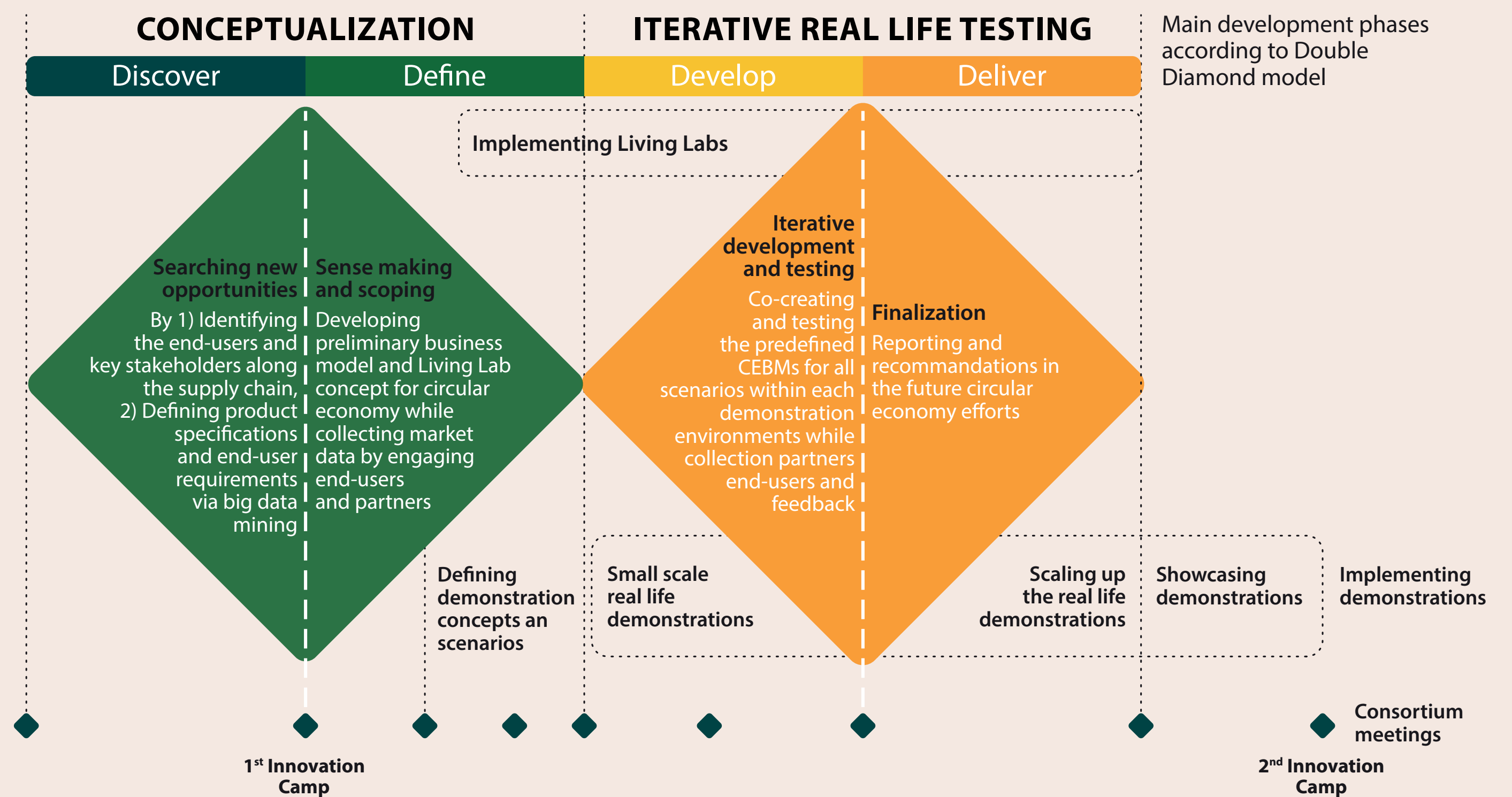


CO-CREATION WITH END-USERS

Co-creation of Products and Services is one of the 3 circular economy business models being developed by the project and an underlying methodology to integrate stakeholder feedback in the development of a new product or service. It aims to bring end-users closer to the design and manufacturing phases by identifying consumer preferences and needs. Living labs and innovation camps are examples of the tools used to implement the co-creation activities within the project.



LIVING LABS

A framework in which different scenarios are tested in a real-world context, and solutions evolve through multiple iteration rounds. The aim is to improve multi-stakeholder collaboration within CE ecosystems. These collaborations involve scientists, companies, policymakers, and civil society (quadruple helix approach) contributing to the joint knowledge, innovation and value creation processes.



INNOVATION CAMP

A 4 day open innovation and co-creation event that gathered stakeholders to address critical societal challenges in the development of new business models based in the circular economy.

