

Circular Economy Entrepreneurship in Denmark (CEED) Research Project

Are you a company already taking steps in the direction of circular economy? or do you have ambitions to take sustainable steps to obtain benefits of a circular production? Then you may be one of the companies we are looking for to take part in this EU supported research.

The benefits of participating, include periodic and specific feedback from evidenced based data and research findings combining recent academic knowledge and best practices that will improve the circularity operations of your enterprise. The project will give consultancy advice on such improvements. The project offers an opportunity to discuss common problems and advancements with peers operating in the same sector. The creation of a network of businesses operating in the same sector. The promotion of your business activities through the project presenting in global conferences, your business as a case study. There is also the possibility of being involved in different future EU projects that will enhance the visibility of your enterprise.

CEED is an EU Marie Curie research project with a duration of two years. It is executed under the auspices of SDU. The overall purpose of the CEED research project is to contribute to the transition to a CE economy by identifying the enablers and barriers to unlocking circular economy (CE) entrepreneurship. The project aims at developing innovative solutions to overcome these barriers and strengthened the enablers in Denmark as well as in other EU countries.

Entrepreneurial activities within a circular economy (CE) framework is a major opportunity to achieve sustainability by increasing resource productivity, addressing environmental issues and generating employment. The fulfillment of the potential of the circular economy therefore hinges on the emergence of a new generation of entrepreneurs that operate in accordance with the circularity logic. However, to unleash circular economy entrepreneurship, startups, SMEs and large established companies play a crucial role.

In Denmark, there is a strong ambition for the country to be a pioneer in CE entrepreneurship that will give business ventures (startups, SMEs and large established companies) a competitive advantage. It will also open new markets at the national, regional and global levels. There are clear signals that entrepreneurial ventures are more likely to pursue sustainability related opportunities in a circular economy because being new and flexible, such enterprises can adapt their business models and organizational setup to bring about radical sustainability-oriented innovations. Nevertheless, a variety of actors (startups, SMEs and large companies) influences the performance of circular economy entrepreneurship.

The research focuses on Denmark to identify and examine how different stakeholders, factors and conditions influence the circular economy landscape of the country. Such influence could come from businesses, consumers, policy makers, municipalities, regulatory bodies, the education system, etc. Factors and conditions could include funding mechanisms, socio-economic factors, physical and technological infrastructure, cultural assumptions and mindset towards entrepreneurship and the circular economy etc. To examine and understand the range and degree of such influence, CEED will undertake field studies that involve different stakeholders such as startups, SMEs and Large companies.



The project is therefore currently searching for business participants to take part in the study. All entities in different business sectors such as startups, SMEs and large companies that are involved in Denmark's transition toward a circular economy and are willing to participate are welcome. This research will benefit from your extensive activities, knowledge, experience and insights related to Denmark's CE entrepreneurship to develop new knowledge, frameworks, methods and tools that will contribute to an accelerated transition to a circular economy through entrepreneurship in Denmark.

To participate in the research requires a portion of your time for interviews, a checkup on the circularity dimension of your business, business model and organizational setup analysis from your website, documents and reports. The project will pay visits to your companies or conduct via Skype/Telephone semi-structured interviews. Then follows focus group meetings, seminars and workshops organized by the project to discuss aggregate findings that commonly affect all business and the proposed solutions.

For the entities participating in the research, at the end of the project, in addition to receiving aggregate findings and reports, each entity will receive specific findings, reports and recommendations with which it will be able to formulate strategies for effective improvements in circularity transitions in their enterprises.

If an enterprise is willing to participate, a complete participant information package will be forwarded which details why you have been chosen, the mode of participation and how your information will be used. A detailed form which includes the approximate hours expected for the research will also be forwarded and a participant consent form that follows the GDPR will be appended.

If you have any questions, please don't hesitate to contact us, and we shall be happy to respond to your queries.

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➤ **You give:**

- interview
- information
- data
- observation and follow up

➤ **You receive:**

- circularity check-up
- feedback
- specific recommendations
- general report
- your company mentioned in the EU report/International conferences

