

# Circular Horizons 2016/17



sustainable primary production  
circular economy approaches in construction  
waste valorisation  
SME support systemic circular economy approaches  
resource efficient business models

## Introduce yourself and your organisation....

James Greyson, Head of BlindSpot Think Tank. We design and share innovations for systemic approaches to multiple global challenges, including the the world's first method for market-based innovation-led circular economics (see below). Please get in touch: E: [ce@blindspot.org.uk](mailto:ce@blindspot.org.uk) T: @blindspotting M: 07970 776779 <http://blindspot.org.uk/projects/#ce4real>

## Which Horizon2020 topics are of interest?

All (in particular CIRC-01-2016-2017: systemic, eco-innovative approaches for the circular economy, CIRC-04-2016: New models and economic incentives for circular economy business, SC5-24-2016: Macro-economic and societal benefits from creating new markets in a circular economy)

## Describe your project idea, what/who you are looking for and what you have to offer....

We offer fully-integrated highly-innovative systemic options for circular economy definition (1), indicator (2), implementation (3), market incentive (4), financing (5) and economics (6).

- 1. Ecological waste.** Used materials accumulating in ecosystems (air/land/water). A circular economy is set up to phase out ecological waste.
- 2. Waste-risk.** The likelihood of a product becoming ecological waste.
- 3. Precycling.** Current actions that stop future ecological waste.
- 4. Precycling premiums.** Obligatory insurance according to products' waste-risk.
- 5. Precycling fund.** Collected premiums are spent to cut waste risk everywhere.
- 6. Circular economics.** The above economic design of circular economy, to enable decoupling of economic growth and jobs from resource impacts.

Partners of all kinds are welcomed for research and pilots for any or all of these innovations. We would be delighted to contribute a small or large part of projects requiring systems thinking and game-changing analysis. Business and policy-making partners are particularly welcomed.