

Program Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: WPT3 Fostering CE processes in Alpine Space with digitalisation processes

Output: O.T3.1 Local actions addressed to SMEs to foster CE with digitalisation processes

PP11 – FONDAZIONE TORINO WIRELESS (TOWL)

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Version: 1.0

Month, YEAR: June, 2022

Table of contents

Purpose of the document 3

Methodology to achieve the output..... 3

Description of the local pilot action implemented by PP11 – TOWL..... 6

Lessons learned and recommendations for the follow-up.....10

Durability and follow-up11

Annex11

Purpose of the document

The purpose of this document is to describe the achievement of the output O.T3.1, described as follows in the AF:

“Grouped according to 3 CE approaches and in line with 3 feasibility studies, 15 pilots in 13 areas addressed to SMEs to push CE processes, increase attitude to invest and move toward sustainable growth, waste reduction and optimal use of resources.”

The following table shows the distribution of the 13 areas (according to the NUTS 2 region code of the respective partners) and the 15 partners in charge of performing one pilot each.

Areas	Pilots
1. SIO2 Zahodna Slovenija	1. LP TPLJ 2. PP10 JSI
2. DE21 Oberbayern	3. PP2 TUAS Rosenheim
3. DE11 Stuttgart	4. PP3 bwcon
4. DE27 Schwaben	5. PP14 UCB
5. AT13, Wien	6. PP4 aws
6. AT32, Salzburg	7. PP5 ITG
7. AT31, Oberösterreich	8. PP6 Biz-Up
8. ITH3, Veneto	9. PP7 VI 10. PP13 CCIAA Venezia Rovigo
9. FR42, Alsace	11. PP8 Grand E-nov
10. FR71, Rhône-Alpes	12. PP9 AURAE
11. FR82 Provence-Alpes-Côte d'Azur	13. PP15 RISINGSUD
12. ITC1, Piemonte	14. PP11 TOWL
13. ITC4, Lombardia	15. PP12 Confindustria Bergamo

The present document encompasses the following elements:

- Overall methodology applied by all partners in the consortium to achieve the implementation of their own local pilot action.
- Description of the local pilot action for the partner PP11 TOWL
- Lessons learned by PP11 TOWL
- Durability and follow-up

Methodology to achieve the output

The methodology used to achieve the output mirrors the activities planned in the AF:

Step 1:	<p>Planning digitalised CE processes in Alpine Space area addressed to SMEs</p> <p>Development of feasibility plans to foster digitalised CE processes in SMEs from the Alpine Space, according the 3 approaches: CE design, CE optimal use and CE value recovery.</p> <p>Each feasibility plan includes plans for local actions defined by the relevant partners, according to the following distribution across the partnership:</p>								
	<table border="1"> <thead> <tr> <th>CE design</th> <th>CE optimal use</th> <th>CE value recovery</th> </tr> </thead> <tbody> <tr> <td>LP TPLJ & PP10 JSI PP4 aws PP5 ITG PP9 AURAE</td> <td>LP TPLJ & PP10 JSI PP3 bwcon PP7 VI PP8 Grand E-nov PP11 TOWL</td> <td>PP2 TUAS Rosenheim PP6 Biz-Up PP13 CCIAA Venezia Rovigo PP14 UCB</td> </tr> </tbody> </table>	CE design	CE optimal use	CE value recovery	LP TPLJ & PP10 JSI PP4 aws PP5 ITG PP9 AURAE	LP TPLJ & PP10 JSI PP3 bwcon PP7 VI PP8 Grand E-nov PP11 TOWL	PP2 TUAS Rosenheim PP6 Biz-Up PP13 CCIAA Venezia Rovigo PP14 UCB		
CE design	CE optimal use	CE value recovery							
LP TPLJ & PP10 JSI PP4 aws PP5 ITG PP9 AURAE	LP TPLJ & PP10 JSI PP3 bwcon PP7 VI PP8 Grand E-nov PP11 TOWL	PP2 TUAS Rosenheim PP6 Biz-Up PP13 CCIAA Venezia Rovigo PP14 UCB							

		PP12 Confindustria Bergamo PP15 RISINGSUD		
	BWCON as a WP T3 leader prepared in a close collaboration with TPLJ a template for the feasibility plans, based on the methodology for the development of feasibility plans provided by TPLJ and confirmed by all PPs in May 2021.			
Step 2:	Experimenting transnational actions to foster CE approaches through digitalisation			
	Implementation of the local actions by the respective partners as defined in the feasibility plans: maturity assessment check, identification of innovation needs, 1:1 assistance provided to SMEs.			
	UCB provided to all partners a template for the drafting of implementation reports.			

PLANNING DIGITALISED CE PROCESSES IN ALPINE SPACE AREA ADDRESSED TO SMES - FEASIBILITY PLANS

The task A.T3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs was implemented under WP T3 - Fostering CE processes in Alpine Space with digitalisation processes. The main objective of WP T3 was to develop transnational and local actions to monitor the effectiveness of SMEs digitalisation to push them toward CE processes. The role of digitalisation as an 'enabler' for the CE is tested with the support of the CIRCULAR4.0 toolkit developed under T2. The testing method (T3.1) is based on a "cycle" moving from the transnational working groups and their specific approaches, through an Alpine "vision" of the actions to be implemented and developed with the feasibility studies and then their experimenting with local action to come back to the Alpine vision and produce the following CIRCULAR4.0 Action Plan (T4.1). The overall idea is that Circular Economy and digitalisation can benefit SMEs and Alpine well-being economy only if included in a transnational approach that will highlight connections, relationships, knowledge and opportunities for SMEs, Intermediaries, Policymakers, and the society as a whole.

The feasibility plans developed according to the 3 main approaches to CE define concrete paths to be undertaken to achieve the results, the resources and the organization required. Partners selected one priority CE approach looking at their economic and social environment and worked with the target groups "declining" the alpine roadmaps into local needs and expectations. Local Pilot actions consist of actions directly addressed to SMEs to check their maturity for CE processes, the innovation to be introduced in the processes, products and business models, the investment plan required and the way to implement it.

1. AS feasibility plan to foster CE design model with digitalisation processes (D.T3.1.1)

This feasibility plan focuses on how to foster CE design model with digitalisation processes. Each P from the group of CE design model developed its feasibility plan for setting-up local service providers addressed to SMEs to establish services to increase attractiveness by investors and propose new financial schemes by Public Actors, roadmaps to achieve these results. In the case of Slovenia two project partners collaborated – JSI & TPLJ.

The plan defines organization, actions, resources, and equipment needed to set-up Alpine regional centres able to promote digitalised CE activities addressed to SMEs on the design model and eco-innovation in general.

Local detailed plans by PPs for their pilots:

- LP TPLJ & PP10 JSI
- PP4 aws
- PP5 ITG
- PP9 AURAE
- PP12 Confindustria Bergamo
- PP15 RISINGSUD

are available in deliverable D.T3.1.1 in the annexes.

2. AS feasibility plan to foster CE optimal use approach with digitalisation processes (D.T3.1.2)

This feasibility plan focuses on how to foster CE optimal use approach with digitalisation processes. Each PP from the group optimal use model developed its feasibility plan for setting-up local service providers addressed to SMEs to establish services to increase attractiveness by investors and propose new financial schemes by Public Actors, roadmaps to achieve these results. In the case of Slovenia two project partners collaborated – JSI & TPLJ.

The plan defines organization, actions, resources, and equipment needed to set-up Alpine regional centres able to promote digitalised CE activities addressed to SMEs on the design model and eco-innovation in general.

Local detailed plans by PPs for their pilots:

- LP TPLJ & PP10 JSI
- PP3 bwcon
- PP7 VI
- PP8 Grand E-nov
- PP11 **TOWL**

are available in deliverable D.T3.1.2 in the annexes.

3. AS feasibility plan to foster CE value recovery approach with digitalisation processes (D.T3.1.3)

This feasibility plan focuses on how to foster CE value recovery approach with digitalisation processes. Each PP from the group value recovery model developed its feasibility plan for setting-up local service providers addressed to SMEs to establish services to increase attractiveness by investors and propose new financial schemes by Public Actors, roadmaps to achieve these results. In the case of Veneto Region two project partners from Veneto collaborated – PP7 VI and PP13 CCIAA Venezia Rovigo.

The plan defines organization, actions, resources, and equipment to set-up Alpine regional centres to promote digitalised CE activities addressed to SMEs to develop value recovery processes, services, and products.

Local detailed plans by PPs for their pilots:

- PP2 TUAS Rosenheim
- PP6 Biz-Up
- PP7 VI & PP13 CCIAA Venezia Rovigo
- PP14 UCB

are available in deliverable D.T3.1.3 in the annexes.

EXPERIMENTING TRANSNATIONAL ACTIONS TO FOSTER CE APPROACHES THROUGH DIGITALISATION - IMPLEMENTATION REPORTS FOR THE LOCAL ACTIONS

In coherence with the feasibility plans, 15 local actions were implemented by the project partners, according to a shared methodology. The following picture shows the common parts of all local actions as well as the flexibility available to the partners for the operational aspects of the implementations:

Common parts of all local actions	Flexibility
Information events Calls for SMEs (transparent selection)	Kick-off for selected companies or pre-call events Selection procedure / main criteria = transparency

Circular assessment Digital maturity assessment Access to self-learning materials	Different tools can be used, as long as they are part of the toolkit. Assessments can be performed online as self-assessment or in interviews.
Identification of innovation needs 1:1 assistance	Assistance provided either directly by the partners or in combination with external experts (most common case)
Development of recommendations focus 3 to 6 months (on the basis of the above)	Format of recommendations: business model canvas, transformation roadmap...

Description of the local pilot action implemented by PPI1 – TOWL

(please, explain the activities carried out following the steps undertaken: engagement of SMEs; training actions addressed to them; 1:1 assistance; outcomes of the assistance)

According to the overall methodology defined for the pilot actions, the following activities were implemented by TOWL:

1. Selection/identification of SMEs
2. Circular CE capability/potentiality and Digital Maturity Assessment of SMEs
3. Identification of innovation needs and investment plan
4. Follow up on innovation needs and investment plan

SELECTION/IDENTIFICATION OF SMES

This first activity was aimed at identifying a sufficient number of manufacturing SMEs to take part in the pilot.

Title	1. Selection/identification of SMEs - workshops	Start date	09.2021
		End date	12.2021 05.2022
Description			
<p>A local call for action (open call in TOWL website to assure the availability to all SMEs in Piedmont) has been promoted through intermediaries and regional Cluster of SMEs in Piedmont websites and newsletters. As very few SMEs answered to the open call, a method to choose the best was unnecessary (many companies in Piedmont had problems to dedicate time to this kind of activities or already made many test, interviews and other actors in Region as Chamber of Commerce offered similar free services in the same period of time). We offered the services to any industry SME interested in Piedmont. To promote the initiative, we made two workshops through intermediaries entities (principally clusters of SMEs in the target industries: Textile, Mechatronics, Agroindustry, ICT, Green). Individual invitations to Polo di Innovazione ICT members and through Chamber of Commerce of Cuneo to their associates.</p> <p>The 2 workshop events were used to provide the training to SMEs as the starting point to the services, about principles of circular economy, digitalization and circular economy, circular business models, EIB risk framework and “value hill”. During and or after the workshops the CAS2.0 tool was used. And then, at the end of the workshop the offering of the 1:1 assessment, motivating companies to continue the path also including</p>			

DMA assessment. Considering the low response, all the SMEs in the target sectors in Piedmont interested were served (discarding only other Enterprises or other kinds of activities not in the target or not in Piedmont). Moreover, we had to run after SMEs to obtain to provide some time to do the activities of the path.

Considering the extension of the project Circular 4.0 until October 2022, we offered the second thematic workshops to involve more SMES. For the first campaign 9 SMES were engaged and finished the services and 9 Additional in the second campaign related with the second workshop and services provided to the SMEs.

At the end we made full service to 18 SMEs reaching target. SMEs in the following areas:

Sector	# of SMEs
Construction and buildings	2
Electronics and ICT	5
Food, water and nutrients	3
Manufacturing	6
Textiles	2
Total	18

Results:

Planned: Reach at least 25 interested SMEs to participate in the pilot action.

Achieved: more than 40 SMEs potentially willing to take part in the pilot action were identified and with at least with 1 activity done (at least one workshop, or one assessment, or one individual meeting). At the end **18 SMEs were fully served** (the other was not counted in the total for the Pilot because they didn't do all the activities Circular Assessment, Digital Assessment, 1:1 meeting, individual recommendations).

1	1 Call for action published and promoted https://www.torinowireless.it/bandi/call4action-circular-4-0/ the call became public with deadline	Date	October 6 th - 15 November 2021, then reopened till 05-2022
2	Number of online workshops: 2	Date	01/12/22 03/03/22
3	Number of online participants (SMEs in Piedmont) to the workshops. 14 + 12 - 4 participate to both =22	Date	01/12/22 03/03/22
4	Number of online participants (others) to the workshops: 29+19=58	Date	01/12/22 03/03/22
5	Number of subscriptions in the TalentLMS platform =0 SMEs 3 intermediaries (API Torino, Clever, Polo ICT)	Date	n.a.
6	Number of intermediaries that collaborate promoting the pilot: 8	Date	Before workshops

	Polo ICT, Polo Agrifood, Proplast, Envipar, Cgreen, Mesap, Po.in.tex, API Torino.		see next activities
7	<p>Number of participants interested to the path:</p> <p>48 in total in Piedmont potentially interested, 18 SMES in Piedmont in the target sectors finished all the activities. Other interested from outside piedmont and alpine space areas are not counted or considered as interested to the circular4.0 path.</p> <p>17 responses through the call4action module at 05-2022. The others participates to workshop or other Pilot activity</p>	Date	Multiple dates to activities

CIRCULAR CE CAPABILITY/POTENTIALITY AND DIGITAL MATURITY ASSESSMENT OF SMES

The second activity was dedicated to the assessment of the beneficiaries' situation. It was performed for all selected SMEs

Title	3.Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	12.2021
		End date	06.2022
Description			
CAS2.0 assessment has been done after the training in the workshops in groups by generic circular model or online individually. We was flexible with the availability of time or maturity of the SMEs, providing CAS2.0 and DMA (SELF4.0 or ZOOM4.0) also during the 1:1 meeting if requested or for new response to the call.			
Results:			
1	Number of SMEs with CE assessment done and reports	Date	18
2	Number of companies with DMA report	Date	18
3	Number of companies with Canvas elaborated	Date	2 full

IDENTIFICATION OF INNOVATION NEEDS AND INVESTMENT PLAN

The third activity was dedicated to the formulation of recommendations and suggestions for improvements in the form of an action plan (investment plan). It was performed for 18 companies.

Title	4.Identification of innovation needs and investment plan	Start date	12.2021
		End date	07.2022
Description			
During the different assessments (DMA or CAS2.0) at least one recommendation covering any of the aspects of the transformation of the company towards higher circularity has been provided through a deliverable document. The document (final deliverable) included potential finance opportunities active during the period of the assessment. During the follow up questionnaire, we asked to the companies if they are intentioned to invest on circular and digital activities.			

Experts were invited to participate to the sessions as an additional support, and used project savings funds to support the cost of their involvement, contributing in that way with suggestions and/or check of the documents enhancing the impact of the project in the territory.			
Results			
1	Number of final deliverables with suggestions for SMEs (target 18 SMEs): 18 on 06.2022	Date	06.2022

FOLLOW UP ON INNOVATION NEEDS AND INVESTMENT PLAN

The last activity consisted in a follow-up on the support delivered. It was proposed for the 18 companies a follow up questionnaire. The companies were questioned about the utility of the support with the following results.

Qualitative achievement and impact results:

		Maturity Improvement				
Date	CODE SME	Perceived actual Maturity Level	Increase of awareness	Action Identified	Actual state of the improvement	Further Actions
2022-05-19	TOWL19	Medium	yes	yes	Searching provider	Traceability
2022-04-15	TOWL12	Medium	yes	yes	Searching technology	Nominate a transition responsible
2022-03-22	TOWL11	High	yes	yes	Searching provider	Traceability
2022-03-21	TOWL04	Medium	yes	yes	Searching provider	Increase investments
2022-03-08	TOWL01	High	yes	yes	Searching technology	Communicate commitment
2022-03-01	TOWL03	Medium	yes	yes	Starting	Increase investments
	Avg:	High/Medium	5	5		

		General satisfaction level				
CODE SME	CAS2.0	DMA	Circulab BM	On all tools	Trainers competences	trainers availability
TOWL19	5	5	5	5	5	5
TOWL12	4	5	5	5	5	5

TOWL11	5	4	4	3	5	5
TOWL04	4	4	5	5	5	5
TOWL01	4	4	5	5	5	5
TOWL03	5	5	5	5	5	5
Avg:	4,5	4,5	4,8	4,7	5,0	5,0

CODE SME	General Impact level of the assessment	Further support needed	Score: General Satisfaction level on tools and trainings provided
TOWL19	4	yes	5
TOWL12	3	yes	4
TOWL11	3	not yet	5
TOWL04	3	yes	4
TOWL01	4	not yet	5
TOWL03	3	yes	5
Avg:	3,3	Yes 66%	4,7

Lessons learned and recommendations for the follow-up

From experience during the assessments of the 18 companies and discussions during the Evaluation Committee:

The lessons learned were discussed with the members of the Evaluation Committee:

- The overall performance of the local pilot actions was acknowledged positively.
- In addition to the overall positive feedback to the local pilot actions, suggestions for improvement of the design and implementation of similar actions aiming for improving the combined circular and digital maturity of SMEs through adequate assistance were discussed.

The following recommendations were discussed:

Lessons learned for the design of the pilot actions:

- o It was generally difficult to involve SMEs with a low maturity level and in Piedmont or in Italy the smallest companies had difficulties to dedicate effort to these topics moreover with the economic, energetic and pandemic crisis.
- o A more differentiated strategy to reach companies according to their maturity level might have helped. We tried to do it but much more effort and resources are needed to obtain stronger results.
- o More generally, the overall support offer could be better differentiated according to the maturity level of the businesses.
- o The focus on SMEs might have been too strict. Large SMEs which control, or influence value chains could have been involved in order to reach also their SME suppliers.
- o The initial KPIs might have been too ambitious in terms of investment leveraging, according to the limited financial and time resources for the pilots.

Lessons learned for the implementation of the pilot actions:

- o We combine digital and circular expertise in the assistance process but only matured companies (usually the medium/high or more structured ones) are able to take real advantage of the services (if less mature, they need more time, if very mature with the topic some short time

- feasible activities have already done, personalized and higher effort is needed). For more matured, Canvas Business Model tool is appreciated.
- Some local actions started late and were too short to reap all possible fruits. In general, the 1:1 assistance and consulting cycle was too short to reach the best possible results.
 - The implementation of a full Plan-Do-Check-Act interaction cycle with companies is recommended.
 - More peer learning and interaction among the different regional experts and sharing of experience among trainers could have helped to increase the impact of the pilot actions.
 - The online training offer could have been designed in a more flexible way to make it even easier to access for companies.

The following key learnings were agreed upon:

1. Awareness of Circular Economy is key.
2. Creating a network/community of experts and business support providers promoting the improvement of circular economy by use of digital tools is essential. The community generated in the project is a valuable asset to be maintained.
3. Action plans and recommendations need to be connected closely with funding opportunities for SMEs in order to accelerate the design of innovative activities and investment decisions.
4. The higher the circular maturity, the higher the need for digitalization.

Durability and follow-up

The network of relations between intermediated entities in Piedmont about digital and circular topics for SMEs and Enterprises were capitalized on the Capitalization Workshop with Regional Stakeholders.

Moreover we will promote the use of the CAS2.0 Tool not only in Piedmont Region but also in Valle d'Aosta Region beyond the lifetime of the project. We will also participate in the community, and we will continue promoting the participation to the community in Piedmont.

Annex

- D.T3.1.2 - AS feasibility plan to foster CE optimal use approach with digitalisation processes
- D.T3.2.2 - Local actions to implement CE Optimal Use approaches with digitalisation processes (5 documents)

Program Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: WP T3 - Fostering CE processes in Alpine Space with digitalisation processes

Activity: A.T3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs

Deliverable: D.T3.1.2 AS feasibility plan to foster CE optimal use approach with digitalisation processes

Author: TPLJ

Version: final

Month, YEAR: December 2021

Table of contents

I. Introduction	3
II. Content: AS feasibility plan to foster CE optimal use approach with digitalisation processes.....	Napaka! Zaznamek ni definiran.
III. Conclusion.....	Napaka! Zaznamek ni definiran.
Appendix (Inputs by PPs: Local detailed feasibility plans by PPs for the implementation of pilots – TPLJ/JSI, TOWL, VENINN/CCIAA DL VERO, BWCON, GRAND E-NOV)	4

I. Introduction

The task A.T3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs is implemented under WP T3 - Fostering CE processes in Alpine Space with digitalisation processes. This deliverable relates particularly to the development of the deliverable D.T3.1.2 AS feasibility plan to foster CE optimal use approach with digitalisation processes.

The main objective of WP T3 is to develop transnational and local actions to monitor the effectiveness of SMEs digitalisation to push them toward CE processes. The role of digitalisation as an 'enabler' for the CE is tested with the support of the CIRCULAR4.0 toolkit developed under T2. The testing method (T3.1) is based on a "cycle" moving from the transnational working groups and their specific approaches, through an Alpine "vision" of the actions to be implemented and developed with the feasibility studies and then their experimenting with local action to come back to the Alpine vision and produce the following CIRCULAR4.0 Action Plan (T4.1). The overall idea is that Circular Economy and digitalisation can benefit SMEs and Alpine well-being economy only if included in a transnational approach that will highlight connections, relationships, knowledge and opportunities for SMEs, Intermediaries, Policymakers, and the society as a whole. The feasibility studies developed according to the 3 main approaches to CE will define concrete paths to be undertaken to achieve the results, the resources and the organization required (T3.2). Partners selected one priority CE approach looking at their economic and social environment and will work with the target groups "declining" the alpine roadmaps into local needs and expectations. Local Pilot actions (T3.3) will consist of actions directly addressed to SMEs to check their maturity for CE processes, the innovation to be introduced in the processes, products and business models, the investment plan required and the way to implement it. Finally, 280 SMEs will be assisted to implement CE processes and some of them, identified as success cases will be included in one exhibition tour, being CE with a social impact too. Pilots will be evaluated by a Scientific committee that will support the analysis of the performance according to KPIs (T2.5). The outputs will be the ground for the development of the CIRCULAR4.0 Action Plan (T4.1).

The task A.T3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs provides the AS users with proposals and plans to increase attitude by SMEs to eco-innovation, to innovate business models and products for re-use & recycling starting from traditional business and production processes. BWCON as a WP T3 leader prepared in a close collaboration with TPLJ a template for A.T3.1 based on the methodology for the development of feasibility plans provided by TPLJ and confirmed by all PPs in May 2021.

This deliverable (D.T3.1.2) is focusing on the development of AS feasibility plan to foster CE optimal use approach with digitalisation processes. BWCON collected inputs of each project partner from the optimal use model (in the case of Slovenia two project partners collaborated –TPLJ & JSI). Each PP from the group optimal use model (TPLJ & JSI, TOWL, VENINN, BWCON, GRAND E-NOV) developed its feasibility plan for setting-up local service providers addressed to SMEs to establish services to increase attractiveness by investors and propose new financial schemes by Public Actors, roadmaps to achieve these results. The plan defines organization, actions, resources, and equipment needed to set-up Alpine regional centres able to promote digitalised CE activities addressed to SMEs on the design model and eco-innovation in general. Local detailed plans by PPs for pilots (Slovenia: TPLJ & JSI, TOWL, VENINN, BWCON, GRAND E-NOV) are available in the appendix.

Appendix (Inputs by PPs: Local detailed feasibility plans by PPs for the implementation of pilots – TPLJ/JSI, TOWL, VENINN, BWCON, GRAND E-NOV)

Project Acronym: Circular 4.0

Project title: **Digital technologies as enabler to foster the transition to the circular economy by the SME in the Alpine Space area**

A.T3.1

Planning digitalised CE processes in Alpine Space area addressed to SMEs

Template for description (plan) of Local pilot actions (for use in D.T3.1.1/2/3)

WP n°: T.3.	Fostering CE processes in Alpine Space with digitalisation processes
Task n°: T.3.1	Planning digitalised CE processes in Alpine Space area addressed to SMEs
Author(s):	Lara Trikha, Luc Schmerber, bwcon Dr. Eva Schichl, UCB
Contributors:	Roberto Sandrini, TPLJ

Type:	T -Template/R – Report, JSI & TPLJ
Dissemination level:	CO = confidential
Revision:	DRAFT 02
Due Date:	26.11.2021, v1
Date of submission:	2.12.2021 (v3)

1. Overview of the local pilot action - Slovenia (TPLJ & JSI).....	7
2. Planned activities.....	11
3. Indicators (KPIs) and monitoring.....	13

Overview of the local pilot action - Slovenia (TPLJ & JSI)

This is the place where to describe in 2-3 pages the pilot action in its entirety, without entering into deep operational details related to its implementation. It is a summary-like or elevator pitch like approach.

The description should encompass at least the following elements:

- **Local context and CE approach**
Sectors, geographical area, type of businesses targeted, etc.

In Slovenia pilot actions will address the sectors in accordance with the selected sectors of interest as mapped out in D.T1.4.2. Report on the industrial sectors selected by each area and justification of those selected:

:
Wood processing industry,
Plastics,
Construction,
Manufacturing,
Food

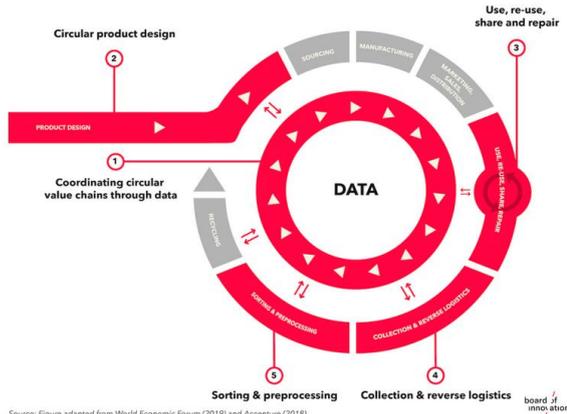
These selected sectors of interest are in accordance with the National Circular Economy Roadmap and other national strategic development plans:

	TPLJ+JSI	RISINGSUD	GRAND E-NOV	AURE	TWL	VINN+CCIAAVE	UCP	TUAS	BIZ-UP	AWS
	SI	R-Sud	Grand Est	Rhone-Al	Piemonte	Veneto	Swabia	Up-Bayern	Ober-Oster	Vienna
Wood processing industry					Forest based value chains			Furniture		
Plastics					Packaging plastics					
Construction							Construction and Building			Construc
Manufacturing industry										
Food										
Bioeconomy										
Textile										
Electronics and Electrical engineering										
TOTAL	5	1	3	3	6	1	2	1	1	1

These are also sectors included in Slovenia's regional specialization strategy supported by cluster organizations.

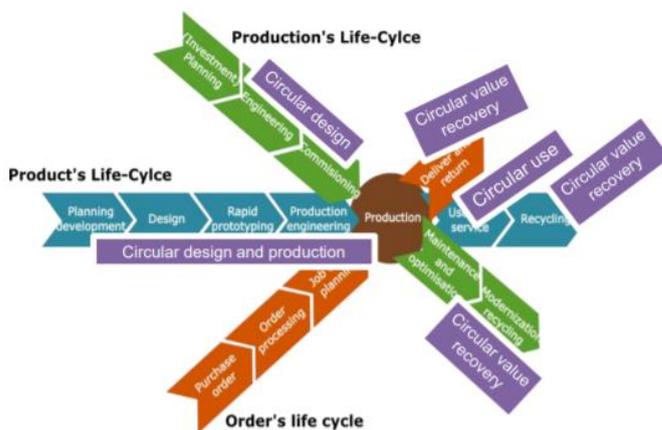
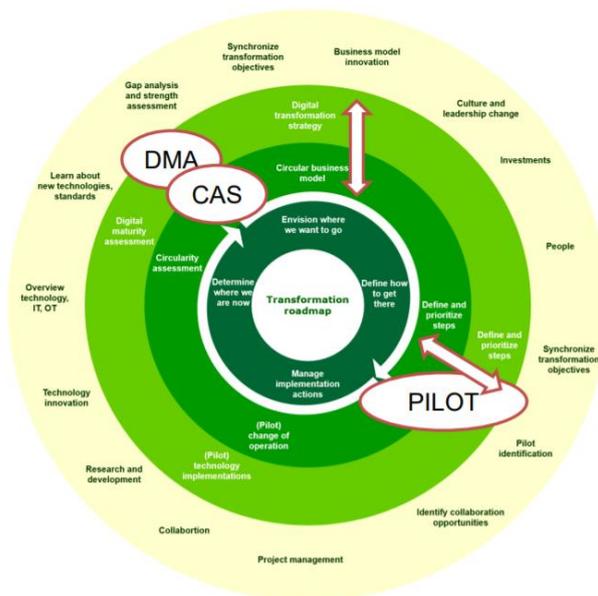
Circular economy approach we plan to undertake for pilots is the circular design model (approach) and optimal use model (approach) as defined in the scope of the Circular 4.0 project. If applicable for Slovenian SMEs also value recovery model (approach) will be used.

In addition, digital data-based models and systems changes will be adopted where applicable (example in advanced manufacturing) for coordinating business chains transformation and digitalization as enabler of circular transformation will be strongly emphasized along the value chain transformation. CAT4.0 transformation course of the Circular 4.0 project will be used as a base for pilot actions.



Source: <https://www.boardofinnovation.com/blog/circular-business-model-examples/>

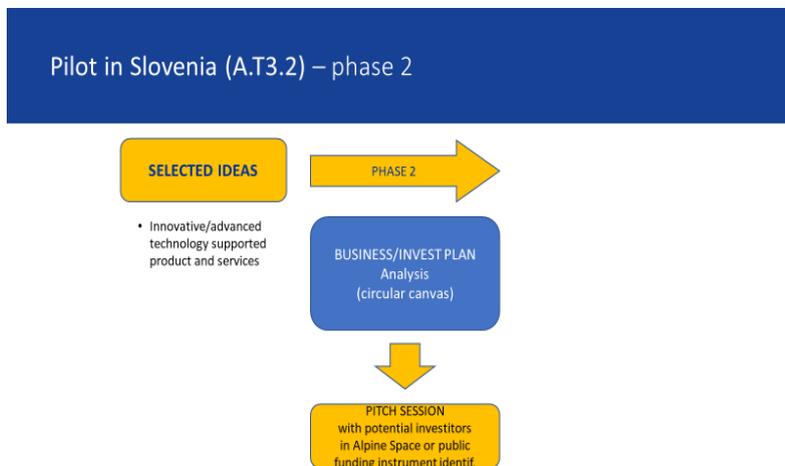
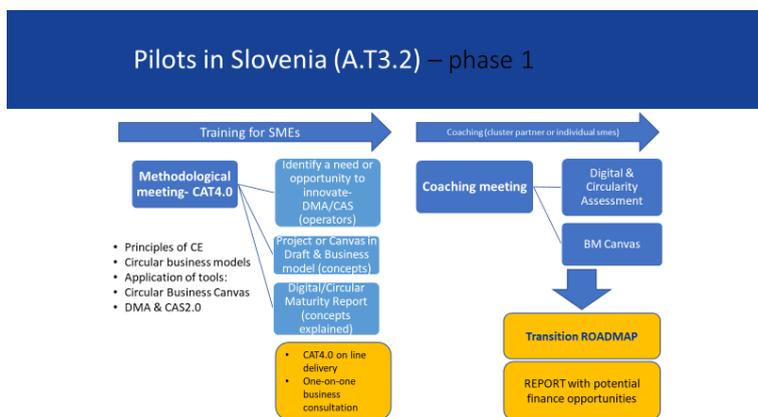
Underlying principles of pilots used in Slovenia are explained in the Module 1 (Part 2) of the CAT4.0 training course Enabling the potential for circular transformation – tech readiness–digitalization and I4.0 (available over <https://circular40.eu/>). The process encompasses systemic changes as well as transformation across the value chain of the product, production, and business functions.



Improving production and process by means of digitalization will be examined such as the concepts of Zero-defect manufacturing through analytics, signal processing, AI, sensing. Industrial symbiosis & industrial urban symbiosis for improving collaboration utilizing technology and IoT & Industrial cloud platforms for connecting, storing, monitoring, analysing and improving production processes.

(Ref.: www.symbiosis.dk/en; • <https://qu4lity-project.eu/wpcontent/uploads/2020/05/PRJ.pdf>; <https://www.ellenmacarthurfoundation.org/casestudies/effective>)

- **Methodology**



AWARNESS RISING FOR SMEs& CHECK FOR LINEAR RISKS & CIRCULAR OPPORTUNITIES will be also included in the CAT4.0 approach.

Tools to be used:

Digital maturity assessment tools:

<http://dma.innocape.eu/en/test/registration>

Designed for all kinds of companies to assess the digital maturity and to give a foundation for internal discussions on strategic priorities in digitalization opportunities and challenges. It is useful for the assessment of results to initiate dialogue with the regional Digital innovation hub to gain further support in digitalization process within the company:

- Improving processes through digitization and automation
- Experimenting at low costs to reveal efficiency gains, new customer touch points or new products
- Collecting and analysing data to generate insights for strategic decision making
- Establishing relationships with external partners to pool complementary resources

Other tools for SMEs & business or CE model specific tool (to be selected by experts from the tools approved in the scope of the Circular4.0 project and introduced through the training actions in T.2.) including tools assessed in the scope of **D.T2.3.1 Setting up the toolkit to support digitalisation processes to foster the CE in the Alpine space**. Such as:

<https://digital-transformation-tool.eu/project/>

and some selected tools from a repository of identified tools “fit-for-purpose” (depending on level of maturity of SME, size and SME pilot project needs)

<http://e2-owncloud.ijs.si/owncloud/index.php/s/rc17RxI7bd7Kw8d>

Companies will be cross-examined also about the application of advanced technologies such as robotics, control technologies (industrial control systems), artificial intelligence, big data use, block-chain, XP, virtual reality or augmented reality use.

Circularity assessment scoring tool:

CAS2.0 tool (developed in the scope of Circular4.0 project):

<https://circular40.eu/cas2-0/>

- **Expected results**

This section shall explain the benefit / added value expected for the SMEs.

SME's will identify the pilot project (business transformation project and/or investment project) they will start the CE transformation journey, get acquainted with the CE principles. They will also elaborate a business plan (business canvas) and/or investment plan (investment project) and present it in front of funders i.e., proactively seek financial instrument for implementing the transformation project.

Planned activities

Planned activities in Slovenia (JSI & TPLJ) are:

1. Recruit expert assessors for 1:1 consultations & delivery of DMA/CAS

TPLJ: Preparation of the open call for experts, selection & contracting phase

Selected experts prepare CAT4.0 for specific sectors to support 1:1 assessment within the process of DMA/Circular Maturity Assessment, business canvas preparation, investment plan preparation, potentially for pitching)

Deadline: 10.12.2021 (draft), 15.12.2021 (final)

2. Selection/identification of SMEs

Selecting SMEs to participate in the training program & directly addressing sector specific industrial clusters (clusters for wood, manufacturing, plastics, food) (open call and/or direct call for participation in the CAT4.0 program through sectoral clusters organized through regional specialization or located under the umbrella of Chamber of Economy).

TPLJ/JSI - expression of interest to be publicly published on TPLJ and JSI web page, & involvement of Operators (Association of plastic industry of Slovenia, Regional development agencies/centers etc.)

Deadline: 10.12.2021 (draft), 15.12.2021 (final)

Clear message for SMEs!

Deliverables: CAS2.0, DMA, Canvas, Fin. Investment plan, possible investors pitching events (Slo & It – venture capital investors)

Preparation of direct invitations for companies: (approx. to be selected 10), list of companies from business data bases (BIZi/AJPEs, among 500 companies, selection by sectors, by turnover, profit & value added), principle of selection: First come, first selected, Deminimis rule (to be received by FLC)

3. Thematic workshops/seminars

Implementing the CAT4.0 modules addressed to SMEs supported by awareness rising campaign (using project partners communications channels – JSI & TPLJ).

Thematic workshops per sectors: 15.2.2022 – 15.3.2022

4. Circular CE capability/potentiality and Digital Maturity Assessment of SMEs

Tools mainly used will be:

- INNOCAPE tool

<http://dma.innocape.eu/en/test/registration>

Designed for all kinds of companies to assess the digital maturity and to give a foundation for internal discussions on strategic priorities in digitalization opportunities and challenges. It is useful for the assessment of results to initiate dialogue with the regional Digital innovation hub to gain further support in digitalization process within the company:

- Improving processes through digitization and automation
- Experimenting at low costs to reveal efficiency gains, new customer touch points or new products
- Collecting and analyzing data to generate insights for strategic decision making
- Establishing relationships with external partners to pool complementary resources

Some other SME/sector specific tool from a repository of identified tools might be deployed as well that is “fit-for-purpose” (depending on level of maturity of SME, size and SME pilot project needs) <http://e2-owncloud.ijs.si/owncloud/index.php/s/rc17Rx17bd7Kw8d>

Other tools for less digitally advanced SMEs & business or CE model specific tool (to be selected by experts from the tools approved in the scope of the Circular4.0 project and introduced through the training actions in T.2.) including tools assessed in the scope of **D.T.2.3.1 Setting up the toolkit to support digitalization processes to foster the CE in the Alpine space**. Such as: <https://digital-transformation-tool.eu/project/>

5. Identification of innovation needs and investment plan

As discussed during the partner meeting on 02.11.2021, each company supported should receive a document established based on the assessment and in collaboration with the SME (at least one bilateral meeting between the SME and an expert/consultant during the process) and encompassing at least one recommendation covering any of the following aspects of the transformation of the company towards higher circularity (= increase of maturity level)

- Technology adoption
- New or improved process
- New or improved or transformed business model
- New or improved products
- New or improved services
- Digitally supported (as far as possible)
- With a time, horizon from 6 months up to 1 year

Business canvas and a roadmap for the implementation of the SME pilot action covering at least one of the transformation areas listed above will be produced by the experts and a pitching presentation prepared to advance SMEs with their transitioning intentions. Experts will assist SME's 1:1 on that.

6. Pitching the pilot in front of finance organizations and/or identification of the funding instrument for SME to apply for funding the pilot action.

Identifying financial organizations and their instruments in support of CE.
Organizing a “pitching” event with financial institutions and/or

Pitching event (SLO-IT): April 2022 (to be decided)

For the description of each activity (or sub-activity if relevant), we suggest using the following table:

Title		Start date	MM.YYYY
		End date	MM.YYYY
Description			
Describe here the activity			

Add sub-activities if necessary			
Results			
Note: the results (or deliverables) will need to be documented and reported upon in Activity T3.2 in the report for each local pilot action. They should therefore be formulated in a way that enables monitoring and documentation of the implementation.			
1	Example: 3 online workshops ...	Date	
2	Example: 1 call for applications	Date	
3	Example: 25 CE + digital maturity assessments of SMEs	Date	
n		Date	

Indicators (KPIs) and monitoring

This section shall describe what are the measurable objectives (qualitative and quantitative indicators) of the pilot action and how the progress will be monitored. The selection/definition of indicators shall refer to deliverable *D.T2.5.1 Evaluation methodology* and *D.T2.4.2 KPIs definition to assess the contribution of digitalisation on CE approaches* (templates available on Teams – see also next page).

A basic indicator for all pilot actions is the number of SMEs targeted (35 in Slovenia - 17 (JSI) within Circular Design Model and 18 (TPLJ) within Optimal Use Model).

Measurable objectives:

Minimally 17 + 18 PPs (JSI & TPLJ) SMEs going through CAT4.0. All together 35.

- Technology adoption
 - 1 new or improved process in SME
 - 1 New or improved or transformed business model identified
 - 1 New or improved products foreseen within 6 months to a year from finalizing CAT4.0
 - 1 New or improved services/business process
 - 1 Digitally supported action identified with at least one advanced digital technology

Project Acronym: Circular 4.0

Project title: **Digital technologies as enabler to foster the transition to the circular economy by the SME in the Alpine Space area**

A.T3.1

Planning digitalised CE processes in Alpine Space area addressed to SMEs

Template for description (plan) of Local pilot actions (for use in D.T3.1.1/2/3)

WP n°: T.3. Fostering CE processes in Alpine Space with digitalisation processes

Task n°: T.3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs

Author(s): Lara Trikha, Luc Schmerber, bwcon
Dr. Eva Schichl, UCB

Contributors: Roberto Sandrini, TPLJ

Type: **T -Template/R – Report, TOWL**

Dissemination level: **CO = confidential**

Revision: **DRAFT 02**

Due Date: **December 2021**

Date of submission: **06/12/2021**

- 1. Overview of the local pilot action – Piedmont (Fondazione Torino Wireless - TOWL)16
- 2. Planned activities.....19
- 3. Indicators (KPIs) and monitoring.....21

Overview of the local pilot action – Piedmont (Fondazione Torino Wireless - TOWL)

- **Local context and CE approach**

Local actions will be promoted through the Unioncamere and chamber of commerce channels that arrives potentially to companies on all the regional territory and also through the Cluster of SMEs that are also at regional level.

The main sectors selected during the previous WP in the project are in order of priority (related with the economic relevance and specializations of the territory plus the circular potential): Manufacturing Industry, Food sector and Textile sector. Specific actions with regional clusters in these areas will be done. We also nominated the Construction sector as another potential sector because is a priority of other partners in the project, without forgetting other priority sectors for the topic in Europe with high environmental impact (WEEE, mobility).

It is important to notice as a context that companies in Italy (and in Piedmont also) there are a high number of small companies and micro companies that are difficult to involve in activities, because non so structured, or mature enough or with the potential to invest even the time for the pilot in a very difficult moment by the pandemic crisis. Medium companies and medium-big companies are more mature so a limited in time and reduced effort available in our pilot can probably reduce our ability to attract them. So, we need to be flexible, offering a shorter path for less mature companies and more intensive effort for more mature companies. We still cannot predict specific profile of companies that can be interested in our path to the circularity, for sure will be a mix of companies for different sectors and dimensions.

The C.E. approach originally foreseen focus in our territory for our pilot were Optimal Use and Value recovery as a second priority. But during the discussions with the other partners of the project that share their experiences with SMEs, it was explained that we cannot use only one approach excluding the others because companies in every sector can be different priorities and maturity level, so it is impossible to decide or exclude companies interested on other models. For that reason, we trained ourselves to support all the 3 approaches with our e-learning platform Circular4.0. In our first session with companies, it will be discovered that many of them are interested in “Circular Design Model”. We will verify with companies if this is the model with higher potential for them.

- **Methodology**

In this part we will provide an overview of the methodology that will be used to select and assist SMEs in their circular transformation (common to all pilots).

Involvement phases: with a call for action, we will offer the possibility to all companies in the territory to be supported during the path for the circularity of circular4.0 (pilot). If a higher number of the target number of companies will be presented, we will choose the companies with the higher circular potential evaluated with our CAS2.0 tool. If a lower number of companies participate to the pilot, we will propose again the call-in other period, or using other channels or unpackaging the Pilot separating the training phase (offered as a shorter workshop for SMEs) and then involving them to the 1:1 coaching assistance.

- **Specific tools from the Toolkit Circular4.0**

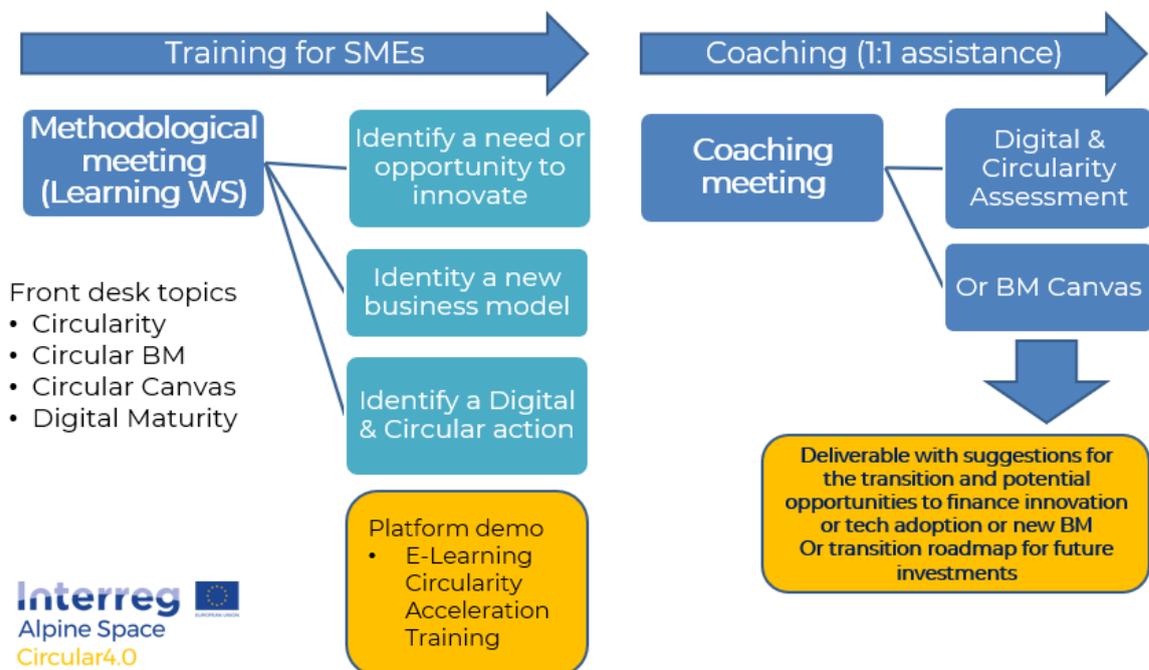
We will test and use the original approach of the project, the tool developed by the project (CAS2.0 – Circularity Assessment Score) that is also in Italian and helps to assess SMEs on the potential of the circular model and the commitment. During the Circularity Assessment Score session, the maturity of the circular BM of the PMI can be inferred. Our interpretation of the level of maturity of the companies that we can reach is shown in the following figure:



For Digital Maturity Assessment we decide to use SELF4.0 (or the evolved version ZOOM4.0), the tool of the Chamber of Commerce of Italy because it is commonly used, is in Italian and can be done in a shorter time (120 questions).

The Circular4.0 Path:

The path is shown in the following figure:



The path includes:

A training meeting on the opportunities of the circular and digital transition. You will learn the fundamental concepts from an expert operator on the topic: the principles of the Circular Economy, the main generic circular business models, and the useful tools to build such models, as well as the methods and recommendations to implement more circular and sustainable processes, products or services.

A coaching meeting with one or more experts to evaluate the potential of the circular model that the company wishes to implement, and the opportunities related to the double transition. The company will receive the result of the analysis and its Roadmap for double transformation, which consists of a final report with the concrete actions identified, the priorities, the next steps and the financing opportunities for the identified improvement / innovation / technological adoption.

In-depth analysis of the business model: overall analysis of the company's business plan (circular canvas) for the proposals of the most innovative products and services (if available at this level of maturity).

The initiative will be open to any SME that need to identify or has identified a need or an initial idea of raw material reduction, waste recovery, better use of the products or services provided to make their company more sustainable or to improve their efficiency in processes, productive or service and consumption.

- **Expected results**

This section shall explain the benefit / added value expected for the SMEs.

Aligned with the minimum requirements indicated during the WPT3 meeting (02-11-2021) we will provide at least one recommendation covering any of the different aspects of the transformation of the company towards higher circularity: technology adoption/innovation, new process, new business model.

We as a partner belong to the CE Optimal Use approaches with digitalization process (5 partner, 90 SMEs, so 18 SMEs for partner).

Planned activities

In this session, the activities planned for the roll-out of the approach described above shall be detailed. In order to have a significant degree of comparison among the different local pilot actions, we suggest using a set of common activities (= same title or heading, not the same methods). Those activities are the ones listed in the AF

Title	1. Selection/identification of SMEs - workshops	Start date	09.2021
		End date	04.2022
Description			
A local call for action will be promoted through intermediaries and regional Cluster of SMEs. If the call for action is not enough, workshops and individual invitations to 1:1 assessment service will be done.			
Results			
Note:			
1	1 Call for action published and promoted	Date	
2	Number of intermediaries that collaborate promoting the pilot	Date	
3	Number of participants interested to the path	Date	
n		Date	

Title	2.Thematic workshops/seminars	Start date	12.2021
		End date	05.2022
Description			
Single workshop events to motivate companies to start the path. If the number of companies interested on the call for actions and in the first workshop guarantee the target number of companies, the workshop will not be repeated. If the number of companies is higher that the target number, all companies can participate to the workshop and only the ones with the higher circular potential from the CAS assessment will receive the 1:1 support.			
Results			
1	Number of online workshops	Date	
2	Number of online participants (SMEs in Piedmont) to the workshops.	Date	
3	Number of online participants (others) to the workshops	Date	
4	Number of subscriptions in the TalentLMS platform	Date	

Title	3.Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	12.2021
		End date	06.2022
Description			
<p>CAS2.0 assessment will be done online individually or in groups of companies of the same sector and/or interested in the same generic circular business model. It can be done in a single session or in multiple session, being flexible with the availability of the SMEs.</p> <p>DMA (SELF4.0 or ZOOM4.0) will be done individually.</p>			
Results			
1	Number of SMEs with CE assessment done and reports	Date	
2	Number of companies with DMA report	Date	
3	Number of companies with Canvas elaborated	Date	
n		Date	

Title	4.Identification of innovation needs and investment plan	Start date	12.2021
		End date	07.2022
Description			
<p>During the different assessments (DMA or CAS2.0) at least one recommendation covering any of the aspects of the transformation of the company towards higher circularity will be provided through a deliverable document. The document (final deliverable) can include potential finance opportunities if active and identified during the period of the assessment.</p> <p>Experts will be invited to participate to the sessions but will no leader or organize the activities. They can contribute with suggestions for SMEs and if they belong to intermediary institutions can test the methodology of the project participating to the sessions. Additional sessions can be co-organized with intermediaries to enhance the impact of the project in the territory.</p>			
Results			
1	Number of final deliverables with suggestions for SMEs (target 18+ SMEs)	Date	
n		Date	

Indicators (KPIs) and monitoring

This section shall describe what are the measurable objectives (qualitative and quantitative indicators) of the pilot action and how the progress will be monitored. The selection/definition of indicators shall refer to deliverable *D.T2.5.1 Evaluation methodology* and *D.T2.4.2 KPIs definition to assess the contribution of digitalisation on CE approaches* (templates available on Teams – see also next page).

A basic indicator for all pilot actions is the number of SMEs targeted (~20 on average).

The used tools and considering a time horizon from 6 months up to 1 year will not produce a higher circularity (= increase of maturity level).

CAS Tool is a strategic tool and is not designed to measure, rather to assess. So, the increase in maturity and commitment can probably be an opinion of the operator comparing the initial state and the final state of the companies after the support or a comparison between scenarios considered at the beginning and at the end of the assessment. The score of the assessment potential is a general objective not a measure.

During the time of the project, we will not be able to also measure an increase in digital maturity because most of the suggestions for digitalization's will probably not be implemented in 6-1 year, only in a few cases. A change of business model requires long periods. Some improvements suggestions could be implemented faster, but it is not guaranteed, to have a plan for it, so the increase of commitment can be better as a reference for the increase of maturity in the short time we have to interact with companies.

So, our metrics will be:

Digital Technology Readiness level assessment (initial level and plan for the SMEs)

CE Commitment level assessment (from CAS2.0)

Satisfaction level on tools and trainings provided

Maturity improvement that can be described as qualitative concepts (not a level, it can be measure in 2-5 years after the assessment, out of the scope of the project)

See also the KPI table on the last page of this report.

Project Acronym: Circular 4.0

Project title: **Digital technologies as enabler to foster the transition to the circular economy by the SME in the Alpine Space area**

A.T3.1

Planning digitalised CE processes in Alpine Space area addressed to SMEs

Template for description (plan) of Local pilot actions (for use in D.T3.1.1/2/3)

WP n°: T.3.	Fostering CE processes in Alpine Space with digitalisation processes
Task n°: T.3.1	Planning digitalised CE processes in Alpine Space area addressed to SMEs
Author(s):	Valeria Bazzan, Ivan Boesso
Contributors:	Francesca Maccatrozzo
Type:	T -Template/ R- Report, CCIAA DL VERO & Veneto Innovazione
Dissemination level:	CO = confidential
Revision:	DRAFT 02
Due Date/Submission:	December 2021

1. Overview of the local pilot action - Veneto (CCIAA VE RO and VENETO INNOVAZIONE).....	3
2. Planned activities	5
3. Indicators (KPIs) and monitoring	8

1. Overview of the local pilot action – Veneto Region (CCIAA VE RO and VENETO INNOVAZIONE)

The local pilot action in Veneto will be carried out in coordination and collaboration between Chamber of Commerce of Venice Rovigo and Veneto Innovazione.

The industrial sectors involved will mainly be constructions and buildings, which are very important in the area, have a very strong environmental impact but at the same time are usually not very involved or advanced in terms of circularity and/or digitalization.

Additional sectors, such as textile, nautical, manufacturing and tourism will also be taken into consideration since they are often strictly connected with our main targeted sector and are very relevant to the local economy.

The selection and involvement of enterprises will be carried out together by the two partners, while the following activities will respectively focus mainly on the following approaches (as foreseen in the ApplicationForm):

- 1) Value recovery for CCIAA VE RO (D.T3.2.3)
- 2) Optimal Use for Veneto Innovazione (D.T3.2.2)

Assistance to the SMEs shall be opened to include both approaches, and even Circular design models, if necessary.

- **Methodology**

The combined effort of the two partners will hopefully be particularly effective with regard to the selection and engagement of the SMEs and the content/professional competence required.

CCIAA VE RO and Veneto Innovazione will jointly organize the promotional activities and the workshops to present the pilot actions path to local entrepreneurs and promote opportunities offered on the matters of circularity and digitalization at local and at national level.

The local workshops will particularly focus on awareness and financial instruments offered to the SMEs to implement digitalization and transition to circularity.

The workshop will take place online within the first week of February and will consist in:

- Aperitivo for circularity

Originally planned as a presence event, a happening with SMEs involved in circularity processes and/or interested in starting and promoting more eco sustainable productions and approaches. Also, intermediaries involved in circularity will be targeted, in order to promote the exchange of ideas and spread knowledge, mainly among SMEs on the opportunities offered by CE approach (along with digitalization).

SMEs will be invited to apply for the public call that Chamber of Commerce and Veneto Innovazione will launch in January and intermediaries will be invited to give their support to disseminate the potential opportunity of the call among their stakeholders.

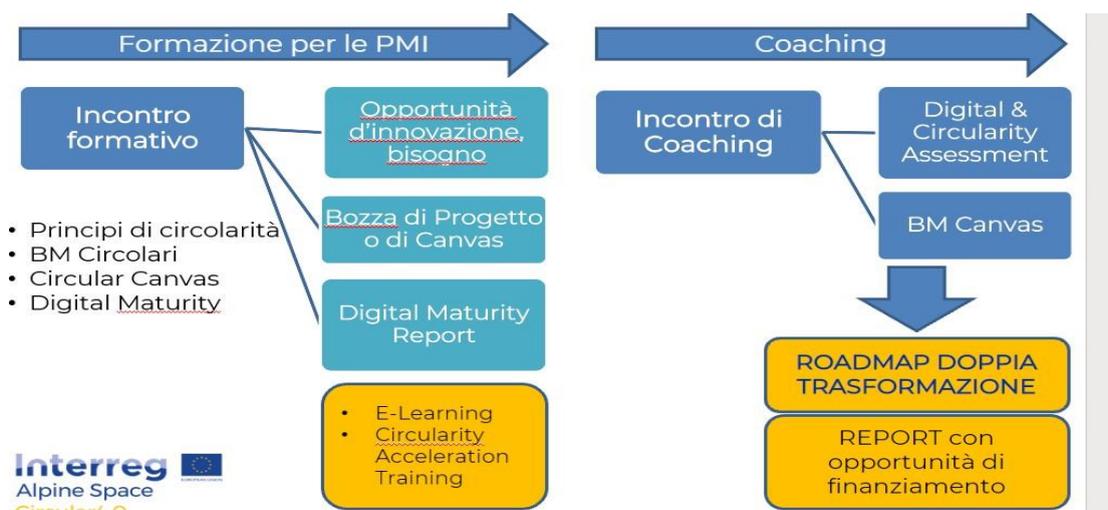
The call will give the opportunity to a maximum of 50 SMEs (selected according to the order of subscription to the call) to join the pilot action and be assisted by experts.

The experts, in strict coordination respectively with Chamber of Commerce and Veneto Innovazione, will carry out a digitalization assessment using Selfi 4.0 tool and a circularity capability by using CAS2.0 Tool of the selected SMEs. Both tools are included in the CIRCULAR4.0 Toolkit

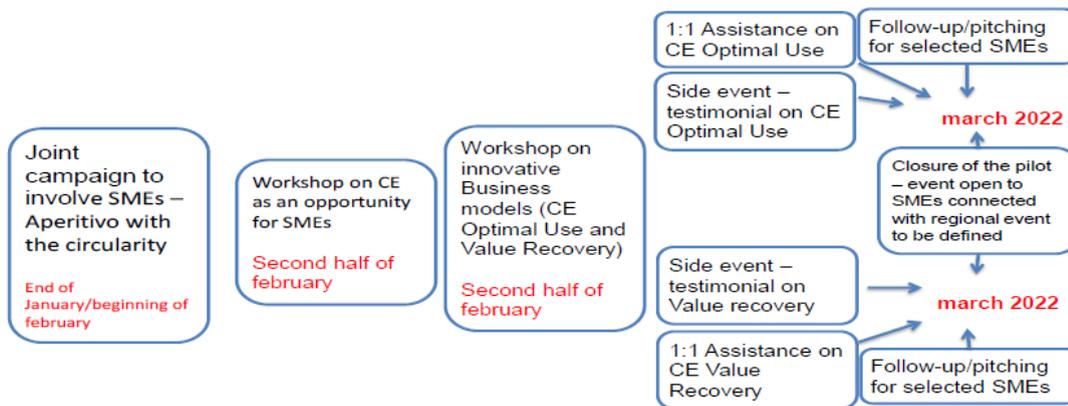
According to the combined results of the assessments carried out a customized plan of action will be elaborated and proposed to the SMEs. In this plan experts will suggest instruments and changes that could be adopted to improve the circularity and digitalization of the SMEs, also with regard of financial opportunities available to sustain the necessary activities.

The original plan of action was as follows:

First phase foresaw an informative meeting with SMEs, followed by personalized coaching, digital and circularity assessment, the drawing of a roadmap to improve on circular processes and digitalization, and finally some practical suggestions enlightening the financial sources to use to achieve the goals indicated in the roadmap.



The expected Plan for January/March 2022



- **Expected results**

According to the Application form:

- 1 local event “Aperitivo” to launch the Call
- 2 local workshops/awareness action will be addressed to SMEs
- 40 SMEs (Minimum 23+15 SMEs) 1:1 assisted:
 - Digital maturity assessment
 - CE capability
 - “Customized plan”

2. Planned activities

1. Selection/identification of SMEs

Targeting of enterprises, which will mainly be constructions and buildings and additional sectors, such as textile, nautical, manufacturing and tourism to be involved in the promotional events.

Invitation to Workshops will be carried out by email, websites, social media channels and the cooperation of intermediaries. (End of January/beginning of February).

A public call will be launched for SMEs to apply to the assisted procedure of assessment and elaboration of a roadmap to improve circularity and digitalization.

2. Thematic workshops/seminars

Aperitivo with SMEs and two thematic workshops will take place online to promote the participation to the call and to involve SMEs and intermediaries in the activities (end of January/beginning of February).

3. Circular CE capability/potentiality and Digital Maturity Assessment of SMEs

SMEs applying for the assisted procedure will be guided by experts through digitalization and circularity capability assessment using respectively SELFI 4.0 and CAS 2.0.

4. Identification of innovation needs and investment plan

After the assessment SMEs representatives will receive from the experts a proposal of roadmap to improve their skills and solve potential weaknesses. Also, information on potential financial instruments to fulfil the actions required will be offered (march).

For the description of each activity (or sub-activity if relevant), we suggest using the following table:

Title	Identification of the SMEs and preparatory activities	Start date	12.2021
		End date	01.2022
Description			
Veneto Innovazione and CCIAA VERO both will launch a public tender to hire experts to support the pilot implementation. The procurement procedure will last several weeks and will be completed hopefully by January 2022			
In the meantime, the following preparatory activities will be carried out:			
<ul style="list-style-type: none"> a) Scouting and analysis of the entrepreneurial environment b) Analysis of the tools (SELFI4.0 and CAS2.0) to be adopted and their adaptation for the local use c) Organization and launch of the communication campaign 			
Add sub-activities if necessary			
No sub-activities are planned			
Results			
		Date	

Title	Involvement of the SMEs	Start date	12.2021
		End date	03.2022
Description			
Veneto Innovazione and CCIAA VERO organize a communication campaign to invite SMEs to participate to the Pilot. An open call will be published on their website. This way, the SMEs will be selected, and the state-aids rules will be respected.			
Add sub-activities if necessary, no sub-activities are planned			
Results:			
1	List of SMEs interested in participating in the CCIAAVERO pilot	Date	31/03/2022
2	List of SMES interested in participating to the VENINN pilot	Date	31/03/2022

Title	Kick-off pilots event	Start date	01.2022
		End date	02.2022
Description			
Veneto Innovazione and CCIAA VERO will organize one event to start the pilot action. Minimum 30 SMEs will participate.			
Add sub-activities if necessary			

No sub-activities are planned			
Results:			
1	One online kick-off event in form of aperitif jointly organized	Date	15/02/2022

Title	Raising knowledge by SMEs for CE-innovation oriented processes	Start date	02.2022
		End date	02.2022
Description			
Veneto Innovazione and CCIAA VERO will organize 2 online thematic seminars addressed to SMEs on the following topics:			
<ul style="list-style-type: none"> a) Thematic seminar on CE as an opportunity for SMEs b) Thematic seminar on CE business models connected with CE Value Recovery and CE optimal use. 			
Add sub-activities if necessary			
Sub-act1: thematic seminar on Value recovery organized by CCIAAVERO			
Sub-act2: thematic seminar on Optimal use organized by VENINN			
Results:			
1	One kick-off event in form of aperitif jointly organized	Date	15/02/2022

Title	Assisting SMEs for sustainability transaction plans	Start date	02.2022
		End date	03.2022
Description			
Veneto Innovazione and CCIAA VERO, with the support of external experts, will organize 1:1 assistance to SMEs consisting with the following steps:			
<ul style="list-style-type: none"> a) Digital maturity level assessment with SELFIE tool b) CE capability assessment with CAS2.0 tool 			
Elaboration of a report as result from the 1:1 assistance provided			
Add sub-activities if necessary			
Sub-act1: 1:1 assistance provided by CCIAAVERO for (estimated) 23 SMEs			
Sub-act2: 1:1 assistance provided by VENINN for (estimated) 15 SMEs			
Results:			
1	38 (estimated) digital maturity checks implemented	Date	31/03/2022
2	38 (estimated) CE capability assessment checks implemented		31/03/2022
3	38 (estimated) report as results from the 1:1 assistance provided		31/03/2022

Indicators (KPIs) and monitoring

The objective of the pilot action is to assist at least 40 SMEs in the assessment and elaboration of the roadmap.

Project Acronym: Circular 4.0

Project title: **Digital technologies as enabler to foster the transition to the circular economy by the SME in the Alpine Space area**

A.T3.1

Planning digitalised CE processes in Alpine Space area addressed to SMEs

Template for description (plan) of Local pilot actions (for use in D.T3.1.1/2/3)

WP n°: T.3. Fostering CE processes in Alpine Space with digitalisation processes

Task n°: T.3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs

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Type: **T -Template/ R- Report, BWCON**

Dissemination level: **CO = confidential**

Revision: **DRAFT 02**

Due Date: **26.11.2021**

Date of submission: **22.12.2021**

1. Overview of the local pilot action - Baden-Württemberg (BWCON)	10
2. Planned activities.....	10
3. Indicators (KPIs) and monitoring.....	12

Overview of the local pilot action – Baden-Württemberg (BWCON)

Local context and CE approach

The pilot addresses proprietarily on manufacturing SMEs in Baden-Wurttemberg focussing on the optimal use or resources (Germany). However, all other companies are invited to express their interest as, according to the experience made in previous project activities, the separation between circular design, optimal use and value recovery models is not clear to businesses and not always adapted to their practice. It is also not realistic to foresee the outcomes of the 1:1 assessment in terms of circular models. Due to the estimated rather low level of awareness of most SMEs, all CE approaches need to be considered.

Planned activities

According to the overall methodology defined for the pilot actions, the following activities are planned for the local pilot action in Baden-Wurttemberg, piloted by BWCON.

1	Selection/identification of SMEs	Start date	10.2021
		End date	11.2021
<p>The selection and identification of companies (in priority SMEs) to take part in the pilot in Baden-Wurttemberg shall place by means of an open call published by BWCON through its website and its newsletter. Partners in BWCON’s network (business development organisations, digital hubs) were activated through personal contacts to extend the reach of the call.</p> <p>Companies headquartered or with a branch in Baden-Wurttemberg are selected on the basis of the “first come, first served” principle.</p>			
<p>Result</p> <p>Reach at least 16 interested SMEs to participate in the pilot action.</p>			
1	Collecting at least 16 interested SMEs to participate in the pilot action and make appointments to perform the initial assessment in online or onsite meetings.	Date	11.2021

2	Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	11.2021
		End date	12.2021
<p>Each selected company will go through a CE maturity assessment using the CAS questionnaire (also accessible online in German).</p> <p>The assessment provides the basis for the 1:1 assistance and will be performed by students at the University of Applied Sciences Pforzheim, under the supervision of Prof. Dr Bernhard Kölmel. The assessments will be performed in the framework of a 1:1 online or onsite meeting with a representative of each company.</p>			

The results will be documented in a common template for all businesses.			
Result			
Documented CE and digital maturity assessments			
1	Documented CE maturity and digital maturity assessments according to a generic template for at least 16 eligible SMEs	Date	31.12.2021

3	Identification of innovation needs and investment plan	Start date	12.2021
		End date	01.2022
<p>Each company supported will receive, in addition to the results of its CE and digital maturity assessment result, a document established in collaboration with the SME (on the basis of the 1:1 meeting) and encompassing at least one specific recommendation covering any of the following aspects of the transformation of the company towards higher circularity (= increase of maturity level)</p> <ul style="list-style-type: none"> - Technology adoption - New or improved process - New or improved or transformed business model - New or improved products - New or improved services - Digitally supported (as far as possible) - With a time horizon from 6 months up to 1 year <p>Additionally, the participating companies are invited to self-study CAT2.0 on the online learning platform Talent LMS.</p>			
Result			
Companies assessed receive an individual evaluation with at least one individual recommendation.			
1	At least 16 evaluation reports with innovation needs and investment plans handed out	Date	31.01.2022

4	Follow up on innovation needs and investment plan	Start date	03.2022
		End date	04.2022
<p>Each supported company will be asked to answer a follow-up questionnaire about 3 months after the initial meeting and the delivery of the results of the assessments and specific recommendations.</p> <p>The aim of the follow-up will be to measure satisfaction with the support delivered and identify improvements in CE maturity as a result of the pilot action.</p>			

Result			
Companies assessed receive an individual evaluation with at least one individual recommendation.			
1	At least 16 evaluation reports with innovation needs and investment plans handed out	Date	31.01.2022

Indicators (KPIs) and monitoring

Progress of KPIs will be monitored during the 1:1 assistance as well as after individual company's pilot actions by a standardized questionnaire, asking for their self-assessed increase in Commitment level to CE implementation, Digital technologies awareness, Specific pilot project identified and their overall level of satisfaction with pilot activities.

KPI	number of SMEs assisted	Identification of circular opportunities	Commitment level to CE implementation	Level of satisfaction
Goal	At least 16	100% of assisted companies identified a potential circular opportunity for their business	On average Increase in level of commitment, ideally in connection with a digital solution	Level of satisfaction of at least 8 (out of 10)
Evaluation method	1:1 assistance received	Documented results of assessment and recommendations	questionnaire	questionnaire

Project Acronym: Circular 4.0

Project title: **Digital technologies as enabler to foster the transition to the circular economy by the SME in the Alpine Space area**

A.T3.1

Planning digitalised CE processes in the Alpine Space area addressed to SMEs

Template for description (plan) of Local pilot actions (for use in D.T3.1.1/2/3)

WP n°: T.3. Fostering CE processes in Alpine Space with digitalisation processes

Task n°: T.3.1 Planning digitalised CE processes in Alpine Space area addressed to SMEs

Author(s): Lara Trikha, Luc Schmerber, bwcon
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Contributors: Roberto Sandrini, TPLJ

Type: **T -Template/ R- Report, Grand E nov**

Dissemination level: **CO = confidential**

Revision: **DRAFT 02**

Due Date: **November 2021**

Date of submission: **December 2021**

1. Overview of the local pilot action – Grand Est Region (PP08 Grand E Nov)	7
2. Planned activities.....	11
3. Indicators (KPIs) and monitoring.....	13

Overview of the local pilot action – Grand Est Region (Grand E Nov)

Industry is living through a pivotal moment in its history with digital and ecological transformations that will profoundly change the way we produce. In this context, more and more industries have begun their transition. Well upstream of recycling, their approach consists of pivoting towards 6 circular economic models, from the sustainability of resources to the extension of the use of products and their regeneration. The benefits are numerous and meet economic, environmental and social objectives.

Digital tools and practices can facilitate and accelerate the transition to more sustainable production and organisation models and longer product life cycles.

They can be applied in various economic sectors. However, the relevance and maturity of the available digital technologies, the possible synergies and their environmental impact remain little known and underused.

The CIRCULAR 4.0 programme, based on tools and methodologies observed on the scale of the Alpine region, aims to facilitate this transition for industrial SMEs, to define, strengthen or implement their Industry of the Future and Circular approach.

The support in Grand Est region includes 4 collective workshops and 3 days of individual support by an expert financed by the INTERREG Alpine Arc programme.

- **Local context and CE approach**

The regional innovation agency Grand E Nov has launched a call for expressions of interest (AMI) in order to experiment and support digital innovation for the Circular Industry. To complete the regional service offer, we focused on the pillars of the circular economy related to optimal use and value recovery.

Targets:

Manager/executive of an industrial SME or serve the industry in the Grand Est

Reaching the limits of their business model and see the Circular Economy as an opportunity

Want to stand out from the competition as an Industry of the Future and Circular

Having an industrial and circular project that requires digital technology

Want to build, validate their business model and roadmap

Companies from the textile, bioeconomy, plastics, wood and manufacturing sectors that have been prioritised and targeted by the regional strategies.

- **Methodology**

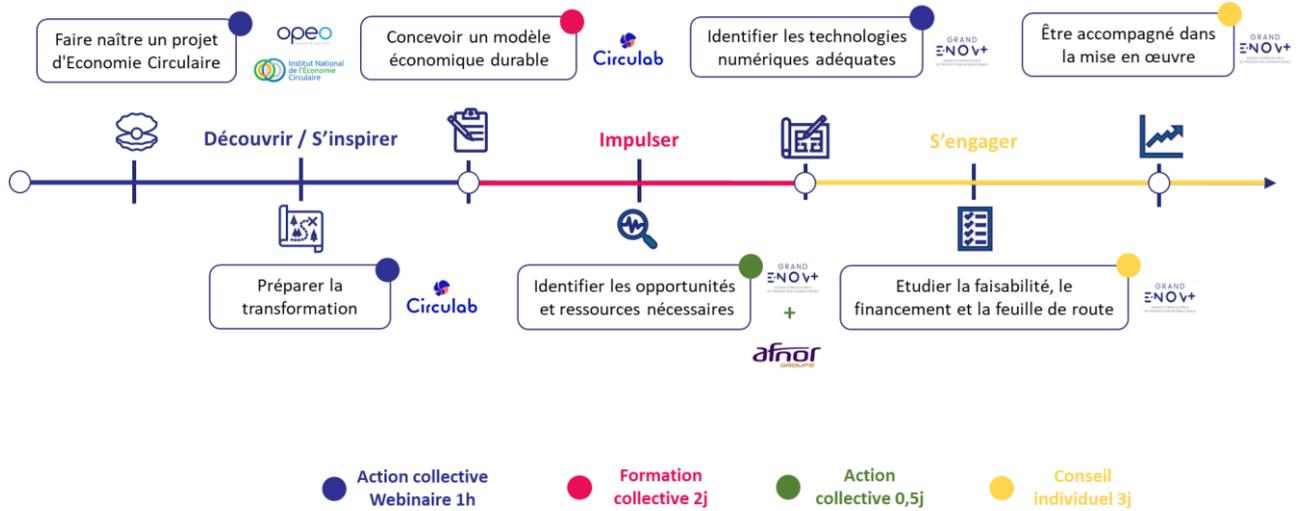
The Circular 4.0 programme consists of collective workshops, 2 days of training and 3 days of individual coaching by an expert financed by the INTERREG Alpine Arc programme. Applicant companies can be supported from September 2021 to March 2022. Registration has been opened publicly to allow any company to benefit from the programme. A communication campaign on various social networks and during various physical or digital events sought to reach the maximum number of companies.

To apply, SMEs have to complete the form by following this link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=5UQqvyTdf0WEAFuarHI2qvQwtN1zlotNm-wWYQaTIHxUOVINRlcySFdVOTIQUIZPSEtNSVU0SEFNMS4u>

For further information, they can contact b.lallemand@grandenov.plus

Deadline for support indicated: March 2022 inclusive



Tools used



PARCOURS INDUSTRIE CIRCULAIRE Bilan & feuille de route

ENTREPRISE : ENVIE Alsace

ACTIVITE : collecte / réparation / revente de matériel électroménager ou paramédical

CONTACT (Nom & fonction) :

Date du bilan : 7/12/2021

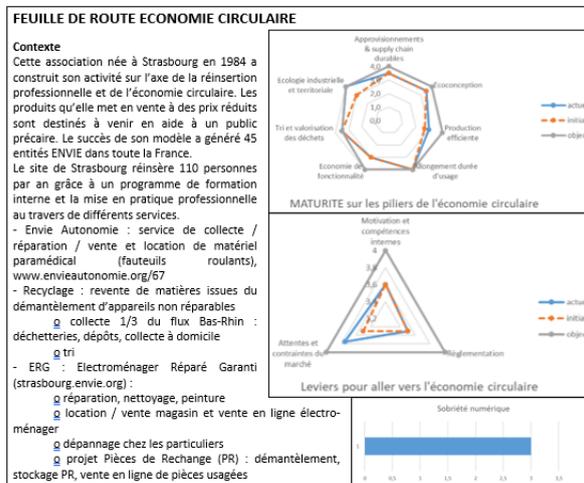
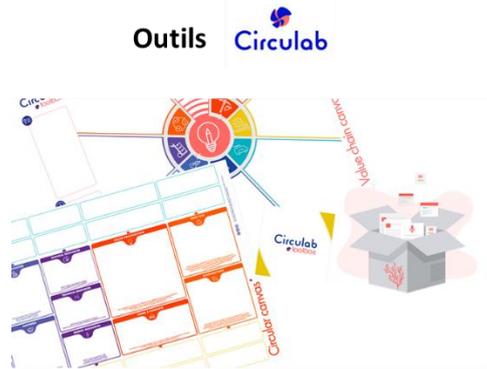
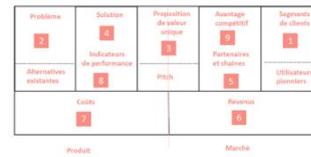


Figure 1: Circular and digital maturity assessment derived from DMA tool



Autres outils

- Lean Canvas



- Méthodologie TOGAF

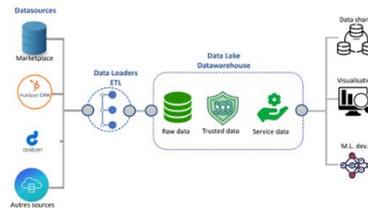


Figure 2: Circulab toolbox and specific tools used to support digital transitions

Modalities of the support programme

Depending on SME's maturity, we adapted the objectives of the support:



Figure 3: The 3 stages of maturity encountered

Stage 1 support

- Discover the principles of the circular economy; Webinars and discussions will help you understand the challenges and opportunities of the circular economy in your sector.
- Prepare your transformation; A collective workshop will allow you to discover a transformation process and its tools.
- Design a new sustainable business model: During a 2-day training session, reassess your company's needs, ambition, value proposition, products and services.

Stage 2 and 3 support

- Leveraging digital technologies to activate circular strategies: Various webinars will help you discover new possibilities and how to implement them.
- Establishing a digital roadmap and implementing it: 4 days of individual advice to study the feasibility, viability and financing of your digital innovation project and then facilitate the development of the solution.

- **Expected results**

Depending on their maturity and the support provided, companies will have benefited from:

- Discovering the key concepts of the circular economy and handling a methodology.
- Discovering the cases of companies that have implemented it and designing a first draft for the case of their company.
- Diagnosis of the business model hypothesis, identification of appropriate solutions and digital experts
- Construction of a roadmap to implement the solution and achieve the desired objectives.
- Implementation of the digital solution and evaluation of the effectiveness.

Planned activities

7. Selection/identification of SMEs

To identify companies to support through the Circular 4.0 programme, we have implemented different approaches:

- Getting companies interested in their own transition through awareness-raising workshops showing them examples from their own or other sectors, by presenting methods for building an ambition and roadmap
- Recruiting companies through other local intermediaries capable of detecting targets for the programme and having synergistic missions with our own.
- Directly approaching companies previously referenced according to their sector of activity and indices obtained by various media.

8. Thematic workshops/seminars

This activity regroups the CAT2.0 or other training modules selected by the partners and addressed to SMEs.

Various thematic sessions were organised dealing with circular industry equipped with digital technology or with exemplary circular transformations observed in specific sectors.

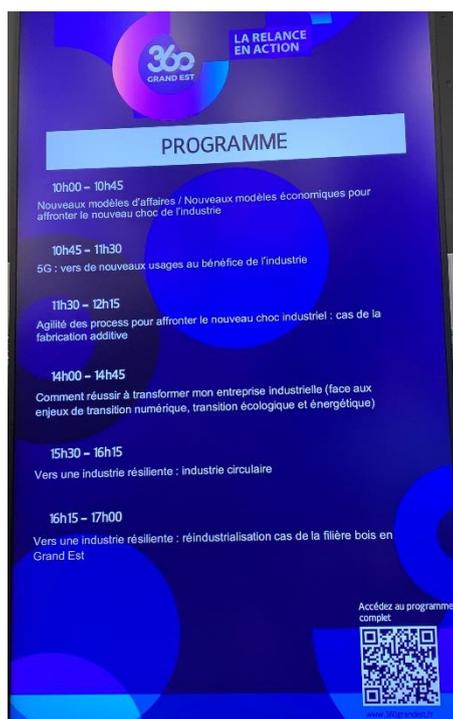


Figure 4: Track Circular 4.0 (7th of Dec 2021)

Visits to transfer centres were also organised to show the field of possibilities.

Mulhouse, le 6 octobre 2021

Le Pôle Textile Alsace en collaboration avec l'Agence d'Innovation et de Prospection Internationale Grand E-Nov+ est heureux de vous inviter à participer à une nouvelle rencontre du **Club Innovation Textile Alsace – CITA** pour 2021.

Le Pôle Textile Alsace veut poursuivre les échanges inter-entreprises et ainsi faciliter les synergies potentielles au sein des membres du Pôle Textile Alsace. Une des réponses est la poursuite de ce Club qui se retrouve 4 fois par an, chez un partenaire du réseau. Il sera accueilli pour cette nouvelle édition de l'année 2021 par l'Institut Carnot MICA et l'IS2M (Institut de Science des Matériaux de Mulhouse).

Réservez dans vos agendas la matinée du mercredi 8 décembre 2021 ! Nous serons accueillis par **Lionel LIMOUSY, Directeur de l'Institut Carnot MICA** pour démarrer le programme suivant :

UNE OFFRE MULTI-SECTEURS

**POUR VOS PROJETS D'INNOVATION, RECHERCHE
ET DÉVELOPPEMENT**



**AUTOMOBILE, SPATIAL ET
AÉRONAUTIQUE**
Allègement, durabilité, performance,
confort, environnements extrêmes



MODE ET LUXE
Ennoblement, anti-contrefaçon,
personnalisation, matériaux intelligents
et connectés, micro et nano-fabrication



ÉNERGIE
Production, stockage, récupération,
chaleur fatale, biomasse, Power to X,
énergie verte



ENVIRONNEMENT
Éco-conception, développement durable,
chimie verte, matériaux biosourcés,
valorisation ressources, dépollution



SPORT ET BIEN-ÊTRE
Allègement, performance,
aérodynamisme, durabilité, capteurs,
matériaux actifs, textiles



INDUSTRIE DU FUTUR
Réalité virtuelle, fabrication additive,
instrumentation, contrôle non-destructif
en ligne



**BÂTIMENT ÉCONOME ET
DURABLE**
Matériaux intelligents, qualité de l'air,
optique, performance énergétique



SANTÉ ET COSMÉTIQUE
Anti-bactérien, traitement de surfaces,
théranostique, DMI, relargage contrôlé,
biocompatibilité, performance, durabilité

Finally, the presentation of circular transition management methods was carried out.



9. Circular CE capability/potentiality and Digital Maturity Assessment of SMEs

At the start of each support, a digital maturity audit was carried out. The self-assessments were always confirmed by an initial interview with the company so as not to miss out on elements that could later have an impact on the action plan developed with the company. The diagnostic tool is derived from the DMA tool built for the 4.0 programme. It has been translated into French and modified to take into account certain national specificities.

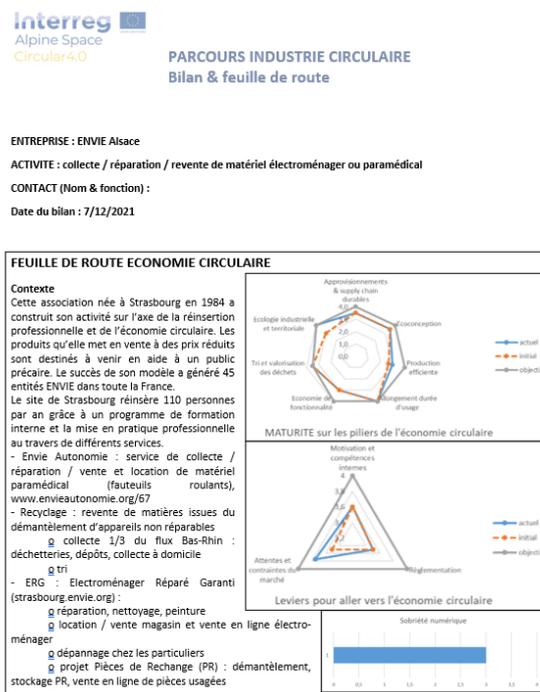


Figure 5: Example of assessment

The tool was also used to set maturation targets and allow for follow-up at the end of the programme. Thus three curves are presented in the reports submitted to the company.

The audit ends with the formalisation of the issues and needs identified and thus prepares the construction of an action plan.

<p>Enjeux et besoins</p> <p>Pour faire face à la croissance des volumes et du public en réinsertion (+20% d'ici 2023) et la mise en place du nouveau service de PR, l'entreprise déménage dans de nouveaux locaux à Geispolsheim. Equipée de différents logiciels métiers, l'activité souffre d'un manque d'efficacité (ressaisies et manques d'informations) et les outils sont mal adaptés à des travailleurs fragiles de faible maturité numérique. La société a notamment besoin d'outils efficaces pour :</p> <ul style="list-style-type: none"> - piloter le parcours des travailleurs en réinsertion - assurer la traçabilité des appareils et pièces depuis la collecte (lieu, heure, localisation, organisme), le tri et jusqu'à la vente - assurer le suivi des collectes et livraisons (géolocalisation et temps) - optimiser les tournées - gestion des locations - suivi et historique du parc d'appareil pour le SAV avec 8000 interventions par an - structuration de la démarche RSE - suivi d'indicateurs spécifiques à l'activité Social, Performance Opérationnelle et Economie Circulaire - vente en ligne <p>Le Client sollicite GRAND E-NOV pour l'accompagner dans le design de ces innovations organisationnelles et de process, et dans l'étude de la mise en œuvre des briques technologiques nécessaires.</p> <p>Maturité construction du modèle circulaire : Business <u>modèle</u> en place avec plusieurs marchés et intégration de l'ESS. Pas d'action / développement.</p> <p>Apport des outils numériques : Définition et implantation de nouveaux outils numériques pour améliorer les performances des équipes et des différentes activités.</p>

Figure 6: Example of an audit conclusions

10. Identification of innovation needs and investment plan

Title	Support to new / improved or transformed business model and technology adoption	Start date	04.2021
		End date	03.2022
Description			
<p>Supported by the Interreg Circular 4.0 project, Grand E-nov support manufacturers in their transformation towards the Circular Economy by considering innovative business models and relying on digital technologies. In this sense, the regional agency is organising several round tables to</p> <ul style="list-style-type: none"> - Bring out new circular and digital transition projects. - Discover inspiring initiatives to facilitate Technology adoption <p>Add sub-activities if necessary</p> <p><u>Support emergence of new business models</u></p> <p>The raw materials extracted from our soils are running out and some of them will no longer be available within 10 years. Faced with this major challenge, the Circular Economy proposes other ways of designing products, reducing and recovering waste to make new raw materials while reducing the carbon impact. Digital technologies play a central role in the design of products, the optimisation of processes and the construction of collaborative supply chains. Grand E nov organised some workshops to help SME's discover new business models and methodologies to develop those.</p> <p><u>Support technology adoption</u></p>			

<p>Extending the life span of products, pooling the use of products, aggregating pools of recycled materials, adjusting production to demand, optimising logistics circuits or eco-design using dedicated software: some levers that reduce the impact on the environment. Digital tools and practices facilitate and accelerate the transition to more sustainable production and organisation models. Grand E Nov organised some workshop to help SMEs discover those new technologies.</p>			
Results			
1	3 online / physical workshops	Date	2021-2022
2	30 participating SME's	Date	2021-2022

Title	Training to generate new / improved or transformed business model	Start date	MM.YYYY
		End date	MM.YYYY
Description			
<p>Training session organised for specific target group:</p> <ul style="list-style-type: none"> • Manager/executive of an industrial SME or supplier to the industry in the Grand Est • SME that reaches the limits of your business model and consider the Circular Economy as an opportunity • SME that wants to stand out from the competition as a Circular Industry • SME that has a circular economy project that needs to be formalised with experts • SME that wants to build, validate its business model and roadmap 			
Sub-activities			
<p>Through 2 days of support provided by the Circular 4.0 programme, we propose to start from their problems, to inspire them with the best initiatives to generate new hypotheses of circular business models models.</p> <p>1 day to use the Circulab tools with the presence of an expert to come up with a first hypothesis of a circular economic model and a set of points to check with potential partners to make this model real.</p> <p>Personal work on the part of the companies for one month to validate or resolve the questions</p> <p>Meeting of the companies through two thematic half-days to develop the roadmap and implement the economic model (necessary resources, financing tools, etc.)</p>			
Results			
1	6 New circular business models generated / validated	Date	Jan 2022
2	2 days of collective support	Date	Jan 2022

Title	Digital assessment and Roadmap	Start date	Mar 2021
		End date	Mar 2022
Description			
<p>Industrial SME's who wish to be accompanied to :</p> <p>At the strategic level</p> <ul style="list-style-type: none"> - Enlighten the Director on the possibilities of digital technologies. - Challenge the business issues that arise in all transparency/benevolence in order to formalise the product/process/service/marketing innovation axes according to a dynamic framework that will make it possible to drive/prioritise the opportunities that will be proposed. <p>At the operational level</p> <ul style="list-style-type: none"> - Prioritise/sequence innovation projects, in the medium/short/long term, on the basis of a strategy/innovation axes and according to the company's capacities (skills, equipment, software, IP, etc.). - Co-construct a business transformation roadmap to make innovative use of the data/assets held and create new economic value by responding to new analytical needs and new uses. This includes technical, HR and overall business organisation aspects. - Structure the innovation projects selected in the short term as well as the internal innovation process (innovation process where the roles of the different stakeholders are clearly defined). <p>Objectives:</p> <ul style="list-style-type: none"> • Establish an inventory of the company's digital and circular maturity. • Identify the areas of uncertainty, the hypotheses to be verified, the key points to be consolidated. • Help you structure your project in terms of activities, distribution of roles, planning of resources, deadlines, identification of risks. <p>Precision concerning the one-to-one support: Formalisation of your digital and circular innovation strategy</p> <ul style="list-style-type: none"> - Assistance in formalising and compiling the elements of analysis of the external environment, the value chain, competitive positioning, evolution of needs and user/customer paths and definition of opportunities - Framing of the company's digital ambition: Clarification of the technological possibilities and processes capable of responding to these opportunities through interviews with various experts in the candidate technologies, the targeted sectors or with experience close to the targeted services - Identification of the resulting challenges and strategic objectives 			
Results			
1	15 CE+digital maturity assessments of SMEs (Feedback from individual interviews)	Date	Mar 2021

2	15 Synthesis of digital innovation strategy	Date	Mar 2022
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Indicators (KPIs) and monitoring

This section shall describe what are the measurable objectives (qualitative and quantitative indicators) of the pilot action and how the progress will be monitored. The selection/definition of indicators shall refer to deliverable *D.T2.5.1 Evaluation methodology* and *D.T2.4.2 KPIs definition to assess the contribution of digitalisation on CE approaches* (templates available on Teams – see also next page).

A basic indicator for all pilot actions is the number of SMEs targeted (~20 on average).

Company dashboard															
Full project partner dashboard															
	CE Strategy/Business model		Commitment level Investments		Digital technologies awareness		Commitment level Investments		Other relevant item linked to the pilot action considered		Trainee level of satisfaction	Maturity improvement		Impact on CE related to the pilot action	
Goals	CE Readiness level assessment		Trainee motivation toward CE implementation		Digital Technology Readiness level assessment		Financial effort foreseen during the pilot action		CE Commitment level assessment		Satisfaction level on tools and trainings provided	Project maturity phase to be reached *		Circular metrics to be improved *	
Phase	Initial State	Outputs	Initial State	Outputs	Initial State	Outputs	Initial State	Outputs	Initial State	Outputs	Quality of trainers and tool, relevance, applicability ...	Initial level	Level reached	Initial measure	Results achieved **
Means indicator *															
Comments **	Describe the inputs needed	Describe what has been done	Describe the inputs needed	Describe what has been done	SELFIE ZOOM Maturity level	Describe what SME plan to do	Describe the inputs needed	Describe what has been done	CAS 2.0 comittment level	Describe what SME plan to do		Describe the Improvement		Describe the Improvement	

Program Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: WPT3 Fostering CE processes in Alpine Space with digitalisation processes

Activity: A.T3.2 Experimenting transnational actions to foster CE approaches through digitalisation

Deliverable: D.T3.2.2 Local actions to implement CE Optimal Use approaches with digitalisation processes

Reporting on local pilot actions – Fondazione Torino Wireless (TOWL)

Author: Cesar Pacheco, PP5 – Fondazione Torino Wireless (TOWL)

Version: FINAL

Month, YEAR: June, 2022

Table of contents

1. Introduction.....	3
2. Local pilot actions in Piedmont (Fondazione Torino Wireless – TOWL) - Overview.....	3
3. Identification and involvement of the SMEs for the Pilot Action	5
4. Implementation report	6
5. Deviations from the pilot action plan (D.T3.1)	8
6. Communication activities implemented to support the pilot action	10
7. Summary of the achievements - lessons learnt.....	10
Achievements	10
Lessons learnt	12
8. Annex	16
Involvement actions proofs.....	16
Proofs for Events	18
Overview of companies assisted.....	55

1. Introduction

The purpose of Circular4.0 is to strengthen digitalisation processes by SMEs to foster innovation processes and accelerate the transition to the Circular Economy (CE) in Alpine Space. The purpose of the Pilot is to test the methodology (with the relative tools selected and/or developed during the project) with SMEs to achieve the purpose of the project. Particularly for TOWL, the aim of A.T3.2 is to foster Circular Economy digitalization processes, mainly with “Optimal Use approaches” in at least 17 companies in the selected key sectors: Manufacturing Industry, Electronics and ICT, Food, Textiles, and construction in Piedmont Region.

The Pilot for each SME includes, training to increase the awareness and involve it in the assessments, digital maturity assessment check to SMEs to identify digital innovation needs, Circular Assessment (CAS2.0 tool) to identify circular and/or digital potential action in which investments are needed, a roadmap to those innovation adoption actions (at least one action identified depending on the maturity, commitment and potential of each company in both topics) and a 1:1 assistance provided.

TOWL belongs to the Optimal Use Approach (D.T3.2.2) so “Optimal Use” was our primary focus but letting SMEs to consider also the potential of “Value Recovery” and “Circular Design” approaches.

The present deliverable displays for the local pilot action in *Piedmont Region* the:

- activities delivered,
- results achieved,
- lessons learned to foster CE approaches through digitalization.

2. Local pilot actions in Piedmont (Fondazione Torino Wireless – TOWL) - Overview

Specific tools from the Toolkit Circular4.0

We will test and use the original approach of the project, the tool developed by the project (CAS2.0 – Circularity Assessment Score) that is also in Italian and helps to assess SMEs on the potential of the circular model and the commitment. During the Circularity Assessment Score session, the maturity of the circular BM of the PMI can be inferred. Our interpretation of the level of maturity of the companies that we can reach is shown in the following figure:

SME maturity level 1



Where to start?

SME maturity level 2



Looking for a technical solution, need identified.

SME maturity level 3

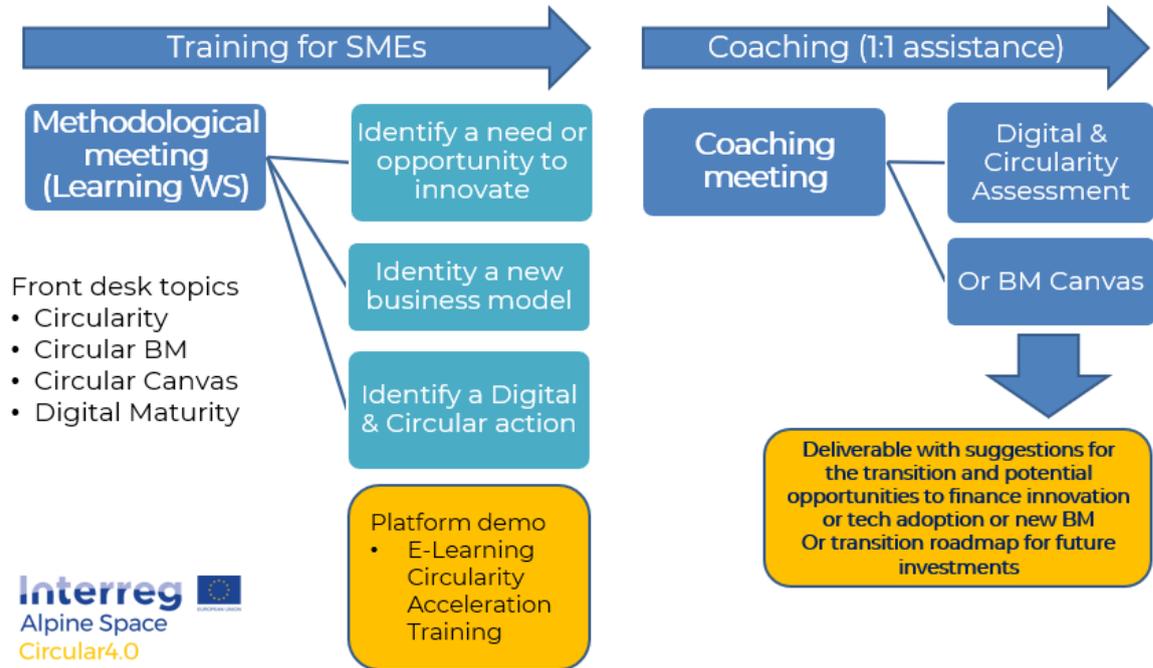


New product or service, a new way to provide service, value to customers (value proposition)

For Digital Maturity Assessment we decide to use SELFI4.0 (or the evolved version ZOOM4.0), the tool of the Chamber of Commerce of Italy because it is commonly used, is in Italian and can be done in a shorter time (120 questions).

The Circular4.0 Path:

The path is shown in the following figure:



The path includes:

A training meeting on the opportunities of the circular and digital transition. SMEs learn the fundamental concepts from an expert operator on the topic: the principles of the Circular Economy, the main generic circular business models and the useful tools to build such models, as well as the methods and recommendations to implement more circular and sustainable processes, products or services.

A coaching 1:1 meeting with one or more experts to evaluate the potential of the circular model that the company wishes to implement, and the opportunities related to the double transition. The company will receive the result of the analysis and its Roadmap for double transformation, which consists of a final report with the concrete actions identified, the priorities, the next steps, and the financing opportunities for the identified improvement / innovation / technological adoption.

In-depth analysis of the business model: overall analysis of the company's business plan (circular canvas) for the proposals of the most innovative products and services (if available at this level of maturity).

The initiative will be open to any SME that need to identify or has identified a need or an initial idea of raw material reduction, waste recovery, better use of the products or services provided to make their company more sustainable or to improve their efficiency in processes, productive or service and consumption.

- **Expected results**

Aligned with the minimum requirements indicated during the WPT3 meeting (02-11-2021) we will provide at least one recommendation covering any of the different aspects of the transformation of the company towards higher circularity: technology adoption/innovation, new process, new business model.

We as a partner belong to the CE Optimal Use approaches with digitalization process (5 partner, 90 SMEs, so 18 SMEs is our target).

3. Identification and involvement of the SMEs for the Pilot Action

The first method to involve SMEs was an open call: "Call4Action" for SMEs to offer the "Circular Path" or the "Circular Assessment" that includes training in group or individual, and 1:1 assessment. The call was promoted online and through many intermediaries in the Piedmont region, including the regional cluster or "Innovation Poles": <https://www.regione.piemonte.it/web/temi/fondi-progetti-europei/fondo-europeo-sviluppo-regionale-fesr/sistema-dei-poli-innovazione-regionali>

In October 6th the call became public with deadline 15 November. We invite companies in the territory through Innovation Poles of Piedmont and the Chamber of Commerce of Cuneo. But very few companies subscribed: 13 request but some of them were not SMEs or were consultancy companies. Asking to intermediaries why the very low rate of responses, the answer was that companies are very busy at the end of the year and the difficult to undertake the multiple activities and time required for the circular path. So our new formula to propose to companies the path was "unbundled". First inviting companies to the training workshops where they receive information and work very few, and then they request the 1:1 assessment to complete the full path. Additionally, SMEs that doesn't participate to workshops they will receive also a shorter training during the first hour of 1:1 and then or in other meeting the 1:1 "in deep" assessment.

We also continue to use the form to invite companies for the assessment, publishing them on the circular4.0 site in TOWL Site and promoting the service in every event or workshop of the project. The final result of responses with this formal tool at 31/05/2022, 4 additional request that were not SMEs or outside Piedmont Region and Alpine Space Regions. At the end only 4 of the 17 finished all the Circular Path.

Then we propose an online Workshop training on how to increase the circularity and sustainability of the PMI, to engage more companies the **1st of December**

<https://www.torinowireless.it/evento/circular4-0-come-rendere-sostenibile-la-tua-pmi/>

with 39 subscribers, 7 persons from intermediaries including ToWL. At the end, the number of participants to the workshop were 13 companies, 8 consultants, 8 from personel ToWL, experts and regional innovation clusters (Poles). From those SMEs, 4 subscriptions to the open call but only 4 finished the path.

As the number of SMEs were still insufficient to achieve the target, we propose a second Workshop focused on Business Modelling (03-03-2022) and asked again the clusters of the territory to promote the workshop:

"Modelli di business sostenibili per la tua PMI"

<https://www.torinowireless.it/webinar-3-marzo-modelli-di-business-sostenibili-per-la-tua-pmi/>

During the event we provide the starting of the Circular Assessment, gathering the information about SMEs that wants to continue with the rest of the activities. 4 of them continue the Circular Path, so in total 9 from the two workshops, and the other 8 SMEs from direct involvement through intermediaries and direct promotion like Newsletter to members of the ICT Cluster in Piedmont.

4. Implementation report

Title	1. Selection/identification of SMEs - workshops	Start date	09.2021
		End date	05.2022
Description			
<p>A local call for action has been promoted through intermediaries and regional Cluster of SMEs (see section 8.1). Then two workshops was done with their relative promotions to the Circular Path through intermediaries. Individual invitations to Polo di Innovazione ICT members and through Chamber of Commerce of Cuneo.</p>			
Documented Results			
All the documentation in section 8.1			
1	<p>1 Call for action published and promoted</p> <p>https://www.torinowireless.it/bandi/call4action-circular-4-0/</p> <p>the call became public with deadline</p>	Date	October 6 th - 15 November 2021, then reopened till 05-2022
2	<p>Number of intermediaries that collaborate promoting the pilot: 8</p> <p>Polo ICT, Polo Agrifood, Proplast, Envipar, Cgreen, Mesap, Po.in.tex, API Torino.</p>	Date	Before workshops see next activities
3	<p>Number of participants interested to the path:</p> <p>40 in total in Piedmont initially interested, but only 17 SMES in Piedmont in the target sectors made all the path. Other interested from outside piedmont and alpine space areas are not counted or considered as interested to the circular4.0 path.</p>	Date	17 responses through the call4action module at 05-2022

Title	2.Thematic workshops/seminars	Start date	12.2021
		End date	05.2022
Description			
<p>2 workshop events to provide the training about principles of circular economy, digitalization and circular economy, circular business models, EIB risk framework and “value hill”. During and or after the workshops the CAS2.0 tool was used. And</p>			

then, at the end of the workshop the offering of the 1:1 assessment, motivating companies to continue the path also including DMA assessment. Considering the low response, all the SMEs in the target sectors in Piedmont interested were served (discarding only other Enterprises or other kinds of activities not in the target or not in Piedmont). Moreover, we had to run after SMEs to obtain to provide some time to do the activities of the path.

Results

All the documentation in section 8.2

1	Number of online workshops: 2	Date	01/12/22 03/03/22
2	Number of online participants (SMEs in Piedmont) to the workshops. 14 + 12 - 4 participate to both =22	Date	01/12/22 03/03/22
3	Number of online participants (others) to the workshops: 29+19=58	Date	01/12/22 03/03/22
4	Number of subscriptions in the TalentLMS platform =0 SMEs 3 intermediaries (API Torino, Clever, Polo ICT)	Date	n.a.

Title	3.Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	12.2021
		End date	06.2022

Description

CAS2.0 assessment has been done after the training in the workshops in groups by generic circular model or online individually. We was flexible with the availability of time or maturity of the SMEs, providing CAS2.0 and DMA (SELFI4.0 or ZOOM4.0) also during the 1:1 meeting if requested or for new response to the call.

Results

1	Number of SMEs with CE assessment done and reports	Date	17
2	Number of companies with DMA report	Date	17
3	Number of companies with Canvas elaborated	Date	1 full 5 schema

Title	4.Identification of innovation needs and investment plan	Start date	12.2021
		End date	07.2022
Description			
<p>During the different assessments (DMA or CAS2.0) at least one recommendation covering any of the aspects of the transformation of the company towards higher circularity has been provided through a deliverable document. The document (final deliverable) included potential finance opportunities active during the period of the assessment. During the follow up questionnaire, we asked to the companies if they are intentioned to invest on circular and digital activities (for answers see the 7.1 sections of Achievements).</p> <p>Experts were invited to participate to the sessions as an additional support, and we try to obtain more funds to support the cost of their involvement (maybe with saving of the project), contributing in that way with suggestions and/or check of the documents enhancing the impact of the project in the territory.</p>			
Results			
1	Number of final deliverables with suggestions for SMEs (target 18+ SMEs): 18 on 06.2022	Date	06.2022

5. Deviations from the pilot action plan (D.T3.1)

The following deviations from the plan occurred (see also description of the activities above):

<p>Deviations – corrective measures (as occurring)</p> <p>Please describe and explain below the deviations compare to the initial plan:</p> <ul style="list-style-type: none"> - Delays - Significant changes in the activities (activities cancelled, new ones) - Explain corrective measures taken (if any)
<p>Delays by companies stressed in times of covid and war (energy and economic and personnel difficulties).</p> <p>Target of 18 SMEs with full path will be achieved on 06/2022.</p> <p>Difficulties and corrective measures to achieve target:</p> <p>Local Pilot action was not promoted by Unioncamere (union of chamber of commerce) as expected because was a key territory partner for previous activities. That because our circular4.0 service was considered in competition with their similar</p>

project with similar target, topics and objectives and with more activities and economic resources than our project, also considering circular economy and innovation.

<https://www.ao.camcom.it/it/far-crescere-l-impresa/innovazione/pitem-clip-circuito>

<https://www.interreg-alcotra.eu/it/decouvrir-alcotra/les-projets-finances/clip-circuito>

<https://www.unioncamere.gov.it/csr-comunicazione/news-di-csr/ciclo-webinar-sulleconomia-circolare-coordinati-dalle-camere-di-commercio-del-piemonte>

So losing and competing with this project and regional partners to provide similar services to SMEs, the involvement became even more difficult. As a corrective measure tried to propose a collaboration but they decide to not establish a collaboration for Pilot Activities.

Additionally, as previously indicated in other deliverables, in Piedmont is difficult to involve SMEs in this kind of activities for the many requests to participate to assessment of any kind of services for many institutional and sector institutions. Also, it was particularly difficult to involve SMEs in the period of the Pilot, companies received many proposes about circular economy topics and other topics.

So we stress more the companies of our cluster related with ICT, some individual territory chamber of commerce and other Clusters of SMEs that are also at regional level. Our effort to involve companies was much higher than expected. And the involvement of companies to make the different activities was difficult, many of them start the Circular4.0 path but then doesn't continue, probably discovering their low level of maturity and commitment or without concrete ideas of how to increase their circularity consistently or how to change their business model at more sustainable ones.

But the real corrective measure was the development of specific workshop events to involve SMEs on the Pilot. The Workshop No1 was made the 01/12/2021 and the second one the 03/03/2022. Almost 50% of SME's on Pilot was recruited on this events. The other 50% are not a deviation, they was involved through direct invitation to SME's by phone or email messages of both, or through direct invitation of one of the other clusters in Piedmont Region (MESAP, CLEVER, polo Agrifood, Po.in.tex, Polo ICT), API Torino and Chamber of Commerce of Cuneo.

6. Communication activities implemented to support the pilot action

Call4Action: A public call for Expression of Interest (Call4Action) for SMEs was published on TOWL's website on 6 October 2021.

Invitation to intermediaries and clusters in Piedmont: After the event for intermediaries ("Strumenti per promuovere i processi circolari nelle imprese piemontesi" - October 6th), we invite them to invite the SMEs that they know in the territory and that can be interested:

Online Workshop training on business models: to start the engage more companies the 1st of December with 39 subscribers, 7 persons from intermediaries including ToWL. At the end, the number of participants to the workshop were 13 companies, 8 consultants, 8 from personnel ToWL, experts and regional innovation clusters (Poles).

7. Summary of the achievements - lessons learnt

Achievements

This section shall summarise the results achieved compared to the initial objectives by using the quantitative and qualitative indicators identified for each local pilot action (KPIs) defined under activity A.T3.1 (Chapter 3 Indicators (KPIs) and monitoring).

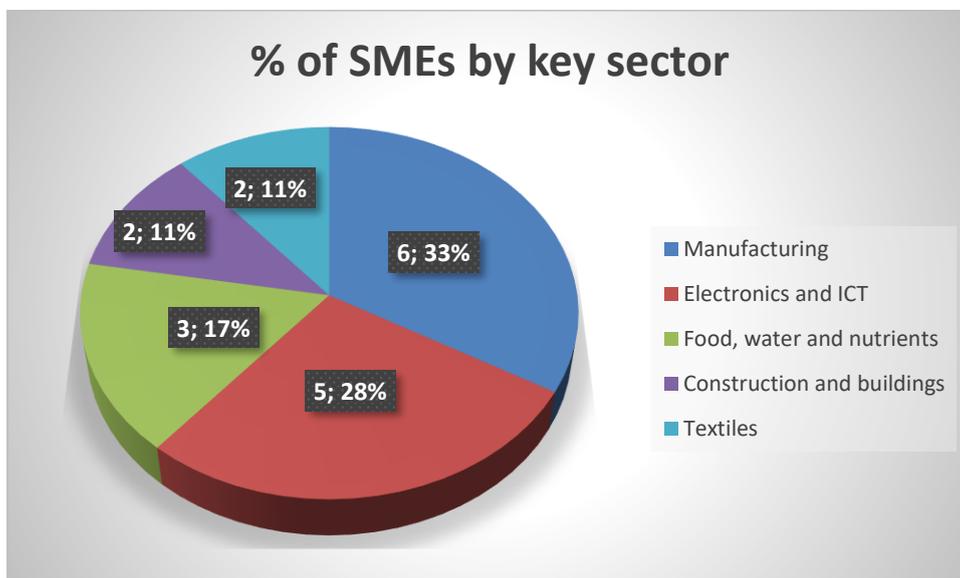
- Milestone(s) achievement analysis:
 - Quantitative (KPIs)
 - **18 SMEs involved:** We as a partner belong to the CE Optimal Use approaches with digitalization process (5 partner, 90 SMEs, so 18 SMEs for partner). This target was achieved (18 with the full path at 06/2022). Moreover, if we count the number of Companies that participate at al least one activity during the Pilot process, the number is 38 but only 18 completed the Circular4.0 path.
 - **Sectors:** all target sectors were achieved. See details in Sectors Analysis.
 - Qualitative: better than planned
 - **Maturity Improvement:** As a follow action after the full Circular4.0 path we asked to the SMEs if the Circular4.0 helps to increase at least in an increase of awareness about the topic or in the identification of at least one concrete action digital and/or circular, and 100% of answers were Yes. More details in "Qualitative and impact results" section above.
 - **Satisfaction level on tools and trainings provided:** the medium level of satisfaction is 4,7/5 (from 6/17 companies that answer the follow up questionnaire).
 - **General Impact level of the assessment (for the digital and circular transition):** from 6 companies that answered, four SMES answered with an evaluation of 4/5 "in some degree" and two 5/5 "a lot".

Target Sector Analysis:

The target sectors were selected during the initials WPs on the project, related with the economic relevance and specializations of the territory plus the circular potential: Manufacturing Industry, Food sector and Textile sector. Specific actions with regional clusters in these areas were done. We also made a specific action for the Construction sector as another

potential sector because is a priority of other partners in the project and finally we add “Electronics and ICT” as it is one of the focus sectors of the EU CE Action plan, a priority sectors for the topic in Europe with high environmental impact, and because our cluster of companies belongs to this sector.

Our action reflects the multiple different key sectors involved in our territory; results achieved with high effort.



Qualitative achievement and impact results:

Date	CODE SME	Perceived actual Maturity Level	Maturity Improvement			
			Increase of awareness	Action Identified	Actual state of the improvement	Further Actions
2022-05-19	TOWL19	Medium	yes	yes	Searching provider	Traceability
2022-04-15	TOWL12	Medium	yes	yes	Searching technology	Nominate a transition responsible
2022-03-22	TOWL11	High	yes	yes	Searching provider	Traceability
2022-03-21	TOWL04	Medium	yes	yes	Searching provider	Increase investments
2022-03-08	TOWL01	High	yes	yes	Searching technology	Communicate commitment
2022-03-01	TOWL03	Medium	yes	yes	Starting	Increase investments

	Avg:	High/Medium	5	5		
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CODE SME	General satisfaction level					
	CAS2.0	DMA	Circulab BM	On all tools	Trainers competences	trainers availability
TOWL19	5	5	5	5	5	5
TOWL12	4	5	5	5	5	5
TOWL11	5	4	4	3	5	5
TOWL04	4	4	5	5	5	5
TOWL01	4	4	5	5	5	5
TOWL03	5	5	5	5	5	5
Avg:	4,5	4,5	4,8	4,7	5,0	5,0

CODE SME	General Impact level of the assessment	Further support needed	Score: General Satisfaction level on tools and trainings provided
TOWL19	4	yes	5
TOWL12	3	yes	4
TOWL11	3	not yet	5
TOWL04	3	yes	4
TOWL01	4	not yet	5
TOWL03	3	yes	5
Avg:	3,3	Yes 66%	4,7

Lessons learnt

This section shall summarise the lessons learned from the implementation of the local pilot action and recommendations for improvement. They will be regrouped for all pilots in *A.T3.3 Assessing the performance of the actions implemented* and more specifically in the deliverable *D.T3.3.2 Pilot evaluation reports for all 3 transnational actions*.

General opinion of the INTERMEDIARIES about the Circular4.0 methodology
What worked well?
Good sharing of the general objectives and the optimal target of SMEs to be involved (sectors, dimensions, project experiences in the field of circular economy)
The one-to-one meetings and the use of the Circular business canvas were in my opinion the tools that gave the most concrete results.

- It is suitable for SMEs with a low initial level of maturity to increase awareness. It is a relatively fast approach to circularity.
- With the training (seminar, workshops) SMEs understand the general need to change business models for a more sustainable ones, but for some industrial SMEs that are subcontractors of big companies, their core business is linked to their customers' needs so is difficult to change.
- Companies in a value chain need to work much more in collaboration with for example the OEM or alternatively try to disrupt the market (but there are high risk and requires high investments). In this sense, the Business Model tool is important and was appreciated by SMEs but some of them doesn't see many opportunities to change model or increase circularity.

What should be improved?

More time, more financial resources and tools and operational examples for 1: 1 engagement for SMEs

this project showed that the link between circular economy and digitalisation is not yet developed but there is potential worth exploring; for this reason, perhaps, it was difficult to explore the synergies between the two transitions (digital and circular)

- Pilots with financial resources for SMEs: they need resources to be incentivized to take actions, it is a bad moment (pandemic situation, war, cost of energy, excess or lack of activities) for SMEs to invest on learning on an important but not urgent topic, particularly ICT investment combined with circularity are very specific.

- Use a broader approach that considered not strictly circularity and digital but also "circular only" or in general also "ICT and environment sustainability" as a plus, related with material and energy efficiency. Our pilot was not strictly "circularity and digital" our approach was "at least circular".

- The need of more time for the assessments to mature and idea, create a project, analyse the feasibility, and finally identify how to finance the investment. An idea can be made 2 assessments with companies, one at the beginning of the project providing inputs, ideas, then 6months or 1 year after the first assessment, provide concrete opportunities to finance matured ideas. For sure other territories with companies already prepared about the topic and with finance instruments available in their territories can success much more with this approach.

- Following actions after the pilot, with less heterogeneity of industry sector, maturity level, company dimensions. An idea can be to identify a short list of concrete actions and invite only targeted companies that can implement those actions.

What could be left out?

Training (The Circular 4.0 Training) so long in duration, based on too many general principles instead of a short course on key concepts

The project presented a lot of learning material; perhaps some "shortcuts" could be identified for a quick fruition by those SMEs with little time

The subdivision on the 3 approaches (circular design, optimal use, value recovery). The CAS2.0 method requires to select only one of the approaches, but the questions are not related or change with the selection of one or another approach. Maybe is better to permit to select all the approaches and then the Operator will select with the company the specific approach to start with or consider multiple approach.

What was missing?

Operational training and training on the key concepts of "circularity" with companies with concrete examples of optimization and reduction of environmental impacts

SMEs might have been involved in the design of some of the instruments to capture better their needs, and thus merge their requirements/expectations with the knowledge and expertise brought about by the consortium.

- For the less mature SMEs is difficult to identify innovative ideas in the very short time of the Pilot. For the more mature, most of the ideas doesn't born during the assessment.
- The pilot focused on future actions and did not exploit or enhance the actual experiences of the assisted companies. Past experiences can also inspire other SMEs.

What are your main learnings from the project when it comes to supporting SMEs in their transition to circular economy with the help of digitalization?

How to use new concept on "business models", digital maturity tools, and some useful examples telling by another Partners or another SME from other countries

The potential of digitalisation in supporting the circular economy is still to be fully explored, with SMEs still working on implementing the basics of both.

Medium companies are more prepared to use digitalization to increase circularity. Small o micro companies had more difficulties. For smaller companies which core business is not only linked as subcontractors in a value chain, but they can also think easier on how to change Business Model. For those linked in a value chain is easier to thing about efficiency actions, less on design new business models.

What are your recommendations (short-term and long-term) for the Alpine Space policy makers and innovation stakeholders to support SMEs in their transition to Circular Economy?

In the short term, easily and quickly share the results of similar projects on the theme of the circular and digital economy, thus avoiding financing activities that are too similar. In the medium term, design and define tenders and financing also suitable for the direct participation of SMEs with economic resources for the study of new business models and the large-scale development of the first experimental and pilot projects.

There are many opportunities for improvement. Circular economy for many is still about waste recovery only, while other business models are less known or less applied/applicable as they often require a complete rethinking of the business. This in turn requires investment and an attitude to change, both of which may not be viable options or are difficult to initiate as the payback time might be a bit longer. So perhaps there is a need to support both politically and financially the SMEs in this culture of change and through the change.

- To create incentives for ICT software manufacturers to create or adapt software that supports seamless the adoption of environment friendly processes.
- More resources in the form of vouchers (small amounts of resources with low bureaucracy) to permit SMEs to experiment/implement ICT technologies to support circular compatible processes, technologies.
- Implement procedures for a basic level of certification in Circular Economy topics and digitalization, like those proposed by circular4.0 but better structured.
- Identify and support entities like “Certified Operators” that can support SMEs with longer 1:1 assessment. Avoid green washing during the time needed to achieve standards. Create a sort of merit or reputation database for Operators that successfully guide SMEs to the transition in specific fields, encouraging specialization.
- Incentives for SMEs to enrol personnel dedicated exclusively to the transition for a certain period.

General opinion of the SMES about the Circular4.0 methodology

In presence is better (for bigger SMEs)

ok as a first step, usefulness depends on the kind of company/sector/maturity/commitment

ok online, everything is ok

Lack of public incentives at the time of the assessment. Online is more efficient for smaller SMEs

8. Annex

Involvement actions proofs

Here the proves of the public call for Eol, direct Invitations,

<https://www.torinowireless.it/bandi/call4action-circular-4-0/>

Call4action CIRCULAR 4.0

Innovazione circolare per la tua impresa

Scadenza: 15/11/2021

Sei interessato al futuro sostenibile della tua azienda e vuoi **ricevere una consulenza altamente specializzata** a supporto della costruzione della strategia circolare e digitale della tua impresa?

Ti serve aiuto nell'identificare o hai già identificato una **modalità per rendere più sostenibile la tua azienda**, i tuoi prodotti e i servizi forniti?

Pensi che la **transizione digitale** possa essere un'opportunità per rendere la tua impresa più competitiva e sostenibile?

Partecipa alla Call4action e avrai l'opportunità di ricevere la consulenza finanziata dal progetto europeo Circular4.0.

CANDIDATI ORA

<https://www.torinowireless.it/portfolio-articoli/circular-4-0/>



Aperta la Call4action

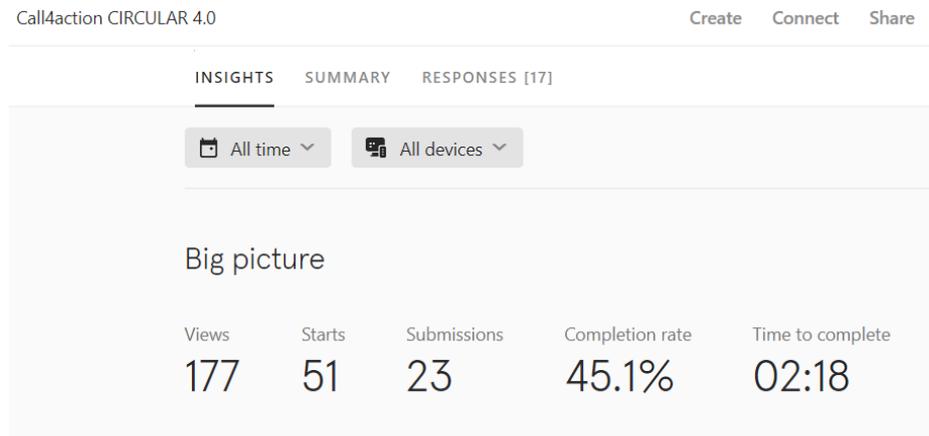
Vuoi intraprendere un percorso di digitalizzazione e passare all'economia circolare?

Siamo a disposizione sino al 21 aprile per fornire alla tua PMI una **consulenza altamente specializzata finanziata** dal progetto europeo Circular4.0, per delineare con noi le possibili azioni da intraprendere.

PRENOTA LA TUA CONSULENZA GRATUITA

<https://questionari-tw.typeform.com/to/geecc1NP>

summary of the request received.



Direct invitations by e-mail through Intermediaries of Piedmont like Innovative Poles:

Percorso Circular4.0 – consulenza finanziata per imprese in Piemonte

 Cesar Pacheco
A paola.fontana@cittastudi.org
Cc [Passarella, Marco](#); [Chiara Ferroni](#)
Messaggio inoltrato in data 21/10/2021 22:16.

Rispondi Rispondi a tutti Inoltra

lunedì 11/10/2021 12:28

Buongiorno Paola,

come ci siamo detti, ti invio la bozza del testo per le tue aziende in modo da cercare di motivarle a intraprendere il percorso Circular4.0. Logicamente puoi modificarlo come ritieni più opportuno.

Fammi sapere per cortesia quali tempistiche vuoi dare alle aziende per rispondere. Vuoi farle iscrivero sul [nostro form](#) o preferisci gestirle direttamente tu? In questo caso sarà più sufficiente che tu mi dica i nomi delle aziende e i riferimenti dei partecipanti.

Circa l'impegno che richiederà alle aziende, sono 3 ore di formazione iniziale, 2 ore di lavoro insieme (potrebbe essere qualcosa in più, dipende da quanto fanno i compiti a casa dopo la formazione), ed eventuale approfondimento se vogliamo accompagnarle da potenziali finanziatori e proporre come candidati per il tour finale di visibilità nelle regioni dello Spazio Alpino.

Ecco il testo della comunicazione per le vostre imprese:

Gentile NOME,

ti scrivo per segnalarti che il progetto europeo **Circular 4.0** sta finanziando un percorso di consulenza altamente specializzato per promuovere la **Circular Economy** e la **Transizione Digitale** nelle imprese piemontesi, per guidarle nella doppia transizione ecologica e digitale.

Sono lieta di comunicarti che **queste opportunità sono riservate anche agli associati PONTEK**, grazie alla nostra collaborazione con la Fondazione Torino Wireless (ente gestore del Polo ICT e partner del progetto Circular4.0).

COSA POTRAI FARE

Si tratta di un percorso formativo e consulenziale. Inizia con una formazione sui modelli di business sostenibili (nel nostro caso per il settore tessile) con strumenti ed esempi pratici a supporto dell'innovazione sostenibile delle imprese. Prosegue con un successivo incontro di coaching, per far emergere un'idea di innovazione in azienda. Le idee ritenute più innovative riceveranno un supporto sul progetto di innovazione e sul business plan del nuovo prodotto/servizio. È prevista anche la possibilità di incontrare potenziali investitori provenienti dalle regioni dello [Spazio Alpino](#).

CHI PUÒ PARTECIPARE

Le figure aziendali idonee a partecipare sono:

- CEO, titolare
- Responsabile dello sviluppo prodotto/servizio
- Responsabile dei processi industriali
- Responsabile dell'efficiamento e della sostenibilità ambientale

Per maggiori informazioni sul percorso Circular4.0, [consulta la Call4action su Torino Wireless](#).

Per partecipare al percorso, puoi [iscriverti su questo form](#) qui o contattarci direttamente.

Confidando nel tuo interesse e nella tua partecipazione, ti saluto cordialmente.

(tua firma)

Rimango a disposizione per qualunque dubbio abbiate sul percorso o sulla comunicazione.

Buona giornata,

Cesar

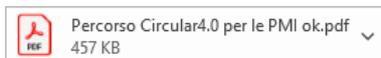
Ing. Cesar Augusto Pacheco Bernal, PhD
Senior Business Analyst - Project Manager



cesar.pacheco@cn.camcom.it

A mario.bianchi@basf.com

Messaggio inoltrato in data 11/11/2021 12:25.



Rispondi

Rispondi a tutti

Inoltra



venerdì 05/11/2021 18:28

Buongiorno gentile Dott. Bianchi,

la contatto perché durante l'evento "Finanziare l'economia circolare" del progetto Circular4.0 ha manifestato interesse al percorso del progetto finanziato dal progetto Circular4.0 e quindi completamente gratuito.

Il percorso Circular4.0 inizierà con un workshop previsto verso la fine di novembre. Il percorso consiste in 3 ore di formazione/workshop sulla maturità circolare e sugli strumenti per concepire modelli di business sostenibili e in altro momento 2 ore di supporto diretto / coaching con me e/o altri colleghi altamente specializzati con base agli obiettivi individuati durante o subito dopo il workshop.

Secondo me sarebbe molto interessante se riuscite a partecipare invitando uno dei vostri clienti che ad esempio abbiano implementato o desiderano implementare alcun vostro prodotto o soluzione con conseguente impatto ambientale positivo (efficienza, riduzione scarti ecc.), potrebbe diventare un buon caso da rendere noto a livello [Spazio Alpino](#) (l'azienda però deve essere in Piemonte e deve essere PMI).

Questo è il link per l'iscrizione, la scadenza della call è il 15 novembre:

<https://questionari-tw.typeform.com/to/geecc1NP>

Ulteriori informazioni di dettaglio nel file in allegato.

Proofs for Events

Call to Events

2.1 some evidence of part of the promotion activities to the workshops

First workshop online 01-12-2021

<https://www.torinowireless.it/evento/circular4-0-come-rendere-sostenibile-la-tua-pmi/>

<https://www.envipark.com/envi-news/circular-4-0-un-workshop-per-pmi-che-puntano-sulla-sostenibilita/>

<https://www.cgreen.it/percorso-circular4-0-consulenza-finanziata-per-le-pmi-in-piemonte/>

<https://www.proplast.it/circular4-0-pathway-funded-consulting-for-smes-in-piedmont/>

Dettagli

Data:

1 Dicembre 2021

Ora:

9:00 - 11:30

Luogo

Evento online

Organizzatore

Fondazione Torino Wireless

Circular4.0 – Come rendere sostenibile la tua PMI

1 Dicembre 2021 9:00 - 11:30



Workshop formativo dedicato alle PMI che desiderano realizzare una strategia di impresa sostenibile

- Sei interessato al futuro sostenibile della tua azienda e vuoi **strumenti efficaci** per la costruzione della strategia circolare e digitale della tua impresa?

Second workshop online 03-03-2022

“Modelli di business sostenibili per la tua PMI”

<https://www.torinowireless.it/webinar-3-marzo-modelli-di-business-sostenibili-per-la-tua-pmi/>

<https://www.poloagrifood.it/site/modelli-business-sostenibili>

<https://poloinnovazioneict.org/news/modelli-di-business-sostenibili-per-la-tua-pmi/>

<https://www.proplast.it/modelli-di-business-sostenibili-per-le-pmi-workshop-ed-esercitazioni-pratiche/?amp>

<https://www.envipark.com/news-partner/modelli-di-business-sostenibili-per-la-tua-pmi-workshop-ed-esercitazioni-pratiche/>

<https://www.cgreen.it/modelli-di-business-sostenibili-per-le-pmi-workshop-ed-esercitazioni-pratiche/>

Promotion of the “Circular4.0 path” during the events”

2.2 Evidence of the workshops

First workshop online 01-12-2021

Agenda of the event

Circular4.0 Come rendere sostenibile la tua PMI

1° dicembre 2021

9:00 Inizio

9:05 Saluti e com'è organizzata la mattinata

9:10 – Il framework del progetto Circular 4.0:

- Formazione nella piattaforma talent LMS
- I concetti chiave: La Value Hill, i principi circolari (le 9Rs), i 3 modelli di business circolari generici ed esempi

Cesar Pacheco

9:30 compilare il poll per i dati delle imprese: <https://questionari-tw.typeform.com/to/jAiR3eWX>

9:40 CAS, Lo strumento strategico per misurare l'impegno e il potenziale circolare. Esempio CAS, i diversi livelli di maturità delle imprese e far ragionare le imprese sulle 3 possibilità come punto di partenza

Cesar Pacheco

10:00 -10:25 Lavoro individuale, in rooms per compilare CAS (<https://circular40.eu/cas2-0-it/>).

Se non funziona, far scaricare l'excel su <https://bit.ly/CAS-ita>

3 Room per modello circolare

Room 1: Ilaria Schiavi – focus creare prodotti e servizi circolari by design (Circular Design Model)

Room 2: Cesar Pacheco – focus azioni digitali per efficientare i processi (Optimal Use Model)

Room 3: Gabriele Muzio – focus recupero del valore, riduzione scarti, normative
(Value Recovery)

10:25 tornare e break di 10 minuti

intanto **compilazione del poll** per la disponibilità di tempo per l'Assessment di 2 ore.

10:30 Business Model Canvas Circolare, come funziona, Esempio modello di servizio

11:10 Digital Maturity assessment SELFI4.0 e ZOOM4.0 e per chi lo desidera prosegue mezz'ora di supporto per la compilazione dello Zoom

11:30 Supporto per eventuali domande sulla compilazione di SELFI o Zoom (Cesar, Giovanni e Marco M.)

12:00 fine

Modulo di feedback: <https://questionari-tw.typeform.com/to/fHR7WvZT>

Presentazione:

<https://drive.google.com/drive/folders/1ohu6fFljKwFd0P5pdikvA8iJINW1GaTL?usp=sharing>

List of participants

Number of participants (total): 29,

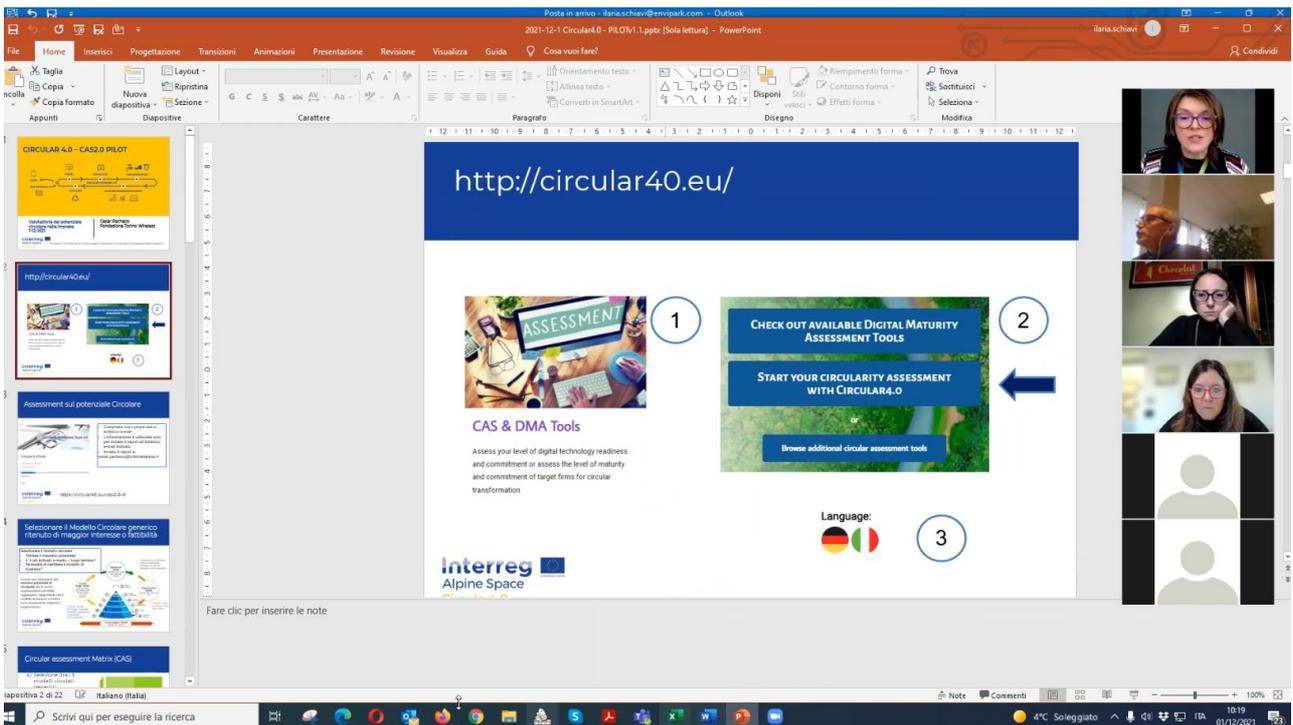
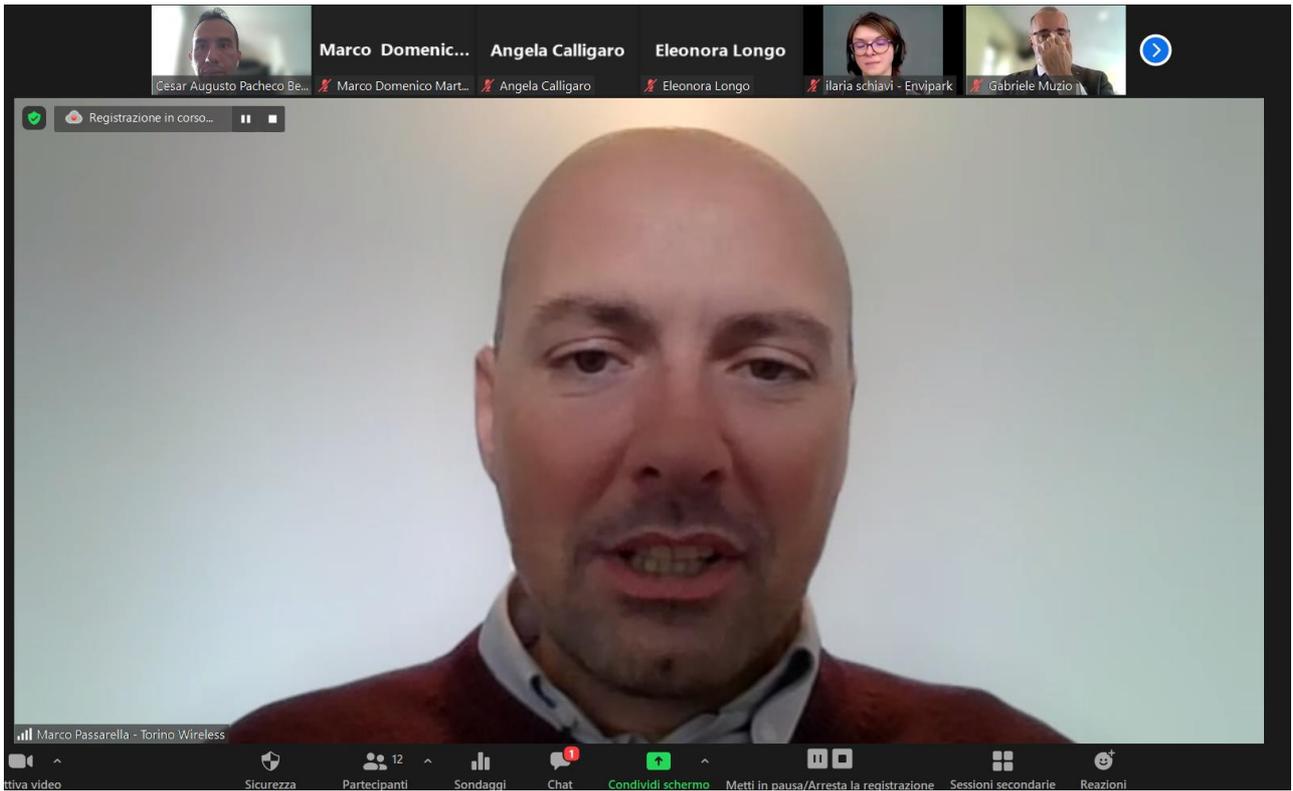
Number of institutions participated (not individuals):24, 14 SMEs

	First and last name	Organisation	E-mail address	Region
SMEs:				

1	Eleonora Longo	Gruppo marazzato	eleonora.longo@gruppomazzato.com	Piemonte
2	Marco Domenico Martini	<u>technicaldesign</u>	<u>marco.martini@technicaldesign.it</u>	Piemonte
3	Annalisa Fava Minor	famas	annalisa-fava@famas.it	Piemonte
4	Angela Calligaro (Andrea Pirollo)	Camariuccia	<u>andrea.pirollo@camariuccia.it</u>	Piemonte
5	Tine Billiet	Camariuccia	<u>contabilita@camariuccia.it</u>	Piemonte
6	Alessandro Prinzis	mindset-group	a.prinzis@mindset-group.it	Piemonte
7	Daniela Ramello	trafil	daniela@trafil.it	Piemonte
8	LUCA ROMAGNOLO	cerere	cerere@cerere.com	Piemonte
9	Luca Lapalorcia	datafood	luca@datafood.it	Piemonte
10	Valentina Acerbis	AIT automazione	acerbisvalentina@aol.com	Piemonte
11	franco galli	<u>alliumtech</u>	<u>franco.galli@alliumtech.it</u>	Piemonte
12	Maria Di Paolo	Produttoreigovone	mg@produttoreigovone.com	Piemonte
13	Filippo Comotto	Dbtfibre	filippo.comotto@dbtfibre.com	Piemonte
14	Stefano Cotta Ramusino	biotechware	s.cotta@biotechware.com	Piemonte
Consulting services:				
15	Sergio Masento	s.masento@alice.it	s.masento@alice.it	Piemonte
16	Noemi Martra	Opentorino	noemi.martra@opentorino.it	Piemonte
17	Laura Mollo	Opentorino	laura.mollo@opentorino.it	Piemonte
18	Daniela Ciccone	Opentorino	daniela.ciccone@opentorino.it	Piemonte
19	Paolo Chiabert	Polito	paolo.chiabert@polito.it	Piemonte

20	Enrico Scagliusi	Opentorino	enrico.scagliusi@opentorino.it	Piemonte
21	Enrico Ghiggia	Amis	e.ghiggia@amis.it	Piemonte
22	massimo amerio	eurixgroup.com	amerio@eurixgroup.com	Piemonte
Intermediaries				
23	Paola Fontana	Cittastudi	paola.fontana@cittastudi.org	Piemonte
24	Marco Passarella - Torino Wireless (Fondazione Torino Wireless)	Torinowireless	info@torinowireless.it	Piemonte
25	Cesar Augusto Pacheco Bernal	Torinowireless	Cesar.pacheco@torinowireless.it	Piemonte
26	ilaria schiavi - Envipark (ilaria schiavi)	Envipark	ilaria.schiavi@envipark.com	Piemonte
27	Gabriele Muzio	API Torino	gabriele.muzio@apito.it	Piemonte
28	Oddone Marengo	DIH Piemonte	o.santarosa@dih.piemonte.it	Piemonte
29	elena rangoni g	Fraunhofer	elena.rangonigargano@fraunhofer.it	Piemonte
30	Chiara Cavanna	Torinowireless	chiara.cavanna@torinowireless.it	Piemonte

Pictures of the workshop



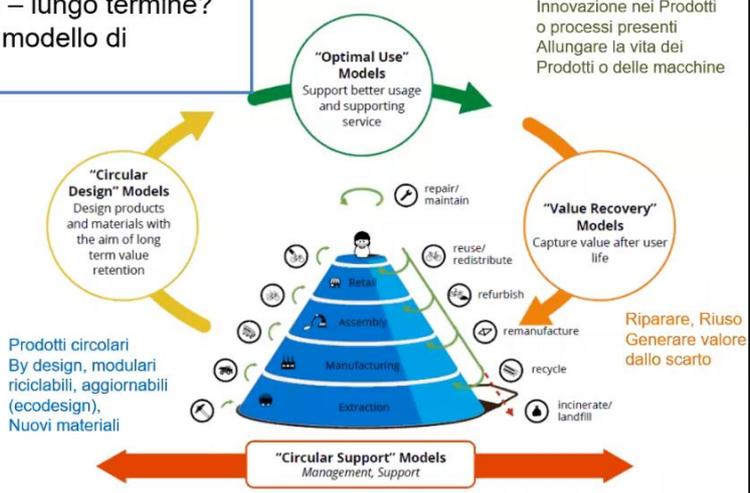
Selezionare il Modello Circolare generico ritenuto di maggior interesse o fattibilità



Selezionare il modello circolare

- Stimare il massimo potenziale
- E' il più indicato a medio – lungo termine?
- Necessità di cambiare il modello di business?

Fornire una valutazione del **massimo potenziale di circolarità** che la vostra organizzazione potrebbe raggiungere, supponendo che il modello di business circolare fosse attualmente realizzato/implementato:



Second workshop online 03-03-2022

Agenda of the event

ora	contenuto	tempo
9.30	Intro alla giornata e al Progetto Circular4.0	5'
9.35	I concetti chiave dell'Economia Circolare	45'
10.20	Momento interattivo: compilare poll per completare i dati forniti https://questionari-tw.typeform.com/to/jAiR3eWX	10'
10.30	<ul style="list-style-type: none"> • Breakout room: 3 gruppi sui 3 modelli circolari. <ul style="list-style-type: none"> ○ Gruppo 1: Ilaria Schiavi – focus ambiente, eco-efficienza ○ Gruppo 2: Cesar Pacheco – focus azioni digitali per efficientare i processi ○ Gruppo 3: Gabriele Muzio – focus recupero del valore, riduzione scarti, normative, risk & compliance • In ogni gruppo: <ul style="list-style-type: none"> ○ Spiegazione CAS, Lo strumento strategico per misurare l'impegno e il potenziale circolare. ○ Compilare CAS (https://circular40.eu/cas2-0-it/) 	25'

10:25	<p>Wrap up finale – prossimi passi, lavoro individuale e piattaforma Circular4.0:</p> <ul style="list-style-type: none"> - Incontro individuale per: Confronto sul risultato del Circular Assessment, a che punto siete sul digitale e design del vostro modello di business ottimale (1 ora) - Fissare appuntamento: poll con date <ul style="list-style-type: none"> o Lun 7 – fascia 9-12 o Lun 7 – fascia 15-18 o Mar 8 – tutto il giorno o Mer 9 – tutto il giorno o Gio 10 – pomeriggio o Ven 11 – mattino o Lun 14 - tutto il giorno o Mer 16 – 14-16 o Gio 17 - tutto il giorno o Ven 18 – pomeriggio 15-18 o Dal 21 in poi quando vogliono 	5'
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List of participants

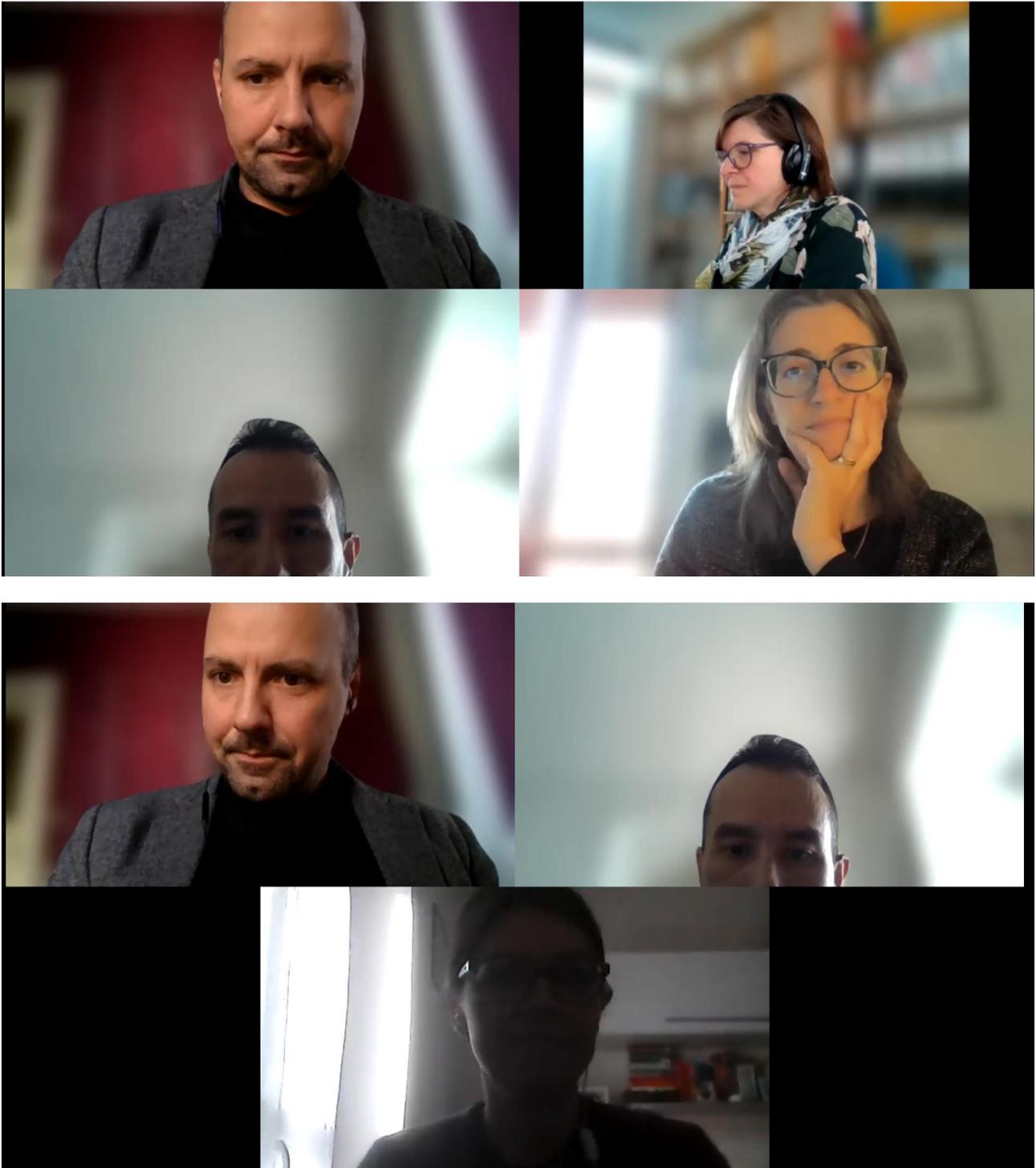
Number of participants (total): 19

Number of institutions participated (not individuals):14, 12 SMEs

	First and last name	Organisation	E-mail address	Region
SMEs				
1	marco mangione	emmegi srl	marco.mangione@emmegiservizi.com	Piemonte
2	Roberta Ferretto Ferretto	Tintoria Finissaggio 2000	r.ferretto@tf2000.it	Piemonte
3	Tine Billiet	Ca' Mariuccia s.s.a.	contabilita@camariuccia.it	Piemonte
4	Tommaso Dell'Edera	Marazzato Soluzioni Ambientali	tommaso.delledera@gruppomarazzato.com	Piemonte
5	Angela Calligaro Calligaro	CàMariuccia s.s.a	angela.calligaro@camariuccia.it	Piemonte
6	Sergio Masento	Masento Sergio	s.masento@alice.it	Piemonte
7	Daniela Ciccone	Open srl	daniela.ciccone@opentorino.it	Piemonte

8	Paolo Chiabert	Politecnico di Torino - DIGEP	paolo.chiabert@polito.it	Piemonte
9	Alessandro Prinzis	Mindset srl	a.prinzis@mindset-group.it	Piemonte
10	Marco Domenico Martini	Technical Design S.r.l.	marco.martini@technicaldesign.it	Piemonte
11	Carlo Palestini	Marazzato Soluzioni Ambientali	carlo.palestini@gruppomarazzato.com	Piemonte
12	Annalisa Favaminor	Famas srl	annalisa-fava@famas.it	Piemonte
13	daniela ramello ramello	trafilplast srl	daniela@trafil.it	Piemonte
Other entities				
14	Cesar Pacheco - Torino Wireless (Cesar Augusto Pacheco Bernal)	Torino Wireless	Cesar.pacheco@torinowireless.it	Piemonte
15	Serena Zerbinati	MESAP	s.zerbinati@mesap.it	Piemonte
16	Gabriele Viada	Università degli studi di Torino	gabriele.viada@unito.it	Piemonte
17	Marcello Franzini	Università degli studi di Torino	marcello.franzini@unito.it	Piemonte
18	Alessia Menduni	mesap	a.menduni@mesap.it	Piemonte
19	Fabrizio Fallarini	MESAP	f.fallarini@mesap.it	Piemonte

Pictures of the workshop



8.3 communication activities

Organization of a Call4Action for SMEs to offer the “Circular Path” including training, coaching, assessment, and business model analysis. In October 6th the call became public with deadline 15 November (with 13 request but some of them were not SMEs or were consultancy companies).

<https://www.torinowireless.it/bandi/call4action-circular-4-0/>

The same tool was reused during most of the events to receive data from interested candidates:

<https://questionari-tw.typeform.com/to/geecc1NP>

We invite companies in the territory through Innovation Poles of Piedmont and the Chamber of Commerce of Cuneo. Then we propose an online Workshop training on business models to engage more companies the 1st of December with 39 subscribers, 7 persons from intermediaries including ToWL. At the end, the number of participants to the workshop were 13 companies, 8 consultants, 8 from personel ToWL, experts and regional innovation clusters (Poles).

Other Social media appearance



Gentile {{Recipient.FirstName}},

ti ringrazio molto per aver partecipato questa mattina all'incontro "Circular4.0 – Strumenti per promuovere processi circolari nelle imprese piemontesi".

Sono felice di condividere con te la mia presentazione: [scarica la presentazione](#).

Ti invio anche [la registrazione video](#) per rivedere l'incontro, devi inserire il codice di accesso: \$W+4U&83

Come valuti l'incontro? Il tuo giudizio è molto importante per noi, ti bastano 2 minuti per compilare il modulo online, [invia subito il tuo feedback](#).

Ti ricordo che fino al 28 ottobre è aperta la [Call4action per le imprese](#) che vogliono ricevere la consulenza finanziata dal progetto Circular4.0.

Resto a tua disposizione per ogni ulteriore approfondimento e, a nome della Fondazione Torino Wireless, ti invio un cordiale saluto.

A presto e grazie.

Cesar

Ing. Cesar Augusto Pacheco Bernal, PhD
Senior Business Analyst – Project Manager

Fondazione Torino Wireless - Polo di Innovazione ICT - Cluster SmartCommunitiesTech
Via Vincenzo Vela, 3 | 10128 | Torino
Tel.: +39 011 1950 1431 | Mob.: +39 334 218 1106
torinowireless.it | poloinnovazioneict.org | smarcommunitiestech.it

Percorso Circular4.0 – consulenza finanziata per le PMI in Piemonte



Cesar Pacheco

A Dario Vallauri

Cc Passarella, Marco; Chiara Ferroni

Rispondi Rispondi a tutti Inoltra

venerdì 22/10/2021 18:22

L'utente ha risposto al messaggio in data 02/11/2021 10:26.



Percorso Circular4.0 per le PMI.pdf
495 KB

Buon pomeriggio Dario,

Da poco abbiamo lanciato una call4action per invitare le imprese a partecipare al percorso Circular4.0 che tu ormai conosci indicativamente. Volevamo chiederti se potevi inviare l'invito alle vostre imprese. Abbiamo la disponibilità per svolgere il percorso ad un numero massimo di 20 aziende, se pensi di poter candidare questa aziende specifiche puoi ritenere riservato alcune di queste opportunità per voi. La call è aperta fino il 5 novembre.

Ti invio una bozza del testo che puoi inviare le tue aziende in modo da cercare di motivarle a intraprendere il percorso Circular4.0. Logicamente puoi modificarlo come ritieni più opportuno.

Circa l'impegno che richiederà alle aziende, sono 3 ore di formazione iniziale e 2 ore di lavoro insieme. La formazione prevede le seguenti tematiche: Design di Modelli di Business Circolari e strumento, Maturità Circolare e Digitale. Ulteriori dettagli nel file in allegato.

Per le eventuali proposte più innovative possiamo prepararli per una sessione di pitch con investitori nello spazio alpino (ad esempio una proposta innovativa finanziata in passato ma che non è diventato un prodotto ora si può rivalutare alla luce delle risorse sulla sostenibilità ambientale).

Dettagli sul percorso Circular4.0 ed invito alle imprese. Call4action fino il 5 di novembre.



Cesar Pacheco

A ilaria.schiavi@envipark.com; Gabriele Muzio

Rispondi Rispondi a tutti Inoltra

lunedì 25/10/2021 17:15

Messaggio inoltrato in data 02/11/2021 21:53.



2021-05-27 imprese.xlsx
38 KB



Percorso Circular4.0 per le PMI.pdf
483 KB

Buongiorno Ilaria, Gabriele,

come state? Ditemi per cortesia quando avete disponibilità per una call. Vi proporrei venerdì alle 17 ma se fosse possibile prima meglio perché bisogna invitare quanto prima le aziende in modo di poter partire con l'attività di formazione.

In questa e-mail un po' lunga vi anticipo gli aggiornamenti sulle attività per coinvolgere le imprese nel percorso Circular4.0, ho impostato il modo vorrei un vostro parere. Ho fatto anche un pdf di dettaglio, potete commentare nella nostra cartella condivisa sotto \PILOTA\ nel file pptx.

Ricapitolando, l'impegno per le aziende sarebbe di 3 ore di formazione iniziale in gruppo e 2 ore di lavoro insieme. La formazione prevede le seguenti tematiche: Design di Modelli di Business Circolari e Maturità Circolare e Digitale. In dettaglio:

1. Sessione di Formazione per le PMI di **3 ore** strutturata così:

- Introduzione al percorso

- **I 3 modelli di business circolari generici (circular design, optimal use, value recovery)**, ed esempi concreti (concordati insieme in funzione di chi sono le imprese) in modo che le aziende possano selezionare uno di questi modelli come fattibile o prioritario per se stessi. (max 1 ora)

- **CAS**: spiego come rispondere al Circularity Assessment e le imprese rispondono online sul momento. (max 1 ora, rispondere il questionario 15/20 minuti)

- **La Canvas Circolare** - come disegnare modelli di business circolari (max 1 ora)

- **DMA**: Come rispondere al Digital Maturity Assessment in modalità self-assessment SELF4.0. (compito a casa per chi può/vuole altrimenti si fa insieme durante la sessione di coaching)

2. Sessione di coaching individuale (**2 ore**):

Dal risultato della Circularity Assessment la impresa comunica un modello prioritario ed ottiene un punteggio sul potenziale del modello e sul commitment.

Per i **Laggards**: non hanno identificato un modello con buon potenziale: verifica o realizzazione del DMA insieme per verificare quali tecnologie potrebbero adottare (se interessati a optimal use) o verifica delle strategie circolari e bozza Canvas (per ecodesign o value recovery).

Percorso Circular4.0 – consulenza finanziata per le PMI in Piemonte



Cesar Pacheco

A [Susana Remotti -Proplast-](#); [Giorgio Boero](#); [Direzione IBIS](#); [bb@pst.it](#)
Cc [Chiara Ferroni](#); [Passarella, Marco](#)

[Rispondi](#) [Rispondi a tutti](#) [Inoltra](#) [Tutti](#) [...](#)

mercoledì 03/11/2021 17:33



Buon pomeriggio a tutti,

vi scrivo in merito ad una opportunità per le vostre aziende che riguarda il **progetto Europeo Circular4.0**. Si tratta di un percorso di consulenza altamente specializzato per promuovere la **Circular Economy e la Transizione Digitale** nelle imprese piemontesi, per guidarle nella doppia transizione ecologica e digitale.

Recentemente abbiamo lanciato una call4action per invitare le imprese a partecipare al percorso che consiste in:

- **3 ore di formazione** sui temi “design di modelli di business circolari” e “maturità circolare e digitale”.
- **2 ore di coaching** per supportare le imprese nell’identificazione di soluzioni tecnologiche digitali o nel design del modello di business secondo i principi della circolarità.

Le vostre imprese possono comunque assistere anche alla sola formazione, alcune potrebbero pensare di non essere pronte per un servizio più approfondito ma nella sessione di formazione potrebbero scoprire un bisogno o un’ opportunità per passare ad un’ azione magari anche finanziata.

Re: Percorso Circular4.0 – consulenza finanziata per le PMI in Piemonte



Dario Vallauri <dario.vallauri@poloagrifood.it>

A [Cesar Pacheco](#)
Cc [Chiara Ferroni](#); [Marco Passarella - Torino Wireless](#); [Polo AGRIFOOD](#)

[Rispondi](#) [Rispondi a tutti](#) [Inoltra](#) [Tutti](#) [...](#)

12/11/2021

[i](#) L'utente ha risposto al messaggio in data 12/11/2021 13:20.

Ciao Cesar,

abbiamo mandato una comunicazione alle nostre aziende il 4 Novembre.

Ad oggi a noi non è arrivata nessuna richiesta di iscrizione, abbiamo però anche mandato il link diretto al form da compilare.

Ciao, Dario



Dario Vallauri

Polo AGRIFOOD - M.I.A.C. Scpa

Via Bra, 77

12100 Cuneo (CN)

Italy

Phone: +39-0171-43055 int. 105

Mobile: +39-328-5545931

E-mail: dario.vallauri@poloagrifood.it

Web: poloagrifood.it

Polo Agrifood explain us that their companies are very busy on December.

Promotion of the project's activities on the local social networks

<https://twitter.com/torinowireless>

<https://www.facebook.com/torinowireless>

<https://www.linkedin.com/company/fondazione-torino-wireless>

LINKEDIN

https://www.linkedin.com/posts/fondazione-torino-wireless_domani-free-online-meeting-strumenti-activity-6851101778545524736/

Fondazione Torino Wireless
4.009 follower
8m • 🌐

Quali sono gli **#strumenti** più efficaci per promuovere processi circolari? Quali **#vantaggi** per gli operatori che supportano le imprese? ...vedi altro

TRANSIZIONE ECOLOGICA E SVILUPPO SOSTENIBILE

Una serie di incontri dedicati a coloro che assistono le imprese, agli imprenditori e alle autorità regionali per capire e rafforzare l'innovazione tecnologica delle imprese verdi, lente e piemontesi.

Interreg Alpine Space Circular4.0

Strumenti per promuovere processi circolari nelle imprese piemontesi

Venerdì 6 ottobre ore 11:00-13:00 ONLINE MEETING

<https://www.alpine-space.eu/project-news-detail/en/9909>

DOMANI! Free online meeting: STRUMENTI PER PROMUOVERE PROCESSI CIRCOLARI NELLE IMPRESE PIEMONTESE

torinowireless.it • 1 min di lettura

18 • 3 condivisioni

https://www.linkedin.com/posts/fondazione-torino-wireless_webinar-3-marzo-modelli-di-business-sostenibili-activity-6902566987386761216-m5zv

Fondazione Torino Wireless
4.069 follower
3m • Modificato •

Webinar 3 marzo 9:30-11:00 Modelli di business sostenibili per la tua #PMI - Workshop ed esercitazioni pratiche - gratuito grazie al progetto europeo Circular4.0 ...vedi altro

interreg
Alpine Space
Circular4.0

MODELLI DI BUSI SOSTENIBILI PER
WORKSHOP ED ESERCITAZIONI PRATICHE

Giovedì 3 marzo
ore 9:30-11:00
ONLINE MEETING

14 collaborazioni per innovazione permanente

Webinar 3 marzo - Modelli di business sostenibili per la tua PMI - Torino Wireless
torinowireless.it • 1 min di lettura

14 6 condivisioni

<https://www.linkedin.com/feed/update/urn:li:activity:6935621311842930688/>

Fondazione Torino Wireless
4,089 follower
2s · 🌐

Tecnologie Innovative per la transizione ecologica e digitale delle #PMI #economiecircolare #digitalizzazione

Domani 27 maggio durante il webinar "Circular 4.0 il toolkit per la transizione ecologica e digitale" ne parliamo con Giovanni Amateis Regione Piemonte, Chiara Ferroni, Paola Fontana Città Studi Biella, Nicola Scarlatelli Samec Automation Systems, Marita DATA, Paolo Tha, Alessandra Arezza DGS S.p.A. , Santiago Tallone moltosenso, Giuliana Massa Netsurf, Paola Gennero Sequar srl, Elisa Aimò Boot Environment Park, Caterina Calefato e Marco Vallini Domina srl

<https://lnkd.in/eN5XZwY2>

organizza #TorinoWireless nel contesto del progetto europeo CIRCULAR4.0, in collaborazione con API Torino - Associazione Piccole e Medie Imprese di Torino e Provincia, Environment Park, il Sistema Regionale dei Poli di Innovazione Piemontesi, e nell'ambito della Rete Enterprise Europe Network Italia.

#innovazione #circularconomy #PoloICT Mesap Innovation Cluster #PoInTex #PoloCLEVER Cluster CGREEN - Green Chemistry and Advanced Materials bioPmed - Piemonte Healthcare Cluster Polo AGRIFOOD

CIRCULAR 4.0
Il toolkit per la transizione ecologica e digitale
Venerdì 27 maggio ore 9:30-11:30

Sei invitato al webinar: Circular4.0: il toolkit per la transizione ecologica e digitale - 27 maggio ore 09:30

us02web.zoom.us • 1 min di lettura

Cesar Pacheco e 24 altre persone

7 condivisioni

TWITTER

<https://twitter.com/torinowireless/status/1445346211192573953>

 Torino Wireless
@torinowireless

Quali gli **#strumenti** più efficaci per promuovere processi circolari? Quali **#vantaggi** per gli operatori a supporto delle imprese?

Evento in collaborazione con [@JSI_SLO](#) [@torino_api](#) [@EnvironmentPark](#) [@camcomVeRo](#) [@VenetoInnovazio](#) [@ConfindustriaBG](#)

Programma 

	torinowireless.it Circular4.0 - Strumenti per promuovere processi circolari n... Evento dedicato agli operatori Piemontesi che supportano le imprese nei processi di innovazione per la trasformazione ...
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1:12 PM · 5 ott 2021 · Twitter for iPhone

<https://twitter.com/torinowireless/status/1529846827499016194>

 Torino Wireless
@torinowireless

Tecnologie Innovative per **#circulareconomy** **#PMI**

ne parliamo domani **#27maggio** con [@regionepiemonte](#) [#pointex](#) [@csbiella](#) [@poloict](#) [@EnvironmentPark](#) [@torino_api](#) [@mesapcluster](#) [@Samec_Srl](#) [#dataofficine](#) [@moltosenso](#) [@dgs_group](#)

PARTECIPA  bit.ly/Circular_27mag...
#progettocircular40



The poster features logos for the European Union, Interreg Alpine Space Circular 4.0, 20 torino wireless, api, and Environment Park. The main text reads: "CIRCULAR 4.0 Il toolkit per la transizione ecologica e digitale Venerdì 27 maggio ore 9:30-11:30". At the bottom, it lists partners including the Piemonte Region, various innovation poles, and the Enterprise Europe Network Italia.

 Enterprise Europe Network Italia

FACEBOOK

<https://www.facebook.com/torinowireless/posts/pfbid02RjexGAH8eFMReCgoJ2ecE2i9K3oDQtwy7rhKkd3AwTA5ysdjBHegKkwpY1GahLsFl>

Fondazione Torino Wireless
Pubblicato da Luca Mancino · 5 ottobre 2021 ·

Quali sono gli **#strumenti** più efficaci per promuovere processi circolari? Quali **#vantaggi** per gli operatori che supportano le imprese?

Workshop di **Fondazione Torino Wireless**, nell'ambito del progetto **Circular4.0**, in collaborazione con **Institut "Jožef Stefan"**, **API Torino - Associazione Piccole e Medie Imprese di Torino e Provincia** e **Environment Park**.
Camera di Commercio Venezia Rovigo Veneto Innovazione Spa **Confindustria Bergamo**

Scopri il programma completo e registrati 📌

TRANSIZIONE ECOLOGICA E SVILUPPO SOSTENIBILE

Una serie di incontri dedicati a coloro che esistono le imprese, agli investitori e alle autorità regionali per capire e rafforzare l'innovazione sostenibile delle imprese venete, lombarde e piemontesi.

interreg Alpine Space **Circular4.0**

Strumenti per promuovere processi circolari nelle imprese piemontesi

Mercoledì 6 ottobre
ore 11:00-13:00
ONLINE MEETING

<https://www.alpine-space.eu/project-news-details/en/9909>

TORINOWIRELESS.IT
Circular4.0 - Strumenti per promuovere processi circolari nelle imprese piemontesi - Torino Wireless

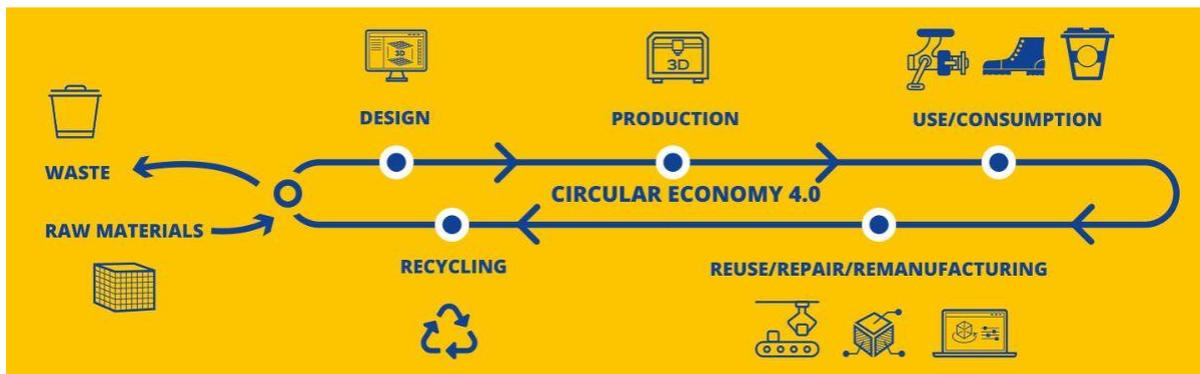
173 Persone raggiunte 9 Interazioni - Punteggio di distribuzione **Metti in evidenza il post**

6 Condivisioni: 1

NEWSLETTER / MAIL DI INVITO

Subject : Circular Economy: domani appuntamento con le tecnologie innovative per le PMI -

May 26, 2022 11:39 AM



Buongiorno {{Recipient.FirstName}},

è tutto pronto per domani, ti aspettiamo per parlare della Circular Economy in Piemonte, con un focus sulle tecnologie innovative e la loro applicazione per migliorare la sostenibilità delle PMI, in particolare nel settore tessile e manifatturiero:

Circular4.0: il toolkit per la transizione ecologica e digitale

Tecnologie innovative per la sostenibilità delle PMI

Venerdì 27 maggio, ore 9.30-11.30 - ONLINE

[ORA È IL MOMENTO DI REGISTRARTI](#)

La PARTECIPAZIONE è GRATUITA,
registrati per ottenere il tuo link di accesso.

AGENDA

9:30

Login time – Accesso partecipanti su ZOOM

9:35

Saluti di benvenuto

Giovanni Amateis – Regione Piemonte

Paola Fontana – Città Studi Biella, Po.In.Text.

Chiara Ferroni – Fondazione Torino Wireless

9:40

Circular4.0 – La sperimentazione con le PMI Piemontesi

Cesar Pacheco – Fondazione Torino Wireless – ne parla con:

- **Nicola Scarlatelli – Samec**
- **Annalisa Fava – Famas**
- **Marita Data – Data Officine**

10:30

Filiera Green&Circular Polo ICT – Tecnologie digitali per la sostenibilità

Chiara Ferroni, Fondazione Torino Wireless, Polo ICT

10:40

SPEED PITCHING e richiesta B2B

Le imprese della filiera tecnologica Green&Circular del Polo ICT presentano in 5 minuti soluzioni digitali focalizzate principalmente sul settore tessile e manifatturiero.

- **PDM – Tracciabilità e controllo collezioni e materiali**
Paolo Tha, Captha Systems

- **ComplEtE: l'innovazione DGS a supporto della digitalizzazione nella gestione della Supply Chain**
Alessandra Arezza, DGS S.p.A.
- **Il reporting di sostenibilità: Elyze**
Serena Desandrè, ESGnext
- **Circul'app: Quanto sei circolare?**
Santiago Tallone, Moltosenso
- **Abbattere i consumi industriali con monitoraggio e analytics**
Giuliana Massa, Netsurf
- **Sequar e la digitalizzazione della filiera produttiva**
Paola Gennero, Sequar

11:10

Le tecnologie al plasma: un'opportunità per soluzioni innovative e green in ambito tessile

Elisa Aimò Boot, Environment Park – PLASMA NANO – TECH Lab

11:20

La tecnologia blockchain applicata alla tracciabilità nella filiera tessile: il progetto TRICK

Caterina Calefato, Marco Vallini – Domina

11:30

Conclusione dei lavori

[REGISTRATI ORA](#)

I TUOI APPUNTAMENTI B2B



Ogni partecipante potrà richiedere appuntamenti personalizzati a ciascuno speaker della sessione SPEED PITCHING.

Gli incontri B2B saranno calendarizzati nei giorni successivi e si svolgeranno a distanza.

[REGISTRATI ORA](#)



Interreg
Alpine Space
Circular4.0



CIRCULAR4.0 is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme

CIRCULAR 4.0

Il toolkit per la transizione ecologica e digitale
Venerdì 27 maggio ore 9:30-11:30

Sistema dei
Poli di Innovazione
del Piemonte



REGIONE
PIEMONTE

per una crescita intelligente,
sostenibile ed inclusiva

www.regione.piemonte.it/europa2020

INIZIATIVA CO-FINANZIATA CON FESR



1

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CONTATTACI →

Via Vincenzo Vela, 3
10128 Torino
P.I. 09049730014
info@torinowireless.it

[disiscriviti da questa lista](#) [aggiorna preferenze di iscrizione](#)

Subject : il digitale può abilitare processi di economia circolare e aumentare ricavi e competitività? Aug 30, 2021 1:35 PM





Buongiorno {{Recipient.FirstName}},

anche se c'è una consapevolezza sempre più diffusa sulla **necessità di un'economia circolare digitale**, esistono ancora poche connessioni tra la comunità digitale e quella dell'economia circolare.

Numerosi fondi sono destinati agli **investimenti in circolarità e sostenibilità**: le imprese e i decisori pubblici sapranno sfruttarli per affrontare la sfida della doppia transizione?

A questo proposito, ti segnaliamo alcune iniziative sul tema dell'**economia circolare abilitata dal digitale**.

Buona lettura!

Il team di Torino Wireless

Interreg Alpine Space
Circular4.0

TERRITORI DIGITALI E CIRCOLARI

Visioni ed esperienze nazionali

Martedì 7 settembre
ore 10:30
ONLINE MEETING

CIRCULAR4.0 is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme

http://www.alpine-space.eu/circular4_0



2 Territori Digitali e Circolari: visioni ed esperienze nazionali

3 Webinar 7 settembre ore 10:30

Come affrontare la sfida della doppia transizione

Il Workshop organizzato da Confindustria Bergamo e Fondazione Torino Wireless, nell'ambito del progetto europeo Circular4.0, è dedicato principalmente alle Pubbliche Amministrazioni e affronta il tema della transizione digitale e circolare. Presenteremo testimonianze di enti già impegnati in progetti innovativi e alcune best practice di imprese che operano in settori produttivi chiave.

[LEGGI IL PROGRAMMA E REGISTRATI](#)

**DIGITAL & CIRCULAR:
LE BASI PER LA
NUOVA ECONOMIA**

SEMINARIO +
CORPORATE MEETING @POLOICT

14 settembre 2021
ore 14:30-16:30



4 Digital&Circular: le basi per la nuova economia

**14 settembre: Seminario + Corporate Meeting
ore 14:30 - online**

Come applicare modelli di business circolari a processi esistenti?
In che modo le soluzioni circolari possono ottenere valore aggiunto con il digitale?
Quali sono le esperienze vincenti fino ad ora?

Scopri lo nel seminario e nella successiva sessione del Corporate Meeting!

[LEGGI IL PROGRAMMA E REGISTRATI](#)



5 EcoHiTech Award - XXII edizione

6 Candidature entro il 15 settembre

Il riconoscimento viene assegnato ai risultati di efficienza energetica, sostenibilità ambientale, miglioramento dei servizi ai cittadini e digitalizzazione raggiunti dagli enti locali attraverso l'adozione di soluzioni innovative. Possono candidarsi Enti pubblici, aziende, start-up, studi di progettazione, ESCo, utilities...

CANDIDA IL TUO PROGETTO



7 ITDAY - AI: Sviluppo, Economia, Sostenibilità

8 Webinar 22 settembre

Organizzata dal Club Dirigenti Informatica dell'Unione Industriale di Torino con la collaborazione e il patrocinio dei principali player dell'innovazione, tra cui Torino Wireless, la giornata vuole essere un momento di networking che aiuti a elaborare una visione d'insieme per un futuro migliore.

REGISTRATI

Interreg 
Alpine Space
Circular4.0



9 Territori Digitali e Circolari: visioni ed esperienze europee

10 Webin

Torino Wireless News



Buongiorno {{Recipient.FirstName}},

anche se c'è una consapevolezza sempre più diffusa sulla **necessità di un'economia circolare digitale**, esistono ancora poche connessioni tra la comunità digitale e quella dell'economia circolare.

Numerosi fondi sono destinati agli **investimenti in circolarità e sostenibilità**: le imprese e i decisori pubblici sapranno sfruttarli per affrontare la sfida della doppia transizione?

A questo proposito, ti segnaliamo alcune iniziative sul tema dell'**economia circolare abilitata dal digitale**.

Buona lettura!

Il team di Torino Wireless

The image shows a circular diagram of the Circular Economy 4.0 cycle. The cycle consists of several stages: DESIGN (with a computer monitor icon), PRODUCTION (with a 3D printer icon), USE/CONSUMPTION (with a person using a tool icon), REUSE/REPAIR/REMANUFACTURING (with a factory and repair icons), RECYCLING (with a recycling symbol icon), RAW MATERIALS (with a brick icon), and WASTE (with a trash bin icon). The text 'CIRCULAR ECONOMY 4.0' is in the center of the cycle.

Next to the diagram is a blue and white poster for an event. The text on the poster reads:

Interreg Alpine Space Circular4.0

TERRITORI DIGITALI E CIRCOLARI

Visioni ed esperienze nazionali

Martedì 7 settembre ore 10:30

ONLINE MEETING

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http://www.alpine-space.eu/circular4_0



11 Territori Digitali e Circolari: visioni ed esperienze nazionali

12 Webinar 7 settembre ore 10:30

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LEGGI IL PROGRAMMA E REGISTRATI



13 Digital&Circular: le basi per la nuova economia

14 settembre: Seminario + Corporate Meeting
ore 14:30 - online

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REGISTRATI



18 **Territori Digitali e Circolari: visioni ed esperienze europee**

19 Webinar 29 settembre

Workshop dedicato alle Pubbliche Amministrazioni, organizzato dal progetto europeo Circular4.0. Presenteremo politiche e best practices europee per rafforzare lo sviluppo e l'innovazione sostenibile delle imprese.

STAY TUNED



20 **Strumenti per promuovere processi circolari nelle imprese**

21 Webinar 6 ottobre

Workshop dedicato alle Pubbliche Amministrazioni e agli operatori piemontesi che supportano le imprese nei processi di innovazione e transizione ecologica. Organizzato dal Progetto europeo Circular4.0

STAY TUNED

TI SEGNALIAMO ANCHE

22 **Blockchain del futuro**

Call del progetto TruBlo, parte di NGI (Next Generation Internet), per progetti di ricerca su piccola scala sulla blockchain del

futuro. **Partecipa entro il 10 settembre.**



23 [Blockchain e semantica](#)

1,3 milioni di euro per soluzioni blockchain che abilitino un nuovo ecosistema software per la gestione della conoscenza ontologica. **Partecipa entro il 15 settembre.**



24 [AI per il manifatturiero](#)

Bando del progetto AI Regio per PMI digitali e manifatturiere, associate con un Digital Innovation Hub. **Partecipa entro il 30 settembre.**



25 [“Aggregazioni R&S” VdA](#)

Dalla Regione Valle d’Aosta 6,7 milioni per le imprese con progetti su tecnologie della S3 valdostana. **Partecipa entro il 30 settembre.**





28 Strumenti per promuovere processi circolari nelle imprese

26

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29 Webinar 6 ottobre

Workshop dedicato alle Pubbliche Amministrazioni e agli operatori piemontesi che supportano le imprese nei processi di innovazione e transizione ecologica. Organizzato dal Progetto europeo Circular4.0

Via Vincenzo Vela 3
10128 Torino
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info@torinowireless.it

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STAY TUNED



27 ar 29 settembre

Workshop dedicato alle Pubbliche Amministrazioni, organizzato dal progetto europeo Circular4.0. Presenteremo politiche e best practices europee per rafforzare lo sviluppo e l'innovazione sostenibile delle imprese.

STAY TUNED

TI SEGNALIAMO ANCHE

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34

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Overview of companies assisted

Target	ID° (partner acronym +no.)	Company type	Company Region	Sector of reference	CE maturity assessment	CE maturity assessment tool	Digital maturity assessment	DM Assessment tool	1:1	Action Plan	Follow up	Workshop1 01/12/2021	Workshop 2 03/03/2022
1	TOWL01	SME	Piemonte	Textiles	01/12/2021	CAS2.0	02/12/2021	SELFI4.0, canvas	15/12/2021	23/12/2021	08/03/2022	x	
2	TOWL02	SME	Piemonte	Electronics and ICT	10/12/2021	CAS2.0	10/12/2021	SELFI4.0	10/12/2021	17/12/2021	n.a.		
3	TOWL03	SME	Piemonte	Food, water and nutrients	23/12/2021	CAS2.0	23/12/2021	SELFI4.0	23/12/2021	28/02/2022	01/03/2022		
4	TOWL04	SME	Piemonte	Manufacturing	01/12/2021	CAS2.0	01/03/2022	SELFI4.0 + canvas circolab	01/03/2022	15/03/2022	21/03/2022	x	
5	TOWL07	SME	Piemonte	Electronics and ICT	01/12/2021	CAS2.0	07/12/2021	SELFI4.0	07/12/2021	14/03/2022	n.a.	x	
6	TOWL08	SME	Piemonte	Electronics and ICT	10/12/2021	CAS2.0	19/11/2021	SELFI4.0	19/11/2021	30/06/2022	n.a.		
7	TOWL09	SME	Piemonte	Manufacturing	10/12/2021	CAS2.0	15/02/2022	SELFI4.0	15/02/2022	13/04/2022	n.a.	x	
8	TOWL10	SME	Piemonte	Food, water and nutrients	01/02/2022	CAS2.0	01/02/2022	SELFI4.0	01/02/2022	13/04/2022	n.a.		
9	TOWL11	SME	Piemonte	Food, water and nutrients	07/02/2022	CAS2.0	07/02/2022	SELFI4.0	07/02/2022	11/02/2022	22/03/2022		
10	TOWL12	SME	Piemonte	Manufacturing	03/03/2022	CAS2.0	03/03/2022	SELFI4.0	03/03/2022	25/03/2022	15/04/2022		
11	TOWL13	SME	Piemonte	Electronics and ICT	11/03/2022	CAS2.0	11/03/2022	SELFI4.0	11/03/2022	30/06/2022	n.a.		x
12	TOWL14	SME	Piemonte	Textiles	03/03/2022	CAS2.0	03/03/2022	SELFI4.0	03/03/2022	30/06/2022	n.a.		x
13	TOWL15	SME	Piemonte	Construction and buildings	10/03/2022	CAS2.0	10/03/2022	SELFI4.0	10/03/2022	30/06/2022	n.a.		x
14	TOWL16	SME	Piemonte	Construction and buildings	03/03/2022	CAS2.0	03/03/2022	SELFI4.0	03/03/2022	30/06/2022	n.a.		x
15	TOWL17	SME	Piemonte	Construction and buildings	29/06/2022	CAS2.0	29/06/2022	SELFI4.0	29/06/2022	30/06/2022	n.a.		
16	TOWL18	SME	Piemonte	Manufacturing	24/03/2022	CAS2.0	24/03/2022	SELFI4.0	24/03/2022	25/03/2022	n.a.		
17	TOWL19	SME	Piemonte	Manufacturing	11/04/2022	CAS2.0	11/04/2022	SELFI4.0	11/04/2022	12/05/2022	19/05/2022		
18	TOWL22	SME	Piemonte	Electronics and ICT	02/05/2022	CAS2.0	02/05/2022	SELFI4.0	02/05/2022	30/06/2022	n.a.		