

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

PP13 – Chamber of Commerce of Venice Rovigo

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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 PP13 – Chamber of Commerce of Venice Rovigo
- Lessons learned by PP13 – Chamber of Commerce of Venice Rovigo
- 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 to 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>		
	CE design	CE optimal use	CE value recovery
	LP TPLJ & PP10 JSI PP4 aws PP5 ITG PP9 AURAE PP12 Confindustria Bergamo	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

	<p style="text-align: center;">PP15 RISINGSUD</p> <p>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.</p>
Step 2:	<p>Experimenting transnational actions to foster CE approaches through digitalisation</p> <p>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.</p> <p>UCB provided to all partners a template for the drafting of implementation reports.</p>

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 PPI3 – Chamber of commerce of Venice Rovigo.

CCIAA VE-RO launched the call for EoI targeted at SMEs in order to select 25 enterprises to be supported in the development of plans for a more circular design model approach through digitisation, improving from traditional management and production models.

The general approach took into consideration all previous Circular 4.0 activities. Given the low awareness level on the topic of most SMEs (that was later confirmed by the data emerged from the CAS assessments), all CE approaches need to be considered. For example, differences between circular design, optimal use, and value recovery models are not clear to most SMEs, and in many cases just to have the SME understand the different possible circular models represented a huge step for them, allowing them to consider opportunities they were not aware before.

SMEs were selected through a public call. The possibility to take part in the call was widely publicised (newsletters, social networks, public webinars), and interested SMEs applied through a form to express interest. The call was officially and publicly launched by an online workshop that took place on May the 3rd. The workshop was organised by CCIAA VE-RO in collaboration with Veneto Innovazione. Both the supporting external experts of Veneto Innovazione and CCIAA VE-RO attended this event.

In accordance to the overall methodology defined for the pilot actions, the following activities were executed.

1	Selection/identification of SMEs	Start date	04.2022
		End date	06.2022
<p>Launch, in parallel with Veneto Innovazione, of an open call to collect expressions of interest from SMEs willing to be involved in a procedure to test the tools aimed at self assessment and identified within Circular4.0 and, by contact with experts, get a report on what measures to take in order to enhance circularity of their processes through digitalisation.</p> <p>CCIAA VE-RO organised, in collaboration with Veneto Innovazione, a launch event for the public call for the collection of expressions of interest from companies. The event was held online on may 3rd.</p> <p>Two information events were organised, aimed at companies on the opportunities of the circular economy and on business models associated with the reuse and optimization of product life.</p> <p>The pilot was open to companies from all sectors, with a special focus to companies in the building and construction sector. In any case, companies were selected based on “first come, first served” principle.</p> <p>The tender was closed as soon as the fixed number of applications were reached (25 as foreseen).</p>			
Results			
25 SMEs applied to take part to the pilot.			

2	Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	04.2022
		End date	06.2022
<p>Selected companies completed the circular self assessment using the CAS tool, and the digital maturity assessment through SELFI4.0 (the official Italian Chambers of Commerce digital assessment platform).</p> <p>In the pilot action implementation, CCIAA VE-RO was supported by external experts with specific experience on the topic of circular economy and support to SMEs.</p> <p>The experts prepared a report for every company participating in the pilot action and an action plan to be presented and discussed with each of them.</p>			
<p>Result</p> <p>Documented CE and digital maturity assessments.</p>			
1	Documented CE maturity and digital maturity assessments for 25 SMEs that applied for the call.	Date	17.06.2022

3	Identification of innovation needs and investment plan	Start date	04.2022
		End date	06.2022
<p>Each company selected received, besides the results of its CE and digital maturity assessment result, a document discussed in a 1:1 meeting (conducted online), presenting at least one specific recommendation about transformation of the company towards higher circularity in order to increase their maturity level, such as:</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) 			
<p>Result</p> <p>Companies assessed received an individual evaluation with at least one individual recommendation.</p>			
1	25 evaluation reports with innovation needs handed out	Date	17.06.2022

Lessons learned and recommendations for the follow-up

The main lesson learnt regards SMEs' "starting point" on circular economy. The CAS assessment showed that most SMEs have limited awareness about circular economy possible strategies (such as 9R). The limited awareness makes it difficult to set clear objectives, that are necessary for effective implementation.

In general, IoT technologies represent a strong opportunity to support circular economy (especially for its ability to collect data and monitor), followed by cloud computing (for its ability to allow remote/automatic control). Artificial Intelligence has a good potential (optimisation, planning), but SMEs are not familiar enough with the technology.

SMEs need to achieve a greater awareness of the importance of a circular approach when planning production processes. The tools used (Selfi 4.0 and CAS) are good instruments to start working with them on the matter, since they are very fast and simple to use and comprehend even for users not very knowledgeable of circularity and ways in which digitalisation could help enterprises to evolve and innovate.

Following the presentation of the results from the local pilot actions:

- *SMEs supported and sectors,*
- *Evaluation results of the local pilot actions,*
- *Lessons learned and input from the Transnational Working Groups.,*

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

Outcome of the discussion:

- *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
A more differentiated strategy to reach companies according to their maturity level might have helped.*
- 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 *Combining digital and circular expertise in the assistance process was not always easy with on expert. Mixed teams would have helped working on both aspects more systematically*
- o *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.*
- o *The implementation of a full Plan-Do-Check-Act interaction cycle with companies is recommended.*
- o *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.*
- o *Giving the possibility to companies to meet might have generated more innovative ideas.*
- o *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

In Chamber of Commerce of Venice Rovigo the results of the pilot actions and of CIRCULAR 4.0 project in general will be capitalized as inputs to programme the new PID (digital point) service strategy.

The Digital point service is a structure dedicated to promote digitalization for SMEs through education, support, dedicated financing and collaboration with institutions on local and national level.

The assessment on the level of digitalization will be a useful dataset to programme dedicated events and formation.

Also the environmental protection office will benefit of the data retrived with Circular 4.0 Pilot Action to start a collaboration and coordination with other local authorities to implement and promote circular economy approaches.

Annex

- D.T3.1.3 - AS feasibility plan to foster CE value recovery approach with digitalisation processes
- D.T3.2.3 - Local actions to implement CE value recovery approaches with digitalisation processes

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.T3.1.3 AS feasibility plan to foster CE value recovery approach with digitalisation processes

Author: TPLJ and inputs by PPs (CCIAA DL VERO/VENINN, TUAS, UCB, Biz-up)

Version: final

Month, YEAR: December 2021

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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 *D.T3.1.3 AS feasibility plan to foster CE value recovery 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.T3.1.3) is focusing on the development of AS feasibility plan to foster CE value recovery approach with digitalisation processes. BWCON collected inputs of each project partner from the value recovery model (in the case of Veneto Region of two project partners from Veneto collaborated – CCIAA DL VERO & Veneto Innovazione). Each PP from the group of value recovery model (CCIAA DL VERO & Veneto Innovazione, TUAS, UCB, Biz-Up) 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 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 or pilots (for Veneto: CCIAA DL VERO & Veneto Innovazione, TUAS, UCB, Biz-Up) are available in the appendix.

Appendix (inputs by PPs: Local detailed feasibility plans by PPs for the implementation of pilots –Veneto: CCIAA DL VERO/VENINN, TUAS, UCB, Biz-up)

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
Date/Submission:	December 2021

1. Overview of the local pilot action - Veneto (CCIAA VE RO and VENETO INNOVAZIONE)	3
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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.

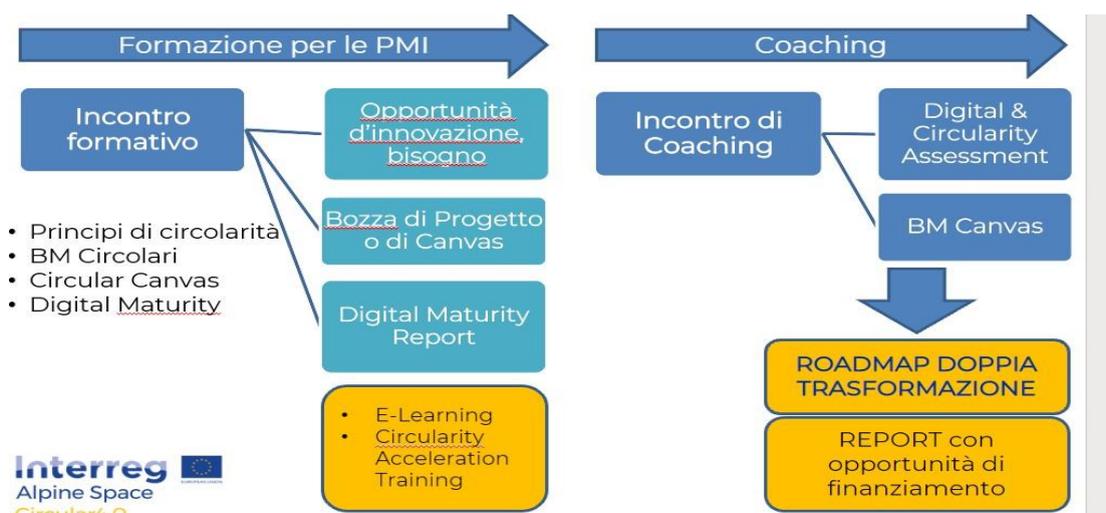
The call will give the opportunity to a maximum of 50 SMEs (selected according to the order of subscription to the call) to join the pilot action and be assisted by experts.

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

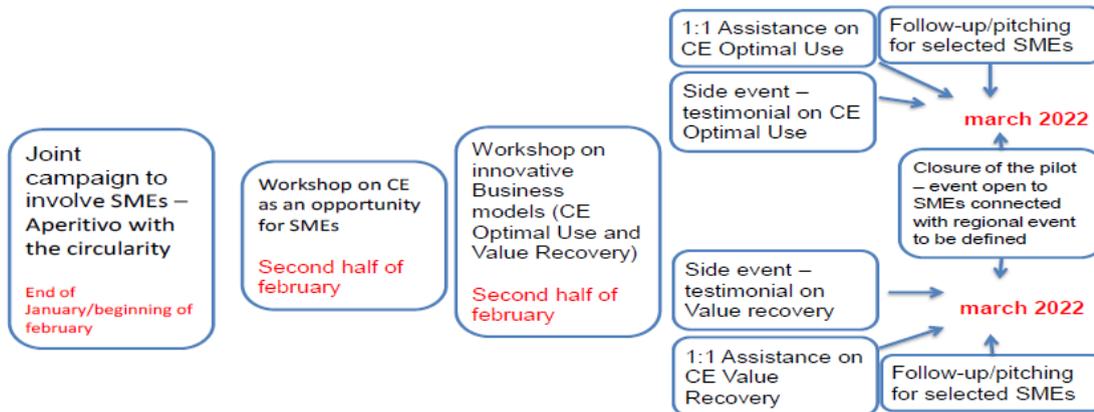
According to the combined results of the assessments carried out a customized plan of action will be elaborated and proposed to the SMEs. In this plan experts will suggest instruments and changes that could be adopted to improve the circularity and digitalization of the SMEs, also with regard of financial 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: 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: 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
Author(s):	Lara Trikha, Luc Schmerber, bwcon Dr. Eva Schichl, UCB
Contributors:	Roberto Sandrini, TPLJ
Type:	T -Template/R – Report, TUAS Rosenheim
Dissemination level:	CO = confidential
Revision:	DRAFT 02
Due Date:	November 2021
Date of submission:	December 2021

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2. Planned activities.....	17
3. Indicators (KPIs) and monitoring.....	18

Overview of the local pilot action – Germany (TUAS Rosenheim)

This is the place where to describe in 2-3 pages the pilot action in its entirety, without entering 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.
Any other information on the context, as relevant.

Sectors:

- *Timber Industry*
- *Plastic Industry*
- *Dairy Industry*

geographical area:

- *Berchtesgadener Land - BGL (Southern Bavaria)*

type of businesses targeted:

- *Furniture Industry*

Please mention which is the CE approach originally foreseen for your pilot (among those listed in the project: design, optimal use, value recovery) and add the justification – if relevant - to include one or more CE additional approaches.

- *Furniture Industry*
➔ *Cooperation with the Business Service Berchtesgadener Land (BGL) has resulted in other companies and sectors.*

- **Methodology**

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

Please specify which tools will be used (among those listed in the toolkit – D.T2.3.3) and the justification for their selection.

The use of graphic elements is recommended.

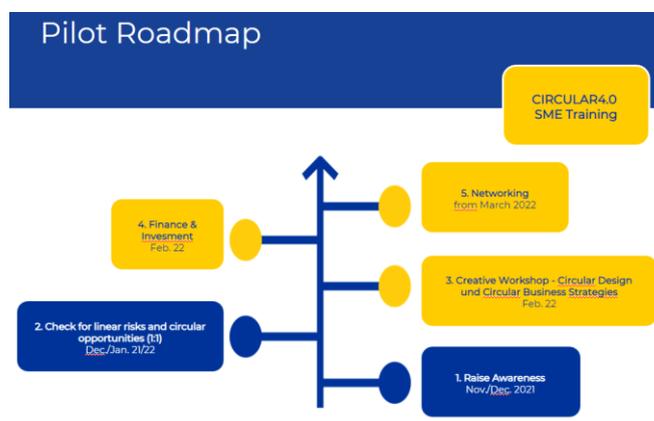
- TUAS methodology

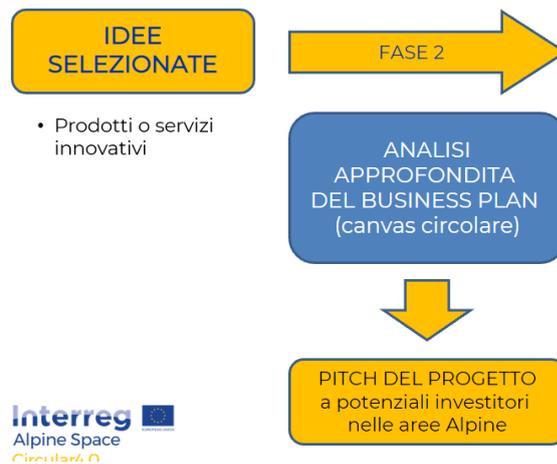
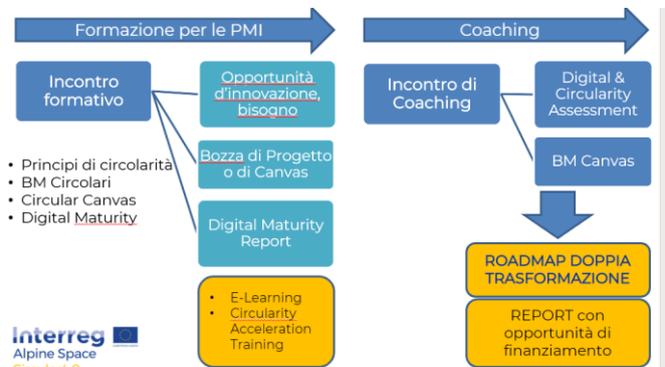
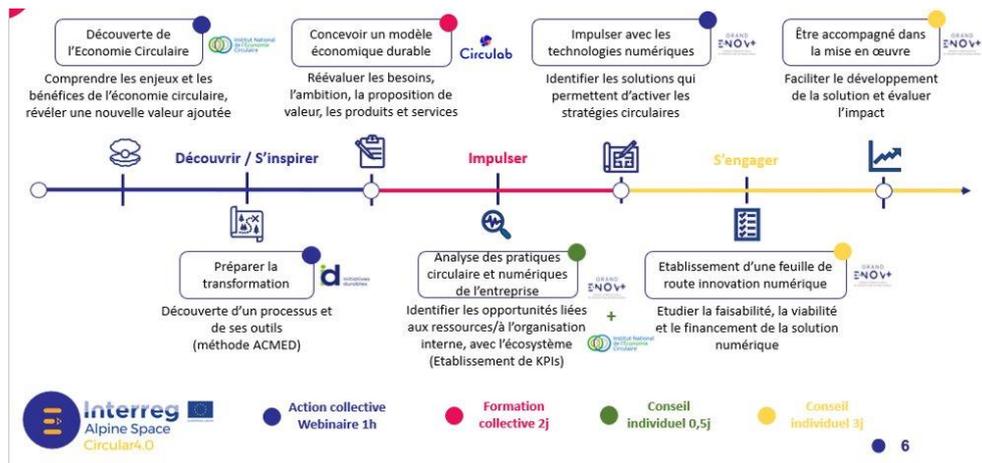
T3.2	
Duration	Oktober 2021 – February 2022
How	<ol style="list-style-type: none"> 1. Raise Awareness for CE 2. Understanding the Business Case of CE } Module 1 & 2 Online event (12 – 15 companies) 10.November 2021 <ol style="list-style-type: none"> 3. Circular business strategies: sector specific training } Module 3 1:1 consulting December 2021 <ol style="list-style-type: none"> 4. Finance & investment 5. Networking } Module 4 & 5 Individual for each company January / February 2022
Which tools	<ul style="list-style-type: none"> • Katch-e • Canva Business Model • Talent LMS
Collaboration	Together with Wirtschaftsförderung Berchtesgadener Land, Mrs Dr. Susanne Steinhauer

Which tools will be used:

- Katch-e: optimal use of training methods and knowledge platform; for free
- Canva Business Model: simplest business model but with great result
- Talent LMS: CE Community, provide materials

Examples:





• **Expected results**

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

- analyse the needs of the companies (where are you now, what do you need to implement the CE)
- provide an expert who can support
- contacts and documents for financing
- community building and knowledge sharing with other companies

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

1. Selection/identification of SMEs

This activity regroupes the actions undertaken by each partner to approach and select SMEs involved in the pilot action.

SMEs were selected by the BGL business development agency. BGL already had a pool of companies interested in CE, or active in CE. These approx. 40 companies were contacted and invited to participate in the first kick-off event.

2. Thematic workshops/seminars

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

- *Anticipated Katch-e and Canva Businessmodel*

Kick-off on November 10 were general presentations on CE

- *Presentation of the project*

- *Presentation of the EU action plan on the circular economy*

Basics of the circular economy & and how digitalization can support the transformation

- *Case study on CE - Kiefel company*

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

This activity regroupes the actions delivered to evaluate the CE and digital maturity of the SMEs. In this activity, the tools used should be specified.

- *Questionnaire (before/after with rating system)*

(Questionnaire is currently under construction)

4. 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 on the basis of 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

Consequently, this activity should describe the process for the draft of those recommendations, like for instance involvement of experts and setup of a roadmap (example for AURA-E).

Each of the above activity can be split into several steps (sub-activities) as relevant for each pilot action. But we recommend keeping it simple.

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

Title	Name of activity	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	

- *In progress (registrations for 1:1 consultation will run until 15th December 2021)*
- *I use the suggested table*

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).

- *Questionnaire before / after Questionnaire (is asked before the 1:1 consultation and after)*
- *The questionnaire contains a point system e.g. "How much do you already integrate CE in your company?" (Rating system: 1 low 10 high)*
- *After the two surveys (before/after), the successes or failures can be visually presented in a diagram*

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, UCB**

Dissemination level: **CO = confidential**

Revision: **DRAFT 02**

Due Date: **26.11.2021**

Date of submission: **22.12.2021**

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2. Planned activities.....	23
3. Indicators (KPIs) and monitoring.....	25

Overview of the local pilot action - Bavaria/Swabia (Umweltcluster Bayern)

Local context and CE approach

The pilot focuses manufacturing SMEs in Bavaria including especially manufacturer in environmental technologies due to the membership structure of UCB. This is a focus, not a limitation. All other companies are invited to express their interest. The selection was made based on the analysis in WPT1 but also on the characteristics of existing and developed tools. The tool “Check for linear risks and circular opportunities” that will mostly be used is targeted towards manufacturing companies.

The CE approach originally foreseen for UCB is value recovery. The selection was made based on our membership structure, including many waste-management and recycling companies. We do not see any added value in the focus on an approach. The idea of the circular economy is to turn away from linear and silo thinking. We also do not want to impose a specific approach on companies on the first hand. They should be free to decide which approach they deem the most important in their individual situation. Due to the low level of maturity of the topic with most Bavarian SMEs we need companies to start off from the basics and therefore a holistic approach to understanding CE is necessary, including all CE approaches.

Methodology

SMEs based in Bavaria, preferably from the manufacturing sector, are invited to apply. The pilot is aimed at managing directors and executives of SMEs. The limited number of participants (22 as per AF) is admitted by the principle “first come, first served”, documented via an online application form.

1. Initial needs assessment

Applicants are contacted and invited to a 30 mins online initial conversation, understanding their individual needs and expectations.

2. Kick off workshop: Raise awareness

Next step is an online kick off event and workshop to raise awareness on Circular Economy and digitalization as an enabler, to which all participants who have applied until the day before are invited. We decided to do two rounds of application phases and kick off workshops in order to reach the relevant number of SMEs.

3. Phase of self-learning & 1:1 assistance (check for linear risks and circular opportunities)

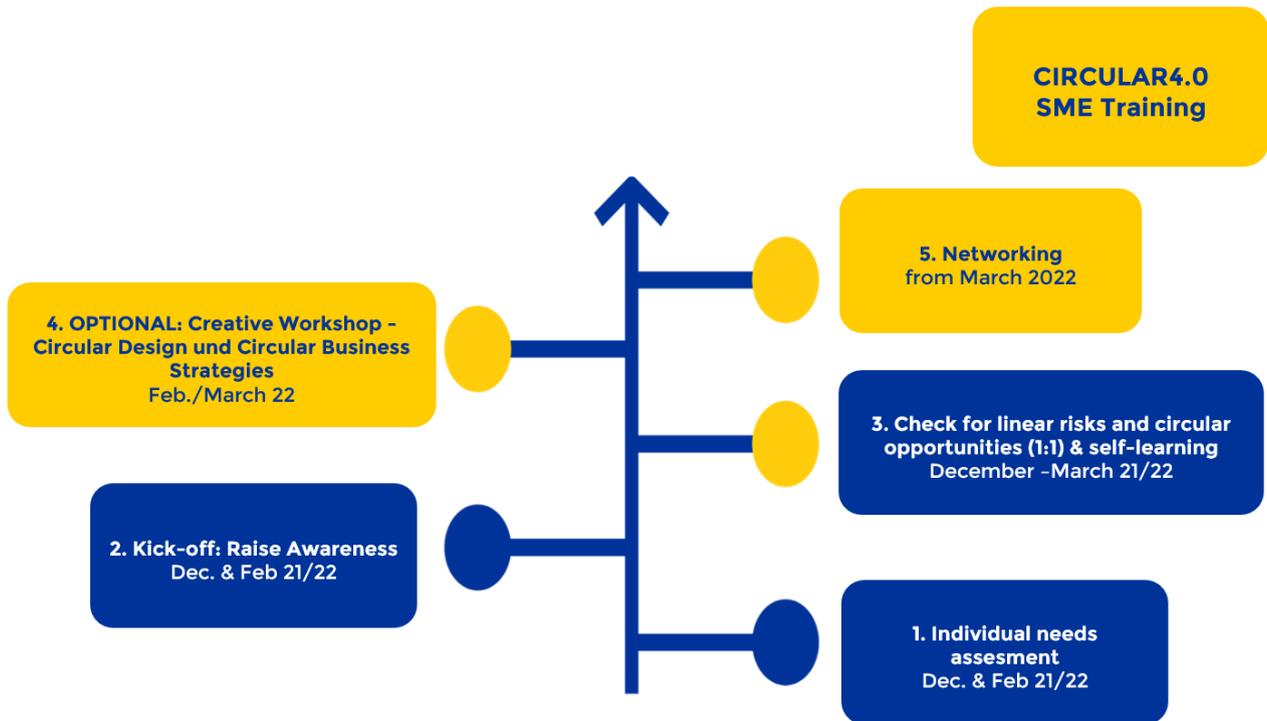
As a follow up of the kick-off workshop, appointments for 1:1 assistance are organized with each participating company and our external experts Dr. Sonja Eser as well as/or Andreas Jenne. Additionally, SMEs are invited to self-study CAT2.0 on the online learning platform Talent LMS. The 1:1 assistance appointment can be held online or in person at the individual company. The tool “Check for linear risks and circular opportunities” will identify circularity as well as digital maturity and potential during the 1:1 assistance. This tool is selected due to its low-level entry barrier and no need for specific company data. It best suits the needs of SMEs in Bavaria who are at an early stage of adopting Circular Economy principles. In case the tool does not fit the individual company’s needs, another tool from the CIRCULAR4.0 toolbox will be chosen.

4. *Optional: Creative workshop with teams of each company - Circular Design und Circular Business Strategies*

Depending on budget availability and individual company’s needs and maturity we plan to offer selected companies the possibility for a Circular Design und Circular Business Strategies workshop with several employees/executives and even partners along the supply chain.

5. Kick off regular SME Networking

At the end of the pilot phase, we want to initiate a network meeting with all assisted SMEs, discussing lessons learned, next individual steps planned and a platform for networking with peers.



Expected results

There are at least three very clear benefits for participating SMEs:

1. individual circular opportunity and risk analysis including circular & digital maturity assessment with concrete recommendations for action
2. access to Talent LMS learning platform with numerous examples of best practice
3. exchange with CE experts and other participants

We expect an increase in CE awareness and an increase in understanding of CE as an innovation opportunity. Additionally, SMEs can expect an understanding of individual linear risks and circular opportunities as well as a specific recommendation for next action (identifying low hanging fruits or gaps in their overall CE strategy, depending on the CE or digital maturity of the SME). Additionally, we expect to create a group of peer companies, willing to take action transforming their business model, business processes or their product towards circularity.

Planned activities

1	Selection/identification of SMEs	Start date	11.2021
		End date	03.2022
<p>SMEs based in Bavaria, preferably from the manufacturing sector, are invited to apply. The pilot is announced on UCB as well as our observer's website. Communication is supported by several partnering business support organizations (e.g., Bavarian Chambers of industry and commerce, local business support organization, Bayern Innovativ, Cluster of Manufacturing & Automation etc). Companies headquartered or with a branch in Bavaria are admitted by the principle "first come, first served", documented via an online application form. In an initial conversation, individual needs and expectations are assessed and a recommendation to participate is made in collaboration with the expert who decides about the applicability of the available tools for the individual company.</p>			
<p>Result</p> <p>Reach 22 interested companies to participate in the pilot action. Meeting each company individually for an initial introduction and needs assessment.</p>			
1	Introducing the pilot actions to SMEs at a webinar on Circular Economy, hosted by Umweltcluster Bayern and all Bavarian Chambers of Commerce and Industry	Date	9.11.2021
	Introducing the pilot actions to SMEs at a webinar on Circular Economy, hosted by Umweltcluster Bayern and all Bavarian Chambers of Commerce and Industry	Date	7.12.2021
2	Meeting 22 companies: Getting to know and needs assessment	Date	11.2021 - 03.2022

2	Thematic workshops/seminars	Start date	12.2021
		End date	03.2022
<p>The online kickoff event and workshop is used to raise awareness on Circular Economy and digitalization as an enabler. All companies who have applied until the day before are invited. We decided to do two rounds of application phases and kick off workshops in order to reach the relevant number of SMEs. Kick off no.1 takes place on December 9th 2021. Kick off no.2 is scheduled for February 3rd 2022 (duration of 3 hours). Three experts are addressing CE and digitalization from different angles. 1) Why CE? 2) How does CE work and how can digitalization support it? 3) Which digital technologies enable which CE processes/business model incl. specific examples. In the workshop part, experts use trend cards from CIRCit Norden to activate a discussion between participating companies, reflecting the relevance of CE and digital technologies for their own companies.</p> <p>Additionally, SMEs are invited to self-study CAT2.0 on the online learning platform Talent LMS.</p>			

Result			
22 companies attend the seminars and take-home new insights on Circular Economy and the meaning for their own business. Their awareness on the opportunities within circular business models increases and they are aware of the regulative EU instruments EU Green Deal and Circular Economy Action Plan.			
1	1 st Kick-off: Online event by experts for participants - Awareness Raising	Date	9.12.2021
2	2 nd Kick-off: Online event by experts for participants - Awareness Raising	Date	3.02.2022
3	Closing/networking workshop	Date	End of March 2022

3	Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	01.2022
		End date	03.2022
As a follow up of the kick- off workshop, appointments for 1:1 assistance are organized with each participating company and our external experts Dr. Sonja Eser as well as/or Andreas Jenne. The 1:1 assistance appointment can be held online or in person at the individual company. The tool “Check for linear risks and circular opportunities” will identify circularity as well as digital maturity and potential during the 1:1 assistance. This tool is selected due to its low-level entry barrier and no need for specific company data. It best suits the needs of SMEs in Bavaria who are at an early stage of adopting Circular Economy principles. In case the tool does not fit the individual company’s needs, another tool from the CIRCULAR4.0 toolbox will be chosen.			
Result			
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	1 st Kick-off: Online event by experts for participants - Awareness Raising	Date	9.12.2021
2	2 nd Kick-off: Online event by experts for participants - Awareness Raising	Date	3.02.2022
3	Closing/networking workshop	Date	End of March 2022
4	Identification of innovation needs and investment plan	Start date	01.2022
		End date	03.2022

Each company supported receives a document established on the basis of 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

After the 1:1 assistance to the company during which the expert assessed the maturity as well as linear risks and circular opportunities for the company, the expert drafts at least one specific recommendation for a next step/specific pilot project and identifies potential partners/support organization for the realization of these steps/projects.

Result

Companies assessed receive an individual evaluation with at least one individual recommendation.

1	1:1 assistance of 22 companies	Date	01.2022-03.2022
2	22 evaluation reports with innovation needs and investment plans handed out	Date	03.2022

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 linear risks	Identification of circular opportunities	Commitment level to CE implementation	Digital technologies awareness	Level of satisfaction
Goal	22	100% of assisted companies identified a potential circular opportunity for their business	100% of assisted companies identified a potential circular opportunity for their business	On average Increase in level of commitment	On average Increase in level of digital technology awareness	Level of satisfaction of at least 8 (out of 10)
Evaluation method	1:1 assistance received	Result of check for linear risks and circular opportunities	Result of check for linear risks and circular opportunities	questionnaire	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 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
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Author(s):	Lara Trikha, Luc Schmerber, bwcon Dr. Eva Schichl, UCB
Contributors:	Roberto Sandrini, TPLJ
Type:	T -Template/ R- Report, Biz-Up
Dissemination level:	CO = confidential
Revision:	DRAFT 02
Due Date:	November 2021
Date of submission:	December 2021

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2. Planned activities.....	17
3. Indicators (KPIs) and monitoring.....	18

Overview of the local pilot action – UPPER AUSTRIA (Biz up)

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**

We are going to give extra points to the SMEs which are focusing on the textile and electronics sector. However, since we have to work with 20 SMEs, we will leave it sector open, which means that even SMEs that do not work in those specific sectors can be part of the pilot if there is space for them.

The CE approach we are focusing on is value recovery, however we will also include the circular design approach slightly within the pilot, as it is essential for an optimal value recovery. Often the argument comes up that a proper value recovery is only possible when the product itself had a circular design in the first place.

- **Methodology**

3 Modules shall serve the proper training for our SMEs. The modules are structured as following:

MODULE 1 - Raise Awareness for CE supported by digitalization (community building)

Format:

Networking event/(online) workshop

2 – 3 h

Topics:

Presentation of the Circular 4.0 project

Presentation of EU Circular Economy Action Plan

Basics of the circular economy and how digitalization can support transformation (with focus on the respective sectors)

Q&A + discussion

Forecast: what does Circular4.0 offer the participating companies?

Tools:

Regional best practice cases

MODULE 2 - Understanding the Business Case of CE and Finance & Investment

Format:

- (Online) coaching for one company - 1:1 assistance
- 2-4 hours
- Handout and possibly reference to external experts (establish contact)
- Consultation

Topics:

- Entry point: linear risks and circular opportunities of sectors - as a check
- Knowledge transfer of added value of the circular economy for company
- Opportunities at point of intersection of CE and digital technologies for various circular economy business models
- Specific funding options (Finance)
- Typical challenges with circular business models, product service systems and pre-

- financing (e.g. via expert lecture) (Finance)
- Presentation of the EU taxonomy and its implications for SMEs (Finance)

Tools:

- Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)
- Katch-e CE Strategist (<https://www.katche.eu>)
- MOVECO Qualification tools (<http://www.interreg-danube.eu/news-and-events/programme-news-and-events/2577>)
- SMEs will receive:
- an evaluation of the check for linear risks and circular opportunities (based on the example of the CAS) and digital maturity check (+ evaluation of contexts)
- Circular business model canvas

Tools (Finance)

- Regional guidelines such as the Funding Guide for Environmental Protection and Energy from the Bavarian State Office for Environment:
<https://www.umweltpakt.bayern.de/werkzeuge/foerderfibel/> (overview of all funding opportunities & financial instruments related to sustainability / circular economy)
- Booklet with collected funding opportunities from Circular4.0 with reference to digitization (compilation from Output D.T2.4.1 & D.T2.4.3)
- MOVECO Toolbox: Financing Instruments - <http://www.interreg-danube.eu/news-and-events/programme-news-and-events/2568> (List of Funding instruments for the circular economy, Interregional match-making tool, Concept for Investor Day, Public-private partnership investment opportunities in the circular economy)
- Individual consultation on request

MODULE 3 – Circular business strategies in specific sectors (sector specific training)

Format:

- Workshop for one sector, several companies
- The entire value chain is invited (if possible, cover the entire value chain of specific sector)
- Creative session

Topics:

- Focus: understanding of possible new circular business models and how digital technologies can support them

Tools:

- Creative tools (CE idea creation game: https://www.katche.eu/knowledge-platform/tools-and-training-materials/katch_e-tools/katch_up-board-game/m) to stimulate the users to generate value ideas from a business challenge, applying circular design and circular business strategies. The tools should act as a guide to get an idea about an innovative product-service or to solve a real business problem and generate opportunities
- Outsourcing to external experts

- **Expected results**

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

The main benefit for the SMEs is to raise awareness of the opportunities of circular economy through information events at the beginning. With that we introduce the SMEs into the whole world of circular economy and with best practices we state how business have been introduced before and successfully implemented circular strategies already. Within the 1:1 consulting we provide explicit business model canvas and digital maturity assessments for the SMEs in order to state their current challenges but also possible opportunities. Within the last workshop together with all participants we will use design thinking techniques to elaborate possible next steps and measures in order to become more circular and support the transition with means of digitalization.

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

5. Selection/identification of SMEs

We send out a call for interest to attract SMEs that want to apply for the Circular4.0 pilot. Together with that the interested companies get application templates from us in order to give all the relevant information so that we can guarantee a transparent selection process. Afterwards we let them sign a letter of commitment so that they will be part of the whole pilot.

6. Thematic workshops/seminars

See the Modules 1-3

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

See Modules 1-3

8. 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)

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- Digitally supported (as far as possible)
- With a time horizon from 6 months up to 1 year

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n		Date	

Indicators (KPIs) and monitoring

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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			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	Describe the inputs needed	Describe what has been done	Describe the inputs needed	Describe what has been done	Describe the inputs needed	Describe what has been done		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.T3.2.3 Local actions to implement CE Value recovery approaches with digitalisation processes

Reporting on local pilot actions – Chamber of Commerce of Venezia-Rovigo (CCIAA VE-RO)

Author: Valeria Bazzan, PP13 – Chamber of Commerce of Venezia-Rovigo

Version: FINAL

Month, YEAR: June, 2022

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1. Introduction

The main objective of the CIRCULAR4.0 project is to strengthen digitalisation processes by SMEs to foster innovation processes and accelerate the transition to the Circular Economy (CE) in Alpine Space. According to the transnational feasibility plans and the priority approach selected, each area tested the toolkit to transparent selected SMEs from industrial sectors identified (T1.4.2) with special focus on CE maturity assessment survey. 25 SMEs were involved by CCIAA VE-RO.

In the Veneto Region are present two CIRCUALAR4.0 partners, CCIAA VE-RO and Veneto Innovation, that agreed to carry out the pilots separately, but in coordination, to ensure the maximum reach towards targeted companies.

The pilot action was started with a call for EoI (expression of interest) to select companies interested in taking part in the pilot, in order to participate in a circular transformation assistance programme focused on identifying possible actions to improve their circularity approach for processes and products, and how digital processes can support this transformation. A total of 25 SMEs were selected based on the order of EoI submission.

The selected SMEs were assessed on circular economy and digital maturity. The assessment tools used were CAS4.0 for circularity, and SELFI4.0 for digital maturity. Experts in digitalisation and circular economy carried out one-to-one meetings with companies to present a possible action plan.

This deliverable presents the local pilot action carried out by Chamber of Commerce of Venezia-Rovigo, and in particular activities delivered, results achieved, lessons learned to foster CE approaches through digitalization.

2. Local pilot actions in Veneto (CCIAA VE-RO) - Overview

CCIAA VE-RO launched the call for EoI targeted at SMEs in order to select 25 enterprises to be supported in the development of plans for a more circular design model approach through digitisation, improving from traditional management and production models.

The general approach took into consideration all previous Circular 4.0 activities. Given the low awareness level on the topic of most SMEs (that was later confirmed by the data emerged from the CAS assessments), all CE approaches need to be considered. For example, differences between circular design, optimal use, and value recovery models are not clear to most SMEs, and in many cases just to have the SME understand the different possible circular models represented a huge step for them, allowing them to consider opportunities they were not aware before.

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

SMEs were selected through a public call. The possibility to take part in the call was widely publicised (newsletters, social networks, webinars), and interested SMEs applied through a form to express interest. The call was officially and publicly launched by an online workshop that took place on May the 3rd. The workshop was organised by CCIAA VE-RO in collaboration

with Veneto Innovazione. Both the supporting external experts of Veneto Innovazione and CCIAA VE-RO attended this event.



**CIRCULAR4.0:
UNO STRUMENTO PER AIUTARE
LE PMI NELLA TRANSIZIONE
VERSO L'ECONOMIA CIRCOLARE**

Lancio Azione Pilota CIRCULAR 4.0
martedì 3 maggio ore 16.00 - Evento gratuito

CIRCULAR4.0 è un progetto finanziato nell'ambito del programma Alpine Space che mira a contribuire alla transizione del sistema economico locale verso l'economia circolare sfruttando le potenzialità della digitalizzazione e delle nuove tecnologie.

L'evento andrà ad illustrare il percorso gratuito offerto alle imprese che aderiranno, per verificare la loro maturità circolare e digitale ed ottenere un piano per il miglioramento del proprio posizionamento e la strada più consona alle loro esigenze.

ISCRIZIONI

L'evento si terrà in formato webinar. Per ricevere il link per partecipare, effettua l'iscrizione compilando il modulo seguente:

[Modulo di iscrizione](#)

Maggiori informazioni ai link:

<https://www.dl.camcom.it> (sezione bandi)

https://www.venetoinnovazione.it/?q=AzionePilotaCircular4_0



4. Implementation report

In accordance to the overall methodology defined for the pilot actions, the following activities were executed.

1	Selection/identification of SMEs	Start date	04.2022
		End date	06.2022
<p>Launch, in parallel with Veneto Innovazione, of an open call to collect EoI from SMEs willing to test the of tools to foster the contribution of Industry4.0 for the transition of SMEs to the circular economy developed or identified within Circular4.0.</p> <p>CCIAA VE-RO organised, in collaboration with Veneto Innovazione, a launch event for the public call for the collection of expressions of interest from companies.</p> <p>Two information events were organised, aimed at companies on the opportunities of the circular economy and on business models associated with the reuse and optimization of product life.</p>			

The pilot was open to companies from all sectors, but a special attention to companies in the building and construction sector. In any case, companies were selected based on “first come, first served” principle.

Results

25 SMEs presenting the EoI to take part to the pilot.

2	Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	04.2022
		End date	06.2022

Selected companies completed the circular assessment using the CAS tool, and the digital maturity assessment through SELFI4.0 (the official Italian Chambers of Commerce digital assessment platform).

In the pilot action implementation, CCIAA VE-RO was supported by an external company selected based on a specific experience on the topic of circular economy and support to SMEs.

The experts prepared a report for every company participating in the pilot action and an action plan to be presented and discussed with each of them.

Result

Documented CE and digital maturity assessments.

1	Documented CE maturity and digital maturity assessments for 25 eligible SMEs.	Date	17.06.2022
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3	Identification of innovation needs and investment plan	Start date	04.2022
		End date	06.2022

Each company selected received, besides the results of its CE and digital maturity assessment result, a document discussed in the 1:1 meeting (conducted online), presenting at least one specific recommendation about transformation of the company towards higher circularity in order to increase their maturity level, such as:

- Technology adoption

<ul style="list-style-type: none"> - 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) 			
Result			
Companies assessed received an individual evaluation with at least one individual recommendation.			
1	25 evaluation reports with innovation needs handed out	Date	17.06.2022

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

No major deviations were encountered. The only deviation from initial planning was that SMEs targeted were not only from the construction sector, but all sectors were targeted. This targeting was discussed and agreed with Veneto Innovazione, to ensure consistency in the Veneto region.

6. Communication activities implemented to support the pilot action

- Kick off event of public call for selection of SMEs
- Newsletters and social to communicate kick-off event
- Informative event to present Circular Economy opportunities
- Newsletter and social to inform SMEs about the opportunity and collect EoI

7. Summary of the achievements - lessons learnt

Achievements

KPI	number of SMEs assisted	Identification of circular opportunities
<i>Goal</i>	<i>At least 25</i>	<i>100% of assisted companies identified a potential circular opportunity for their business</i>
Achievement	25	All 25 companies received concrete recommendations based on the assessments and shared during the 1:1 meetings with companies.

Lessons learnt

The main lesson learnt regards SMEs' "starting point" on circular economy. The CAS assessment showed that most SMEs have limited awareness about circular economy possible strategies (such as 9R). The limited awareness makes difficult to set clear objectives, that are necessary for effective implementation.

In general, IoT technologies represent a strong opportunity to support circular economy (especially for its ability to collect data and monitor), followed by cloud computing (for its ability to allow remote/automatic control). Artificial Intelligence has a good potential (optimisation, planning), but SMEs are not familiar enough with the technology.

8. Annex

Overview of companies assisted

N°	Company name	Company Address/ Region	Sector of reference	Website	SME	CE maturity assessment	CE maturity assessment tool	Digital maturity assessment	DM assessment tool	1:1 meeting	Action Plan	Follow up (optional)	Activity 1 (optional)	Activity 2 (optional)	Activity y... (optional)
1	10 I Cube Srl	Via delle industrie 15 - 30175 marghera (ve)	PROgettazione meccanica	www.kreacta.com	Yes	19/04/2022	CAS4.0	19/04/2022	SELFIE 4.0	19/04/2022	30/06/2022				
2	V.Innovation Srl	Via cengio 45 - 36100 vicenza	progettazione di impianti di pirolisi e gassificazione	www.t2i.it	Yes	13/05/2022	CAS4.0	13/05/2022	SELFIE 4.	13/05/2022	30/06/2022				
3	Salone D'impresa Srl	Via Camporèse 100-H 30173 Venezia Mestre	gestione di Eventi e Manifestazioni di Business e Cultura d'Impresa	www.salonedimpresa.it	Yes	13/05/2022 15.49.58	CAS4.0	13/05/2022 15.49.58	SELFIE 4.	13/05/2022 15.49.58	30/06/2022				
4	Calzaturificio Orion Spa	Viale dell'Industria, 4, Bagnoli di Sopra, 35023 (Pd)	Produzione di calzature	http://www.orionspa.com/#	Yes	16/05/2022	CAS4.0	16/05/2022	SELFIE 4.	16/05/2022	30/06/2022				
5	Ispiro Srl	Via Porta Adige, 45 - 45100 Rovigo	lot	https://ispiro.tech	Yes	17/05/2022	CAS4.0	17/05/2022	SELFIE 4.	17/05/2022	30/06/2022				
6	Dolomiti mare	Viale San	turismo	www.dolomitimare.it	Yes	18/05/2022	CAS4.0	18/05/2022	SELFIE 4.	18/05/2022	30/06/2022				

		Libera le 25 Feltre													
7	Tecno Medical Innovatio n Srl	via Colomb o 19 - 31015 Coneglia no - TV	Soluzioni tecnologiche per la salute	www.tmi-it.com	Yes	18/05/20 22	CAS4.0	18/05/20 22	SELFIE 4.	18/05/2 022	30/06/2 022				
8	Costitue nda Di Erika Faresin	Residenz a	Non defintio		yes	19/05/20 22	CAS4.0	19/05/20 22	SELFIE 4.	19/05/2 022	30/06/2 022				
9	Modelpr o Srl	Isola della Giudecc a 812 Venezia 30133	Servizi per la ristorazione	www.modelpro.eu	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
10	Eurorica mbi Rovigo Srl	viale del lavoro, 4 - 45100 Rovigo	Vendita al dettaglio ricambi auto/moto	http://www.euroricam birovigo.it/	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
11	Star Srl	Largo Nicolò Rezzara 6 - 24122 Bergam o	Ottica	starwordzz.com	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
12	Easytech Srl	Via Evangelista Torricelli 35E Verona	Servizi tecnologici per l'edilizia	www.easytechsolution.it	Yes	23/05/20 22	CAS4.0	23/05/20 22	SELFIE 4.	23/05/2 022	30/06/2 022				
13	Tecover de Srl	via Zona Industria le 110 - 45010 Villadose (Rovigo)	Manutezione verde	www.tecoverdesrl.it	No	23/05/20 22	CAS4.0	23/05/20 22	SELFIE 4.	23/05/2 022	30/06/2 022				
14	Collegio Provincia le Degli Agrotecn	VIA MASCAG	Gestione ambientale	www.agrotecnicrovig o.it	no	24/05/20 22	CAS4.0	24/05/20 22	SELFIE 4.	24/05/2 022	30/06/2 022				

	ici Ed Agrotecnici Laureati Di Rovigo	NI 86 Rovigo													
15	Sustain Me	Via Montessori 2 Rovigo	Sostenibilità aziendale	www.sustainme.it	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
16	Glob-Tek Srls	Viale Porta Adige 45 - 45100 Rovigo (RO)	Analisi ambientale	www.glob-tek.it	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
17	Youco Srl	Viale Andrea Doria n.7, 20124 Milano	Software	www.youco.eu	No	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
18	Casa Del Materasso	Viale Porta Po, 2 Rovigo	Vendita materassi	https://www.casadelmaterasso-ro.net/	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
19	New System Speakers Di Simonato Nicola	Via Del Ciclamino n.28-37051-BOVOLONE (VR)	Altoparlanti tecnologici	www.newsystemspeakers.com	Yes	26/05/2022	CAS4.0	26/05/2022	SELFIE 4.	26/05/2022	30/06/2022				
20	Alberto Mozzato	San Polo 360 a - venezia	Consulente		Yes	26/05/2022	CAS4.0	26/05/2022	SELFIE 4.	26/05/2022	30/06/2022				
21	Finpesca S.P.A.	VIA DELLE INDUSTRIE, 7 - Porto viro rovigo	Pesca e acquacoltura	https://www.finpesca.it/	no	30/05/2022	CAS4.0	30/05/2022	SELFIE 4.	30/05/2022	30/06/2022				

