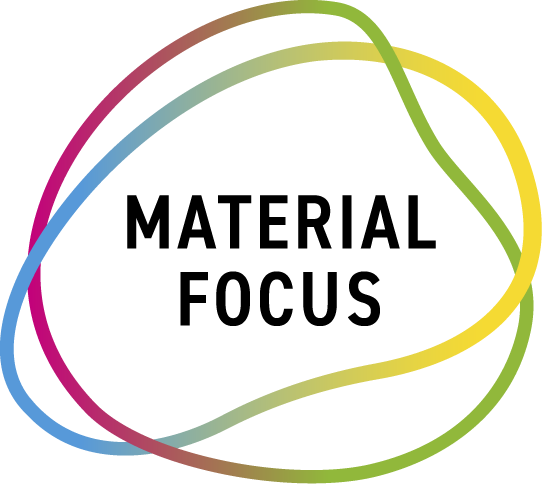
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**Frequently Asked Questions**

➢ **What funding is available and what is it for?**

£1 million is available in the Circular Electricals Fund, in support of projects which contribute to a more circular economy for electrical products..

Funding is expected to be up to £150,000 per project.

For detailed information on the type of projects we are looking to fund, please refer to our Applicant’s Guide (found in the Applicant’s Pack zip file).

➢ **Who is eligible to apply for funding?**

A wide variety of organisations can apply, including industry bodies, non-profits, private companies, compliance schemes, universities, and research institutions.

Funding is available to registered organisations only, and individuals should not apply.

Note that only appropriately registered organisations, e.g. businesses registered with UK Companies House, are eligible for funding. We cannot fund international projects.

➢ **How much can you use AI to help with your application?**

We understand that AI is a useful tool for generating and populating documents. However, we want to be sure that the applicant has thought through the project requirements and is not reliant on AI to think for them. Please use your own words as much as possible.

**➢ What support will you get from Material Focus if your application is successful?**

Should your funding application be successful, Material Focus may provide opportunities for you to network with other successful applicants and industry. Depending on the type of project funded, this may take the form of workshops and / or networking groups. Should your project findings require industry feedback, consultation or outreach, we can facilitate this through our extensive network of partners, trade bodies and associations.

We have an extensive catalogue of published behavioural insights and reuse and recycling research that you can draw upon. See: <https://www.materialfocus.org.uk/material-focus-publications-and-research/>

We can also provide you with expertise relating to consumer survey questionnaires.

Please note: all funded projects must use Material Focus branding when promoting or communicating their project. Please refer to the Terms & Conditions in the Applicant’s Pack zip file for how public-facing materials must be managed.

➢ **How will the success of the project be monitored?**

Your project impact assessment will depend on your project’s objectives.

Some examples of good metrics to gauge impact include:

* **Social value** e.g. jobs created, skills developed, consumer savings, digital inclusion
* **Greenhouse gas emission reduction** e.g. CO₂ savings from extended product lifespan (kg CO₂ avoided per unit), reduction in emissions from material extraction (kg CO₂ per kg of recovered material), lower manufacturing emissions due to reuse & refurbishment
* **Amount of materials recovered** e.g. kg of recovered technology metals, percentage increase in material recovery rates, reduction in demand for virgin raw materials
* **Uplift in electrical recycling and reuse** e.g. tonnes of electricals recycled or reused annually as a result of the project, reduction in discarded electricals per user, increase in refurbished or reused products
* **Circular economy metrics** e.g. product lifespan extension (%), reuse rate (%), Material Circularity Index (MCI) https://www.thinkstep-anz.com/services/product/material-circularity-indicator-mci-calculator/.

Regular progress reports will be required from you throughout the duration of the project.

Once your project is complete, you will have three months to complete your final project impact report and exploitation plan, which must be delivered to us before we can release the final 20% of funding. An exploitation template is available for review but is not required with the application.

**➢ What should the project duration be?**

We expect the majority of projects to be delivered across a 12-month period, although this may differ on a case-by-case basis e.g. where seasonal factors are important to consider.

**➢ If I am unsuccessful, can I reapply?**

The funding window is only open for a set duration (from the 14th of May until the 14th of August 2025) and all applications will be assessed at once, so there is only one opportunity to submit your application(s).

If funding remains after the assessments of applications from the first round, we may reopen the Circular Electricals Fund in 2026, however this is not guaranteed.

**➢ How many applications can I submit?**

Each Project Lead may submit no more than three applications, and each must present an entirely different innovative project.

* **My project may produce commercially sensitive data? How will this be dealt with?**

As a general rule, sensitive data should be aggregated and anonymised, and only data that you are comfortable sharing in an email should be shared in documents or reports. Any commercially sensitive data or intelligence that you share with Material Focus should be marked as such.

* **What are the rules about any IP developed in the project?**

Any IP developed during the project will be owned by Material Focus, and all IP arising must be disclosed to Material Focus. An exploitation plan exploring options and limitations from the ownership of such IP will be required at the end of the project. (IP you bring to the project will remain in your ownership.)

* **What happens if one of the project partners defaults on a deliverable during the project?**

The funding terms are between Material Focus and the lead applicant. You should ensure that your risk assessment fully considers the performance of your project partners. It is your responsibility to consider how you set up payments related to their performance.

* **My project has more than one partner; how are payments dealt with?**

Material Focus will only make payments to the lead applicant, in line with the payment schedule agreed at the Project Inception Meeting. It is your responsibility to ensure that your project partners are paid.