

Open Call - The Circular Lab

How to apply

Roskilde Festival 2025

Content:

How to apply for Open Call 2025

Application Process

Criteria for selection

The application must answer the following:

- Company name?
- Team?
- What is your solution?
- Why is your solution important to the world?
- What similar solutions exist today?
- How do you expect a test at Roskilde Festival to contribute to the development of the solution?
 - Where do you think it would be optimal to test your solution at Roskilde Festival?
- Company data
- Inspirational photos from previous years

How to apply for Open Call 2025 – two steps

1) Make a presentation of 7 slides that answer the 7 questions described on slides 6 to 12 and send as a **pdf format to:**
opencall.circularlab@roskilde-festival.dk

- Maximum 100 words per slide.
- Graphics and photos are worth more than 1000 words.
- Name the PDF as follows: **companyname.pdf**

2) Fill in link with company data

- See more on slide 13.
- Wait to do this until you have made the actual application. See point 1.

NOTE: If your application is longer than 7 slides, it is wasted work. We only read the first 7 slides. And they must answer the 7 questions.

Background:

Remember to read our Open Call carefully before you send an application and look through inspirational photos.

- Link: [The Circular Lab](#)

Application Process

Fill in the company data and send the application in pdf format before January 8, 2025.

Applications are processed on an ongoing basis. We will get back to you no later than two weeks after the deadline.

Questions can be directed to kristine.barenholdt@roskilde-festival.dk

Criteria for selection

We assess applications based on the following criteria:

- Test readiness (are you at a point in your development where you need testing and validation?)
- Innovation
- Materiality in relation to solving a problem – (reduction of resource consumption, emission of greenhouse gases and promotion of biodiversity)
- The degree of value added for the green transition
- Scalability

Age: The Circular Lab's target group is primarily entrepreneurs under the age of 30, but we do have the opportunity to take in a certain percentage of participants who belong to a different age group

It is not a criterion that the solutions in their final form are aimed at a festival market. As long as the product can be tested within the framework of the festival and has the potential to contribute to a circular society.

Company name?

- Insert the company name, logo (not required) and the name of your solution:

This is slide 1 of your application

Team?

- Describe the team + contact information:

This is slide 2 of your application

What is your solution?

- Describes your solution. Preferably using graphics or photos.
- Max 100 words

This is slide 3 of your application

Why is your solution important to the world?

- Be as specific as possible.
- The green transition loves data.
- So much CO2 or resources have been saved, or this solution helps to improve biodiversity in this very specific way.
- Max 100 words

This is slide 4 of your application

What similar solutions exist today?

- If your solution already exists, then it may not be so important to the world.
- Max 100 words

This is slide 5 of your application

How do you expect a test at Roskilde Festival to contribute to your development of the solution?

- Here you must describe what value you think you can take home from Roskilde Festival.
- Max 100 words

This is slide 6 of your application

Where do you think it would be optimal to test your solution at Roskilde Festival? **See slides 14 through 22**

1) We have a dedicated area where we gather the entrepreneurs who primarily need user feedback on, for example, design, idea or taste.

2) Do you rather need to test in collaboration with one of the festival's partners; Maybe you've developed a coffee cup to be tested in a coffee shop, or a product that's best tested in a specific area, we'll help you and your test in the right place.

- Max 100 words

This is slide 7 of your application and the last slide.

Company data

To be considered for testing through The Circular Lab, the following link with data about your company must also be completed.

Link: [Microsoft Forms](#)

Inspirational photos - from previous years



The entire Roskilde Festival is our laboratory, so keep that in mind when you think about where you would like to test your solution.

The entire Roskilde Festival is our laboratory

(backstage area)



Here, Bacana tasted in a backstage area.

Here is a different demographic than, for example, camping areas and purchasing power.

Somewhat older audience.

The entire Roskilde Festival is our laboratory

(inner space – where the stages are)



Here, Grounded Cups tested their cup in collaboration with one of the festival's subcontractors.

In this case, Peter Larsen Coffee.

We can help you get in touch with the right partner.

The entire Roskilde Festival is our laboratory

(where there was a fence)

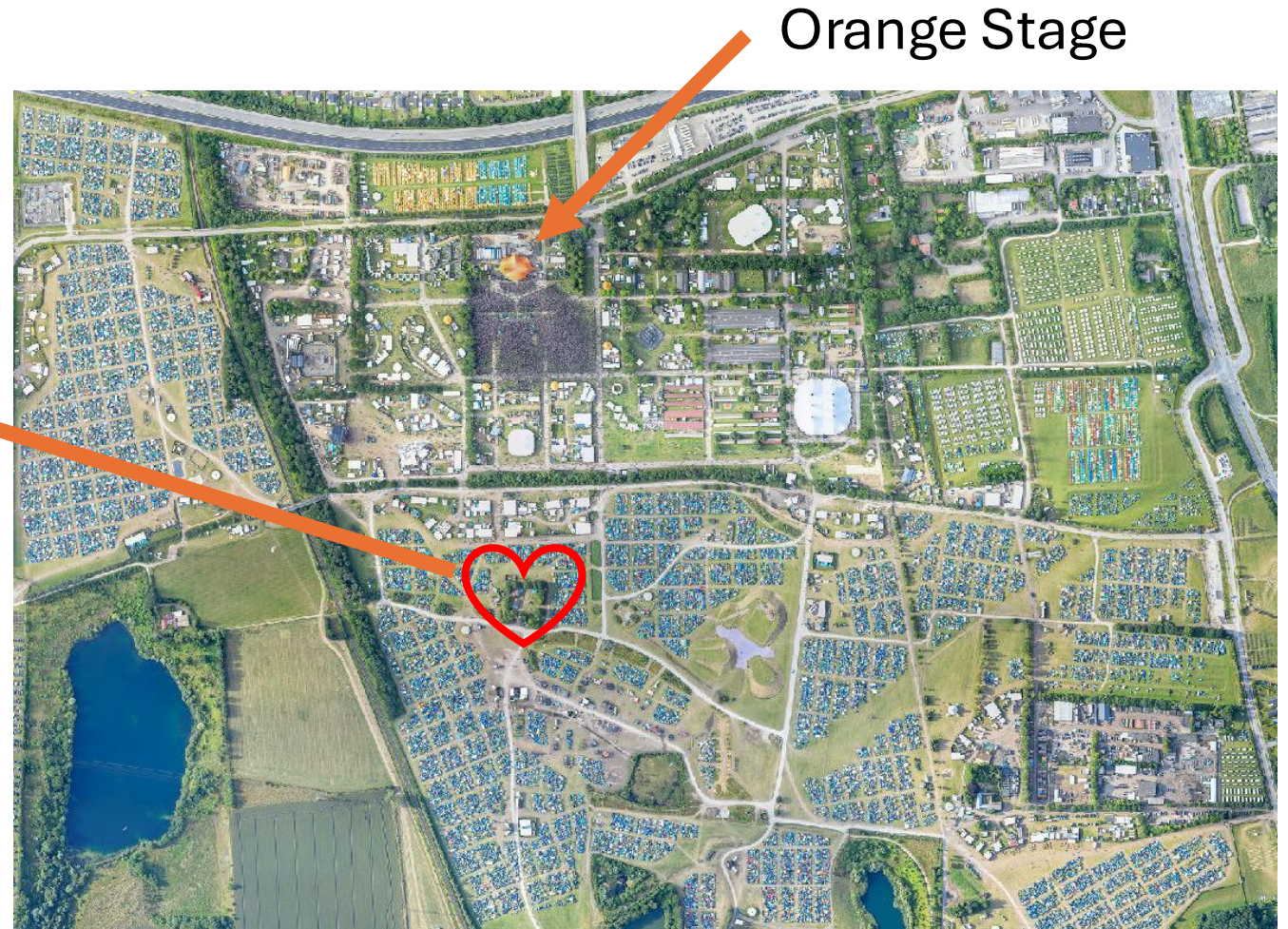


Here, Paint'r tested their packaging for paint, which is an alternative to the round plastic buckets in collaboration with the festival's painting team.

The Circular Lab's own area



We also have our very own area, where it is possible to do many different tests.



The Circular Lab's own area



WELCOME TO THE CIRCULAR LAB!

The Circular Lab has transformed this corner of Roskilde Festival into a testing ground for new green ideas!

In total, more than 40 green startups are testing their climate-friendly solutions for everything from food and drinks to construction, clothing, waste handling, video games, design, and tech.

The startups are here to learn what YOU think about them, so take your time, visit them at their stalls and help these great young entrepreneurs create the sustainable future that they are dreaming of!

Get inspired, taste new climate friendly types of food, join their workshops & happenings, and hang out in environmentally friendly lounge furniture. Hopefully your visit here will inspire you by showing a green path into the future.

The Circular Lab is founded by Tuborgfondet and Roskilde Festival.

TUBORG FONDET



The Circular Lab's own area



The Circular Lab's own area



The Circular Lab's own area

