **Decision making processes for REGIONAL PLANS AND JOINT INTERREGIONAL ACTION PLAN**



ECIV Sub-missions: Top-down proposals for circular economy. 2029 Horizon

- **Industrial symbiosis** increased
- **"To design out waste"** policy
- The extraction and import of **virgin raw materials** reduced
- The use of **secondary raw materials** increased
- **Product-as-a-service business models**
- **Food production systems** reduce **waste**
- **Circular metals and mineral.** Increase the reuse of **critical strategic materials** in EU
- **Packaging** circular
- **Packaging in food production** and consumption 100% circular
- The use of **biobased materials in construction** increased
- **Valorisation of by-products** increased.
- Valorisation of **by-products from steel** production
- The **use of fresh water** in industrial processes reduced
- **Waste** from **textile production** reduced
- Innovative **Electric & Electronic waste** processes to reuse, reduce, recycle, refurbish, repair- replicable at local scale
- **Revenues from circular business** increased

PLACE BASED MISSIONS MAIN RESULTS

DANCE FLOOR – B2MATCH PLATFORM

AREAS OF ACTIVITY

Food system
 Textiles
 Circular Business Models
 Industrial symbiosis
 Bioeconomy
 Electric and electronic
 Energy
 Water management
 Packaging
 Construction
 Steel and metals
 Others

THEMATIC AREAS

Boosting circular business models
 Circular electric and electronics
 Circular water in the industry
 By-products from steel production
 Biobased from steel production
 Circular packaging
 Circular metals and minerals
 By-products in circular food systems
 Product as a service (PaaS)
 Secondary raw material
 Design out of waste
 Industrial symbiosis
 Circular wool products

STAKEHOLDER ENGAGEMENT TOOL – ECIV B2MATCH

<https://www.b2match.com/e/eciv-matchmaking>

The screenshot displays the ECIV Matchmaking platform interface. At the top, there is a navigation bar with links for Home, Participants, Marketplace, Agenda, Log In, and Register. Below this, a secondary navigation bar includes INFO, HOW IT WORKS, and FAQ. The main content area features a large hero section titled 'ECIV Matchmaking' with a 'Register now' button and a share icon. Below the hero section, there is a grid of circular icons representing different regions or participants. To the right, a sidebar shows a list of participants with their names, titles, and locations, along with icons for bookmarking, messaging, and adding to favorites. A filter panel on the right side of the participant list includes options for '17 RESULTS', a search bar, and filters for 'Bookmarked', 'TYPES' (ECIV Partner), 'COUNTRIES' (Spain, Sweden, France, Netherlands, Finland), and 'AREA OF ACTIVITY'.

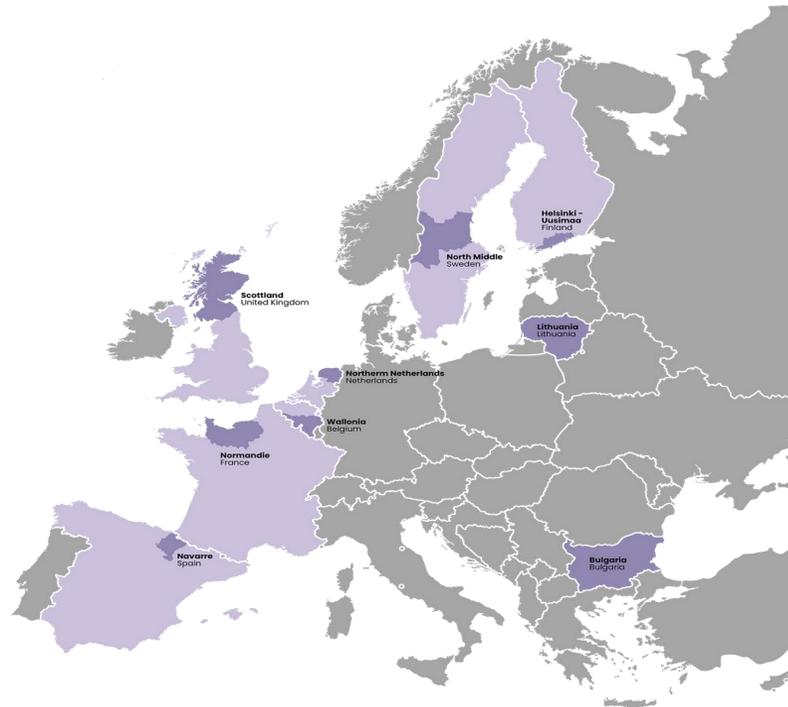
Welcome to ECIV European Circular Innovation Valley matchmaking platform.

Building Europe's largest circular economy innovation ecosystem to drive sustainable growth, collaboration, and resource efficiency. Join the movement toward a circular future with ECIV – where regions become Europe's 'dance floor' for circular solutions.

"European Circular Economy Innovation Valley: the European 'dance floor' for circular regions" is an EU co-funded project boosting circular solutions in European industrial value chains. It aims to enhance innovation connectivity across regions, helping the EU achieve climate neutrality and industrial autonomy. ECIV creates a "dance floor" for stakeholders to collaborate on circularity challenges, uniting 17 regions from nine countries. The project drives the transition to a circular economy, fostering sustainable growth and development across Europe through collaboration between public bodies, industries, and RTOs.

1st OPEN CALL - CHARACTERISTICS

ELEGIBLE PROJECTS AND APPLICANTS



At least **3 different entities** from **3 different Member States**:

ECIV funding regions

ECIV regions

EU Regions

Beneficiaries

Companies

Research institutes, universities

Technological centers

Local authorities

NGO, associations, etc



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1st OPEN CALL - CHARACTERISTICS

- **Limits of funding per beneficiary**
Maximum 600,000€
- **Limits of funding per Project**
Minimum 500,000€
Maximum 3,000,000€
- **Funding rates**
70% to 100%

INTERREGIONAL INNOVATION PROJECTS CALL TIMELINE





ECIV REPLICATION – THE FUTURE OF CIRCULAR VALLEYS

Community building and replication

**Regions and Cities
Community of
Practice (RCCoP)**

ECIV regions+new
regions

Support in the
adaptation of the
ECIV's methodology

2027 – 2028

2027 – 2029

2027 – 2029

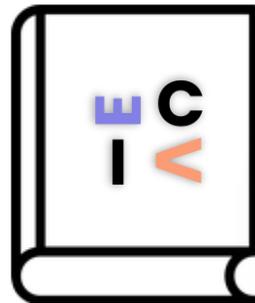
Peer-to-peer
exchange programme
with new regions



ECIV REPLICATION – THE FUTURE OF CIRCULAR VALLEYS

Upscaling

White Book in August 2029



Contact us!



www.eciv.eu



eciv@sodena.com



<https://www.linkedin.com/company/european-circular-innovation-valley-eciv/>



[Home | ECIV Matchmaking](#)



Nadine Aschenbach

***Project Manager for Dalarna and North
Central Sweden
ECIV partner***

Missions in ECIV

ECIV Missions Design

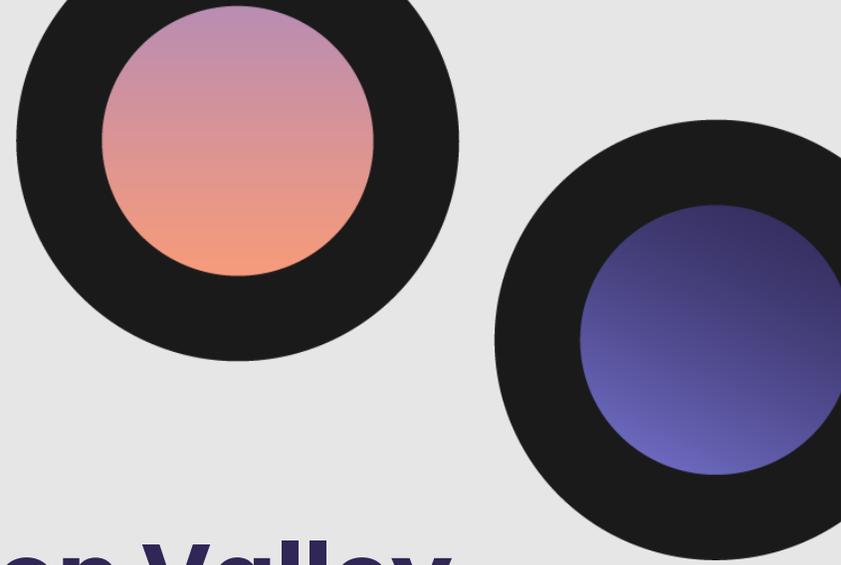
Work Package 2:

Design of Transformative Innovation Program and
Regional Action Plans for circular interconnected
Regional Innovation Valleys

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European Circular Innovation Valley

Designing Missions for circular economy



Missions

“Public and private can form visions of what is to be created together, and how to divide both the risks and the rewards of the value that results.

The process requires public agencies to welcome uncertainty, build explorative capacity and foster institutional learning.

It is not mistakes that are to be feared but that lack of learning from them.”

*Mission-Oriented Innovation Policy Challenges and opportunities
by Mariana Mazzucato
September 2017*

A mission should be

- Applied to handle complex societal challenges
- Giving overarching long-term direction
- Decomposable and defined by pragmatic steps
- Inspired by challenges

A mission should be

- Be bold and ambitious
- Be timebound and measurable
- Engage actors across sectors

ECIV Mission

ECIV's mission is to create a more sustainable and prosperous Europe by transforming traditional EU value chains into more connected, innovative, and circular value chains creating a circular economy eco-system **by 2050.**

Mission design preparation

Creating an understanding of the current system

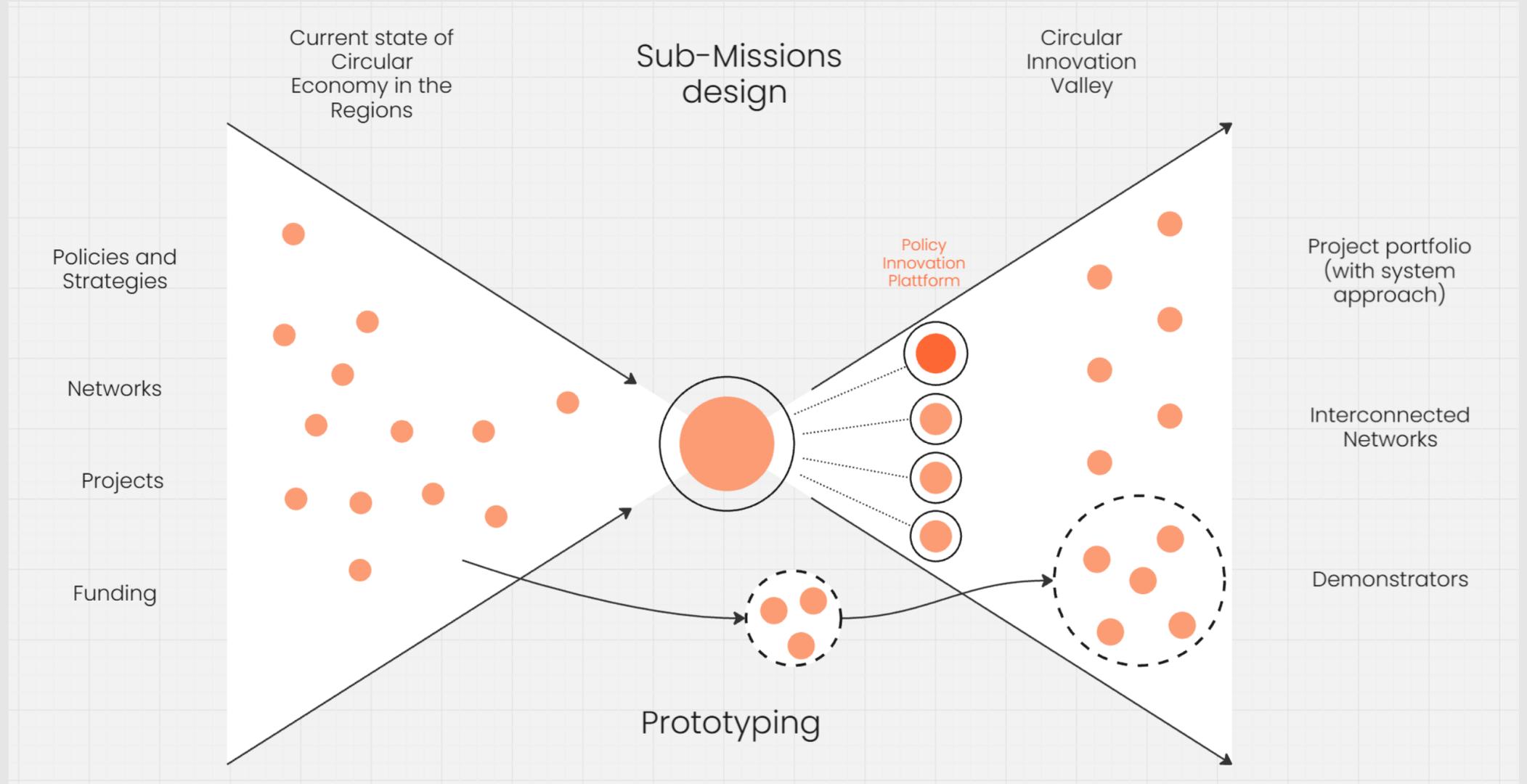
1. Detailed analysis concerning conditions for circular economy and industrial symbiosis

- **Self Assessment based** on Survey (Questionnaire) and SWOT analysis focusing on identifying synergies and patterns across regions
- **Regional Stakeholder workshops** to engage regional stakeholders in reflecting on identified challenges and opportunities and discussing local capabilities

2. Diagnoses of the GAPS and opportunities based on existing GAP analysis and country profiles for circular economy on national (regional) and EU level including strategic European Value Chains.

- To contextualize the regional analysis, a comprehensive review of existing **Circularity Gap Reports** at regional and European levels was conducted, including gap analyses of strategic European value chains.

Top-down Design



Model describing the ECIV top-down Sub-missions design process. (Source: adaptation of an innovation funnel based on "The Impact Entrepreneur: Building a New Platform for Economic Security in Work" Rowan Conway, Charles Leadbeater & Jennie Winhall, The RSA, 2019)



Mission design

“There is always a design phase; the issue is whether it is done consciously or not. An unconscious design phase is likely to be full of assumptions, missed opportunities and limited engagement. It will tend to reinforce business-as-usual rather than transformation, and negative outcomes rather than positive co-benefits.

We must instead define and engage an active and participative design process for missions.”

(Source: Designing Missions- Mission-oriented innovation in Sweden— A practice guide by Vinnova, 2022)



ECIV partners participating in the workshops on the 25th and 16th of March in Borlänge, Sweden

Chosen Sub-missions for stakeholder revision and validation

Id	Submission	Regional votes
2G	By 2029 "to design out waste" is an integrated policy in all ECIV Regional action plans.	7 nav spw snn scot nms hurc nor
6	Agrofood systems (Food production) have reduced waste by X% from the start-point by 2029.	6 nav spw snn scot ial hurc
7	Circular metals increased the reuse of critical strategic materials in EU by X% from starting point by 2029.	6 nav snn spw ial nms nor
8	In 2029 packaging in food production and consumption should be 100% circular	8 nav spw nor nms hurc snn ial scot
9	By 2029, the use of biobased materials in construction (or building?) should have increased by X% from starting point.	8 nms snn spw nav hurc scot nor ial
10G	By 2029 Valorisation of by-products should have increased by X% from starting point.	7 ial scot nav snn nms hurc spw

The ECIV combined top-down and bottom-up approach

- **Co-creation process** where the submissions will be further iterated and detailed in collaboration with **work package three**
- Mobilisation and involvement of **Stakeholders (Quadruple Helix)** to discuss the ambition and goals of the missions / sub-missions

- Creation of project portfolio and calls for projects in **work package 4**
- **Regional actions** (i.e. developing and **strengthening networks** enabling stakeholder mobilization and engagement)



Thank you!

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Luc Hulsman

Regional Manager SNN
ECIV partner

Interregional collaboration "The dance floor"

A Circular Economy Dance Floor

Luc Hulsman, Northern Netherlands
Programme manager

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“An inspiring open space where innovation actors from the quadruple helix can find each other and collaborate to work in innovative circular solutions”

Why a dance floor ?

- **Build a Regional Innovation Valley that works** → noticeable contribution to circular economy solutions → Needs to be attractive for stakeholders to take part (aligning interests)
- **Build a Regional Innovation Valley that lasts** → Go beyond interregional project collaboration

A Circular Economy Dance Floor



What will it look like ?

An attractive, easily accessible environment:

- easy to identify possible partners
- easy to identify collaboration opportunities
- easy to get connected, (across geographical, sectoral, technological borders)
-

A Circular Economy Dance Floor



What will it look like ?

And:

- **Easy to get involved, in 'exploratory' activities**
- **Easy to initiate and take part, in experiments, pilots, projects**
- **Easy to get access, to knowledge partners, 'Valley wide'**
- **Easy to get access, to project support structure**
- **Easy to get access, to necessary funding →
via Open Calls and Experimentation Fund**

A Circular Economy Dance Floor



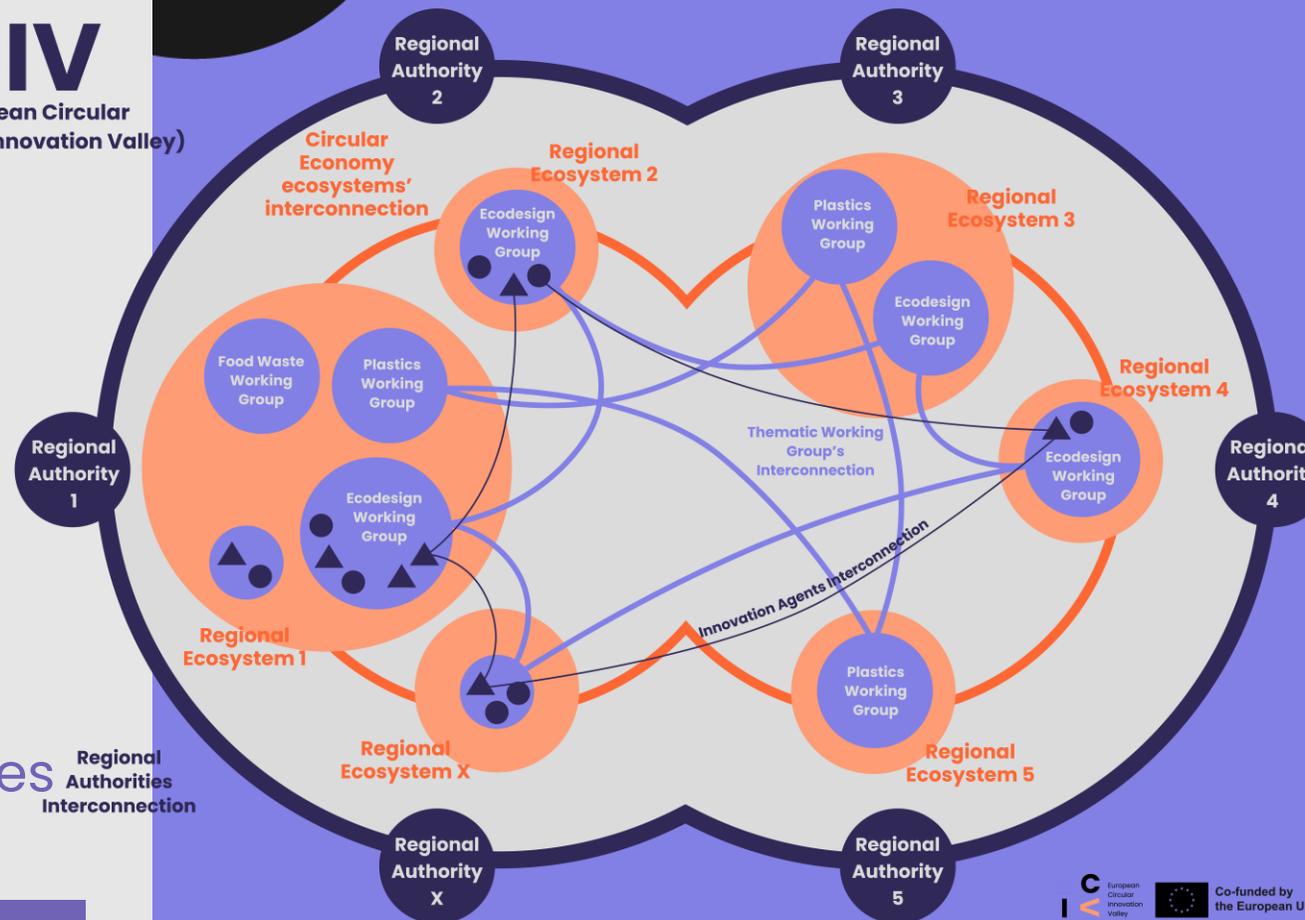
How will it work ?

Dance floor being constructed as a

- **dialogue space** → to mobilize and engage the regional ecosystems
- **challenge space** → to orient the connections towards collaborations solving challenges
- **development space** → to translate connections between innovators into concrete collaboration initiatives, activities and projects

Overall mission → Submissions → **Dance floor activities organized via 'Sub-mission groups'**

ECIV
(The European Circular Economy Innovation Valley)



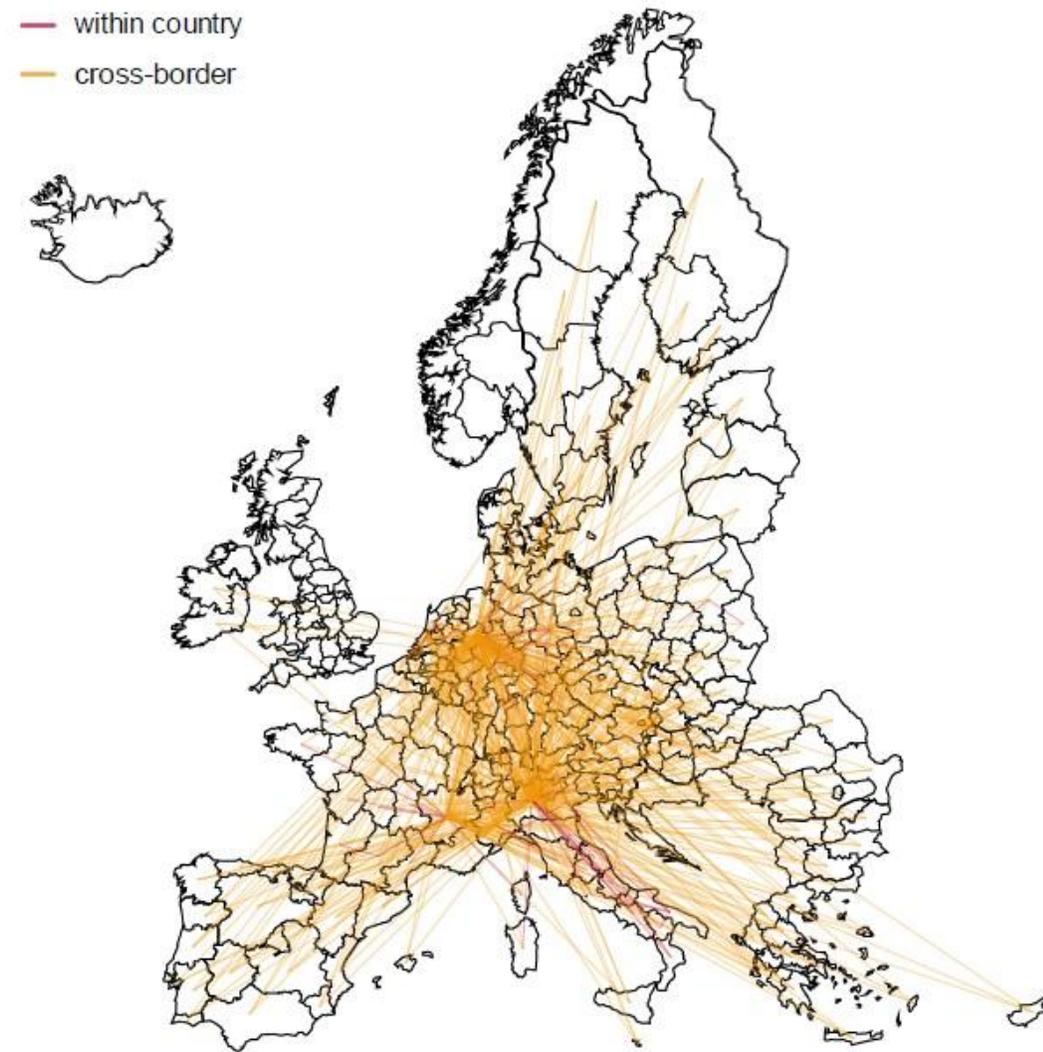
Dance Floor experiment - example

Matching and collaborating experiment, using Balland & Boschma Relatedness model:

- map collaboration opportunities for regions in specific thematic areas
- identify actors (businesses) in partner regions, 'responsible for scores'
- verify, invite, connect, facilitate, support → engage in dance floor activities



Figure 20: Highest untapped potential for inter-regional collaboration in green technologies between EU regions



Notes: This map shows for each EU NUTS-2 region the three inter-regional linkages with the highest untapped potential score for green technologies. See Appendix A.4 for a detailed description of the methodology. Linkage potential within the same EU country is coloured in red, cross-border linkage potential in yellow. Source: OECD REGPAT, own elaboration.

Source: Bertelsmann Stiftung, Technological capabilities and the twin transition in Europe, 2023.

Experimentation Fund

For small collaboration initiatives

Acts as bridge to mature innovation projects (funded by Open Calls)

- Experiments, try outs
- Feasibility studies
- Proof-of-concepts
- Other, 'out of the box' initiatives

Connected to dance floor and dance floor activities: part of 'dance floor support structure'

"You need to take part to get access, once you're in and take part, access is easy"

A Circular Economy Dance Floor





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Round Table: “Circular economy for a competitive Europe”



**Philoè Vander
Vorst**
Wallonia



Mathilde Yver
Normandie



**Montse
Guerrero**
Navarra



Lari Síren
Helsinki-
Uusimaa



Legarda Campos

***Regional Strategy Development Technique
Sodena, Navarra***

Presentation of ECIV B2match platform



b2match

ECIV matchmaking

Legarda Campos, Sodenà

4th of June

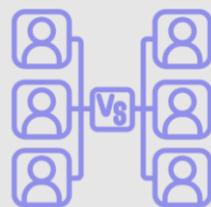
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What is ECIV Matchmaking?

Event **management platform** focused on **networking**.



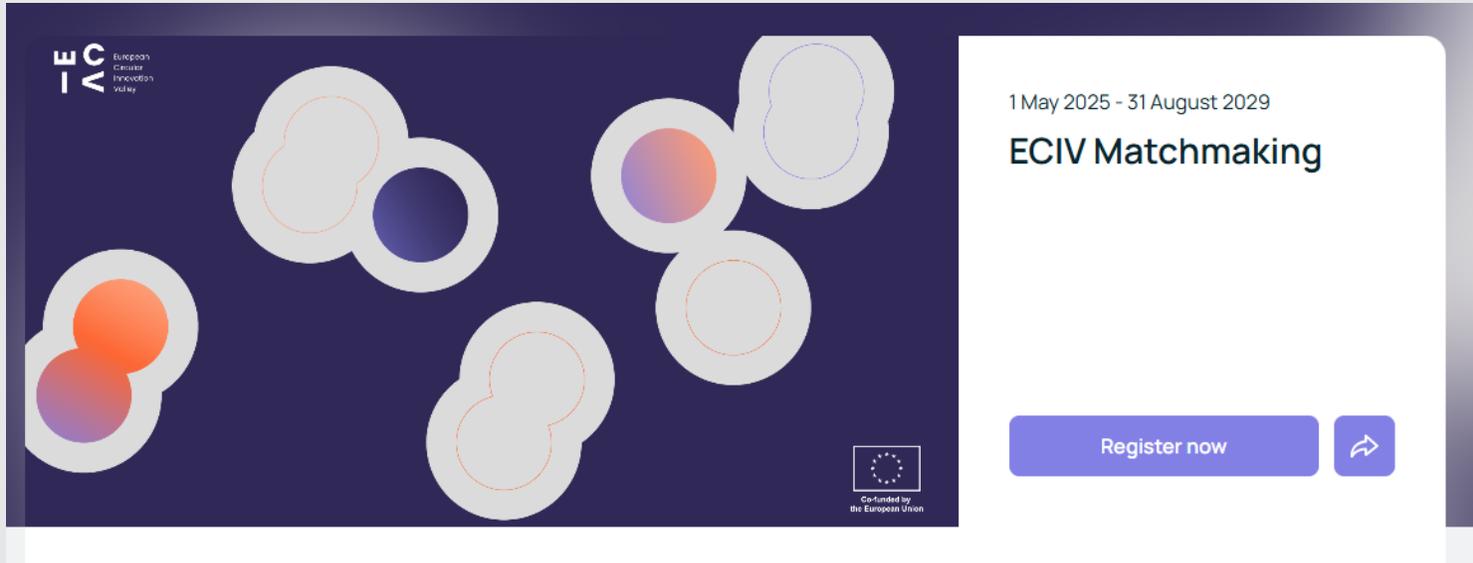
Why use ECIV Matchmaking

- Efficient partner **matchmaking**
- **Customizable** event setup
- **Easy** participant **registration**
- Support for **hybrid** and **online events**

How to start collaborating and building up projects?



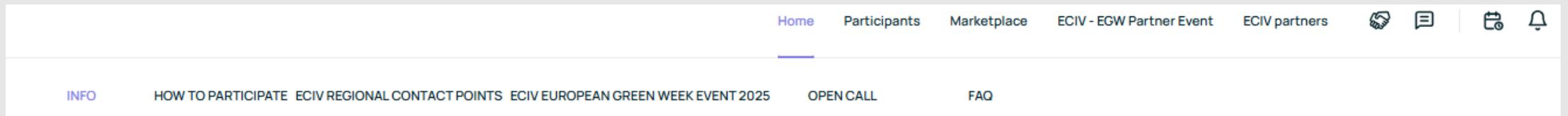
ECIV Matchmaking



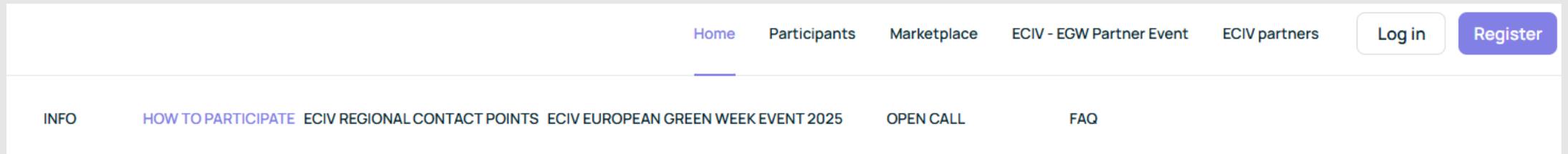
**Welcome to the ECIV
European Circular
Innovation Valley
matchmaking platform.**

1 Sep 2024 – 30 Aug 2029

[Home | ECIV Matchmaking](#)



- ECIV Project
- Areas of interest in circular economy for ECIV regions
- Our partners
- How do participants benefit from participating in ECIV?
- ECIV participants per country
- ECIV Interregional Dance Floor
- Contact



Step 1: Register for the ECIV Matchmaking

- **Visit the Event Page:** Navigate to the specific b2match event page you're interested in.
- **Click on 'Register':** You'll find this button in the top right corner of the event page
- **Create an Account:** Enter your email address and create a strong password. Alternatively, you can register using your Google or LinkedIn account

Step 2: Create and Complete Your Profile

- **Profile Information:** Fill in details such as your name, job position, organization name, and contact information
- **Areas of Activity:** Specify the sectors or areas your organization is involved in.
- **Thematic groups:** type of interest in circular economy for ECIV regions

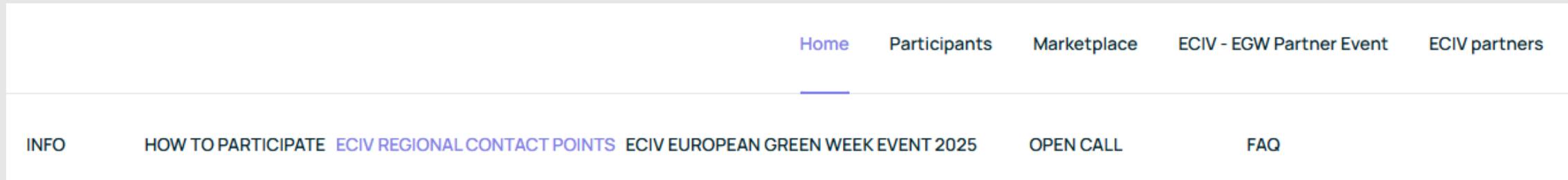
Step 3: Browse and Schedule Meetings

- **Explore Participants:** Use the 'Participants' list to find individuals or organizations that align with your interests.
- **Send Meeting Requests:** Click on a participant's profile and select 'Request Meeting' to initiate a meeting request.

Step 4: Attend Meetings



ECIV Matchmaking – ECIV REGIONAL CONTACT POINTS



Each region has a responsible person of reference for the participants of each territory.

ECIV European Green Week Event 2025

Open call

Participants

Having your participation file as complete as possible allow you to expand your impact.

Name

Location

Organization

About me

- Skills
- Interests
- Areas of activities
- Thematic group



<https://support.b2match.com/participants-guide-participants-list-on-the-website>

Marketplace

The participant have the possibility to promote their potential businesses opportunities.

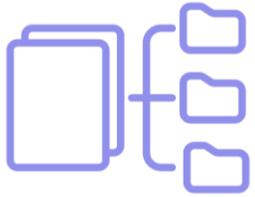
Description of your opportunity

- Type
- About
- Stage
- Organization



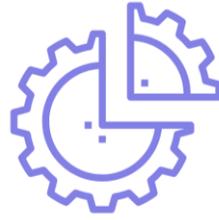
<https://support.b2match.com/understanding-b2match-marketplace-1>

Participants type



CLASSIFICATION

- Participants
- ECIV Partners
- EEN Member



AREAS OF ACTIVITY



COUNTRY

REGION



THEMATIC GROUPS

Participants type – AREAS OF ACTIVITIES



Food System



Industrial Symbiosis



Electric and Electronic



Water Management



Construction



Circular Business Models



Other Innovative Industries



Textiles



Bioeconomy



Energy

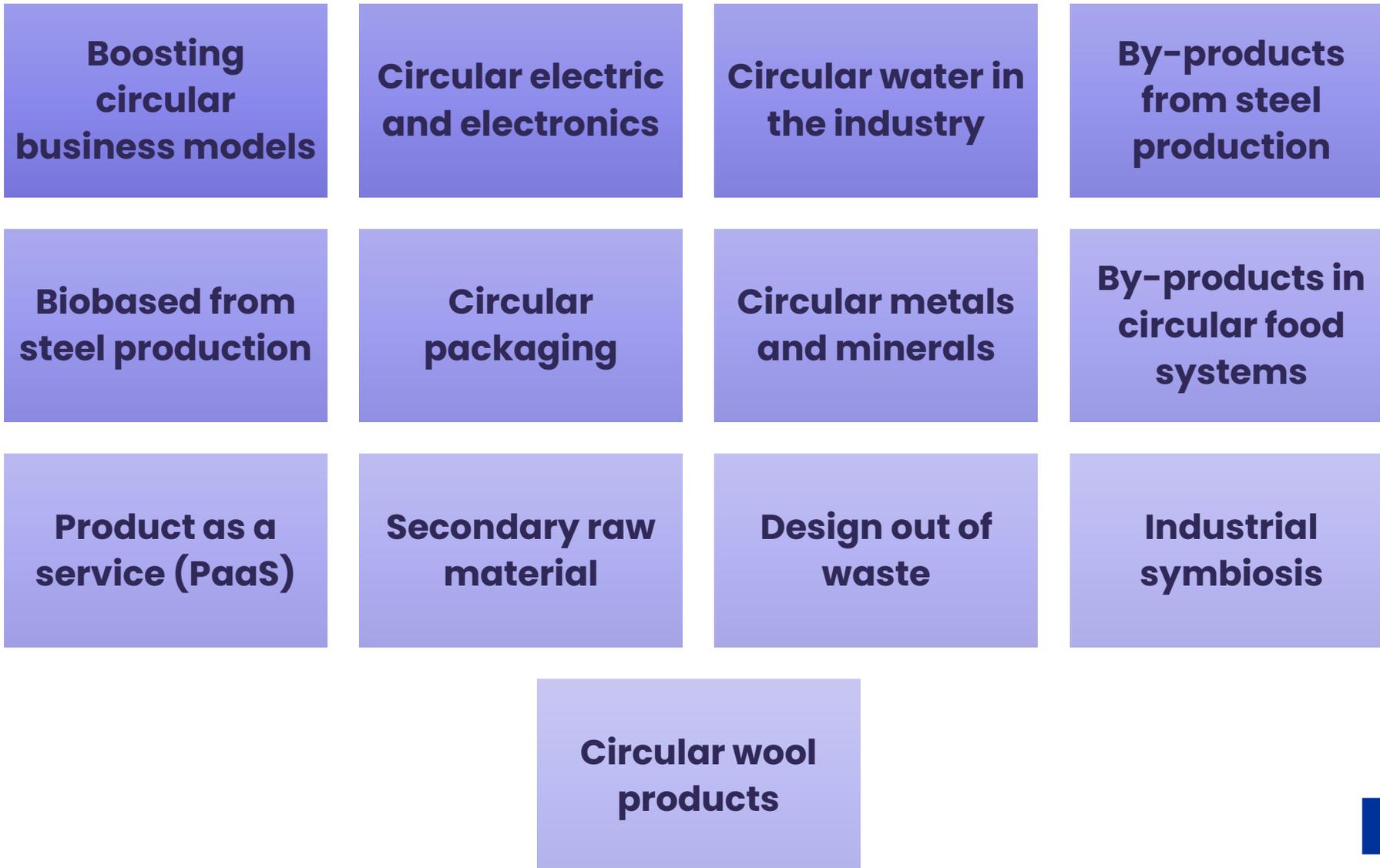


Packaging



Steel and Metals

Participants type – THEMATIC COMMUNITIES



ECIV Matchmaking – MEETING REQUEST

Do you have interest in these thematic groups or others circular challenges?

Book meetings with other participants!

ECIV partners   | 

My schedule

PARTICIPANTS

MARKETPLACE

Meeting date and time

Meeting description





Send request

Let's meet!
Looking for a
matchmaking ...

CONCLUSIONS

Contact us!



www.eciv.eu



eciv@sodena.com



<https://www.linkedin.com/company/european-circular-innovation-valley-eciv/>



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THANKS!
—
NETWORKING
SESSION