## INTRODUCTION TO THE CBC & OPEN CALL

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTRODUCTION TO THE CBC &amp; OPEN CALL</td>
<td>2</td>
</tr>
<tr>
<td>KEY CHALLENGE AREAS</td>
<td>3</td>
</tr>
</tbody>
</table>

## WHO CAN APPLY

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO CAN APPLY</td>
<td>5</td>
</tr>
</tbody>
</table>

## WHY APPLY TO THE CIRCULAR BUILDINGS COALITION OPEN CALL

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHY APPLY TO THE CIRCULAR BUILDINGS COALITION OPEN CALL</td>
<td>5</td>
</tr>
<tr>
<td>WHY JOIN?</td>
<td>5</td>
</tr>
<tr>
<td>Submitting and application</td>
<td>6</td>
</tr>
<tr>
<td>Selection committee</td>
<td>6</td>
</tr>
<tr>
<td>PHASE 1</td>
<td>7</td>
</tr>
<tr>
<td>PHASE 2</td>
<td>8</td>
</tr>
</tbody>
</table>

## SCORING CRITERIA

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCORING CRITERIA</td>
<td>9</td>
</tr>
<tr>
<td>STAGE 1 SELECTION CRITERIA</td>
<td>9</td>
</tr>
</tbody>
</table>

## KEY DATES

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY DATES</td>
<td>10</td>
</tr>
</tbody>
</table>

## GLOSSARY OF TERMS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>GLOSSARY OF TERMS</td>
<td>11</td>
</tr>
</tbody>
</table>
INTRODUCTION TO THE CBC & OPEN CALL

The Circular Buildings Coalition (CBC) seeks to cultivate alliances, build a common understanding, and amplify proven solutions to create a circular built environment in Europe.

The CBC Open Call seeks to amplify proven solutions (“Blueprint Projects”) to accelerate the transition to a circular built environment in Europe. While there are existing efforts to address these challenges, many of the solutions have been developed and tested within closed or limited environments, but they have not yet been widely diffused across the sector for the public good.

The Open Call seeks to:

- Identify promising approaches and solutions to the challenge areas that have been proven to be feasible.
- Stimulate diffusion of these approaches/solutions across the built environment sector for the wider public good.
- Create a ‘pull’ effect to influence existing approaches to maximise public good
- Showcase inspiring examples of new approaches to creating change in the built environment in order to influence other actors to develop and diffuse such approaches

The deadline to apply to the Open Call is 20 July, 2023.
Key Challenge Areas

Three challenge areas were identified by the CBC that impede progress towards a circular built environment. These challenge areas require increased attention and innovation. While there are existing efforts to address these challenges, many of the solutions have been developed and tested within closed environments, but have not yet been widely diffused across the sector for the public good.

Markets & Supply chains

Stagnant market dynamics exist, making the emergence of secondary and renewable materials very complex. The market for circular materials and construction needs a shared knowledge base that reduces friction, transparency that increases trust, and a more level playing field for recycled materials. We call for blueprint projects that:

- Can significantly increase the demand for recovered building materials.
- Connect the supply (of reused and recycled materials) with demand at scale.
- Strengthens the role of cities and the public sector in facilitating material salvage and reuse.

Ownership models

Lack of proven ownership models that align the interests of investors, building users, and developers with long-term climate and circularity goals. This structural issue of incentives needs to be addressed for other financial incentives to change. We call for blueprint projects that:

- Demonstrate the value of new business and/or ownership models.
- Facilitate the wider adoption of business models aligned with circular principles, for example by improving enabling conditions.
- Encourages new forms of collaboration.
Financing Mechanisms

Lack of proven ownership models that align the interests of investors, building users, and developers with long-term climate and circularity goals. To scale circular construction, we need to unlock new and larger flows of capital, as well as clarifying and reducing the risk of investments. We call for blueprint projects that:

- Capturing the unrealized salvage value (residual value of its materials minus dismantling costs) of a building
- Revisit existing accounting practices to account for ‘real’ (in line with observed technical degradation) depreciation per building layer.
- Accounting for the positive externalities presented by the long-term positive social, environmental and economic impacts of buildings aligned with circular principles.
- Increasing transparency by the widespread adoption of tracking tools and measurement frameworks to make this value visible and actionable.

For further elaboration of these challenges areas, read our call to action.

For background research, review the report.
APPLYING TO THE OPEN CALL

Who can apply

Almost any organisation is eligible, as long as they have an office within Europe.\(^1\)

Exclusionary criteria:
- Core partner in the Circular Buildings Coalition.\(^2\)
- One-person companies/freelancers.

What is a ‘Blueprint Project’

We define a ‘Blueprint project’ as an initiative that can help overcome existing barriers to scale or create demand, or support the diffusion of a solution that accelerates the transition to a circular built environment. The solution is focused on maximising public good rather than privatising value.

Why apply to the Circular Buildings Coalition Open Call

- **Impact**: Maximise the systemic impact of your solution towards a circular built environment by diffusing it into the field.
- **Funding**: Secure grant funding to develop and execute that plan to diffuse your solution.
- **Knowledge**: Drawing upon the resources from the Circular Building Coalition, receive guidance experts in the built environment, the circular transition, and those leading systemic change.
- **Platform**: Gain access to partner networks and communications channels to spread your solution.

---

\(^1\) See glossary for Europe definition in this context.

\(^2\) Note: National Green Building Councils are eligible to apply.
Submitting an application

The deadline to apply to the Open Call is 20 July, 2023. You can submit your application via [this link].

The application asks for relatively concise answers to 20 questions, totalling roughly three pages of text. You will be able to edit, save, and come back to your application.

Selection Committee

The Selection Committee will be composed and governed to meet the following principles of the CBC:

- **Relevance**: Ensuring that solutions selected fundamentally address the challenge areas identified and enable promising systemic solutions to diffuse.
- **Diversity**: The process brings in a diversity of perspectives.
- **Balance**: The process ensures a balanced spread & diversity of solutions.
- **Additionality**: The process enables solutions to be developed and diffuse that would not have otherwise.
- **Transparency**: The process is transparent to consortium partners and those applying to the call.

The selection committee will be composed of CBC consortium members and funders, and external experts in specific challenge areas and geographies.
PHASES OF THE OPEN CALL

Phase 1

Phase 1 will run for three months. During this time, participants will conduct a feasibility study and produce a plan for how to overcome existing barriers to scale, create demand, or support the diffusion of the solution.

Participants will receive the following:

Content support
- A workshop on “systemic diffusion”, all phase 1 grantees are welcome to join, provided by Metabolic Ventures.
- Bi-weekly guidance: 1-2 hours / every two weeks for each grantee. Support will come from the CBC consortia and will be decided on after selection of the solutions. The support can entail, for instance, reviewing core materials, limited technical support or sharing network resources.
- Some basic materials about how to go about a feasibility study and publish a concise, well-written whitepaper.

Funding: €20,000 in funding, allocated on a conditional basis
- 60% of the grant will be disbursed upfront, and 40% will be disbursed upon completion of the whitepaper, inclusive of the feasibility study.

By the end of this phase, the CBC expects projects to have:
- Tested feasibility of the stated solution across a range of dimensions including Economic, Social, Political, Legal, Technical, Environmental and Practical aspects through desk work and engagement in the field
- Captured learnings from feasibility assessment and, where relevant, adapted their plans
- Developed a clear diffusion plan for the stated solution
- Validated interest from future clients or pilot partners
- Produced a whitepaper detailing this information that can be openly shared by CBC and operates under a Creative Commons license CC BY-NC-SA
Phase 2

Phase 2 will run for 6 months. During this time, participants diffuse their solutions and embed them in further pilots.

During this phase, participants will receive the following:

**Capacity building:**
- **Guidance and network support:** The CBC will support grantees with practical questions about implementation as well as accessing key network partners.
- **Recommendations:** Consortium partners will feed into a short document, offering advice, key risks, and other recommendations.

**Platform**
- The relevant point of contact to enable network access
- Communications platform to share innovations

**Funding:** €75,000 in funding, allocated on a conditional basis
- 75% of the grant will be disbursed upfront, and 25% will be disbursed after 3 progress reports are handed in over 6 months.

By the end of this phase, the CBC expects projects to:
- Diffuse their solutions to target stakeholders, and in other cases sensitise stakeholders to potential future engagement
- Measure initial results from deployment
- Capture learnings from diffusion activities
- Report on progress on an ongoing basis
- Develop plans for further development of the solution post-involvement with the CBC

---

3 Progress reports will be kept short, a maximum of 2 pages, and be expected every two months.
SCORING CRITERIA

Stage 1 Selection Criteria

The CBC will use the following criteria to assess submissions to the Open Call. There are six selection criteria that will be used:

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>DESCRIPTION</th>
<th>TOTAL POSSIBLE POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>Public Value</td>
<td>5</td>
</tr>
<tr>
<td>Primary</td>
<td>Transition Alignment</td>
<td>5</td>
</tr>
<tr>
<td>Primary</td>
<td>Feasibility</td>
<td>5</td>
</tr>
<tr>
<td>Secondary</td>
<td>Organisation-Solution Fit</td>
<td>3</td>
</tr>
<tr>
<td>Secondary</td>
<td>Uniqueness</td>
<td>3</td>
</tr>
<tr>
<td>Secondary</td>
<td>Challenge Impact</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Possible Score</strong></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

The assessment will be undertaken in late July and early August 2023. At the end of August 2023, the selection committee will collectively come to a decision to select a maximum of 8 (minimum of 6) grantees.
## Key Dates

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st June, 2023 - 20 July, 2023</td>
<td>Open call for Blueprint Projects is open.</td>
</tr>
<tr>
<td>20th July, 2023</td>
<td>Call closes for Blueprint Projects.</td>
</tr>
<tr>
<td>31st August, 2023</td>
<td>First stage applicants selected and informed; a 4 months period in which organisations need to complete and submit the white paper starts.</td>
</tr>
<tr>
<td>30th December, 2023</td>
<td>First-stage participants submit their white paper, as well as a short application to enter the second stage.</td>
</tr>
<tr>
<td>19th January, 2024</td>
<td>Selected applicants are notified by the CBC team.</td>
</tr>
<tr>
<td>1st February, 2024</td>
<td>Participants selected for the second phase start the execution of their dissemination plans.</td>
</tr>
<tr>
<td>1st July, 2024</td>
<td>Participants submit a 5-page reflection and learning document about lessons learned from implementation that can be published by the CBC.</td>
</tr>
<tr>
<td>30th July, 2024</td>
<td>Second phase ends.</td>
</tr>
</tbody>
</table>
**GLOSSARY OF TERMS**

**Blueprint Projects** – Existing solutions that are furthered or altered for the sake of the public good, can address critical gaps in the transition to a circular built environment, and which can be replicated and/or built upon by others.

**Challenge areas** – Three systemic challenge areas that the CBC has identified, that if addressed, would accelerate the transition to a circular built environment sector. Each of the challenge areas has specific challenges nested within it.

**Circular Building Coalition** – The Circular Buildings Coalition is an initiative of the Laudes Foundation, Metabolic, Circle Economy, EMF, WBC, WBCSD and Arup to accelerate circularity in the built environment in Europe. It aims to address four main challenges to scale action in Europe through developing system analysis, hosting thematic round tables, advocacy, developing blueprint projects, and providing support to novel and proven solutions through regranting.

**Circular built environment** – A construction and development sector that fully cycles the resources it uses and is in harmony with nature by design.

**Diffusion/Dissemination** – Spreading solutions to be adopted by different stakeholders and for different use cases as widely as feasible.

**Europe:** EU27 + Norway + Switzerland + UK.

**Feasibility study** – An assessment of the practicality of the project, aiming to objectively uncover the strengths and weaknesses of the project, opportunities and threats present, the resources required to carry through, and ultimately the prospects for success. Key aspects to consider in a feasibility study are Economic, Social, Political, Legal, Technical, Environmental and Practical.

**Public good** – An outcome that is of benefit to society and a variety of stakeholders, in contrast to benefit that is primarily privatised internally within an organisation where the organisation primarily benefits. Public good should focus on enabling wider change to occur within the sector. However, the fit between the project’s needs and the organisation’s capacities is of course important.

**Systemic change** – A formal definition of system change is as follows:

- Addressing root causes rather than symptoms;
• by altering, shifting, and transforming structures, customs, mindsets, power dynamics, and rules;
• through collaboration across a diverse set of actors;
• intent on achieving lasting improvement of societal issues on a local, national, and global level.

**Systemic change strategies** – An approach to enable system change. Typically addresses a key barrier, enables the diffusion of critical practices, and/or builds capacity in key areas or among key stakeholders that will enable lasting improvement of societal issues directly or indirectly.

**White Paper** – A short document detailing the feasibility of their solutions and a dissemination plan that is shared openly so other stakeholders can learn from the insights.