



**Project Acronym: Cradle-Alp**

**Project number: ASP0100003**

## **D.1.1.1**

# **Establishment of the Transnational Expert Support Group**

WP n°:	<b>1</b>
Task n°:	<b>A1.1</b>
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# Cradle-ALP – Establishment of the transnational expert support group

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## Executive Summary

This deliverable documents the establishment of the transnational expert support group during the first months of the project.

Each partner did name at least one expert for the group.

The formal establishment of the group did take place on 1 March 2023 at the occasion of the first meeting (online) of the expert support group.

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# Cradle-ALP – Establishment of the transnational expert support group

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## 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.

First, the partners will build a broad awareness and understanding in the public, the relevant industries as well as among stakeholders from policy and innovation intermediaries, for the opportunities, barriers and mechanisms of the transformation of industrial products towards higher circularity by means of C2C approaches, circular design and circular substitutions. Business support providers shall be trained to accompany the transformation of businesses along more circular value chains.

In a second step, the partners will explore in details and test 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 thorough multidimensional (technology, policy, economy, etc.) roadmapping exercise, transnational groupings of stakeholders – including businesses – will be installed, with the aim to transfer the C2C roadmaps into industrial practice along exemplary 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. Establishment of a transnational expert support group in Cradle-Alp

### Role of the transnational expert support group

The first activity in the Cradle-Alp project is the establishment of an expertise and knowledge pool building on the analysis of international C2C practices, so as to ensure for the partners the access, throughout the project duration, to relevant expertise and knowledge. The transnational expert support group (TESG) is a significant part of this expertise and knowledge pool.

The TESG is expected to contribute mainly to the following project activities:

- Identify opportunities/challenges/good and bad practices for fostering C2C, circular design and circular substitution of fossil-based raw materials in the Alpine Space – e.g., for study visits;
- Identify knowledge for potential capitalization in Cradle-ALP in the dimensions policies/business support – technologies – business models and practices;
- Formulate recommendations for the development of sectoral industrial transformation roadmaps.

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The involvement of the experts of the TESG is expected to take place in the framework of project meetings (mostly online) as well as in bilateral interaction with the project partners as needed.

## **Identification of potential members**

Taking into account the role of the TESG, the partners were asked to identify suitable experts willing to contribute. The focus was set on experts with a strong background in technologies and business models, as the policy activities will be concentrated in WP3 on the one hand, and the core of the support is connected to the sectoral transformation roadmaps on the other hand.

It was also decided to focus on experts from the Alpine Space area, which can potentially be stronger involved and have a higher impact due to their close connection to the territory. Experts from outside the Alpine Space area will be involved ad hoc, for instance in the framework of online study visits.

## **First meeting of the transnational expert group**

Building on the list of experts suggested by the partners, a first online meeting of the TESG was organized on 1 March 2023, from 15:30 to 17:00, which was also attended by the project partners. The first part of the meeting was dedicated to the introduction of the experts and their fields of competence, the second part to the presentation of the project and the role of the experts.

The recording of the meeting is available upon demand – screenshots and the presentation used by the moderator are enclosed in the annexes to this deliverable.

## **3. Composition of the transnational expert support group**

Following the first meeting of the transnational expert group, the persons listed below have been confirmed as members of group. They represent a mix of academic, business support, business and NGO organisations.

## Cradle-ALP – Establishment of the transnational expert support group

N°	ACRONYM	Expert	Organisation	Policies & business support	Technologies	Business models
LP01	CCIAA PD	Emiliano Fabris	Galileo Visionary District	R&D and TT support, business strategy, design thinking, training	Product design, AI expertise in communication, digital marketing, innovative materials	Business models, green and sustainable transition, eco-design, LCA, GRI certified sustainability professional
PP02	TZ Horb	Bernhard Kölmel	Pforzheim University	TT and R&D support Knowledge-based economic development strategies	Digital technologies and business models Value Chain and global Business eco-systems coordination	Business models and innovation management Digital transformation Digital technologies for the circular economy
PP03	CCB	Peter Désilets	Pacoon Sustainable Concepts GmbH		Expertise in marketing, product management and design of sustainable packaging  Total cost and CO2 optimization	Green and sustainable transformation
PP04	BOKU	Tim Janßen	C2C NGO	Lobby work		Transition towards C2C
PP05	Biz-up	Oliver Brüggemann	Johannes Kepler University Linz		Expertise in polymer chemistry, renewable polymers	
	Biz-up	Karin Huber-Heim	Circular Economy Forum Austria	Executive Director of the Circular Economy Forum Austria, an interdisciplinary multi-stakeholder initiative to support companies in the transition to regenerative circular economy.	Expertise in technologies for the circular economy.	Experience in supporting companies with developing circular business models.  Regenerative business and responsible management.

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PP06	UniSMART	Maria Cristina Lavagnolo	University of Padua	Expertise in waste management legislation	Expertise in technologies for the sustainable management of wastes; benefits of solid waste management with particular attention to the sustainability and circularity of resources	
PP07	CCIS	Mija Sežun	Pulp and Paper Institute, Ljubljana		Expertise in reuse and recycling of waste materials. Especially characterization and use of lignocellulosic biomass, use of enzymes and fungi.	
PP08	POL	Myriam Protière	Axel'One		Responsible of collaborative projects and partnerships Expertise in eco-design of products, recycling methods, bio-based materials in the polymer industries.	
PP09	HEIA-FR	Andreas Fischer	Fribourg University, Department for Informatics		AI & Data processing	Co-creator of the value chain generator software tool ( <a href="https://vcg.ai/#">https://vcg.ai/#</a> )

Note: the representatives of PP07 and PP09 were confirmed after the first meeting of the transnational expert support group by the respective partners.

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## 4. Annexes

### Screenshots of the meeting

The screenshot displays a Zoom meeting interface with a participant list titled 'Teilnehmer (23)'. The list includes a search bar and 23 entries, each with a profile picture, name, and status icons for video, audio, and chat. The participants are:

Initials	Name	Video	Audio	Chat
LS	Luc Schmerber (Host, ich)	On	On	On
	Oliver Brüggemann	On	On	On
	Bernhard Kölmel	Off	Off	On
ET	elena tognon	Off	Off	On
E	elisa.bacco@unipd.it	Off	Off	On
	Emiliano Fabris	Off	Off	On
GP	Giacinto Pappalardo	Off	Off	On
	Grit Ackermann	Off	Off	On
	Karin Huber-Heim	Off	Off	On
KP	Katharina Perfahl	Off	Off	On
LG	Lisa Gabriela Bayer	Off	Off	On
	mariacristina.lavagnolo@unipd.it	Off	Off	On
MK	Michael, Keller (HES-SO//FR HEIA-FR)	Off	Off	On
MP	Myriam PROTIERE	Off	Off	On
RH	Raphaela Hellmayr	Off	Off	On
	Roberto Sandrini	Off	Off	On
RG	Roxane Girard	Off	Off	On
SB	Sl-Andreja Belavič Benedik	Off	Off	On
SV	Stefanie Vogel	Off	Off	On
TJ	Tim Janßen   Cradle to Cradle NGO	Off	Off	On
T	TobiasSchwarz Müller	Off	Off	On
	Urska Spitzer	Off	Off	On
V	valentina.scandola@unipd.it	Off	Off	On

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## Bernhard Koelmel



- **Pforzheim University:** Global Process Management, Scientific-Director IoS<sup>3</sup> - Institute of Smart Systems and Services ...
  - Dual Transformation, Digital Hub, AI Hub, Automotive Transformation, EIT Entrepreneurship, Future Lab, Product Service Systems, Business Models
- **International School of Management,** Paris/New York: Chair Strategic Technology Management
- **Texas State University:** Distinguished Researcher
  - Global Plastics Challenge
- European Commission/European Institute of Technology/Ministry of Research and Innovation, ...
- Industrial Affiliations
- Networks (bwcon, cyberforum, SAP startup, ...)
- ...



Cradle-ALP

## Transnational expert group



**Peter Désilets**

Managing Director  
pacocon Sustainability Concepts GmbH  
Munich Area, Germany



“pioneers for packaging design and sustainable packaging in Germany, Austria and Switzerland”

### Expert in

- Sustainable (packaging) design
- Marketing and communication strategy
- Product, brand and business development

Trainings in sustainable packaging and circular economy

This project is co-funded by the European Union through the Interreg Alpine Space programme.

### Role in Cradle-ALP

- Member of transnational expert group
- Observer
- Member of CCB

# Cradle-ALP – Establishment of the transnational expert support group

## INSTITUTE OF POLYMER CHEMISTRY

HEAD: UNIV.-PROF. DR. **OLIVER BRÜGGEMANN**  
DEPUTY HEAD: ASSOZ. UNIV.-PROF. DR. IAN TEASDALE

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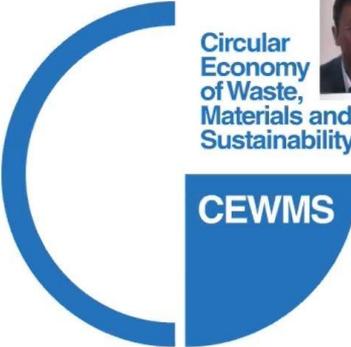
### Karin Huber-Heim

- Communication Sciences, Psychology and Media Studies, University of Vienna
- PR, Marketing & Advertising
- Postgraduate studies in CS&R Management
- International CSR consulting experience with projects in Europe, Africa, India, as well as in Middle East for Organisations of all types and sizes, for-profit/non-profit, public/private
- Conferences & scientific publications on CSR and communication topics as well as teaching sustainability & SDGs
- Scientific director of the postgraduate Master's programme "Sustainability & Responsible Management", FH BFI, Vienna
- Board Member, Global Compact Network Austria & Bertalanffy Center f. System Sciences
- Publications, Journals, Articles

MT20230301-144500\_Recording\_3012x1600 Forum Austria 2020 (2015)



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<https://www.dicea.unipd.it/cewms>

**68 researchers – 18 departments**  
*p.i.: Maria Cristina Lavagnolo*  
master course- *Sustainable Chemistry & Technology for Circular Economy, Silvia Gross*  
**cewms@dicea.unipd.it**



01-144500\_Recording\_3012x1600

Shared tools access  
R&D services

## OUR 3 AREAS OF EXPERTISE



**PROCESSES & DIVIDED SOLIDS**

- Catalysts and solids synthesis, shaping and upscaling
- Industrial scale-up of hybrid materials including MOF (Metal Organic Framework)
- Catalytic tests



**ADVANCED POLYMER MATERIALS**

- Synthesis & polymer processing
- Advanced chemistry AdChem4
- Materials characterization



**SMART PROCESS**

- Online industrial analysis
- Liquid and gas benches in industrial conditions
- Corrosion loop
- Digital and data science

To support development of innovative solutions based on ground-breaking technologies  
To foster mutualisation on a daily basis and facilitate collaborative and sustainable innovation

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group

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**Presentations on the Cradle-Alp project and the role of experts**

# Cradle-Alp

## Transnational expert support group

### 1st meeting

01.03.2023

online



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# Agenda

- Introduction of the experts
- Presentation of the project and role of the experts
- Open discussion:
  - First reflections from the experts
  - Suggestions and input for upcoming activities
- Next online meeting (Capitalisation workshop)
- Conclusion

# Transnational expert support group Composition

Name	Organisation	Country
Emiliano Fabris	Galileo Visionary District	Italy
Bernhard Kölmel	Pforzheim University	Germany
Peter Désilets	Pacoon Sustainable Concepts GmbH	Germany
Tim Janßen	C2C NGO	Austria
Oliver Brüggemann	Johannes Kepler University Linz	Austria
Karin Huber-Heim	Circular Economy Forum Austria	Austria
Maria Cristina Lavagnolo	University of Padua	Italy
Andreja Belavec Benedik	Chamber of Commerce and Industry Slovenia	Slovenia
Myriam Protière	Axel'One	France
Alfred Münger / Rudy Koopmans / Andreas Fischer (tbc)	School of Management, Fribourg / Plastics Innovation Competence Center / Institute of Complex Systems	Switzerland

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# Why a transnational expert support group for the Cradle-Alp project?

- Role of the group:
  - Identify **opportunities/challenges/good and bad practices** for fostering C2C, circular design and circular substitution of fossil-based raw materials in the Alpine Space – e.g., for **study visits** also outside the Alpine Space
  - Identify **knowledge for potential capitalization** in Cradle-ALP in the dimensions **policies/business support – technologies – business models and practice**
  - Formulate **recommendations for the sectoral industrial transformation roadmaps (WP2)**

# Transnational expert support group Involvement

- **Joint (online) meetings** + local interaction with each PP as needed
  - 1st meeting on 1st March 2023 (online)
  - Capitalisation workshop (online) in April 2023 (date tbc)
  - Ecosystem benchmarking workshop in September/October 2023 (date tbc)
- Elaboration of recommendations for the establishment of **sectoral industrial transformation roadmaps** in **November/December 2023** – date and format to be defined

# Transnational expert support group Discussion

- Good practices to learn from?
  - For our overview of good practices
  - For (online/onsite study visits)
- Recommendations for international expert to invite for further meetings?
- Other thoughts relating to the implementation of the project?

# Transnational expert support group Next meeting

- **Capitalization workshops** (3 in 1 - online)
  - Policies/business support
  - Technologies
  - Business models and practice
- Suggested date
  - 21 April 2023 from 11h00 – 13h00

Interreg



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the European Union

Alpine Space

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# Thank you for your attention!



Luc Schmerber



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