

**Project Acronym: Cradle-Alp**

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## **D.3.4.4**

# **Cradle-Alp Dissemination Events**

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## Executive Summary

This deliverable documents dissemination events organised by all project partners (PPs) within the Cradle-ALP project to engage SMEs, business intermediary organisations (BIOs), and innovation stakeholders. The aim of these events is to promote Cradle-ALP project outputs, foster the uptake of cradle to cradle methods and tools, and enhance the knowledge and capacity of local actors in the Alpine Space.

Partners reported various formats: dedicated C2C workshops, thematic seminars for SMEs, presentations at start-up and innovation events, and sector-specific working group meetings aligned with Cradle-ALP objectives.

The dissemination events contribute to raising awareness of circular economy and C2C approaches in priority sectors, encouraging SMEs and innovation actors to integrate sustainable and circular practices into their business models, building transnational connections through local and regional outreach activities.

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### 1. Introduction

Cradle-ALP aims for mainstreaming cradle to cradle (C2C) approaches, circular design and circular substitutions for linear products in industrial processes, in different industrial sectors. The Alpine Space has many natural resources and the technologies to substitute fossil raw materials and toxic substances from production with circular and environmentally friendly alternatives. This should lead to the fact that materials and products can be led back into a healthy cycle after use. The focus of this project has been on the substitution of chemical and fossil based/ unsustainable materials with more circular, sustainable and bio-degradable ones.

In a first phase, project partners built broad awareness and understanding among the public, relevant industries, and stakeholders from policy and innovation intermediaries regarding the opportunities, barriers, and mechanisms for transforming industrial products towards higher circularity through C2C approaches, circular design, and circular substitutions. Business support providers were trained to accompany and support companies in their transition towards more circular value chains.

In a second phase, partners explored in detail and tested opportunities for implementing C2C approaches, circular design, and circular substitutions along specific value chains in the chemistry/plastics and wood/forestry sectors, supported by digital technologies. Building on a comprehensive, multidimensional roadmapping exercise (covering technological, policy, economic, and other dimensions), transnational groupings of stakeholders – including businesses – were established with the aim of transferring C2C roadmaps into industrial practice along exemplary value chains.

Finally, project partners worked towards fostering transnational policy convergence aligned with transnational S4 strategies in the project's priority sectors and initiated the development of common cross-border funding instruments to support industrial C2C transformation.

### 2. Objective of this deliverable

The objective of this deliverable is to document and summarise dissemination events organised by Cradle-ALP project partners that address SMEs, business intermediary organisations, and innovation stakeholders. These events aim to promote the project's outputs, enhance awareness and understanding of cradle to cradle methods and tools, and foster their adoption in the Alpine Space.

The deliverable provides an overview of implemented dissemination events, highlighting their thematic focus, target audiences, and contribution to the project's dissemination strategy. By capturing these activities, the report ensures transparent monitoring of outreach efforts and supports the exchange of best practices among partners for maximising project impact.

### 3. Overview of dissemination events

#### LP CCIAA

**Name of the event:** Automation and Enterprise 5.0 – The fundamental role of human capital in business innovation

**Date:** 15 October 2025

**Organiser:** t<sup>2</sup>i – Technology Transfer and Innovation & CCIAA

**Stakeholders reached:** SMEs, Business Innovation Organisations (BIOs), Innovation stakeholders, Companies from the wood-furniture and manufacturing sectors, Professionals and technology transfer operators

**Description of the event:**

At the event *Automation and Enterprise 5.0 – The fundamental role of human capital in business innovation* Marco Galanti from t<sup>2</sup>i presented the CRADLE-ALP project, outlining its objectives and relevance for the Alpine region, with a focus on supporting the circular transition of the wood-furniture, packaging, and related sectors. The presentation highlighted t<sup>2</sup>i's role in technology transfer and SME support, and introduced key project tools, including the Circularity QuickScan, material flow and impact assessment instruments, and guidelines for adopting C2C practices. Preliminary findings from Veneto-based companies were shared, addressing technological and organisational gaps, emerging best practices, and opportunities for improvement in processes, materials, and circular design.

The event also presented opportunities for companies and stakeholders to engage in future workshops, testing activities, interregional exchanges, and collaborations with clusters, research centres, and innovation organisations. Participants represented manufacturing

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SMEs, sector-specific companies, service providers, training institutions, and innovation actors, and expressed strong interest in circularity, sustainability, digitalisation, automation, and the role of human capital in the Enterprise 5.0 transition.

Overall, the dissemination activity met the objectives of Deliverable D.3.4.4 by increasing awareness of circularity and C2C methodologies among Veneto SMEs, presenting CRADLE-ALP outputs to a qualified audience, and strengthening the regional innovation ecosystem around sustainable manufacturing, thereby enhancing the overall impact of the CRADLE-ALP project.



### PP2 – TZ HORB

**Name of the Event:** KONGRESS BW

**Date:** 22.10.2025 – 23.10.2025

**Organiser:** Umwelt Technik BW

**Location:** Kultur- und Kongresszentrum Liederhalle, Stuttgart, Deutschland

**Stakeholders reached:** Fraunhofer, Umwelt Technik BW, KIT, Baden-Württemberg Landesanstalt für Umwelt, Baden-Württemberg Ministry for the Environment, Climate and Energy Sector

#### **Description of the event:**

KONGRESS BW 2025 in Stuttgart is Baden-Württemberg's leading conference for sustainability, circular economy, and resource efficiency, organized by Umwelttechnik BW. Technologiezentrum Horb participated within the INNONET Kunststoff network to present Cradle-ALP results and engage stakeholders on sustainable plastics processing and circular innovation.

At KONGRESS BW 2025, Technologiezentrum Horb represented the Cradle-ALP project within the INNONET Kunststoff network. The main goal was to disseminate project results and raise awareness about circular economy principles and cradle-to-cradle approaches in the plastics industry. The focus was on presenting practical solutions for sustainable plastics processing, recycling innovations, and regional collaboration between research, industry, and policy. Through direct exchange with companies, networks, and policymakers, the activity aimed to promote the transfer of Cradle-ALP tools and findings to industrial practice and to stimulate follow-up initiatives supporting resource-efficient and circular value chains in the Alpine region.





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**Name of the Event:** Training on the application of AI in sustainable processes for SMEs

**Date:** 28.07.2025 – 30.07.2025

**Organiser:** Technologiezentrum Horb am Neckar

**Location:** Digital Hub Horb am Neckar, Technologiezentrum Horb am Neckar, Deutschland

**Stakeholders reached:** EfU GmbH, KI-Allianz Baden-Württemberg eG, Digital Hub Nordschwarzwald, Dynaico GmbH, RECK + GASS Ingenieurgesellschaft für Bauwesen mbH + Co. KG

### **Description of the event:**

The AI Hackathon at the Technologiezentrum Horb connected innovation, SMEs, and sustainability. For three days, interdisciplinary teams developed AI-driven prototypes addressing real industrial challenges. The event also showcased Cradle-ALP results, linking circular economy concepts with digital solutions for resource efficiency and smart production.

The contribution focused on linking Cradle-ALP results with digital and AI-based innovation, aiming to demonstrate how circular economy principles can be integrated into technological development and industrial practice. By engaging participants from SMEs, research, and software development, the activity encouraged dialogue on resource-efficient production, data-driven sustainability, and cross-sector collaboration. Cradle-ALP served as an example of how circular design and intelligent systems can jointly drive transformation towards a more sustainable and competitive manufacturing ecosystem.







### PP3 – CCB

**Name of the event:** Pitch & Bond – The Chemistry of Innovation

**Date:** 02.07.2025

**Organiser:** Chemie-Cluster Bayern

**Location:** Bootshaus, Nürnberg

**Stakeholders reached:** Startups and SMEs of the bioeconomy and circular economy sector, including investors

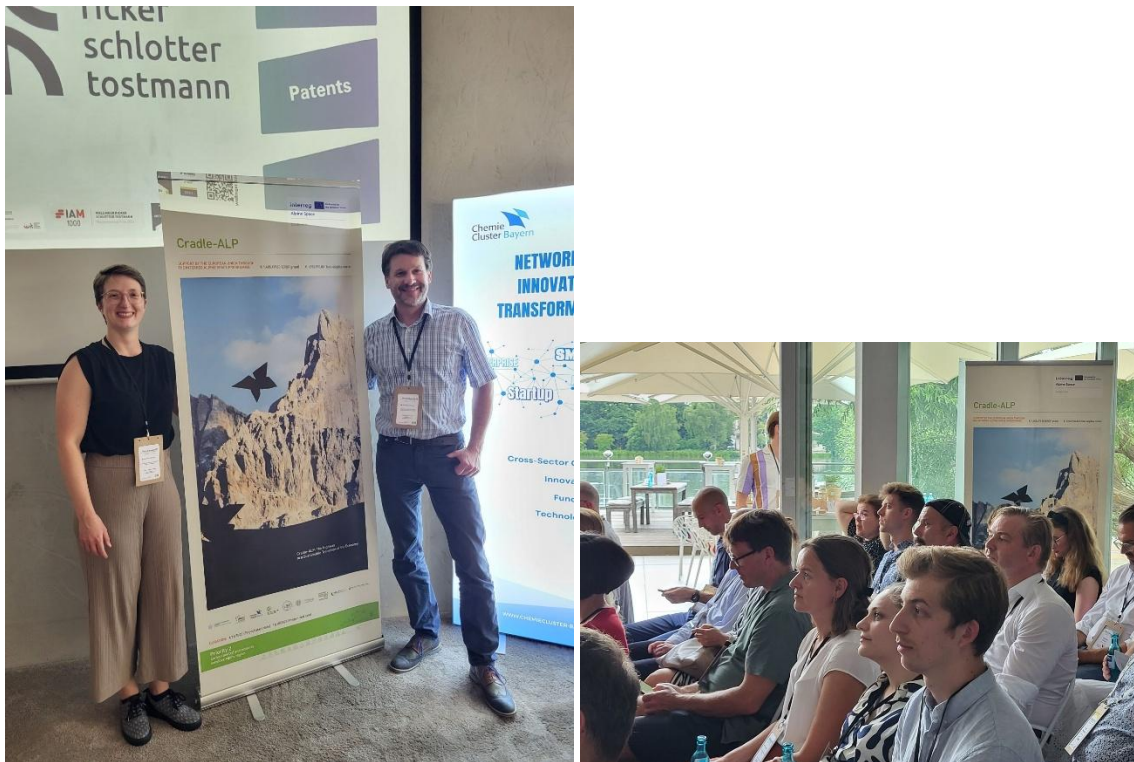
#### **Description of the event:**

Chemie-Cluster Bayern organized the event *Pitch & Bond – The Chemistry of Innovation*, a networking event bringing together start-ups, established companies, and innovation stakeholders in the fields of green technologies, recycling, and advanced materials. The event featured pitch sessions for innovative start-ups, panel discussions, and matchmaking opportunities to foster collaboration within the chemical and materials sector.

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CCB used the occasion to present the **Interreg Alpine Space project Cradle-ALP**, highlighting its objectives, activities, and results to date. Special focus was placed on showcasing achievements related to circular economy in the Alpine region, particularly in the chemistry and materials sectors. Attendees were introduced to the project's tools and approaches for implementing Cradle-to-Cradle (C2C) principles, with concrete examples of how these can be applied in business contexts.

Cradle-ALP's presence was supported by dedicated materials, including a project roll-up and a presentation, ensuring high visibility among the event's diverse audience of entrepreneurs, investors, and policy actors. This event not only enhanced awareness of circular solutions in the target sectors but also created new opportunities for cross-border cooperation within the Alpine Space.



**Name of the event:** Carbon Capture & Utilization Workshop

**Date:** 17.09.2025

**Organiser:** Chemie-Cluster Bayern

**Location:** Bavarian State Ministry of Economy, Munich

**Stakeholders reached:** SMEs, corporates and stakeholders interested in CCU/CCS technologies and the Bavarian CCU/CCS action plan

**Description of the event:**

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Chemie-Cluster Bayern organized the CCU workshop with more than 50 participants mid of September 2025. Carbon management plays a crucial role in the circular economy with focus on carbon-based materials. This includes many chemicals and polymers, all plastics as well as packaging and wood-based products. Carbon Capture & Utilization technologies can be used to keep carbon in a loop and to make carbon available from side streams and emissions. In this context CCU plays an important role for circular economy and cradle to cradle approaches.

CCB used the occasion to present the Interreg Alpine Space project Cradle-ALP, highlighting its objectives, activities, and results to date. In discussion with individual participants the project's activities and results were presented. Cradle-ALP's presence was supported by dedicated materials and a project roll-up ensuring visibility among the event's diverse audience of entrepreneurs, investors, and policy actors.





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### PP4 + PP5 – BOKU & BIZ UP

**Name of the Event:** Annual Conference of the National Cluster Plattform 2025: Clusters as a Model for Transformation and Resilience

**Date:** 09.09.2025

**Organiser:** Nationale Clusterplattform Österreich

**Location:** Vienna/Austria

**Stakeholders reached:** ~100 participants

**Description of the event:** The 2025 Annual Conference of the National Cluster Platform explored how clusters can drive economic transformation and resilience. Through keynotes, workshops, and networking, participants discussed mission-driven cluster strategies, industrial transformation, multi-stakeholder collaboration, and innovation mapping to strengthen Austria's and Europe's competitiveness.

Cradle-ALP has been invited by the Federal Ministry of Economic Affairs, Energy and Tourism (BMWET) to participate in addition to the event's project exhibition of national and international projects of the cluster initiatives. Cradle-ALP was presented on a Cradle-ALP exhibition table presenting the project activities and outputs, as well as the roadmaps and LCA guide.

More about the event: <https://clusternetworking.gv.at/clusterplattform-oesterreich/123>



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**Name of the Event:** Energy optimisation for food businesses: Increase efficiency - Reduce costs

**Date:** 18.09.2025

**Organiser:** Food Cluster, Business Upper Austria

**Location:** Linz/Austria

**Stakeholders reached:** 19

**Description of the event:** The event was organised by the Upper Austrian Food Cluster and focused on energy optimization in the food industry, showcasing practical solutions to improve efficiency, reduce costs, and ensure product quality. Experts and companies presented best practices, funding opportunities, and innovative technologies such as real-time energy monitoring and AI-based management to support sustainable, future-proof production in Upper Austrian food business.

Cradle-ALP contributed to the event with a presentation table for Cradle-ALP, where participants got the chance to learn about the project activities and outputs and to discuss their own cradle-to-cradle approaches and goals. By introducing the Cradle-ALP toolbox to them, SME had the chance to learn about instruments to enhance their journey to circularity even more.

More about the event: <https://www.biz-up.at/veranstaltung/energieoptimierung-fuer-lebensmittelbetriebe-effizienz-steigern-kosten-senken-18-09-2025>



### PP5 – BIZ UP + other project partners

**Name of the Event:** CIRPLEX – Circular Plastics Experience Summit

**Date:** 14.-15.5.2025

**Organiser:** Kärntner Messen

**Location:** Klagenfurt/Austria

**Stakeholders reached:** 49 companies participating in the matchmaking, 8 SME joining us on the Cradle-ALP booth, numerous other visitors learning about Cradle-ALP

#### Description of the event:

CIRPLEX (Circular Plastics Experience Summit) is an innovative combination of conference and fair. Sustainable and circular plastic solutions from the Alpine-Adriatic region are presented in a single location. This unique space connects start-ups with industry leaders. CIRPLEX is the hotspot for decision-makers in the plastics industry from Austria, the Alpine-Adriatic region, southern Germany, as well as Central and Southeastern Europe.

Under the organisation of Biz-up, Cradle-ALP partners successfully implemented an onsite matchmaking event using the b2match platform, during the CIRPLEX. 49 bilateral meetings were scheduled, with numerous additional ad hoc discussions taking place in the Cradle-ALP matchmaking area. The matchmaking was completed by a joint Cradle-ALP group booth, giving participating SMEs additional visibility at this international conference. Eight SMEs from project regions exhibited their products and technologies at the Cradle-ALP booth, leveraging the conference's international audience for maximum exposure. Cradle-ALP project partners also disseminated the project's results and activities at the Cradle-ALP group booth.

More about the event: <https://www.alpine-space.eu/event/cirplex-circular-plastics-experience-summit-alpen-adria/>





### PP7 – CCIS

**Name:** Innovation Day 2025

**Date:** 16. 9. 2025

**Organiser:** Chamber of Commerce and Industry of Slovenia

**Location:** Brdo pri Kranju, Slovenia

**Stakeholders reached:** SMEs, large companies, BIOs, policymakers, research institutions

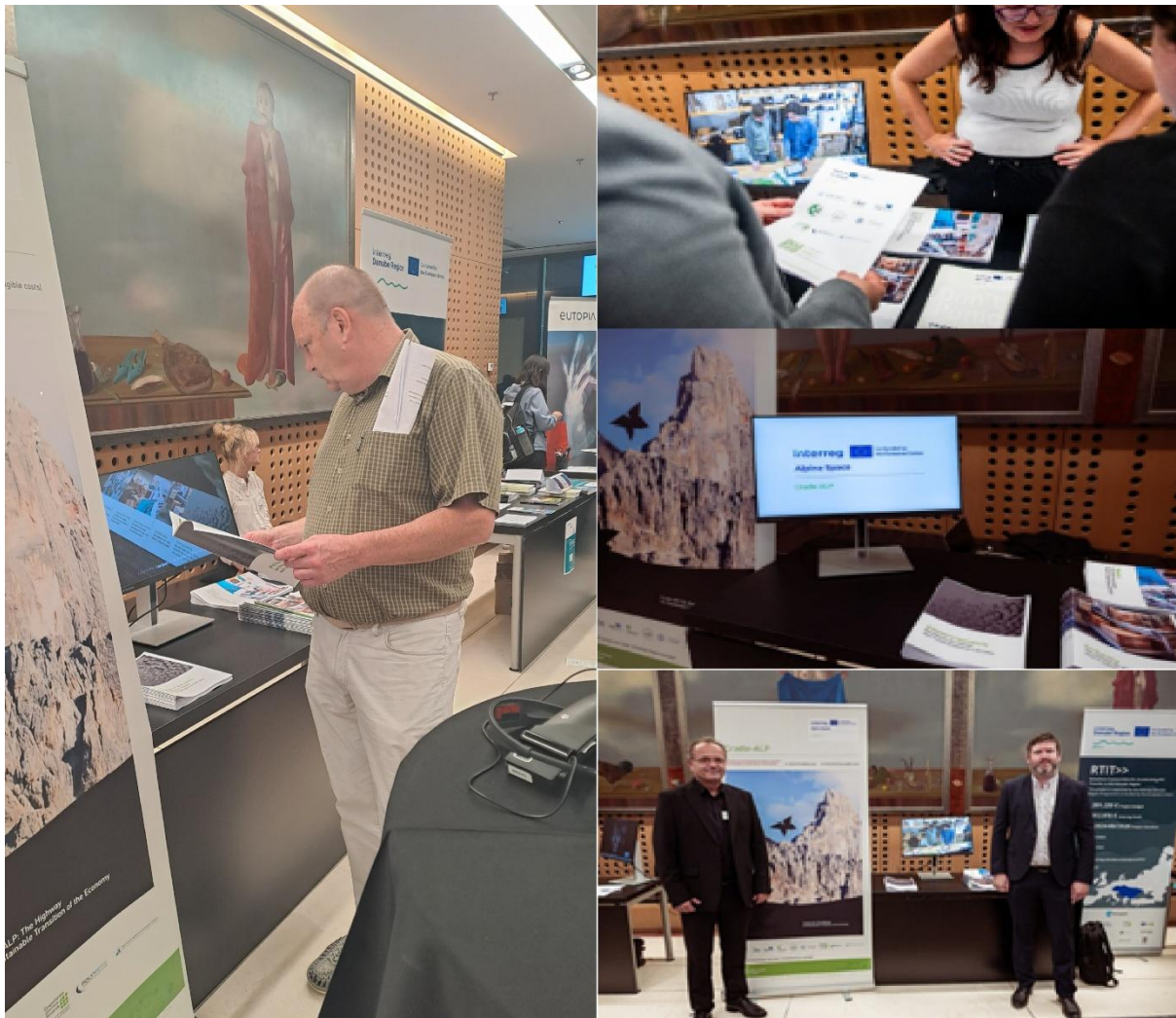
#### **Short description of the event / weblink if available:**

At Innovation Day 2025, attended by over 200 participants, CCIS presented the Cradle-ALP project. A dissemination activity was organized for all innovation stakeholders (SMEs, policymakers, research institutions etc.) to promote innovation in business. Cradle-ALP team took part and presented project outputs and raise awareness of C2C methods and tools. The project was shortly introduced on the main stage, followed by discussions at the Cradle-ALP booth.

#### **Type of contribution to the event:**

CCIS contributed to Innovation Day 2025 by showcasing the Cradle-ALP project, focusing on circular transformation and the practical application of C2C methods and tools. The aim was to promote project results, foster knowledge transfer, and engage SMEs and innovation stakeholders in discussions on circular transition. The project was shortly presented on the main stage and further highlighted at a dedicated booth, where participants could explore outputs in detail. Among the attendees were active contributors to Cradle-ALP activities, such as Prof. Bolko (roadmap workshop for packaging and chemistry) and Mr. Alen Sapek (individual pilot workshop participant) (see last photo).

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### PP8 – POL

**Name:** Final dissemination events of the Cradle ALP project

**Date:** 05. 9 .2025 and 16. 10. 2025

**Organiser:** POLYMERIS

**Location:** Communauté de communes de Monistrol-sur-Loire (France) and Hall 32, Clermont-Ferrand (France)

**Stakeholders reached:** SMEs, large companies, BIOS, policymakers, research institutions

**Description of the event:** As part of the final dissemination activities of the Cradle ALP project, POLYMERIS ensured the dissemination of the project results to its members through two dedicated events. The mappings developed within the project, as well as the main project results, were first presented during the monthly meeting of POLYMERIS members in Haute-Loire, held on Friday 5 September 2025 at the Communauté de communes de Monistrol-sur-Loire, with the participation of ten member companies: PLASTRI, BOBINO, LEYGATECH,

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BARBIER, LABPLASTIC, GLOW UP CONSULTING, MULTIPLAST, GUERIN PLASTIQUES, PACK AVENIR and SEDEM. On this occasion, the “LCA Guide for Beginners”, developed within the Cradle ALP project, was presented in detail and made available to members for download via the MyPOLYMERIS platform.

The project results were also presented during the monthly meeting of POLYMERIS members in Clermont-Ferrand, held on 16 October 2025 at Hall 32, bringing together nine organisations: Université Clermont Auvergne, Auvergne Rhône-Alpes Entreprises, GENEOMAT, Clermont Auvergne Innovation, ELANOVA, ZPP, PPI and TECHNOLOGISTIQUE. These dissemination activities contributed to the effective valorisation of the Cradle ALP project deliverables and supported their uptake by industrial and institutional stakeholders at regional level.



### 4. Conclusion

The dissemination events documented in this deliverable demonstrated the active and continuous engagement of Cradle-ALP project partners in promoting cradle to Cradle approaches, circular design principles, and circular substitution strategies across the Alpine Space. Through a wide range of outreach activities, partners successfully reached diverse target groups, including SMEs, business intermediary organisations, innovation stakeholders, research institutions, and policymakers, ensuring broad visibility of the project's objectives, tools, and preliminary results.

The variety of dissemination formats implemented allowed partners to tailor their communication to different audiences and regional contexts. This flexible and context-sensitive approach contributed to raising awareness of circular economy principles in priority sectors such as plastics, chemistry, wood and forestry, food production, and manufacturing, while also highlighting the practical relevance of C2C methodologies for industrial transformation.

By integrating Cradle-ALP dissemination activities into existing regional, national, and transnational events, partners were able to leverage established innovation ecosystems and networks, thereby maximising outreach and impact. The events facilitated knowledge exchange, peer learning, and dialogue among stakeholders, encouraging SMEs and innovation actors to reflect on their current practices and explore opportunities for integrating circular and sustainable solutions into their business models. In several cases, dissemination activities also served as entry points for further engagement, including participation in workshops, pilot actions, roadmapping exercises, and transnational cooperation initiatives.

Overall, the dissemination efforts contributed to strengthening capacities within regional innovation systems and supported the project's broader objective of mainstreaming C2C approaches in industrial value chains across the Alpine Space.