



Circular models Leveraging Investments
in Cultural heritage adaptive reuse

Horizon 2020 CLIC project CLIC International Startup Competition 2020 Cultural Heritage Adaptive Reuse as Circular Economy strategy

Applications are open for the international “CLIC Startup Competition” addressed to startups and business ideas working in the field of **cultural heritage adaptive reuse**, which are inspired to the principles of **circular economy** for enhanced sustainability, social impact and environmental regeneration. Applications of startups and business ideas are open up to 15 October 2020.

The event is organized by the **Institute for Research on Innovation and Services for Development of the National Research Council of Italy (CNR IRIS)** in collaboration with international partners within the Horizon 2020 CLIC project “Circular models Leveraging Investments in Cultural heritage adaptive reuse” (www.clicproject.eu). The initiative is supported by SEMED “Startup Europe Mediterranean” platform developed by FacilityLive.

The CLIC Startup Competition is aimed at:

- enhance the entrepreneurial capacity in the heritage sector;
- provide new opportunities for businesses and innovators;
- stimulate the startup ecosystem in the heritage sector.

Innovators, entrepreneurs and startupperes from the international scene are invited to take part in the competition.

Applications can be submitted on the CLIC Startup Competition website www.clicproject.eu/startup-competition by October 15, 2020.

Participants are encouraged to submit ideas focusing on - **but not limited to** - the following heritage-related sectors:



Cultural, safe and sustainable tourism

Creative, cultural, education and entertainment industries

Heritage community, social innovation and ethical finance

Technologies and materials for the circular city and building

Abandoned cultural landscapes regeneration

CNR IRIS | Via Guglielmo Sanfelice, 8 | 80134 | Naples- Italy | segreteria@iris.cnr.it

www.clicproject.eu • info@clicproject.eu



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The 5 winning projects will be rewarded with a **mentoring programme worth 15,000 Euro, developed by the CLIC partner INIZIATIVA Cube**. The acceleration program will accompany the teams of innovators for 4 months, supporting them in the development of their business model and giving them opportunity to access funding from public and private investors.

The final event of the CLIC Startup Competition will be held **in Naples from 25th to 27th November 2020**. The three day-event will involve experts and researchers, entrepreneurs, policy makers and finance representatives.

The first day will host a **Living Lab**, structured in 2 moments: **Inspiring Keynote Speeches** to share best practices at the European level, and **Living Tables** to stimulate discussion and cross-fertilization on innovative creative entrepreneurship among stakeholders coming from different countries. **The second and third day**, dedicated to the innovative and creative initiatives of the Startup Competition, will provide for 2 actions: the first aimed at the **elaboration of the final pitch** by the teams, supported by mentors and experts from 012 Factory team; the second at the **business ideas presentation** that will be proposed to a qualified international jury made of finance and industry representatives, innovation experts, researchers and cultural heritage experts who will identify the 5 winning proposals.

The selection will be based on criteria of innovativeness, consistency with the **circular economy** approach, feasibility and market potential, and economic-financial sustainability.

To be always updated on the activities of the project and receive news, opportunities and suggestions related to the world of startups and innovators, you can subscribe to the

CLIC Newsletter: www.clicproject.eu/newsletter

Info and application on: www.clicproject.eu/startup-competition

For further information, please contact: startupcompetition@clicproject.eu

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