

## **City of Casey Living Lab Challenge Brief**

### **Overview of the Current Living Lab Theme**

The City of Casey is launching a Circular Economy Living Lab to explore the following challenge: *How might we leverage emerging technology, data, and innovation to enable a transition to a more Circular Economy in Casey?*

As one of the fastest growing and diverse communities in Australia, the City of Casey recognises the need for a circular economy to ensure sustainable growth and provide future opportunities in the local economy, using circular principles to trial and validate innovation in response to this complex challenge.

This will provide businesses, start-ups, and community groups with a rare opportunity to trial circular solutions with Council and community, to gain feedback and position solutions for further rollout in Southeast Melbourne and potential scale up by Council.

These trials will inform future planning, inspire local action, and provide partners with an opportunity to shape circular solutions on the ground in a local community.

### **Key Challenge Statements**

The City of Casey is looking for outcomes that successfully deliver and validate innovative solutions, producing measurable economic, social, and environmental benefits, advancing a more Circular Economy in Casey. Solutions should address the challenges presented in the following key areas:

1. **Construction and demolition waste:** How might we increase resource recovery in construction, that stimulates local businesses and local jobs, while contributing to a future-ready community and a circular economy in Casey?
2. **Food waste:** How might we eliminate organic food waste and enable food security, promoting the development of local businesses and jobs, while contributing to a future-ready community and a circular economy in Casey?
3. **Built environment asset maximisation and life extension:** How might we extend the cycle length

of assets in the municipality (council and non-council owned assets) through technical innovation, maximising and monitoring their use, promoting local business opportunities to transition towards a more circular economy in Casey?

### **Broad requirements**

Through the Circular Economy Living Lab, the City of Casey will seek solutions to collaboratively deliver trial initiatives, ensuring outcomes that catalyse the long-term pathway towards a local Circular Economy.

In line with the Smart Casey Launchpad strategic objectives, solutions submitted for the implementation of a Circular Economy Living Lab trial should be:

- **Innovative:** solutions should deliver circular outcomes through the testing and scaling of cutting-edge products and services.
- **Collaborative** partnerships for the trial are recommended and the solution should enable cross-collaboration to achieve maximum benefits and reach a broader target.
- **Data-led:** accessible and transparent data insights should be integrated into the proposed solution to ensure measurable outcomes and tangible benefits.
- **Local providers:** to maximise benefits for the local economy, local providers will be favoured, although any Australian Commercial business and social enterprise is eligible to submit a proposal.
- **Technology powered:** when a particular technology product is central to the delivery of a proposed solution, the provider needs to ensure reliability and share prior testing results.

## Circular Economy Definition

The Circular Economy is a practical framework to address global challenges like climate change, biodiversity loss, waste, water scarcity, pollution, and energy transition. It aims to transform the current linear economic model of 'take, make, and waste' into a circular economic model where systems are designed to:

1. Eliminate waste and pollution in the design and production of new materials and/or products
2. Extend materials and/or products lifespan, keeping them in use for as long as possible
3. Restore the local environment, with benefits for the flora, fauna, waterways, soil, etc.

## About the Living Lab

A Living Lab is a place-based approach to driving innovation through co-design with partners, community, and Council. It enables businesses, academia, community, and start-ups to collaborate on local challenges and develop solutions that will address them at scale. Depending on outcomes of the trials, scale up initiatives may or may not occur, at Council's discretion.

A Living Lab requires three components:

1. **Problem:** Complex problem that our community faces and is only likely to increase with our growth
2. **People:** A range of people from business, community, not for profits, educations etc that could address the problem
3. **Place:** A physical location that can bring innovation to life and create a testbed for our community.

The objective of a Living Lab is to efficiently trial, evaluate and potentially scale-up innovative ideas that support Council strategies to stimulate the local economy, address environmental challenges, and improve community outcomes through private-public partnerships and innovation processes.

Responding to complex challenges requires new approaches, and innovative concepts. The Living Lab aims to provide opportunities to trial innovative solutions that can meet the needs of the community in new ways and evolve with community feedback and insights to progress these solutions.

## How to Apply

The City of Casey will be running a competitive grants process to fund Circular Economy Living Lab trials. The application form will be available at [casey.smartygrants.com.au/CircularEconomyLivingLab](https://casey.smartygrants.com.au/CircularEconomyLivingLab) from 22 July 2022 until 5pm 31 August 2022.

To stay up to date and to register for upcoming information sessions follow us at [conversations.casey.vic.gov.au/circular-economy-living-lab/](https://conversations.casey.vic.gov.au/circular-economy-living-lab/)