



# Project idea form - small projects

Version 2.1

Registration no. (filled in by MA/JS only)

## Project Idea Form

Date of submission 05/06/2025

### 1. Project idea identification

Project idea name	Circularity from below
Short name of the project	CircleLever
Previous calls	yes <input type="radio"/> no <input checked="" type="radio"/>
Seed money support	yes <input type="radio"/> no <input checked="" type="radio"/>

### 2. Programme priority

3. Climate-neutral societies
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### 3. Programme objective

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### 4. Potential lead applicant

Name of the organisation (original)	Syddansk Universitet
Name of the organisation (English)	University of Southern Denmark
Website	<a href="https://www.sdu.dk">https://www.sdu.dk</a>
Country	DK



Type of Partner	Higher education and research institution
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#### Contact person 1

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#### Contact person 2

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Which organisation(s) in the planned partnership take part in a project within the Interreg Baltic Sea Region Programme for the first time? Please list the respective partners.

University of Southern Denmark (confirmed)  
 JK Genbrugscenter  
 Halmstad University (confirmed)  
 Østfold Høgskole (confirmed)  
 Bygghubben (confirmed)  
 Norrköping Kommun

### 5.1 Specific challenge to be adressed

The shift from linear to circular use of building resources is a major challenge, this implies keeping products and materials in operation for as long as possible. Previous studies also show that craftsmanship can lever reuse of materials and a focus on maintenance and repairing. To enhance this, a holistic approach that go beyond waste management is needed, one that connect with conscious use of water, energy, transport and land. This is moreover supported by a growing incentive by local municipalities to work with circularity in a larger scale.

The primary target group is journeymen, apprentices and masters at local building contractors in the Frederiksstad (NO), Halmstad (SE), Norrköping (SE) and Odense (DK) (rural) areas that serves as demonstration cases in the project.

All four areas are characterized by many small and medium-sized contractors and many small and medium-sized construction projects, both renovation and new construction. These are central to the flow of buiding materials new and used.

All four areas have a similar constellation of companies and only a few large contractors play a relative smaller role in this area. As it can be seen in many places in the Baltic region. The participating areas

are therefore typical and can be potential guideposts for the entire region.

By seeking out specific craftsmen, direct contact is achieved with the local construction projects, many in numbers, but smaller in economic volume. By jointly implementing a specific competency upgrade the craftsmen come into direct contact with recycled building materials, learn about their properties and gain experience in using them. The experiences from the experiments are communicated to the rest of the construction industry, where Denmark today has a number of local recycling platforms, and local building professionals who almost all need a boost when it comes to knowledge about and flow of recycled materials.

## 5.2 Focus of the call

The focus of the project is to:

- create and promote circular environments
- redefine smart specialization approaches
- contribute to a growth in craftsmanship with a long term perspective on material usage.
- create business opportunities for environmental and societal benefits
- utilize digitalisation
- contribute to make more even territorial distribution of job offers and business opportunities in sustainable housing and thereby reducing segregation caused by transition processes

## 6. Transnational relevance

Small and medium sized contractors in the Baltic region face similar challenges in the sustainable transition towards circularity. Limited resources in the companies and in the building projects (new built and/or renovation) are common barriers. Moreover, the last 30 years have witnessed a concentration into large corporations among the building material producers and resellers as well as considerable common EU standardisations. All these conditions invite transnational cooperation and integration, that will further be eyeopeners for common conditions and collaboration possibilities

## 7. Specific aims to be addressed

Building trust that could lead to further cooperation initiatives

Unfortunately, recycling platforms often experience that construction practitioners (journeymen, apprentices and masters) are not familiar with the materials that the platforms can offer. Doubts are raised about their quality and functionality. At the same time, it is important that the platforms become part of the local material flow, so that both materials that are removed from existing buildings and collected in connection with renovation and demolition and the opportunities to incorporate used materials in other constructions are strengthened. Today, the materials all too often end up as fuel or as waste. The purpose of the project is to strengthen practical local knowledge of recycled building materials, including LCA knowledge and practically available materials at any given time by bringing journeymen apprentices and masters into direct interaction with materials and skills at the recycling platform. The handling of materials takes place to a large extent locally.

Initiating and keeping networks that are important for the BSR

*(max. 1.000 characters incl. spaces)*

#### Bringing the Programme closer to the citizens

The project address construction practitioners: journeymen, apprentices and masters. The practitioners collaborate on a daily basis with citizens that own and/or live in buildings that need renovation and construct new built environments. Citizens often rely on counsel from construction practitioners when taking renovation and new built decision. It can therefore create important impact if craftsmen's competences on circularity and sustainability are levered through this project

Allowing a swift response to unpredictable and urgent challenges

*(max. 1.000 characters incl. spaces)*

## 8. Target groups

The primary target group is journeymen, apprentices and masters at local building contractors in the selected areas that serves as demonstration cases in the project

The selected areas are characterized by many small and medium-sized contractors and many small and medium-sized construction projects, both renovation and new construction. These are central to the flow of materials.

The project will seek out specific craftsmen, directly involved in local construction projects, many in numbers, but smaller in economic volume, and by jointly implementing a specific competency upgrade where the craftsmen come into direct contact with recycled building materials, learn about their properties and gain experience in using them. The experiences from the experiment are communicated to the rest of the construction industry, where Denmark, Sweden and Norway today have a number of local recycling platforms, and local building professionals who almost all need a boost when it comes to knowledge about and flow of recycled materials.

Please use the drop-down list to define up to five target groups that you will involve through your project's activities.

Please define a field of responsibility or an economic sector of the selected target group

Specify the countries and regions that the representatives of this target group come from.

1. Interest group	craftsmen are important in Construction	Denmark, Region Syd Sweden Region Halland, Östergötland region Norway Østfold fylke
2. Small and medium enterprise	Small local contracting building companies	Denmark, Region Syd Sweden Region Halland, Östergötland region Norway Østfold fylke
3. Local public authority	Municipalities are local clients for craftsmev	Denmark, Region Syd Sweden Region Halland, Östergötland region Norway Østfold fylke
4. Business support organisation	Liason of network contacts between small companies and professionals	Denmark, Region Syd Sweden Region Halland, Östergötland region Norway Østfold fylke

## 9. Contribution to the EU Strategy for the Baltic Sea Region

Please indicate if your project idea has the potential to contribute to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (<https://eusbsr.eu/implementation/>).

yes ☒ no ☐

Please select which policy area(s) of the EUSBSR your project idea contributes to most.

PA Innovation

PA Bio-economy

The MA/JS may share your project idea form with the respective policy area coordinator(s) of the EUSBSR. You can find contacts of PACs at the EUSBSR website (<https://eusbsr.eu/contact-us/>).

☐ If you disagree, please tick here.

## 10. Partnership



JK Genbrugsbutik, Odense, DK (JK)  
 Norrköping kommun, Norrköping, SE (NK)  
 Bygghubben, Linköping, SE (BYG)  
 Höskolan i Halmstad (HH)  
 Høgskolen i Østfold, Frederikstad, NO (HIØF)  
 University of Southern Denmark, Odense DK (SDU)

#### Roles:

SE: NK and BYG assist in selecting possible building companies in Östergötland region, that HH can then in turn collaborate with them in competence development and networking with local building platforms. HH are part of several initiatives in the Halland Region that supports the project. And HH has a prominent network of construction actors that can participate in the project. A project in establishing a circular hub ("Bruka Halland") has just started up and this project can be used in this project.

NO: HIØF draw on their existing network in Østfold among SME building companies and collaborate with them in competence development and networking with local building platforms

DK: JK and SDU collaborate with local SME building companies collaborate with them in competence development and networking with JK, which is a local building platforms. SDU also act as project manager and administrator of the project

## 11. Workplan

1. Outreach work with local craftsmen. Here, SDU, HH and HIØF will initially collaborate with local construction sites, educational institutions, labor market organizations, and more to identify possible craftsman participants for the project
2. Joint upgrading process: DK JK Recycling Center and craftsmen. SDU participates in order to document the effect. The first process focuses on knowledge about recycled materials- similar for NO and SE.
3. Joint process with a focus on specific selected building materials. Where can they be found? Where can they be incorporated? Case stories are developed that can be communicated in DK via JK Recycling Center, SDU, and other relevant communication channels. This runs on low resource consumption over six months, with approximately one meeting per week. Similar in SE and NO
4. The project's results are collected and compiled in a shorter communicative report
5. Communication to the local area and to the construction industry in The Baltic region
6. Project management, a small operational project group

## 12. Planned budget

ERDF budget (planned expenditure of partners from the EU)	EUR 425,000.00
Norwegian budget (planned expenditure of partners from Norway)	EUR 75,000.00
<b>Total budget (including preparatory costs)</b>	<b>EUR 500,000.00</b>



### 13. Project consultation

Please indicate if you wish to have a consultation (online meeting) with the MA/JS to discuss your project idea

yes ☒ no ☐

### 14. Questions to the MA/JS

Questions related to the content of the planned project *(max.1.000 characters incl. spaces)*

Questions related to budgeting and expenditure *(max.1.000 characters incl. spaces)*

Any other questions *(max. 1.000 characters incl. spaces)*

### 15. Additional information

*(max. 1.000 characters incl. spaces)*

#### Your account in BAMOS+

Please remember that to officially submit your application you need to access our electronic data exchange system BAMOS+. More information about the process of applying for your account in BAMOS+ you will find here:

<https://interreg-baltic.eu/gateway/bamos-account>