



CIRCULAR ECONOMY INCUBATION PROGRAMME FOR STARTUPS

Application and Selection Guidelines



“Moving Towards a Cleaner and Greener City”

PROJECT TITLE: IMPROVING SOLID WASTE MANAGEMENT IN WINDHOEK/NAMIBIA

PROJECT NO: CSO-LA/2020/420678

CLOSING DATE: 31 JULY 2024

Copyright reserved

No part of this publication may be reproduced in any manner
without full acknowledgement of the source.



Funded by
the European Union



TABLE OF CONTENTS

1. INTRODUCTION.....	3
2. MAIN CHARACTERISTICS OF THE CITY'S CALL FOR INCUBATORS.....	3
3. ELIGIBILITY CRITERIA.....	4
4. REQUIRED (MANDATORY) DOCUMENTS.....	4
5. HOW TO APPLY?	5
6. MULTIPLE SUBMISSION	6
7. CONFLICT OF INTEREST.....	6
8. EVALUATION SELECTION PROCESS.....	6

1. INTRODUCTION

The City of Windhoek, through an EU-funded project, is calling for potential and interested organisations (Civic and community groups) and/or individuals Startups from Low-Income Areas in Windhoek with a focus on recycling and upcycling initiatives to apply for its Circular Economy Incubation Programme. The programme is designed to support startups who have innovative, scalable, and impactful business ideas on how to turn waste into something useful for consumers. The incubation programme is aimed at developing and testing innovative solutions and business models to accelerate recycling efforts and reduce waste going to landfills.

The goal of the program is to test, validate, and eventually replicate recyclable solutions that can be scaled in low-income areas, supported by solid business models. Small and medium-sized enterprises (SMEs) can play a pivotal role in this process by providing innovative products or goods, ensuring a positive social and environmental impact on their communities. The long-term impact and replicability of this startup program can only be ensured through beneficial collaboration among all stakeholders in both the Small and Medium Sized Enterprises (SMEs) development and waste management industry.

2. MAIN CHARACTERISTICS OF THE CITY'S CALL FOR INCUBATORS

- **Submission period: from 21 June to 31 July 2024**
- Target group: Small and Medium Sized Enterprises (SMEs) in Windhoek's Low-Income Areas/Constituencies (Samora Machel, Moses //Garoeb, Khomasdal, Tobias Hainyeko, Katutura Central, Windhoek Rural, John Pandeni, and Katutura East)
- Sectoral Focus: Recycling and Upcycling of Waste/Recyclable
- What will the Call for Startups Programme offer?
 - Successful applicants will receive both financial and non-financial support:
 - Funding support for 12 months to buy materials and equipment for each selected start-up
 - Access to non-financial support such as mentoring, coaching, bookkeeping and technical assistance, which is based on an individual needs assessment for 12 months.

3. ELIGIBILITY CRITERIA

We can only consider applications that meet the below minimum criteria:

- All shareholders should reside in any of the low-income areas indicated in Section 2 (i.e. Khomas Region constituencies);
- No children under the age of 18 years old are part of the establishment.
- *Women-led and women-owned businesses including people with disabilities are particularly encouraged to apply.*

4. REQUIRED (MANDATORY) DOCUMENTS

Applications must include all mandatory documents and be submitted at any of the following places (Khomas Regional Council-Head Office, Constituency Offices and any City of Windhoek Offices) in a sealed envelope labelled, **Circular Economy Incubation Programme For Startups** before the **deadline of 31 July 2024**.

List of mandatory documents:

- Application Form (*No incomplete applications, or applications in any language other than English, will be considered.*),
- A valid certified copy of the member/s Identity Document (ID),
- A valid certified copy of company Registration Certificate (founding statement), this is an added advantage but not a disqualifying factor,
- Affidavit of residence form to be submitted in support of this by Constituency Councilor, the form is attached to the Application form
- A Police Declaration to confirm residency in the low-income areas.
- Pictures of products and/or items your Startup has made from recyclable material
- A recommendation letter from a client for services offered on recyclables
- **Note:**
 - *Certified copies should not be older than 3 months.*

- *The organizer of the call reserves the right to ask for any clarification or additional information about the submitted applications.*

5. HOW TO APPLY?

Applicants are requested to carefully read and follow the instructions:

- a) Review the Eligibility Criteria to make sure your Startup is eligible.
- b) Review the Required (Mandatory) Documents to make sure you can provide all documents with your application:
 - Make sure you submit the Affidavit of residence form and police declaration to confirm residency
- c) Complete the Application Form in full; do not leave any section incomplete, answer everything.
- d) Submit your application at any of the following places (Khomas Regional Council (Head Office), Constituency Offices, and any City of Windhoek Offices) in a sealed envelope before the deadline of **31 JULY 2024**.

Applying to an open call takes time and dedication and we would like to make sure that you succeed, hence we have provided a quick checklist for your application:

- ***Be on time:*** Make sure you submit your application at any of the following places (Khomas Regional Council (Head Office), Constituency Offices, and any City of Windhoek Offices) in a sealed envelope before the deadline of **31 JULY 2024**.
- Applications submitted ***after the due date***, will not be evaluated. ***
- ***Be exhaustive:*** Have you answered all the sections of the form and attached all required documents? It will not be possible to add any information after the submission deadline.
- ***Language:*** English is the official language of this program. All applications must be in English in all their mandatory parts to be eligible. Submissions done in any other language will not be evaluated. English is also the only official language during the whole length of the City's Call for Startups.
- ***Every question/field deserves your attention:*** All mandatory sections of your

proposal must be filled in. Make sure that the data provided is true and complete. This is crucial for us to properly assess your proposal.

- ***It is your application:*** Your project should be based on your original work, and in case the work is copied reference and acknowledge the original author.
- ***Documentation format:*** Any document requested in any of the phases must be certified with a stamp less than three (3) months old.
- No electronic submission will be accepted.

NOTE: It is strongly recommended to not wait till the last moment of submission. Failure of the proposal to arrive in time for any reason, including communications delays, or network and transport issues is not acceptable as an extenuating circumstance and will automatically lead to rejection of the submission. The time of receipt of the proposal as recorded at submission will be definitive.

6. MULTIPLE SUBMISSION

Only one application will be accepted for funding per SME. In the case of a multiple submission, the first one received (timestamp at submission) will enter the evaluation process, the rest being declared as non-eligible. You will receive a signed receipt that your application has been received. In case of missing documents, we will contact you directly.

7. CONFLICT OF INTEREST

Applicants shall not have any actual or/and potential conflict of interest with the City of Windhoek selection process and during the whole programme. All cases of conflict of interest will be assessed case by case. Applicants cannot be City of Windhoek's affiliated entities nor their employees or service providers under a contractual agreement.

8. EVALUATION AND SELECTION PROCESS

The evaluation process of the City's Call for Incubators will follow the following steps:

STEP 1:

- a) **Eligibility filter:** Eligibility check will verify (i) whether the legal entity's members are all from an eligible area, (ii) all fields in the application are filled, (iii) All

required documents are attached & certified.

Note: Any application which fail STEP 1 will not be considered for further evaluation

STEP 2:

b) Exhibition and Showcasing of Items: The eligible applicants will then be allowed to showcase their products or items made out of recyclables in front of a jury of technical as well as experts and will select the applicant’s candidates focusing on the following five criterion:

Criteria		Allocated Marks				
		(0-5)				
1	Innovation of the Start-Up					
1.1	Soundness and feasibility of concept and methodology	1	2	3	4	5
1.2	The applicants have a good understanding of the competitive environment they will realise their idea in	1	2	3	4	5
1.3	The Applicants plan to set-up one of their solutions to mitigate the risks mentioned in the action plan	1	2	3	4	5
1.4	Soundness and feasibility of concept and methodology	1	2	3	4	5
2	Potential Impact of the Solution					
2.1	Positive impact on targeted audience	1	2	3	4	5
2.2	Respect of the social sustainability, environmental sustainability, social footprint and circular economy data ethics and privacy,	1	2	3	4	5
2.3	Market Opportunity	1	2	3	4	5
2.4	Includes quantification of the scope of the impacts (or potential impacts)	1	2	3	4	5
3	Growth plan during and the City’s support period					
3.1	Clear and realistic Objectives	1	2	3	4	5
3.2	Marketing strategy fitting to business plan	1	2	3	4	5
3.3	Revenue model is solid enough	1	2	3	4	5
3.4	Development barriers (legal/market/users’ acceptance, etc.) well identified and mitigation measures proposed	1	2	3	4	5
3.5	Investment Potential	1	2	3	4	5
4	Expertise and composition of the team					
4.1	Appropriateness of skills, expertise, and experience available within the team	1	2	3	4	5
4.2	Gender equality (i.e. demonstrating fair representation of women and men across all functions of the business)	1	2	3	4	5
4.3	Considers people living with disabilities and people from previously disadvantaged groups	1	2	3	4	5
5	Fit with Project Priorities					
5.1	Business ideas in line with the Project priorities and call challenges	1	2	3	4	5
5.2	Start-Ups with the potential to be replicated in other sectors, regions, countries, or even different modes	1	2	3	4	5
FINAL SCORE		/90				

1 = Poor: criterion is inadequately addressed or there are serious inherent weaknesses, **2 = Good:** The application addresses the criterion well, but several shortcomings are present, **3 = Very good:** The application addresses the criterion very well, but a small number of shortcomings is present, **4 = Excellent:** The application successfully addresses all relevant aspects of the criterion, **5 = Excellent:** The application addresses all relevant aspects and made effort to include other aspects

- c) **Award and Selection Process:** Applicants should at least obtain 54 marks (60%) to be considered for the ranking. Applicants with high ranking will be considered. The criteria for the ranking of the applications will follow the rules below:
- **Rule 1:** The proposals will be ranked based on their overall score.
 - **Rule 2:** If there are applications that scored the same marks/points, priority will be given to applications from women-led businesses and female founders and/or people with disability and/or previously disadvantaged groups.
- d) **Communication of Results:** Every applicant will receive an e-mail notification of the status of their application, awarding decision between 15-30 August 2024.
- e) **Appeal Procedures:** Applicants can contest the decision within 7 days after the Evaluation Committee's decision has been notified. All contestations must be hand delivered to the Solid Waste Management Division located at 50 Newcastle Street, Northern Industrial Area, or sent by email to Gideon.Hengari@windhoekcc.org.na and must contain, formulated in a clear manner, the grounds on which the decision is contested. The evaluation committee will address the raised complaints by e-mail within 7 days upon receipt of the applicant's contestation, providing applicants with comprehensive and sufficiently detailed answers.