



EU H2020 CIRC4Life Project Policy Workshop
14th and 20th October 2020, Online



Introduction to the CIRC4Life project:

A Circular Economy Approach for Lifecycles of Products & Services

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EU H2020 CIRC4Life: A Circular Economy Approach for Lifecycles of Products & Services



Budget: €7.2 millions with EU grant €6.3 million **Consortium:** 17 EU partners. **Coordinator:** NTU

LED lighting products



recycler

civil society

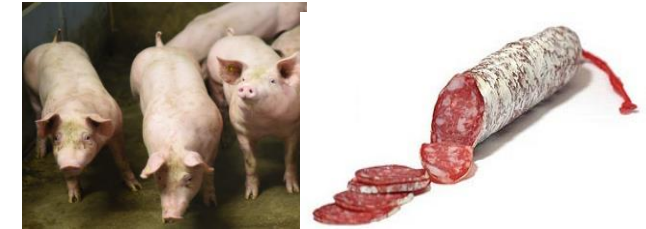
public authority

tablets recycle/reuse



retailer

meat supply chain



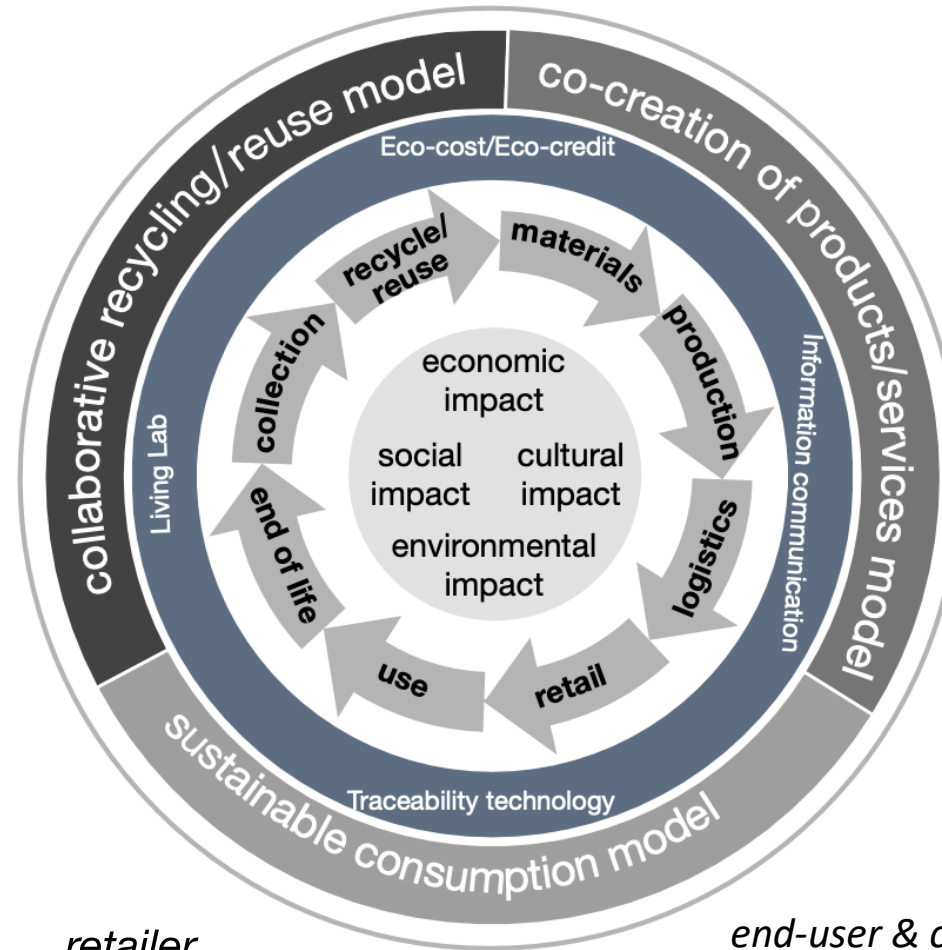
producer

researcher

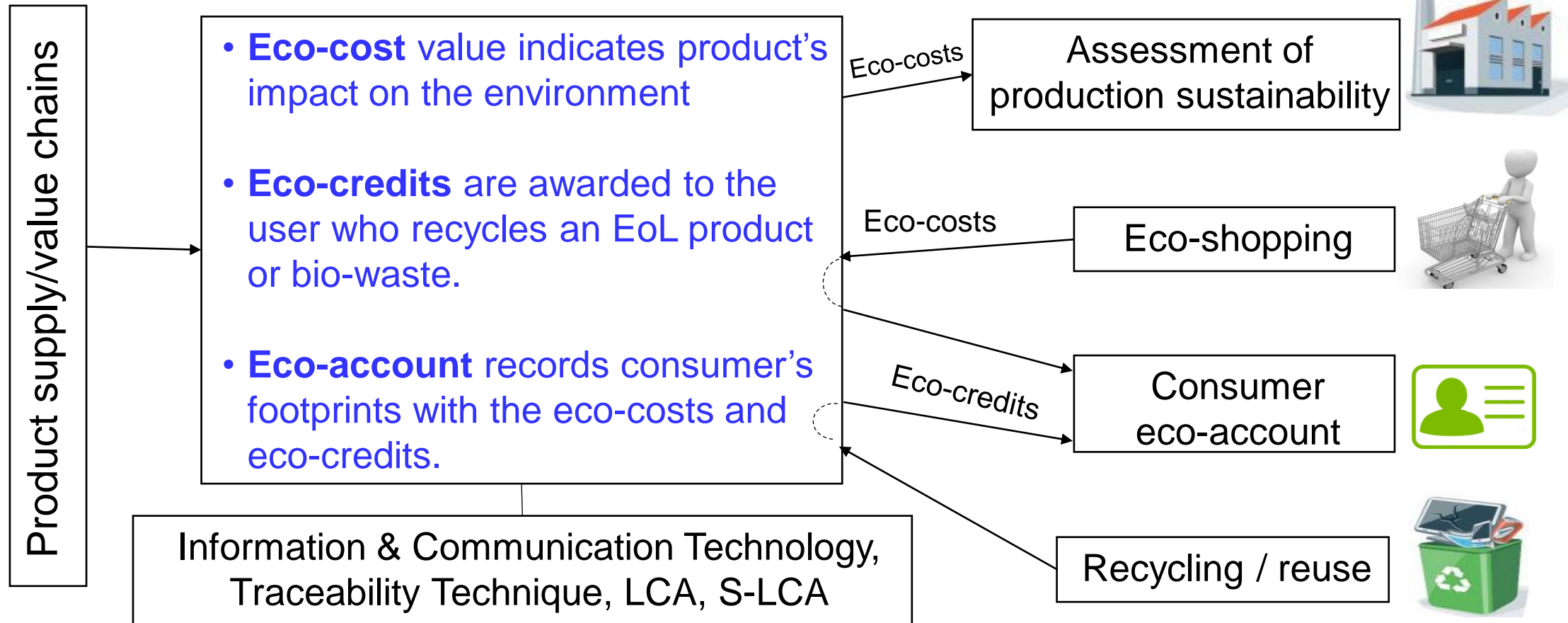
vegetable farming and food



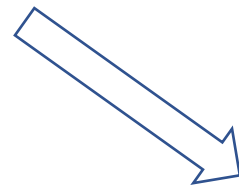
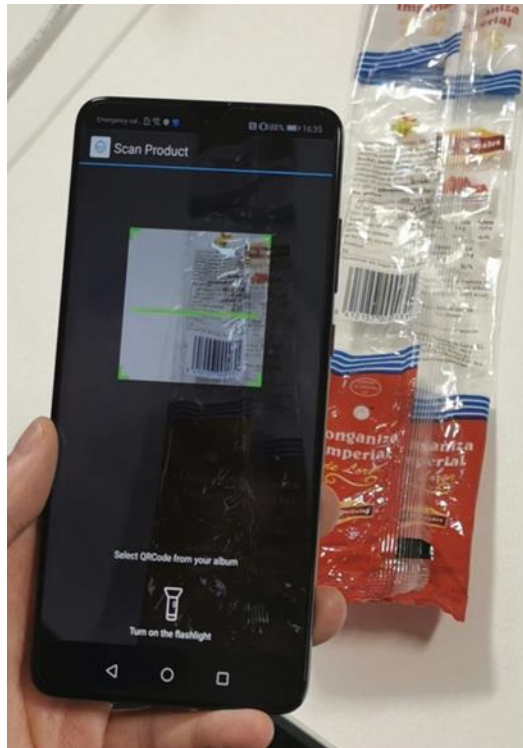
end-user & consumer



Eco-cost / Eco-credit Theme




Eco-shopping



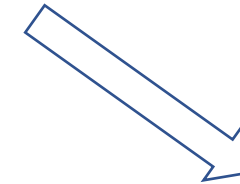
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Product Detail Information



Product ID: 0841215700031001
 Product: IMPERIAL SAUSAGE OF LORCA "LOS
 Category: Organic product
 Manufacturer: Los Quijales
 Eco-cost: 0.11
 Product Description: Star product of Lorca's charcuterie tradition. The real one, made from traditional recipes, cured in a traditional way and with a smooth and characteristic flavor. For its production, Ingredients: Pork meat, salt, dextrin, sodium caseinate (milk protein), lactose, spices, dextrose, aroma (contains flavour of smoke dried), garlic, flavour enhancers (E - 621 and
 Product Sustainability: - When the product comes to end of life, it is allowed to be recycled via an intelligent bin located at the self-service collection point. - Eco-credits will be awarded after confirming the
 Recycling plan and Incentive scheme:

Product eco-information



Consumer receipt

Account ID: huang hua

Items	Eco-costs	Price
Sobrasada	0.10	£1.00
Imperial sau	0.11	£2.00
Total	0.21	£3.00
Eco-costs total: 58.88		
Eco-credits total: 437.17		
Serial No. 725		
Date: 16/9/2020 12:47		

Eco-cost values of each item purchased.

The remaining Eco-costs and Eco-credits in the consumer's eco-account

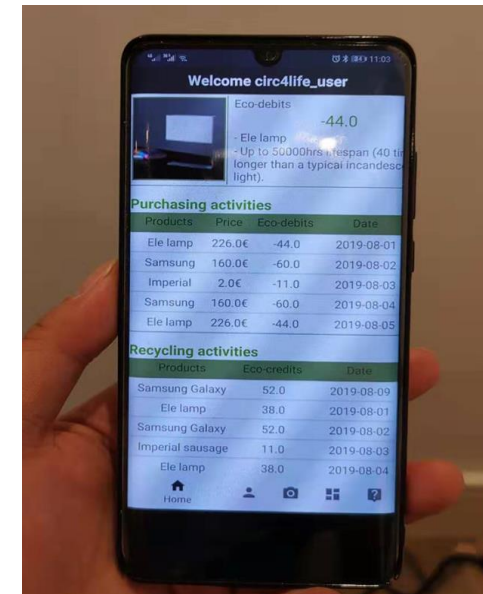
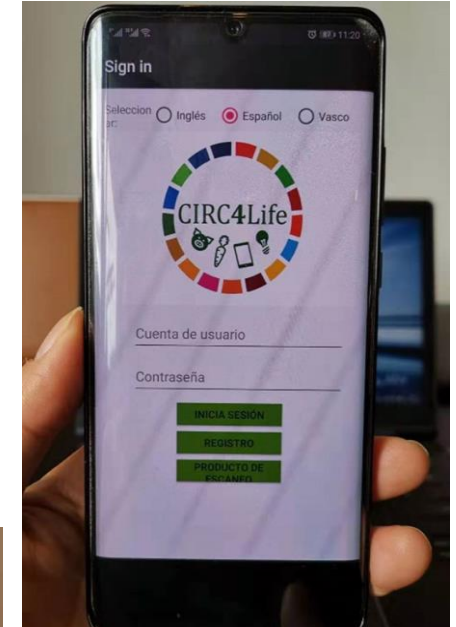
Recycling with Eco-credits



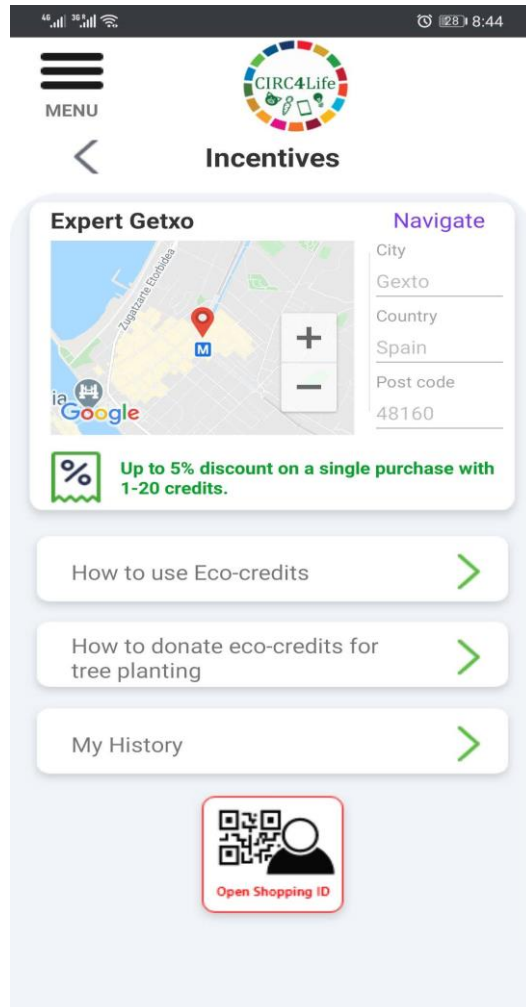
Recycle EoL products or
bio-wastes into an
intelligent bin



The consumer then
receives eco-credits
stored in his/her eco-
account which can be
traced via mobile phone



Eco-incentive



Discount
at a shop



Discount online
shopping

<https://onaemotion.com/en>



Eco-credits



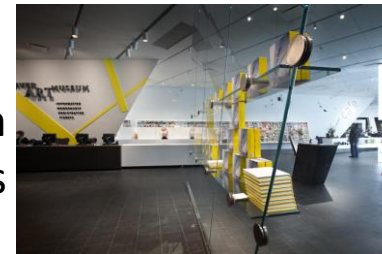
Tree
planting



Theatre
tickets



Museum
tickets

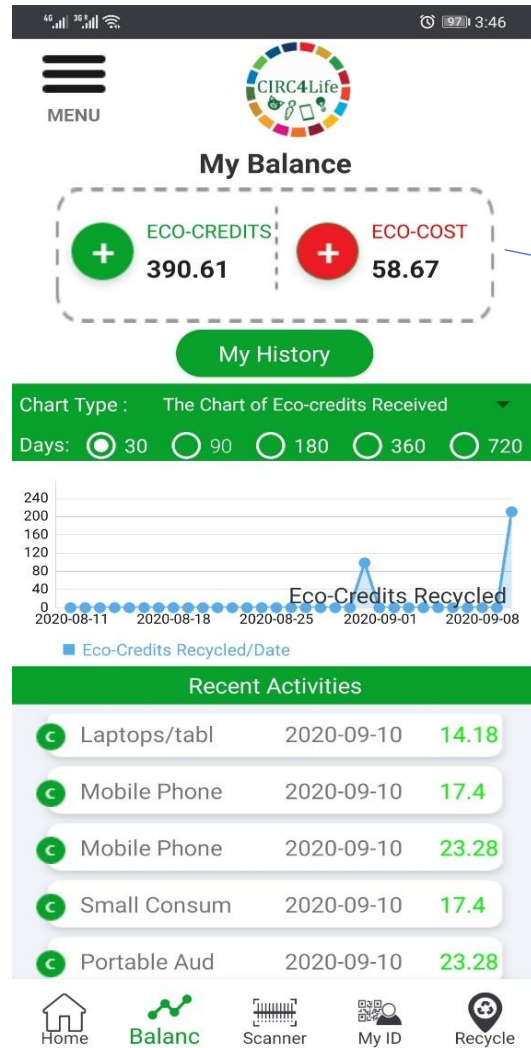


More to
come

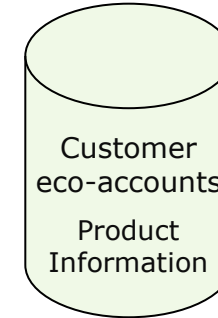
Eco-account



Mobile App



Central Database



An example of consumer eco-account

Date	item	number of	eco-cost	eco-credits		
				recycled	spent	balance
02/03/2020	Embolic	1	24			
10/04/2020	Cycle	2	42			
01/05/2020	Raim	1		18		18
20/05/2020	Ele	1	37		10	8
	Total		94	18	10	



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Thanks for your attention

for more information about the CIRC4Life project, please visit
<http://www.circ4life.eu>