

# CIRCULAR INNOVATION PROGRAM

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A program bringing together  
high-tech companies to create  
circular innovation

Brochure for Suppliers

Program by

**IMPACT** 

In association with

**ASML**



Brainport  
Industries

# WHAT IS THE CIRCULAR INNOVATION PROGRAM ?

The Circular Innovation Program is a practical program aimed at high-tech companies who are members of Brainport Industries and supply their products and services to ASML.

The goal of the program is to build context-specific competencies on circular innovation and create tangible outcomes to move your company forward in the circular economy. The program offers the opportunity to learn from circular leaders of ASML who share their vision & strategy on circular economy and re-use.

The supplier's team are able to create a Minimum Viable Product (MVP) or business model out of the circular ideas they develop during the program. They are also prepared for validation of the circular innovation with internal & external stakeholders.

The practical program offers a unique opportunity to define your next steps towards circularity, create circular solutions and learn with & from peers in the industry.



**Limited to 8 supplier organisations**



**2 participants from each organisation**



**Program in partnership with ASML & Brainport Industries**



**4 day program spread over 3 months**

to ensure real-time feedback and discussion with colleagues/ customers on the circular innovation



# PROGRAM BENEFITS

## 01

GAIN CONTEXT SPECIFIC KNOWLEDGE



**Context-specific knowledge, competencies & capabilities**

Gain context-specific circular economy knowledge, competencies and capabilities together with other High-tech companies in the Brainport region.



**Peer learning and insights from OEM & suppliers**

Gain insights on OEM & other suppliers' viewpoints, ideas, constraints and opportunities, regarding circular economy.

## 02

IDENTIFY CIRCULAR OPPORTUNITIES



**Alignment with ASML's sustainability strategy**

Alignment with ASML's vision/strategy on circular economy and sustainability.



**Create circular roadmap**

Identify circular opportunities and plot these on short/mid/long term roadmap.

## 03

CREATE CIRCULAR SOLUTIONS



**Create an MVP and validate assumptions**

Build a minimum viable product or business model and test/validate the circular concept.



**Create an implementation plan for the circular concept**

Leaving the program with a project plan to further develop or implement the circular concept.

# PROGRAM APPROACH



## SYSTEMIC APPROACH

A systemic process tailor-made for engaging different stakeholders in the context of circular economy and creating innovation is followed.



## MASTER CLASSES

Masterclasses and expert-led sessions from both industry & academic experts on circular economy.



## CURATED TOOLKITS

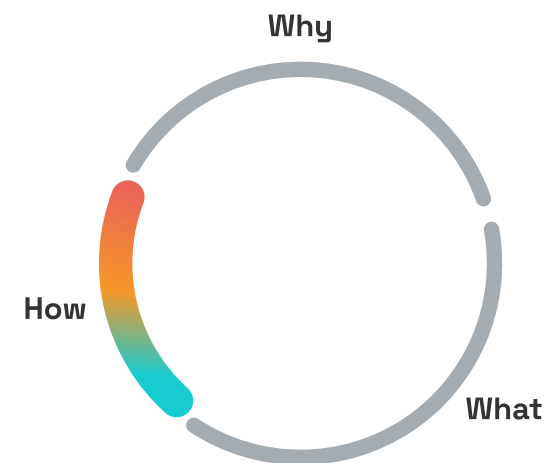
Tool-kits, knowledge material and examples curated for the high-tech industry.



## PEER LEARNING

Programs' focus on peer learning enables dialogue and collaboration between participants from different companies.

Strong focus on "HOW"



Normal program's focus



"How" is the core focus of the Circular Innovation Program

Program supporting partners





# PROGRAM DAYS IN DETAIL

## Day 1

### Understanding the circular challenges and ambitions in the industry

The program starts with an understanding of the larger context in which the supplier's organisation operates. This helps in creating a clear understanding of the growing needs of customers and the industry, related to the circular economy.

Day 1 serves as a preparation for identifying circular opportunities and mapping these to create a company roadmap. In addition, an understanding of circular economy concepts and circular strategies is created.



Have a clear understanding of ASML's circular economy strategy, main topics, priorities, and re-use KPIs



Have a good understanding of circular economy and strategies



Seeing re-use in practice at ASML



## Day 2

### Discovering and defining the problem & Connections and relationships

Day 2 focuses on finding the "Right" problem to focus on during the program. Circular economy is a system change, requiring a holistic perspective on the value chain with many perspectives. A system map is created to map out the various stakeholders and flows related to process, material and information.

In addition, a basic understanding of strategic collaboration for a circular economy is created.



Identify circular economy opportunities in the company



Create a clear problem/opportunity statement to focus on for circular innovation



Exploring potential collaborations with other organisations.



# PROGRAM DAYS IN DETAIL

## Day 3

### Developing & delivering an initial concept

Day 3 focuses on creating an initial concept of the solution to the problem defined in Day 2. As part of this, as many creative ideas as possible are created. One concept is selected to further detail based on desirability, feasibility, viability and sustainability.

Throughout this process, the assumptions considered are made explicit. These assumptions help in understanding the points to further test and iterate upon.



Create an initial concept of the solution to the problem



Creation of a minimum viable circular business model



Identify assumptions to test and iterate within your company



## Day 4

### Creating a narrative & Testing and iterating

Day 4 starts by learning how to engage with different stakeholders (internal & external) to test and iterate the initial concept. To support this, people create a narrative surrounding their concept.

The participants also detail the next steps for taking the concept toward a working MVP or business model.

The program finishes with a pitch event to which various stakeholders are invited.



Have a plan to further iterate/ implement the circular innovation



Develop a narrative to share with internal and external stakeholders



Engagement with customers for testing and validation of the circular innovation





# WHAT PEOPLE SAY ABOUT THE PROGRAM



Tim van de Puttelaar • 2nd

Teamlead High Tech Engineering at Faes. Providing custom ...  
1mo •

+ Follow

Very valuable four days! This program has allowed us as supplier to have an open conversation with our customer to identify the possibilities towards circular innovation. As a result we have been able to define clear steps to move towards more sustainable packaging.

Thank you ImpactX for facilitating these discussions!



Pieter Broos • 2nd

Program Manager Re-use within Sourcing & Supply Chain  
1mo

Thanks for this wonderful and inspiring session, [Esther](#) & [Liselotte](#)!

Inspiring pitches, wonderful atmosphere and collaborative talks! And above all, very insightful to discuss what's next to increase the reusability of parts within our operation with [NTS-Group](#), [BKL B.V.](#), [Frencken Europe B.V.](#), [AAE bv](#), [Faes](#) & [ASML](#), facilitated by [ImpactX!!!](#)

Like · 5 | Reply · 1 Reply



Patrick Kilkens • 2nd

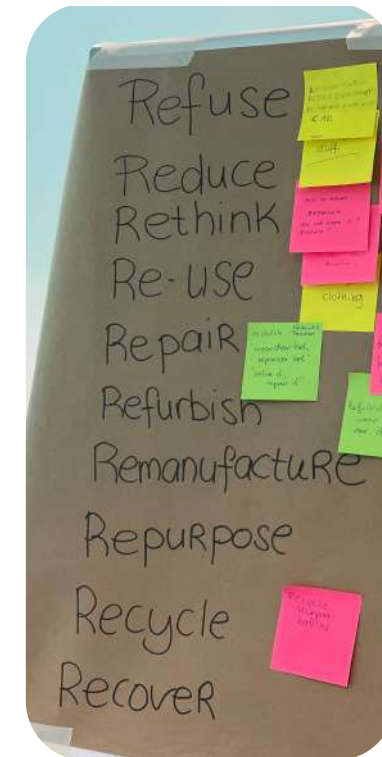
Director Global Operations at NTS-Group  
1mo

Thank you for developing and hosting this program [Esther Kersten](#) and ImpactX team. We are already working on the concrete follow-up actions and looking forward to contribute to make Brainport the high-tech sustainability capital of the world!

Like · 4 | Reply · 1 Reply



## PAST PARTICIPANTS



# JOIN THE PROGRAM !

The circular innovation program is designed to help suppliers of ASML gain context-specific knowledge on circular innovation and create a circular solution during the program.

The key highlights of the program is as follows:

- ✔ 4 workshop days spread over 3 months.
- ✔ 1 pitch event to showcase outcomes to key stakeholders.
- ✔ Engagements with relevant internal and external stakeholders.
- ✔ Create tangible outcomes for the wider organisation.
- ✔ Online environment for learning and collaboration.

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Total Contribution per participating supplier (2 person team) = € 8250/-

This price is discounted by a financial contribution of ASML and is a fixed fee.

Including all costs: rooms, foods drinks, materials, masterclasses, experts, facilitators, online environment.





# ABOUT IMPACTX

## We're impact builders.

On a mission to make Brainport the high-tech sustainability capital of the world.

### COMPANIES

We help companies scale their sustainability activities and circular impact.

### VALUE CHAIN

We help companies in the value chain to co-innovate on sustainability.

### ECOSYSTEM/REGION

We grow learning and collaboration networks to accelerate sustainability and circularity in the region.

Need more information  
about the program ?



**Esther Kersten**

Founder & CEO

ImpactX

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