Partnership programme to accelerate the circular market transition in the Nordics
The Nordic Circular Hotspot is a ten-year collaboration and market development program, with a mission to accelerate the transition to a circular economy in the region. It is co-funded by Nordic Innovation and run by 10 Managing Partners from five Nordic countries plus The Netherlands.

In the not too distant future, a Nordic, neutral NGO will be incorporated, with the aim of securing the necessary funding needed until 2030 and leading the way for collaborative, circular value creation and systems change in the Nordics.

Our goal is to achieve critical mass of circular and sustainable dynamics and transactions in all value chains, to reach transitional tipping points faster in all segments and sectors of the Nordic market.
Nordic Circular Hotspot

Managing Partners

- Elin Bergman
  Cradlenet (SE)
- Marika Ollaranta
  Business Finland (FI)
- Bjarne Herrara
  Circular Solutions (IS)
- Einar Holthe
  Natural State (NO)
- Cathrine Barth
  Circularities (NO)
- Hrund Gunnsteinsdóttir
  Festa – Center for Sustainability (IS)
- Harpa Júlíusdóttir
  Festa – Center for Sustainability (IS)
- Isabella Holmgaard
  Lifestyle & Design Cluster (DK)
- Kim Hjerrild
  Lifestyle & Design Cluster (DK)
- Peter Michel Heilmann
  WholistiQ Holding (NL)

Co-Funding Partner

Nordic Innovation

Business Finland

Cradlenet

Natural State

Lifestyle & Design Cluster

Festa

CIRCULARITIES
Brief history 2018 - 2021

Phase 0 (pre-phase), 2018 – 2019
- Initiated by Norway, Sweden and Denmark
- Inspired by the Holland Circular Economy Week in June 2018, co-organised by the Holland Circular Hotspot Foundation in The Netherlands
- Launched during the 3rd World Circular Economy Forum (WCEF) in Helsinki in June 2019, a global initiative of Finland and the Finnish Innovation Fund Sitra
- Survey and Network Map of the Nordics (stakeholder mapping)
Nordic Circular Hotspot

Phase 1, June – December 2020
- Strategic development process, 2020 – 2030
- Onboarding Icelandic, Finnish and Dutch Managing Partners
- Establishing of a physical office (secretariat) in Oslo
- Establishing a 2021-2030 roadmap and a knowledge bank
- Organising the Nordic Circular Summit and WCEF Side Events

Phase 2 (current phase), 2021 – 2024
- Realisation/market implementation, launching the Nordic Circular Arena (June 2021), incorporating a Nordic, neutral NGO

Phase 3, 2025 – 2030
- Achieving critical mass of circular and sustainable dynamics and transactions, reaching transitional tipping points faster in all segments and sectors, and developing a circular, sustainable and dynamic Nordic market sphere
Activities and assignments

A brief selection of current activities of the Nordic Circular Hotspot and its Partnership Programme

- Facilitate collaboration between all partners to accelerate the transition towards a circular and sustainable market sphere in the Nordics. Connect stakeholders and help the Nordics become the world’s leading regional circular hotspot.

- Develop, operate and update the digital stakeholder platform Nordic Circular Arena on behalf of all partners.

- Organise at least four webinars a year during which partners are able to promote themselves (virtual exhibition). Webinars are available to the general public. Partners have the opportunity to speak or be present. The Nordic Circular Hotspot also (co-)hosts several smaller webinars, with, for or co-hosted by its partners.

- Organise and co-host the annual Nordic Circular Summit in collaboration with Nordic Innovation and other stakeholders.

- Connect circular networks, hubs, hotspots and platforms within the Nordics, while connecting local, regional and international ones to the Nordics.

- Support and showcase circular projects in the Nordics that wish to scale, increase their impact or broaden their horizons. This is carried out through events, webinars, the Nordic Circular Arena and/or through the Nordic Circular Hotspot’s communication channels.

- Facilitate personal memberships for circular changemakers in and outside the Nordics (available as of September 2021).

- Help facilitate a common voice for circular policy making. Develop the regulatory public sphere to accommodate circular and sustainable solutions in the market. Raise awareness, lead the public debate and lobby at various public institutions. Help remove barriers to accelerate the circular transition in the Nordics.

- Work towards aligning a Nordic market culture, a common circular economic language as well as circular and sustainable value perspectives in the Nordics.

- Continue to raise awareness about circularity and sustainability in the Nordic market and society in general.
Nordic Circular Summit 2021:
November 25 - 26

More information:
www.nordiccircularsummit.com
Partnership potential

Brief overview of selected participants and speakers at the Nordic Circular Summit and seasonal events in 2020

5,000 webinar attendees to date
Currently 3,200 interested stakeholders and 100+ interested partners enlisted
Reach of 200,000+ through different channels
Circularity is key for sustainability

The Nordic Circular Hotspot launched its Partnership Programme in March 2021 to enable and facilitate a **strategic, systematic and more efficient circular market transition** and sustainable value development in the Nordics.

To facilitate a neutral arena for collaborative efforts, the Nordic Circular Hotspot is inviting stakeholders in all value chains of the Nordic market and beyond. Stakeholders representing market segments and value chains, the private and public economic sectors, and governmental and regulatory silos in the Nordics, are invited to collaborate on **cross-segment, cross-sector** and **cross-silo** circular value creation.

The Nordic Circular Hotspot is developing a digital circular economy stakeholder platform, the **Nordic Circular Arena**, to be launched in June 2021.
In combination with the Nordic Circular Arena, the Nordic Circular Hotspot Partnership Programme will provide all the Nordic Circular Hotspot partners and members with first-hand access to an extensive network of key stakeholders, valuable insight materials, events, workshops, courses, innovation methods and strategies, and more—in view of accelerating the transition to a circular economy in the Nordics.

Our goal is to achieve critical mass of circular and sustainable dynamics and transactions in all value chains, to reach transitional tipping points faster in all segments and sectors of the Nordic market.
Incentive

Nordic Circular Hotspot’s mission

Accelerate the transition to a circular economy in the Nordics

For who

Private and public industries, market segments and economic sectors, corporations, companies, SMEs, NGOs and public authorities. Partnership programmes are also available for networks, projects, event, media and companies based outside of the Nordics. Individuals are able to become personal members of the Nordic Circular Hotspot.

Purpose

1. Build a common market culture and economic language for circular and sustainable value development in the Nordics
2. Stimulate cross-market segment, cross-economic sector and cross-regulatory silo collaboration and dialogue in the Nordic market sphere
3. Provide an accessible overview to help stakeholders navigate and co-ordinate in the Nordic market
4. Increase market dynamics, transactions and investments in circular and sustainable solutions
5. Define and align on the core circular and sustainable values of the Nordic market
It's all about the value chains

A circular and sustainable transition of a market demands a deep understanding of value chains, and the roles of all stakeholders and their connection to the different B2B, B2P and B2C market segments.

We divide the circular market sphere of the Nordics into three categories

1. We see market segments and natural resource value chains as the **vertical factor**
2. Public and private economic sector, and industries representing neutral market functions in the value chains, we identify as the **horizontal factors**
3. The third factor is the place, the context of region and market culture, we identify as the **contextual factor**

Circular economy is about collaboration, and requires all stakeholders to work together to change the entire value sphere from the old, linear and sustainable state, to a circular and sustainable state.
Multi-stakeholder programme

This program is designed for

**Market Segment Partners (vertical)**
Market segments and value chains: Private and public corporations, companies, SMEs, businesses and industries relating to natural resources in the market value chains as vertical market segments

**Market Sector Partners (horizontal)**
Private and public economic sectors, industries and institutions representing neutral market functions as horizontal market sectors

**Market Context Partners (context)**
Context of place and culture: Governmental authorities representing the regulatory silos, NGOs, policy makers and the Nordic countries’ different market cultures from local-and-global, to national-and-Nordic perspectives

+ **Network Partners**, **Project Partners** and **Personal Memberships**
+ **International Partners** (global segments, sector and circular context)
Multi-stakeholder programme

Focus areas for 2021-2024: Nordic circular market sphere

Market Segment Partners (vertical)
Natural resource value chains, with examples of market segments and industries:
- Food and beverage
- Energy and technology
- Ocean and fishery
- City development and construction
- Furniture and fashion
- Forestry and bioeconomy
- Manufacturing and production
- Trade and services
- Remanufacturing, repair, retrade and recommerce

Market Sector Partners (horizontal)
Neutral market functions, with examples of private and public economic sectors and industries
- Innovation, R&D and competence
- Education, academics and knowledge
- Digital, data, AI and technology
- Consumer behaviour
- Design, architecture and engineering
- Culture, anthropology and arts
- Communication and public relations
- Media and entertainment
- Renovation and recycling
- Logistics and transportation
- Finance, funding and banking
- New economic languages, accounting and auditing

Market Context Partners
Regulatory and governmental partner
Societal silos, public entities, policies, local and national market cultures:
- Nordic countries: DK, FI, IS, NO and SE
- Local-to-national market cultures
- Nordic regional and (bi)lateral systems
- EU and interregional
- International / global
- Regulatory and governance

Strategic market development methodology by Natural State, NCH Managing Partner
### Partnership programme

#### What you receive

- Participation in and impact on circular market acceleration in the Nordics
- Access to the Nordic circular markets and networks
- Enhanced visibility and targeted promotion
- Invitation to partnership events and gatherings
- Insight materials, key learnings and knowledge
- Personalised service and relevant project support
- Link-up to relevant projects, companies and people
- Co-host events with the Nordic Circular Hotspot (optional)
- Partnership branding for use on your platforms
- Content related to the circular economy in the Nordics
- Create synergies with other partners

#### What you offer

- EUR 5,000, EUR 2,500 or EUR 1,250 (depending on annual revenue/turnover, excluding VAT)
- Or 50 hours of work (in-kind hours)
- Communicate your partnership with the Nordic Circular Hotspot on your platforms
- Participate in events throughout the year
- Adopt the Partnership Guiding Principles
- Your perspectives, opinions, relations, network and participation in the Nordic Circular Hotspot
### Partnership packages

All packages includes:

- Access or expand in the circular Nordic market
- Access the Nordic Circular Arena
- Gain insights, key learnings and knowledge
- Business development opportunities
- Network and (joint) project opportunities
- Invites to events, workshops and meetings
- Community, roadmap and “fuel” to do the work
- Access to relevant intelligence in the Nordics

<table>
<thead>
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<th>Network and Project Programme</th>
<th>Personal Stakeholder Memberships</th>
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<td>Network connectivity and synergies</td>
<td>• New projects and possible hires</td>
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<td>New members and recruitment</td>
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<td>R&amp;D initiatives and projects</td>
<td>• Knowledge sharing and booking</td>
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<td>Policy making and lobbying</td>
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<td>Visibility and promotion</td>
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Onboarding fall 2021
### All partnerships

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Partnership options

1. **Market Segment Partners:** Companies/organisations/consortia that commit to implementing circular models for or within their organisation(s) and to becoming leading circular economy actors within their segment. The fee for becoming a Segment Partner is EUR 5,000, EUR 2,500 or EUR 1,250, excluding Value Added Tax (if and where applicable), depending on the annual turnover of the most recent fiscal year. Alternatively, the Segment Partner may choose to contribute with 50 in-kind hours, if this is relevant or in case it is a start-up or company/organisation with an annual turnover of less than EUR 100,000.

   The annual fee structure is as follows:
   1. EUR 5,000: an annual turnover of EUR 1,000,000 or more;
   2. EUR 2,500: an annual turnover of between EUR 500,000 – EUR 999,999;
   3. EUR 1,250: an annual turnover of between EUR 100,000 – EUR 499,999.

2. **Market Sector Partners:** Companies/organisations/consortia that commit to dedicating min. 50 in-kind hours, i.e. by sharing their expertise, network(s), experience and competence. A Sector Partner may also contribute an annual fee of EUR 5,000, if this is relevant to the specific Sector Partner.

3. **Network Partners:** Companies/organisations/consortia that represent a network of interested parties or stakeholders. Each party or stakeholder within these networks may be assigned to be a Sector Partner and/or Segment Partner, but this partnership is exclusively for the network organising entity. The fee for being a Network Partner is an investment of 50 in-kind hours. Optionally, a Network Partner may decide to have an exclusive digital site for their own network, which will be integrated into the Nordic Circular Arena. This optional feature will cost EUR 5,000 per annum, excluding VAT (if and where applicable). If a NCH Network Partner wishes to have a separate Web domain outside of the Nordic Circular Arena, then this will have an additional cost, which is to be negotiated.

4. **Project Partners:** Companies/organisations/consortia that represent a project, in which case the Nordic Circular Hotspot will either need to be a partner or participant in the project or the project needs to be funded by Nordic Innovation or the Nordic Circular Hotspot finds the project to be relevant to its work. A project will need to have a starting and end date, and can only be a Project Partner during the project’s active state.

5. **International Partners:** Companies/organisations/consortia that are based or located outside of the Nordics and are interested or already active in the Nordics. An International Partner may be a Segment, Sector, Network or Project Partner, as long as there is a legal entity involved.

Each Partner will have the right to add its logo, name, contact details and a brief profile of its company or organisation on the partnership page of the Nordic Circular Hotspot Web site and also have the right to be listed on the Nordic Circular Arena.
Collaboration is key for circularity

Nordic Circular Hotspot

Market Segment Partners: Natural value chains, market segments and industries
Market Sector Partners: Neutral market functions, public and private economic sector, industries
Context Partners: Regulatory and governmental partners, context of place and market culture
Thank you and looking forward to partnering with you!

www.nordiccircularhotspot.org
#CircularNordic