

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

## **D.3.2.4 – Conference on Industrial C2C transformation**

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# Cradle-ALP – D3.2.4 – Conference on Industrial C2C transformation

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## 1. Introduction

This report documents the Conference on Industrial C2C Transformation (D. 3.2.4), organized by Padova Chamber of Commerce (LP1) in cooperation with Unismart (PP6) towards the end of the project activities, on 14<sup>th</sup> October 2025.

The event marks the conclusion of the project activities, aiming to engage stakeholders, institutions, training bodies, and the general public. The goal was to summarize the project results achieved during its implementation, promote the use of the developed tools, and inspire new development paths within the Cradle to Cradle sector.

The conference, titled '**Driving circular transformation in the Alpine Space**', was hosted by the Engineer Hub at the University of Padua. Set in a vibrant and innovative atmosphere, the event saw the participation of over 60 attendees, both in person and via online connection. The speakers presented the project outcomes and shared various examples of corporate best practices.

Among the speakers, also the representative of JS ALPINE SPACE Adina Schmidt joined the conference, presenting the achievements reached by the Alpine Space programme and its impacts on the local economy and environment.

The conference was introduced by representative of the Veneto Region mr Alvisè Rossi

## 2. General Information on the Event

- **Event title:** “Driving circular transformation in the Alpine Space”
- **Organiser:** Padova Chamber of Commerce and Unismart
- **Date:** 14 October 2025
- **Format:** hybrid
- **Target audience:**
  - SMEs
  - Business Innovation Organisations (BIOs)
  - Innovation stakeholders
  - Companies from the wood-furniture and manufacturing sectors
  - Professionals and technology transfer operators
  - Universities
- **Number of registered participants:** **61** (based on the official registration list in presence and online)
- **Objective of the event:**

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- to present the final achievements of the project: toolbox, pilot activities undertaken, Cradle to cradle transformation roadmaps in selected value chains
- to explore success stories and experiences
- to propose fresh perspectives from key economic sectors across Europe

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## 3. Agenda of the Conference



Cradle-ALP

### Cradle-ALP

Cradle to cradle, circular design and circular substitutions for linear products in industrial manufacturing processes in the Alpine Space

#### Final conference

##### Driving Circular Transformation in the Alpine Space

October, 14<sup>th</sup> 2025

Padova Hall - Engineering Hub of the University of Padova

Via Tommaseo 59, Padova Italy

Online: Zoom platform - <https://conference-web-it.zoom.us/j/92077962397?pwd=Fv0hMMvVMsMGnP4QJiMokKneQ2x8241.1>

To participate, please register [here](#)

9.30 – 10.00	Registration of participants Connecting to the platform
10.00 – 10.15	Welcome and introduction Padova Chamber of Commerce Unismart JS Alpine Space
10:15 – 10:30	Presentation of Cradle-ALP project Padova Chamber of Commerce
10:30 - 11.00	Keynote speech: <i>From Linear to Circular Thinking: The Strategic Value of Cradl to Cradle</i> Prof. Alessandro Manzardo –University of Study of Padova
11:00 – 11:30	Keynote speech: <i>Circular economy: opportunities and scenarios for firms and territories</i> Prof. Eleonora di Maria - University of Study of Padova
11:30 – 11:45	Overview of the results of the pilot actions – Mr. Tobias Schwarzmüller - Chemie-Cluster Bayern
11:45– 12.30	Panel talk: Highlights transregional activities and results Open discussion with project partners
12:30 – 12:45	Presentation of C2C related best practices: AWASTER ( <i>Adopting WASTE as Resource</i> ) project – Mrs. Sara Ferigo SINLOC - Sistema Iniziative Locali S.p.A.
12:45 – 13:00	Conclusions and end of the meeting
13:15 – 14:15	Networking lunch at SMACT Live Demo Padova

Cradle-ALP is implemented through the ALPINE SPACE Programme co-financed by the ERDF.

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## 4. Key note speeches

### a. From linear to circular thinking: the strategic value of Cradle to Cradle

The presentation from the Prof. Alessandro Manzardo of the University of Padova discusses the urgent need to transition from a **linear economy** model ("take, make, dispose") to a **circular economy**.

#### Key Environmental Drivers

- **Planetary Boundaries:** The presentation uses the planetary boundaries framework, noting that as of 2025, seven of the nine boundaries have been breached, indicating significant risk to Earth's life-supporting systems.
- **Climate Change Impact:** Alpine regions are highlighted as warming at twice the global rate, a critical impact of climate change.
- **Material Consumption:** Current linear thinking projects a near-doubling of primary material use by 2060, a major barrier to sustainability.

#### Potential of Circular Thinking

Adopting a circular economy in the EU could lead to a **50% cut in total GHG emissions** by 2050, save 6 billion Euros annually in avoided raw material purchases, and create 2.5 million new jobs.

#### Implementation Principles and Case Studies

Implementation relies on key principles for metric development:

- **Life Cycle Thinking:** Considering a product's broad perspective from raw material extraction to end-of-life management
- **System Thinking:** Considering the product within its entire system (raw materials, packaging, etc.) to understand complex interactions
- **Comprehensiveness:** Considering all potential consequences to avoid "burden shifting" across economy, society, and environment

The presentation applies these metrics to specific projects, including:

- **Food Waste Circularity & Reduction Project:** Balancing emissions mitigated by waste reduction with those from implementing IoT sensors.
- **Recycle Your Boots Project:** An LCA analysis on a ski boot collection and recycling system.

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- **Lignin Circularity Project:** Focusing on recycling biomass by-products using a prospective LCA analysis (p. 14).

The concluding message emphasizes that nature teaches us, but we must use integrated approaches, such as the doughnut economics model shown, to balance social thresholds with ecological ceilings.

### **b. Circular economy: opportunities and scenarios for firms and territories**

The second keynote speaker, Prof Eleonora di Maria, discussed the shift from a traditional linear economy ("take, make, dispose") to a **circular economy** model, which is an alternative framework aimed at eliminating waste and pollution, circulating products and materials, and regenerating nature.

The presentation started by presenting the two main concepts:

- **Transition to Net Zero:** Every company's business model will be profoundly affected by the transition to a net zero economy. This shift marks the move from a linear economy to a circular one.
- **Circular Economy as Innovation:** The circular economy is defined as innovation that encompasses eco-design, new materials, and new business models focused on eco-efficiency.

After that Prof Di Maria continued outlining three fundamental strategies

1. **Narrowing the loop:** Focuses on the efficient use of resources through strategies like "Refuse" and "Reduce".
2. **Slowing the loop:** Aims to extend the product life cycle via "Reuse," "Repair," "Refurbish," and "Repurpose".
3. **Closing the loop:** Involves the reuse of waste and by-products through "Remanufacture," "Recycle," and "Recover".

After this introduction, it was the time to present new opportunities and scenarios

- **Business Model Transformation:** Opportunities include the transition from selling products to offering products as a service (servitization), as well as implementing industrial symbiosis where one firm's waste becomes another's resource.
- **Upcycling:** Increasing the value of end-of-life products through creative processes (upcycling) offers advantages like avoiding waste, uniqueness, savings, and new market creation.

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- Digitalization: Industry 4.0 technologies (like IoT and traceability) support the circular economy by enabling new value chain relationships, collaborative innovation, and more efficient resource use.
- Regenerative Economy: The ultimate scenario moves beyond circularity to a fully regenerative economy, aiming for net-zero and net-positive impact on the environment.

### Final Reflections

Key takeaways include the need to:

- Support the shift toward new business models enabled by the circular economy framework.
- Sustain inter-chain relationships by removing information barriers.
- Favor technological adoption (digitalization) alongside integrated, collaborative data management strategies.

## 5. Overview of the pilot activities

During this session, Chemie Cluster Bayern, present the pilot activities implemented by Cradle-ALP divided into individual coaching and collective support offers:

### 1. Individual SME Support

- **Quick Scan:** An Excel-based tool used to help **40 SMEs** assess their status quo and develop sustainable business models.
- **Circularity Compass:** A visual flow tool that assisted **25 SMEs** in mapping resource flows and circular strategies.
- **Sustainable Business Model Canvas (SBMC):** Used to help **8 SMEs** rethink their business structures for sustainability.
- **Direct Matching:** Facilitated partnerships between value chain actors, such as the collaboration between the startup **Rottal Hanf** and the furniture company **Grüne Erde**.

### 2. Collective & Transregional Activities

- **LCA Workshops:** Focused on the fundamentals of **Life Cycle Assessment**, involving **21 SMEs**.
- **Lego Serious Play:** A creative workshop format used to address communication challenges in the plastic packaging sector.

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- **Value Chain Generator:** An AI-driven collaboration to identify biomass valorization opportunities, interesting **15 companies**.
- **Matchmaking Events:** A series of online and onsite events that connected **130 organizations** for R&D and technology exchange.

## Project Impact and Outcomes

Results reached between August 2024 and July 2025:

- **133 SMEs** received direct individual support.
- **96 additional organizations** benefited from regional workshops and knowledge transfer.
- **130 companies** participated in cross-border matchmaking.
- The project produced **Circular Transformation Roadmaps** for all addressed sectors to guide future industrial development.

## 6. Panel talk

The session involved the responsible partners for the pilot activities. Each of them was invited to present in a concise and catchy way the Activities developed with their local SMEs in the Textile, Polymers/Composite, Chemistry/Materials and Packaging sectors.



### Textile Sector

#### Roadmap Goals (2024–2025)

- Build awareness & pilot C2C tools
- Support SMEs in adopting circular models
- Develop collaboration networks
- Promote sustainable materials & recycling
- Increase transparency & product knowledge

#### Next steps:

- Mid- and long-term roadmap goals (automation, standards, EU-level taxation, etc.) are not yet addressed.
- Scalability and policy integration still in preparatory phase.

#### Activities within Cradle-ALP

- Conducted Circularity Compass & QuickScan workshops; individual SME coaching
- One-on-one guidance, direct matching, tool testing
- TSWG meetings + Cirplex 2025 participation (cross-sector visibility)
- Textile/plastic recycling pilot (Biomerieux & Geneomat)
- Partial – early stage discussions, tool familiarization



Textile Networking-Event in Linz, 02.10.2024



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## Polymers/Composites sector

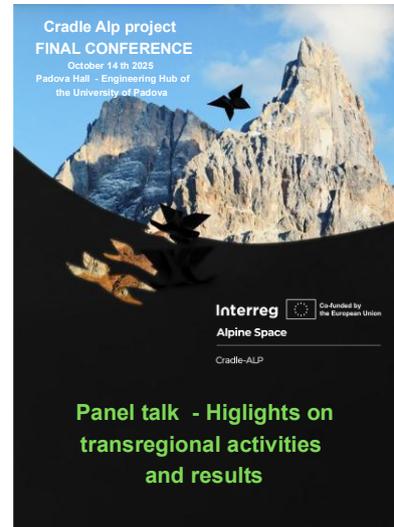
**TSWG partners involved :** 3 clusters/technological centers ( Chemie Cluster Bayern, Technological center Horb & Polymeris ) & a University (Fribourg's School of Engineering)

**Pilot action description :**

- 1:1 assistance : direct matching of SMEs
- Workshops using the Circularity Compass and Lego Serious Play methodologies
- Workshops on LCA with external experts,
- Value Chain Generator workshops on biomass
- Matchmaking events (online : Composites circularity in the Alpine space region)

**Indicators :** +70 SMEs involved in 1:1 assistance and collective support activities

**Matching :** +10 SMEs engaged with industrial groups and technological centers for business and innovation projects. 1 joint carbon -footprint project between an SME and a technical center.



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## Chemistry/Materials sector

- Quick Scan 5
  - Direct Matching 6
  - Value Chain Generator 15
  - Joint Booth CIRPLEX Summit (Plastics, Circular Economy) 8
  - All Match Making Events on Composites 130
- 56/27



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## Packaging sector

- **SMEs** have been testing circular packaging solutions and design approaches
- **Cradle -ALP tools** (Circularity Compass, SBMC, LCA) guided companies in their transition
- **Cross-border cooperation** was fostered through matchmaking, workshops, fairs
- **Policy briefings** helped companies understand and align with upcoming EU packaging legislation



## 7. Visit and lunch at SMACT live Demo Padova

At the end of the conference, all participants were invited to a networking lunch at the premises of the innovative SMACT live Demo of the University of Padua.

The **SMACT Live Demo** in Padua, known as "**From Farm to Fork**", is Italy's largest **4.0 technology demonstrator** dedicated to the **agrifood sector**, located at the Padua Fair. Spanning **3,000 square meters**, it showcases applied digital technologies (**AI, IoT, Cloud**) to improve the supply chain—from smart greenhouses to professional kitchens—facilitating technology transfer for businesses.

Participants had the opportunity to taste culinary excellences and to visit this innovative space, closely related to the Cradle 2 Cradle way of life.

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## 8. Annexes

### a. Signature sheet



Cradle-Alp  
Padova, 14 October 2025  
Final Conference  
list of participants

	Surname	Name	Signature
1	ROSSI	ALUISE R. VENETO	
2	SPITZER	URSKA	
3	JERACE	GIORGIA	
4	MANARA	IVAN	
5	CALORE	CESARE	
6	DESTRO	DALIDE	
7	BIANCOTTO	CEHARA	



	Surname	Name	Signature
8	SEROGIO	GIADA	
9	PREVATI	LUISA	
10	EGGEL	MELANIE	
11	LINHART	IUCRID	
12	Lia	COUBIST	
13	Roxane	GIRARD	
14	IRIS	REINGRUDER	
15	<del>DIAMMA</del>	Slobova	
16	HANZARDO	ALESSANDRO	
17	SANDRIN	ROBERTO	
18	KOCHI	MOHAMMAD	
19	TOBIAS	SCHWARZMUELLER	
20	ADW	VALERIO	
21	GERHARDT	ELIABEK	

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	SURNAME	NAME	
22	Ricardo	Goncalves	
23	Max	Konyleva	
24	Keller	Michael	
25	BERTOLLO	RAOUL	
26	VALENTINA	PETILLO	
27	ANDREA	GALGOTA	
28	MILIC	DEJAN	
29	Stavio	SEANUSIL	
30	Kovizze	Ashelkurto	
31	Feligo	Sara	
32	MASNO	BATON	
33	POZZAR	FRANCESCA (SINLOC)	
34	ROSSATO	CRISTINA	
35	TORTELLA	GIANLUCA	

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## b. Pictures



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