

**Project Acronym: Cradle-Alp**  
**Project number: ASP0100003**

## **D.2.2.1**

### **Peer-based monitoring and coaching activities for the pilot in each industrial sector**

WP n°: **2**  
Task n°: **A2.2**  
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## Executive Summary

Deliverables D2.2.1 and D2.2.2 outline the outcomes of task A2.2 “Testing the relevance of the industrial C2C transformation roadmap and the C2C toolbox for promoting C2C in some industrial sectors in selected project regions”.

While D2.2.2 describes in detail how SMEs were supported using the toolbox assembled in WP1 this deliverable D2.2.1 reports on the coordination of the pilot action process in the five separate sector groups, the Transnational Sectoral Working Group (TSWG).

Initially, the TSWGs were formed for the roadmapping process. The consortium partners proceeded to regularly meet in these sector groups to coordinate all of the individual and collective activities with each other, as well as to discuss challenges and solutions for proceeding.

Each TSWG monitored the progress of the activities and regularly exchanged on the experiences, challenges and learnings made by applying the different tools in the support services for SMEs.

In general, two kinds of tools were used to support SMEs; individual support using specific coaching tools to discuss internally with a single company and collective support services offering workshops for knowledge transfer, to boost innovation activities and to bring together corresponding business and/or development partners.

The biggest challenge for each project partner was to raise interest in the individual services. SMEs using the support offers benefited from the knowledge transfer and the discussion about sustainable and circular approaches, guided by the various tools. Collective activities turned out to be very useful to connect SMEs with research and development partners as well as alternative partners in value chains to reach the individual sustainability targets of the companies. Collective activities helped to strengthen the collaboration between project partners to stimulate transregional and cross-border matching of companies.

## 1. Introduction to the Cradle-Alp project

Cradle-ALP aims for mainstreaming cradle to cradle (C2C) approaches, circular design and circular substitutions (from the alpine region) 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 shall be on the substitution of chemical and fossil based/unsustainable materials with more circular, sustainable and bio-degradable ones.

In a first step, the partners addressed the public, relevant industries and stakeholders from policy and innovation intermediaries to build broad awareness and understanding for the opportunities and challenges of the transformation towards circular value chains. This comprises the future manufacturing of industrial products by means of C2C approaches, using circular design principles and substituting conventional materials with renewable alternatives.

Building on a thorough multidimensional (technology, policy, economy, etc.) roadmapping exercise, transnational groupings of stakeholders developed roadmaps for each of the five focus sectors including chemistry, polymers, packaging, textile and furniture/wood-based materials. These transformation roadmaps give guidance to SMEs for current and future technological, regulatory and economical aspects on the way to transform their industrial value chain.

Based on this information the consortium partners will test different service offers and tools to support SMEs implementing C2C approaches, circular design and circular substitutions along their specific value chains.

Finally, the partners will work towards ensuring a transnational policy convergence towards transnational S4 strategies in the priority sectors of the project and initiate common cross border funding instruments for the industrial C2C transformation.

## 2. Objective of regular TSWG meetings

The objective of task A2.2 is to test the relevance of the transformation roadmap and the C2C toolbox to directly support SMEs in their transformation efforts to build circular value chains.

Through transnational as well as local and collective as well as individual activities, project partners provide support to SMEs in the Alpine space region. Their role includes mentoring SMEs, assisting in technology adoption, and facilitating collaboration between businesses to establish new value chains.

To ensure the success of the pilot activities in every of the five sectors, project partners continue the exchange in the sector-specific Transnational Sectoral Working Group

(TSWG). Initially, the TSWGs were formed to coordinate and organize the roadmapping process in each sector. During the consortium meeting in Lyon it was decided that these TSGWs will be used to further coordinate the pilot and coaching activities in at least three regular meetings per TSWG. These meetings will serve as a platform to review the pilot process, exchange experiences, assess challenges, and identify necessary corrective actions.

## 3. Report of activities carried out at TSWG group meetings

In the following subsections the activities of the five TSWG groups are described in more detail. The single meetings of each TSWG are documented and the conclusions of each group on the process of conducting the pilot actions describing the challenges in the testing of the pilot tools and actions undertaken to be able to support companies.

### 3.1. TSWG Chemistry/Materials

For internal organization and coordination of pilot and support activities the Transnational Sectoral Working Group for Chemistry/Material met on a regular basis once per month starting in September 2024.

#### Overview of TSWG meetings

Following, the dates and participants of all TSWG Chemistry/Material meetings are listed:

- **1. Meeting, Sept. 6th, 2024**  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP9-HEIA-FR  
Not attended: -
- **2. Meeting, Oct. 22nd, 2024**  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP9-HEIA-FR  
Not attended: PP7-CCIS
- **3. Meeting, Nov. 29th, 2024** (Joint Meeting with TSWG Polymers)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR;  
Not attended: -
- **4. Meeting, Jan. 31st, 2025** (Joint Meeting with TSWG Polymers)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR;  
Not attended: -
- **5. Meeting, Feb. 28<sup>th</sup>, 2025** (Joint Meeting with TSWG Polymers)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR;  
Not attended: -
- **6. Meeting, Mar. 28<sup>th</sup>, 2025** (Joint Meeting with TSWG Polymers)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL; Not attended:  
PP7-CCIS, PP9-HEIA-FR

- **7. Meeting, April, 25<sup>th</sup> 2025** (Joint Meeting with TSWG Polymers)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR;  
Not attended: -

Overview on pilot actions and activities coordinated and carried out through **TSWG Chemistry/Material:**

| Pilot action/activity (individual/collective)             | Description of activity   | Applied by partner      |
|---|---|-------------------------|
| Advertising services to SMEs                              | Via website, newsletter, email, Linkedin, phone call                            | PP2, PP3, PP5, PP7, PP9 |
| Direct matching of SMEs                                   | Personally connecting two SMEs to discuss & build circular value a chain        | PP3                     |
| Individual SME advice using one of the pilot action tools | Individual consulting using QuickScan, Circularity Compass, BMC, VCG, LCA guide | PP2, PP3, PP5, PP7, PP9 |
| Company visits  | On site visit at a  | PP3, PP5                |
| Lego Serious Play Workshop                                | Innovation workshop with up to 10 SMEs  | PP3, PP5                |
| Online match making event                                 | Bilateral match making using b2match platform                                   | PP2, PP3, PP5, PP7, PP9 |
| Onsite match making event                                 | Bilateral match making at a trade fair/ conference                              | PP2, PP3, PP5, PP7, PP9 |
| LCA Workshop  | Regional workshop/seminar   | PP3, PP5, PP7,          |
| Trade fair/conference                                     | Joint booth offered to SMEs at trade fair/conference (Cirplex 2025)             | PP2, PP3, PP5, PP7, PP9 |

## **Conclusion and lessons learnt**

At the second TSWG meeting of Chemistry/Material and the TSWG meeting for Polymers it was decided to merge both sector group meetings because there was only a difference in one partner, namely PP8-POL.

All partners used a variety of channels to communicate and advertise Cradle-ALP offers and services based on the individual and collective support actions. This included information on the partner's websites, newsletter articles, posts on Linkedin (partner channels and Cradle-ALP channel), announcements at external events (including exhibiting the roll-up), dedicated information events, advertising/invitations at non-project events of the cluster (i.e. webinar), direct emailing to companies of the target group (SMEs/start-ups in chemistry, material development, recycling etc.), and calling network members individually by phone to explain the services and offers.

Despite the use of these different communication channels/approaches it turned out soon in the process that only a very low number of SMEs respond to the provided information and offers. Mainly for the individual support activities including the tools QuickScan, Circularity Compass, Business Model Canvas and direct matching of companies for collaboration it was not easy to raise interest. Presumably, one reason is that the offered services require a high need of thorough explanation.

Therefore, most partners started to individually contact single companies to explain how they could benefit from the individual consulting services as well as from participating in

the collective activities, i.e. workshops and seminars which were held online or in person to address regional stakeholders.

Realizing that only a low number of SMEs responds to the offer of individual services, the partners decided together in the TSWG to set a stronger focus on collective actions. These offers comprised online and onsite match making events, innovation workshops (Lego Serious Play, Life Cycle Assessment, Value Chain Generator) and joint booth at a conference/trade fairs. Following this strategy, the partners succeeded in involving SMEs and start-ups to participate in the offered collective activities and even in individual consulting services.

The individual tools tested in the pilot actions are described in the toolbox D1.4.3 and briefly summarized in D2.2.2. End of period 4 and beginning of period 5 for each tool there were introductory trainings held for all project partners in order to provide basic information on the tools. This way each project partner was able to decide which tools are most suitable to the SMEs in their own network and region.

- **PP2-TZ Horb** used the Sustainable Business Model Canvas (SBMC) coaching start-up companies of their network to optimize their business model and direct match making activities to bring companies into collaboration.
- **PP5-BizUp** offered LCA expert workshops and guidance, individual coaching using the Sustainable Business Model Canvas and organizing the joint Lego Serious Play workshop on sustainable innovations in plastics and packaging in collaboration with PP3-CCB. In addition PP5 was the main organizer for the joint booth and on-site match making event at the CIRPLEX - Circular Plastics Experience Summit in May 2025 in Klagenfurt.
- **PP3-CCB** focused on direct, personal matching of SMEs with relevant solution providers and conducted several individual coaching activities using the QuickScan tool. This opportunity was taken by a SME and several start-ups. CCB was involved in Lego Serious Play workshop and co-organizing online match making events. In addition, an expert workshop on life cycle assessment was conducted reaching more than 10 companies of the CCB network and providing the “Cradle-ALP LCA guide” prepared by BizUp.
- **PP9-HEIA-FR** used the VCG – Value Chain Generator organizing a public training workshop for this tool and a series of closed workshops for five SMEs/start-ups to identify and develop novel approaches for value chains based on unused residues. Additionally, HEIA-FR approached Suisse companies to participate in the Cirplex conference and match making.

In summary, it can be said that the collective activities were most useful to not only strengthen the collaboration between project partners but also to improve transregional and cross-border matching of companies.

## 3.2. TSWG Polymers

The TSWG Polymers met every month starting from September 2024 to coordinate activities toward SMEs in the frame of Period 5, with a total of 7 meetings among which 5 were conducted jointly with TSWG Chemistry/Materials.

### Overview of TSWG meetings

Following, the dates and participants of all TSWG Polymers meetings are listed:

- **1. Meeting, Sept. 20th, 2024**  
Participants: PP2-TZHorb, PP3-CCB, PP8 POL, PP9-HEIA-FR  
Not attended: -
- **2. Meeting, Oct. 22nd, 2024**  
Participants: PP2-TZHorb, PP3-CCB, PP8 POL, PP9-HEIA-FR  
Not attended: -
- **3. Meeting, Nov. 29th, 2024** (Joint Meeting with TSWG Chemistry/Materials)  
Participants: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR; Not attended: -
- **4. Meeting, Jan. 31st, 2025** (Joint Meeting with TSWG Chemistry/Materials)  
Participants: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR; Not attended: -
- **5. Meeting, Feb. 28<sup>th</sup>, 2025** (Joint Meeting with TSWG Chemistry/Materials)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR; Not attended: -
- **6. Meeting, Mar. 28<sup>th</sup>, 2025** (Joint Meeting with TSWG Chemistry/Materials)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL; Not attended: PP7-CCIS, PP9-HEIA-FR
- **7. Meeting, April 25<sup>th</sup> 2025** (Joint Meeting with TSWG Chemistry/Materials)  
Partners: PP2-TZHorb, PP3-CCB, PP5-BizUP, PP7-CCIS, PP8-POL, PP9-HEIA-FR; Not attended: -

# Cradle-ALP – Peer-based monitoring and coaching activities

Overview on pilot actions and activities coordinated in and carried out through TSWG Polymer:

| Pilot action/activity (individual/ collective)             | Description of activity   | Applied by partner |
|--|---|--------------------|
| Advertising services to SMEs                               | Via website, newsletter, email, Linkedin, phone call                            | PP2, PP3, PP9, PP8 |
| Direct matching of SMEs                                    | Personally connecting two SMEs to discuss & build circular value a chain        | PP2, PP3, PP8      |
| Individual SME advice using one of the pilot action tools  | Individual consulting using QuickScan, Circularity Compass, BMC, VCG, LCA guide | PP2, PP3, PP9      |
| Collective consulting/advices using the pilot action tools | Collective workshops using Circularity Compass tool                             | PP2, PP8           |
| Company visits   | On site visit at a company  | PP2, PP3, PP8      |
| Lego Serious Play Workshop                                 | Innovation workshop with up to 10 SMEs  | PP2, PP3           |
| Online match making event                                  | Bilateral match making using b2match platform                                   | PP2, PP3, PP9, PP8 |
| LCA Workshop   | Regional workshop/seminar with up to 30 SMEs                                    | PP3, PP8           |
| Trade fair/conference                                      | Joint booth offered to SMEs at trade fair/conference (Cirplex 2025)             | PP2, PP3, PP9, PP8 |

## Conclusion and lessons learnt

The initial two meetings were exclusively internal to the TSWG Polymers, allowing the participating partners to discuss and prioritize the industrial sectors of interest, given the wide-ranging applicability of polymer materials. Through discussions, the group identified the polymer-based composites sector as a common area of engagement for their SMEs and strategic interest among all partners and within the Alpine Space industry. Consequently, the TSWG Polymers decided to concentrate its efforts on polymer-based composites industry and SMEs. Following those two meetings and after discussion with PP03 CCB, the lead partner for TSWG Chemistry/Materials, it was decided to organize joint meetings between TSWG Polymers and TSWG Chemistry as they had partners in common and similar topics.

Partners started advertising Cradle-ALP offer of services towards SMEs from September 2024, though a wide range of communication channels including : articles on the partners' website and social media, newsletters, direct emailing & phoning to companies interested in circular economy initiatives, presentations at external events (trade fairs, webinars, partners' events) and presentations to smaller groups of companies members in the frame of the partner's existing corking group or regular collective meeting with their members. However, those communications efforts to promote Cradle-ALP services raised little interest from the SMEs in testing the tools and receiving support. After

discussing this issue at the TSWG meetings, partners agreed that this kind of promotional efforts did not allow to have an in-depth presentation of the tools and did not offer SMEs concrete examples or support tailored to their needs, hence the lack of interest from their part. Corrective measures were implemented by partners who started to approach companies individually, making a tailored presentation of the Cradle-ALP services adapted to the SME's need, and to organize collective testing sessions on specific topics with a clear presentation of the goal of the session (Lego Serious Play, Circularity Compass, Life Cycle Assessment, Value Chain Generator). Thanks to this corrective measure, the partners succeeded in involving SMEs in the offered collective activities and even in individual consulting services (Lego Serious Play, Life Cycle Assessment, Value Chain Generator).

Another corrective measures decided among TSWG Polymers and TSWG Chemistry partners was to organized matchmaking events on common topics to attract more SMEs and foster meetings and potential collaborations between them. The goal was to organize a conference with key-notes linked to the SME's needs identified in the road mapping process (i.e. : lack of information on regulations and political framework, interest in sharing best-practices and successful circular business cases, state-of-play of the technologies available for circularity in a sector) followed by matchmaking sessions through a dedicated platform. This initiative allowed a good participation from the SMEs and enabled transnational and transectoral matching as the events were organized with the support of several partners involving different expertise linked to a topic. The TSWG Polymers and TSWG Chemistry organized a matchmaking event focusing on Composites recycling and circularity involving the participation of SMEs from the chemistry sector (for example ones involved in chemical recycling processes of polymers) but also from the plastics and polymer-based composites sector.

Some partners that were not members of the TSWG Polymer sector also contributed to this TSWG activities as they gathered among their members SMEs working in the polymer sector and interested in testing the tools. This is the case for PP05 Biz-Up and PP07 CCIS who involved their SMEs in the matchmaking event on composites and also organized collective workshops on Polymers to test tools such as Lego Serious Play or Circularity Compass.

The individual tools tested in the pilot actions are described in the toolbox D1.4.3 and briefly summarized in D2.2.2.

### 3.3. TSWG Packaging

The TSWG Packaging met 4 times from September 2024 to coordinate activities toward SMEs in the frame of Period 5. Bilateral meetings are not included.

#### Overview of TSWG meetings

- **1. Meeting, Sept. 27th, 2024**  
Partners: LP-CCAPP, PP4-BOKU, PP6-UniSmart, PP7-BizUP, PP7-CCIS  
Not attended: -
- **2. Meeting, Oct. 30th, 2024**  
Partners: PP3-CCB, PP6-UniSmart, PP7-CCIS  
Not attended: -
- **3. Meeting, Mar. 3th, 2025**  
Partners: LP-CCAPP, PP4-BOKU, PP6-UniSmart, PP7-BizUP, PP7-CCIS  
Not attended: -
- **4. Meeting, May. 9th, 2025**  
Partners: LP-CCAPP, PP4-BOKU, PP6-UniSmart, PP7-BizUP, PP7-CCIS  
Not attended: -

| Pilot action/activity (individual/ collective)             | Description of activity   | Applied by partner     |
|--|---|------------------------|
| Advertising services to SMEs                               | Via website, newsletter, email, Linkedin, phone call, other social media        | LP, PP4, PP5, PP6, PP7 |
| Individual SME advice using one of the pilot action tools  | Individual consulting using QuickScan, Circularity Compass, BMC, VCG, LCA guide | LP, PP7                |
| Collective consulting/advices using the pilot action tools | Collective workshops using Circularity Compass tool                             | LP, PP7                |
| Company visits   | On site visit at a company  | PP7                    |
| Lego Serious Play Workshop                                 | Innovation workshop with up to 10 SMEs  | PP5                    |
| Online match making event                                  | Bilateral match making using b2match platform                                   | LP, PP3, PP4, PP5, PP7 |
| Trade fair/conference                                      | Joint booth offered to SMEs at trade fair/conference (Cirplex 2025)             | LP, PP4, PP5, PP7      |

## **Conclusion and lessons learnt**

The TSWG Packaging group encountered challenges similar to those faced by other sectoral groups, particularly in engaging SMEs. Despite a multi-channel communication strategy (including social media, newsletters and or articles, and direct outreach via e-mails) initial interest from SMEs remained low. This reaffirmed a common insight shared across TSWGs: broad-based advertising alone is not sufficient to capture SME attention.

In response, TSWG Packaging partners adopted a more targeted and personalized approach (phone calls, personal e-mails, meetings). They began engaging companies individually, tailoring messages to each SME's specific context and clearly demonstrating the concrete benefits of the available support tools. This approach proved more effective, resulting in increased participation in individual piloting activities.

However, partners still decided to organize and attend broad activities promoting the Cradle-ALP project, cradle to cradle concept and individual activities, such as the CIRPLEX conference and the online matchmaking event. These activities allowed SMEs to explore new ideas and connect with potential partners from across the Alpine region. These formats promoted knowledge exchange and aimed to drive transnational cooperation.

Key lessons included the importance of direct, personalized communication and the need to clearly present the value of the tools in improving each SME's operations. Achieving this required a deep understanding of the SMEs being targeted.

An important point to add is that, since PP4 – BOKU does not have direct access to companies, their Austrian partner, PP5 – BizUp, supported them in targeting packaging companies. In addition, PP3 – CCB also collaborated with the TSWG Packaging group, both by helping to identify relevant companies and by actively participating in the matchmaking event. CCB also invited one of the speakers, the company Gruber-Folien.

## 3.4. TSWG Textile

For internal organization and coordination of pilot and support activities the Transnational Sectoral Working Group for Textile met up four times. The decision was made to skip a December meeting due to the project partner meeting that was held in Munich.

### Overview of TSWG meetings

- **Kick-off Meeting, Sep. 23rd, 2024**

Participants: PP5- Biz-Up, PP7 - CCIS, PP8- POL; Support from PP4 - BOKU

Not attended: PP2 – TZ Horb

- **2. Meeting, Nov. 08th, 2024**

Participants: PP2- TZ Horb, PP5- Biz-Up, PP7 - CCIS, PP8- POL; Support from PP4 – BOKU

Not attended: -

- **3. Meeting, Dec. 17th, 2024**

Participants: PP2- TZ Horb, PP5- Biz-Up, PP7 - CCIS, PP8- POL; Support from PP4 - BOKU

Not attended: -

- **4. Meeting, Jan. 30th, 2025**

Participants: PP5- Biz-Up, PP7 - CCIS, PP8- POL; Support from PP4 - BOKU

Not attended: PP2 – TZ Horb

Overview on pilot actions and activities coordinated in and carried out through TSWG Textile:

| Pilot action/activity (individual/ collective)  | Description of activity   | Applied by partner   |
|---|---|--|
| Advertising services to SMEs                    | Via website, newsletter, email, Linkedin, phone call                            | PP5, PP8, PP7, PP2   |
| Direct matching of SMEs                         | Personally connecting two SMEs to discuss & build circular value a chain        | PP8 (Biomerieux & Geneomat on recycling personal security equipment (including textile) but discussions are on-hold as partners did not agree over the price), PP2 |
| Individual SME advice using a pilot action tool | Individual consulting using QuickScan, Circularity Compass, BMC, VCG, LCA guide | PP5, PP8 (Circularity Compass, 2 Textiles SMEs attended the workshop)  |
| Company visits                                  | On site visit   | PP2  |
| Lego Serious Play Workshop                      | Innovation workshop with up to 10 SMEs  |  |
| Online match making event                       | Bilateral match making using b2match platform                                   | PP2  |
| Onsite match making event                       | Bilateral match making at a trade fair/   | PP2  |

|                       |   |  |
|-----------------------|---|--|
|                       | conference  |  |
| LCA Workshop          |   |  |
| Trade fair/conference | Joint booth offered to SMEs at trade fair/conference (Cirplex 2025) | PP5 (in collab with BOKU: Vienna Textile Lab as one Austrian participating company at the booth) |

## **Conclusion and lessons learnt**

In order to not repeat the contents too much, a lot of similarities can be observed between the experiences of the chemistry group and the textile group in terms of activities and response: a wide variety of channels has been employed to address potentially interested SMEs but despite efforts employed across different channels, finding interested SMEs proved itself to be more difficult than expected.

A significant contributor to this was the fact that unlike in other TSWGS, the textile group consisted of four partners that all had very little prior contacts in the respective industry. While PP8 was bound by an agreement with another cluster to not overstep too much into the textile industry, PP2, PP5 and PP7 struggled to extend their network within the time set to fulfil the tasks of A.2.2. The lack of existing contacts made it difficult to find suitable companies to carry out the activities initially planned.

This also led to the decision that collective activities will likely not be a good strategy to follow, as planning and organisational efforts are rather high with no guarantee that suitable participants can be found. Instead, the focus was on individual activities and getting to know ones own industry landscapes first.

- PP8- POL: As there is another cluster dedicated to textile sector (Techtera) operating in the same region as Polymeris, PP8 could not organise events or promote support on tools specifically focusing on textile as there is an agreement between those two historic partners to not overstep on the other cluster's sectoral activities. However, Polymeris managed to reach SMEs from the textile sector through the organisation of a Circularity Compass workshop during a recycling event co-organised by Polymeris and TECHTERA to which SMEs from The Textile and Plastics sectors contributed. Polymeris also did direct matching between 2 of its members SMEs on the recycling of plastics and textile equipment.
- PP7- CCIS tried their best through advertisements in order to generate attention in regard to the activities and the potential for collaboration with textile companies. Due to their lack of an existing textile network, finding interested companies was rather difficult.
- PP5-Biz-up: PP5 advertised the potential of the toolbox in various ways, through a broad online webinar that was also addressed to the textile industry as well as other publication channels in order to reach the right target audience. Within the frame of an on-site event around textiles, a circularity compass was carried out with one of the participating textile companies. Another compass was done with Tech2B, an Upper Austrian start-up consultancy. The team chose to fill in the compass for textiles as well, as they have close connections to textile start-ups in

Upper Austria.

Likely the biggest lesson learned for the TSWG Textile was that a six-month time frame is a rather short period to both build a network and service said network. While in theory the idea of exploring the textile industry through the Cradle-ALP project sounded rather interesting, the goals that were set were rather high considering the amount of groundwork that still needed to be done before even being able to address the topic of piloting with companies.

Another contributing factor that was already mentioned within the chemistry chapter as well was the high complexity of the toolbox. Explaining the different offers in a short and easily understandable way while also being catchy and grabbing the interest of SMEs.

## 3.5. TSWG Wood/Furniture

Please enter number of meetings, dates, participants, etc. and describe relevant aspects/results of the meetings as well as changes, adaptations, corrective measures here. Please delete this text afterwards.

### Overview of TSWG meetings

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Complete the table with the pilot actions and measures used in each TSWG to document the different activities carried out. Do not describe in detail the single activities or SMEs. Please fill in a separate table for each TSWG.

Overview on pilot actions and activities coordinated in and carried out through TSWG Polymer:

| Pilot action/activity (individual/ collective)  | Description of activity | Applied by partner |
|---|-------------------------|--------------------|
| Advertising services to SMEs                    |                         |                    |
| Direct matching of SMEs                         |                         |                    |
| Individual SME advice using a pilot action tool |                         |                    |
| Company visits                                  |                         |                    |
| Lego Serious Play Workshop                      |                         |                    |
| Online match making event                       |                         |                    |
| Onsite match making event                       |                         |                    |
| LCA Workshop                                    |                         |                    |
| Trade fair/conference                           |                         |                    |
| ...add further activities if necessary          |                         |                    |

### Conclusion and lessons learnt

... fill in text here

## Annexes

### A2.2 – Individual & Collective Activities Update



| Individual Activities   | Collective Activities  |
|---|--|
| <b>Direct Matching</b>  | <b>Company visits</b>  |
| <ul style="list-style-type: none"> <li>- CCB: CSC Jäcklechemie GmbH + Composite Recycling, July 24</li> <li>- CCB: Rottal Hanf + Grüne Erde, 11.11.24</li> <li>- TZ Horb: Remondis + INNONET Cluster, Feb 25</li> <li>- TZ Horb: Daniacompack + Fischer, Feb 25</li> <li>- TZ Horb: Stratup + Hermann Ultraschall, Feb 25</li> <li>- CCIS: Interzero Slovenia + Roto Eco, Polycom, <u>Odelo</u>, <u>Plasta</u>, 26.11.24</li> <li>- POL : Biomerieux + Geneomat 03.01.2025</li> </ul> | <ul style="list-style-type: none"> <li>- CCB/BizUp: Rottal Hanf at Grüne Erde, 21.01.25</li> <li>- CCB: Grüne Erde at Rottal Hanf, 12.03.25</li> <li>- TZ Horb: Vogt Plastic, Oct 24</li> <li>- TZ Horb: Lauffer, Jan 25</li> <li>- CCIS: Interzero Slovenia, 26.11.24</li> <li>- POL : NPPM (plastic recycling) 15.01.2025</li> <li>- POL : PPI 05.02.2025</li> </ul>   |
| <b>QuickScan</b>  | <b>Workshops (VCG, LSP):</b>   |
| <ul style="list-style-type: none"> <li>- CCB: Biofibre GmbH, 09.01.25</li> <li>- CCB: Individual offer to Start-ups at competition 'planB', 19.03.25</li> </ul>   | <ul style="list-style-type: none"> <li>- BizUp/CCB: Lego Serious Play Innovation workshop, 24.02.25: 10 pax</li> <li>- BizUp: Presentation of <u>tool box</u> to 20 companies in plastic recycling, Dec 24</li> <li>- HEIA-FR: VCG open workshop for interested companies/regional policymakers, spring 25</li> <li>- HEIA-FR: B2B <u>circular consultancy</u> using VCG, 5 Suisse companies, spring 25</li> </ul> |
| <b>Circularity Compass</b>  | <b>LCA Workshops</b>   |
| <ul style="list-style-type: none"> <li>- CCIS: Roto Eco, Dec 24</li> <li>- CCIS: <u>Plasta</u>, Jan 25</li> <li>- POL : Workshop at the Recycling Symposium 05.11.2024 (6 SMEs)</li> </ul>  | <ul style="list-style-type: none"> <li>- BizUp: Expert Workshop on LCA method,</li> <li>- CCB: LCA workshop 'Chemical industry', 06.05.25</li> <li>- POL : Workshop on LCA tools with the WG Life Cycle Materials, end of May 2025</li> </ul>  |
| <b>SBMC</b>   | <b>Match making event</b>  |
| <ul style="list-style-type: none"> <li>- BizUp: Vienna Textile Lab (planning)</li> <li>- TZ Horb: Daniacompack, Feb 25</li> <li>- TZ Horb: Cyclize, Feb 25</li> </ul>   | <ul style="list-style-type: none"> <li>- 1. Online: Composites/Polymers, organized by Pol/BOKU/CCB, 20.03.25<br/>Dr. Florian Part, BOKU University, "Safe and sustainable polymer composites for a circular economy"</li> <li>- 2. Event: Wood/Furniture</li> <li>- 3. Onsite: <u>Packaging</u>, organized by BizUp/CCIS at CIRPLEX, 13.-15.05.25</li> </ul>   |
| <b>Sustainability Analysis</b>  | <b>Joint Booth at Trade Fair/Conference</b>  |
| <ul style="list-style-type: none"> <li>- TZ Horb: HESA-Kunststoffe, <u>Promod</u> (planning)</li> </ul>   | <ul style="list-style-type: none"> <li>- BizUp: CIRPLEX, 13.-15.05., CCIS, TZ Horb, CCB, HEIA-FR <u>involved</u></li> <li>- TZ Horb/POL: Networking Cocktail at Fakuma trade fair. Oct 24</li> </ul>   |

Graphic 1: Screenshot of the summary of activities, TSWG meeting Chemistry/Materials & Polymers February 28<sup>th</sup>, 2025

screenshot TSWG other meetings !!!!