



- ReUse e.V. is part of the steering committee of the sustainablySMART project consortium.
- ReUse e.V. is work-package leader for closed-loop business models. Technology forecast via patent analysis techniques is supporting this work package.
- The consortium has been granted 7 million € funding by the European Union for achieving the project goals.

The project sustainablySMART has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 680640.



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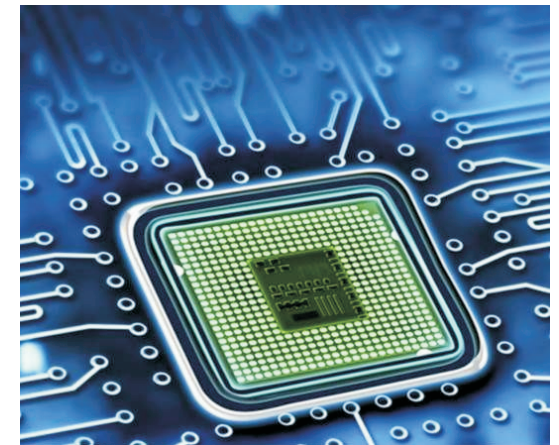
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**sustainablySMART**



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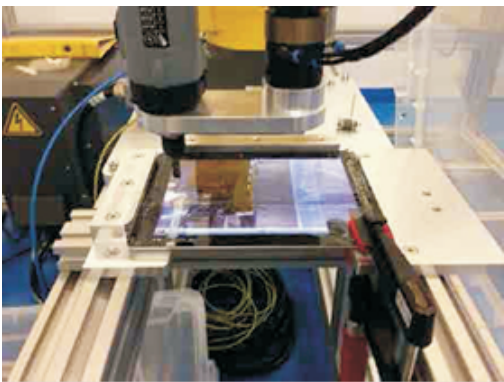
Fostering Business Model  
Perspective for Circular Economy

# Project

## sustainablySMART

### Fostering Business Model: Perspective for Circular Economy

The research project **sustainablySMART** funded by the EU-Program Horizon 2020 will change the lifecycle of mobile information and communication devices by developing new product design approaches. This includes improved end-of-life performance, re-use and remanufacturing aspects. It is about implementing “design for a circular economy” for smartphones and tablet computers on the product and printed circuit board level.



Automated disassembly machine  
(C) by Pro Automation GmbH



Disassembled Fairphone 2; (C) by iFixit GmbH

Furthermore, new disassembly and remanufacturing processes will improve resource efficiency. This also considers development of underlying product design, production, testing and remanufacturing technologies. The practical implementation of the business models will be guided in nine case studies and future technology exploitation ensured.

ReUse e.V. shifts its original scope from computers (ReUse e.V. was once founded as ReUse-Computer e.V.) to increasingly important mobile information and communication devices. Moreover, ReUse e.V. will be able to strengthen its research on business models for closed-loop economy and eco-innovation.

### Project Partners

Seventeen partners from seven European countries work together. Partners are manufacturing companies, research institutions and universities. The project is coordinated by Fraunhofer IZM. Other partners are

- AT & S Austria Technologie & Systemtechnik AG
- Blancco Oy Ltd.
- Circular Devices OY (Puzzlephone)
- Fairphone b.v.
- Grant4Com
- iFixit GmbH
- Instytut Tele – i Radiotechniczny (ITR)
- Multimedia Computer System Ltd. (MicroPro)
- Österreichische Gesellschaft für System- und Automatisierungstechnik
- PrimeTel PLC
- Pro Automation GmbH
- ReUse e.V. (gemeinnützig)
- RFND TECHNOLOGIES AB
- Semicon Sp. z.o.o.
- Speech Processing Solutions GmbH
- Technische Universität Wien

Project runtime is from September 1st 2015 to October 31st 2019.