



ECOLE:

ECO industrial park network for the Alpine Regions Leveraging smart and Circular Economy

PRESS CONFERENCES

Deliverable D.2.4.2

Produced by

PP 08: ITALCAM



RRA LUR



Innovation Centre



W.E.I.Z.

burgenland

wirtschaftsagentur



ITALCAM
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POLYMERIS
Competitiveness cluster for rubbers, plastics and composites



FLA
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per l'Ambiente



TUMint
TUM International GmbH
The University Company



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Short Description
<p>This deliverable provides an overview of the local and regional media engagement activities carried out by each pilot site during the pilot implementation. It summarises press conferences, press releases, and media briefings organised by the partners to disseminate information about the pilot activities and results. The report consolidates the templates submitted by each site and highlights the main outcomes, communication channels used, and the impact on stakeholders, local communities, and project visibility.</p>

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	



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PROJECT PARTNERS

- LP – Consorzio ZAI Interporto Quadrante Europa (IT): ZAI
- PP02 – Trieste Economic Development Agency (IT): COSELAG
- PP03 – Development agency Sora Ltd. (SI): RA sora
- PP04 – Regional Development agency of the Ljubljana (SI): RRA-LUR
- PP05 – Energy and Innovation centre of WEIZ (AT): WEIZ
- PP06 – Wirtschaftsagentur Burgenland GmbH (AT): WAB
- PP07 – Landshut University of Applied Sciences (DE): TZE
- PP08 – Italienische Handelskammer München-Stuttgart (DE): ITALCAM
- PP09 – Grenoble-Alps Metropole (FR): GAM
- PP10 – POLYMERIS (FR): POL
- PP11 – Lombardy Foundation for the Environment (IT): FLA
- PP12 – TUM International GmbH (DE): TUMint



ABBREVIATIONS USED

AF	Application Form
AP	Associated Partner
AS	Alpine Space
CM	Communication Manager
ECOLE	ECO industrial park network for the Alpine Regions Leveraging smart and Circular Economy
ERDF	European Regional Development Fund
EU	European Union
JS	Joint Secretary
KPI	Key Performance Indicators
LP	Lead partner
PP	Project Partner
TL	Task Leader
TPM	Transnational Project Meeting
WP	Work Package
WPL	Work Package Leader



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1. Objectives and summary

The deliverable D.2.4.2 reports on the organisation and implementation of local and regional media activities carried out by each pilot site during the different project stages.

The main purpose of this document is to provide an overview of the outcomes of these dissemination and communication efforts. Each pilot site independently planned, scheduled, and managed its media activities to best suit the specific needs, characteristics, and context of its park. Activities included press conferences, press releases, and media briefings, conducted either as standalone events or in connection with an Open Day, other public events, or additional promotional initiatives for the ECOLE project.

These actions were communicated through various channels, including newspapers, radio, television, websites, and social media, aiming to raise awareness of the project, engage stakeholders and local communities, and enhance the visibility of the pilot sites.

This report consolidates and summarises the press conference and press release templates submitted by the project partners, providing a unified overview of their communication efforts. The annex includes the complete set of templates submitted, ensuring full documentation of the activities.

2. Partner reports – Press Conferences and Press Releases

2.1 Italy

2.1.1. ZAI - Consorzio ZAI Interporto Quadrante Europa (Lead Partner)

As Lead Partner of the ECOLE project, Consorzio ZAI – Interporto Quadrante Europa carried out two major communication actions to launch and conclude the project’s activities.

The first press release, published on 27 January 2023, titled “*Towards a Circular and Alpine Economy: the ECOLE Project at Consorzio ZAI,*” announced the start of the project in Verona. It aimed to raise awareness among local stakeholders and the public about the role of industrial areas in promoting circular economy models across the Alpine Region. The release underlined ECOLE’s objectives—enhancing resource efficiency, fostering industrial symbiosis, and engaging local actors in sustainable transformation—and reached about 25,000 readers through *Verona News*.





Nelle giornate di **martedì 24 e mercoledì 25 gennaio** si è tenuto presso il **palazzo direzionale dell'Interporto Quadrante Europa di Verona** il meeting inaugurale del **Progetto ECOLE**, finanziato nell'ambito del programma europeo **Interreg Alpine Space**.

La partnership è guidata da **Consorzio ZAI** in qualità di capofila ed include nell'insieme dodici partners provenienti da cinque paesi della regione Alpina; oltre all'**Italia**, sono rappresentate la **Slovenia, l'Austria, la Germania e la Francia**.

Il consorzio di partners è composto anche in termini di settore; sono infatti presenti alcune agenzie di **sviluppo territoriale**, le **amministrazioni locali** e gli istituti di ricerca universitaria, oltre al mondo delle aziende private e delle **camere di commercio**.



Obiettivo primario del progetto è quello di favorire e accelerare la transizione verso un'**economia circolare** nelle regioni Alpine, con focus specifico sulle aree industriali. A tal fine, dopo un'iniziale periodo di studio e analisi delle attuali metodologie per l'applicazione dei principi di economia circolare, il progetto entrerà nel vivo con una fase di applicazione concreta nella quale ciascun partner svilupperà un'**azione pilota** in un parco industriale di propria competenza. Basandosi sui test, seguirà poi la definizione di una strategia condivisa per la corretta ed efficiente implementazione di strumenti di economia circolare nelle zone industriali dell'arco Alpino. L'iniziativa progettuale avrà nel suo complesso una **durata di tre anni**, concludendosi a **fine 2025**. Il meeting, organizzato e gestito da Consorzio ZAI, è stata l'occasione per presentare le diverse fasi del progetto alla partnership, oltre a discutere subito insieme delle **specifiche più tecniche** e su come procedere per lo sviluppo delle **azioni concrete**.

The second press release, issued on 23 October 2025, presented the project's final results and outcomes. It highlighted the cooperation between industrial consortia, institutions, and innovation centres in developing new governance models for sustainable industrial parks, supporting competitiveness and innovation while aligning with the European Green Deal. Both Consorzio ZAI and COSELAG played a key role in creating operational tools and guidelines for circular management in industrial areas.

The communication coincided with the Final Event of the ECOLE project, titled "*The EU Clean Industrial Deal: the contribution of Eco Industrial Parks*", held at the Savoia Excelsior Palace in Trieste, where the project's main achievements were presented. The conference gathered partners and policymakers from five Alpine countries, featuring keynote speeches

and a roundtable on transnational cooperation for circularity. The event marked the successful conclusion of ECOLE, leaving behind practical tools, best practices, and a strong network committed to advancing sustainable industrial development in the Alpine Space.



Attached supporting material:

- <https://www.veronanews.net/verso-uneconomia-circolare-e-alpina-il-progetto-ecole-al-consorzio-zai/>
- https://drive.google.com/file/d/1w0Fdchl2yx0GXcLNTbxTtV1ldakvmWM_/view?usp=drive_link
- https://drive.google.com/file/d/1z5hwOnX_LFFkeIWvVjK80ki8_uerBXaD/view?usp=sharing
- https://drive.google.com/file/d/1kqE47LgJPzxnZGqnAe8OTW8gAoP7qbVN/view?usp=drive_link
- https://drive.google.com/file/d/1KKS9W30t_VaOX3UiupgO7f0Hf57Mw5MV/view?usp=drive_link

2.1.2. COSELAG - Trieste Economic Development Agency (PP02)

On 9 October 2024, COSELAG organised a hybrid press conference titled “*Positive Energies: New Ideas and Strategies for the Sustainability of Territories*” at the Friuli Venezia Giulia Region Headquarters in Trieste, as part of the Barcolana Sea Summit. The event gathered



around 24 in-person participants and several online viewers via the Barcolana Regatta YouTube channel.

The conference was divided into two thematic sessions. The first focused on reducing environmental impact in the sports sector, highlighting sustainability initiatives led by local organisations and companies, including BAT Italia (British American Tobacco Italia S.p.A.), which presented its achievements in energy efficiency and carbon neutrality. The second session introduced COSELAG's main project "Net Zero", developed within the framework of ECOLE. The initiative aims to support the industrial area's transition to net-zero emissions through a digital platform for data collection and resource exchange among tenant companies. Institutional representatives, such as the Regional Councillor for Environment and Energy and the Mayor of Trieste, took part in the opening remarks, underlining the importance of collaboration and local engagement in advancing sustainability goals. The event concluded with presentations from COSELAG's technical partners Capgemini and Justonearth, showcasing their role in transforming the industrial area into a model for ecological and digital transition.

The event received media coverage from Il Piccolo, Trieste's leading regional newspaper, and was published on the Regata Barcolana YouTube channel, where it has reached over 140 views. The press activity significantly increased ECOLE's visibility within the Friuli Venezia Giulia region and strengthened COSELAG's positioning as a driver of sustainable industrial development.



Attached supporting material:

- Regata Barcolana Youtube channel: https://www.youtube.com/watch?v=CUwG6_ds9PI

2.2 Slovenia

2.2.1. RAS - Development agency SORA Ltd. (PP03)

On 10 September 2025, the Development Agency Sora Ltd. hosted a press conference at the Knauf Insulation Experience Center in Škofja Loka as part of the final ECOLE Open Day. The event, attended by industry representatives, municipalities and energy experts, aimed to present the project’s outcomes and promote the potential of circular solutions in local industrial zones.

The conference opened with remarks from Knauf Insulation’s General Director, Andraž Sabotič, and the Director of the Sora Development Agency, Klemen Srna, both highlighting the value of industrial collaboration and community engagement. ECOLE’s goals and



achievements were then presented by the agency team, followed by a detailed report on the pilot study of waste heat reuse in the industrial zones of Škofja Loka, showing clear opportunities for increased energy efficiency and reduced emissions through industrial symbiosis. Additional insights on available subsidies for green investments were provided by the Local Energy Agency of Gorenjska, offering participants a practical overview of financial tools to support circular initiatives. The event concluded with an interactive discussion and a 3D virtual tour of the industrial area.

Local media coverage included articles in *Gorenjski Glas* and a radio report on *Radio SORA*, ensuring regional dissemination of the project's final outcomes. In total, six media representatives were reached, effectively extending ECOLE's visibility across the Gorenjska region.



Additional support material:

- Gorenjski Glas: [Potencial odvečne toplote](#)
- Radio SORA: [Zanimive teme](#)
- Razvojna agencija Sora (LinkedIn): [Zaključni dogodek projekta ECOLE](#)
- Razvojna agencija Sora (Facebook): [Zaključni dogodek projekta ECOLE](#)
- RAS website: <https://www.ra-sora.si/odvecna-toplota-premalo-izkoriscen-potencial-industrijskih-con/>

2.2.2. RRA LUR - Regional Development Agency of the Ljubljana urban region (PP04)

On 18 February 2025, RRA LUR held a press conference and issued a press release in Ljubljana, in connection with the Open Day Event at the Industrial Park Zalog. The activities aimed to raise awareness about circular economy opportunities and presented ECOLE's results of the pilot actions in the area. Presentations introduced the project's objectives, emphasizing the significance of eco-industrial networks and their role in enhancing resource efficiency and sustainability in the Alpine region, and showcased the transformation of waste cooking oil into biofuel, in collaboration with the company KOTO. The press release further stressed the transition from industrial zones to eco-industrial parks, striving toward the common goal of reducing carbon footprint, and highlighted the innovative ideas of collecting household waste cooking oil as a circular solution. Dissemination took place through a broad range of regional (Ljubljana urban region) and national media outlets, such as an engaging awareness workshop in Zalog organized by RRA LUR, in collaboration with the Polje District community, about the importance of proper oil disposal, resulting in several published articles and wide public visibility.



2.3 Austria

2.3.1. W.E.I.Z - Energy and Innovation centre of WEIZ (PP05)

In April 2025, W.E.I.Z. issued a press release linked to the “Wirtschaftsraum 2024” conference, highlighting the contribution of the ECOLE project to regional development. The release presented pilot actions in Weiz, such as a green noise barrier and biodiversity measures, and underlined the synergies created between industry, education and the local economy. Dissemination was carried out through the centre’s website, social media channels (LinkedIn and Facebook) and the local newspaper *Weiz Präsent*, reaching thousands of households. In addition, the project received media coverage in different contexts, including international partner meetings and conferences. These activities reinforced ECOLE’s visibility at both regional and transnational levels.

Wie unsere Industrie von ECOLE profitiert



Das Innovationszentrum W.E.I.Z. ist ein wichtiger Partner im ECOLE-Projekt und bringt seine Expertise in Energieeffizienz und nachhaltiger Entwicklung ein. Im CRAISS Logistikzentrum in Weiz kommen bereits fortschrittliche Technologien wie Photovoltaikanlagen und Energiespeichersysteme zum Einsatz.

Zudem fördern diverse Projekte wie etwa eine grüne Lärmschutzwand und ein Insektenhotel den Umweltschutz und die Biodiversität in der Region. ECOLE setzt damit wichtige Impulse für eine nachhaltige Industrie und stärkt die Verbindung zwischen Wirtschaft und Bildung, um junge Talente für zukünftige Herausforderungen zu begeistern. Diese Strategie ist deckungsgleich mit den Ergebnissen des „Zukunftsraums“ des Wirtschaftsraums Weiz-St. Ruprecht, in denen heuer Bildung im Fokus stand.



Foto: Innovationszentrum W.E.I.Z.

Weiz gestaltet Öko-Industrieparks mit

Die Partner des ECOLE-Projekts, darunter auch das Innovationszentrum W.E.I.Z., trafen sich zu einem zukunftsweisenden Partnermeeting in Ruhstorf, Deutschland. Das Projekt zielt darauf ab, Probleme zu lösen, mit denen Industrieparks konfrontiert sind. Ziel des zweitägigen Treffens war es, ihre gemeinsamen Bemühungen zur Förderung von Kreislaufwirtschaftspraktiken in Industrieparks in ganz Europa voranzutreiben.

Bei dieser Zusammenkunft wurden die Fortschritte des Projekts hervorgehoben, der Wissensaustausch zwischen den Akteuren erleichtert und Pläne für künftige Maßnahmen festgelegt. Der Besuch bot Einblicke in fortschrittliche industrielle Technologien und nachhaltige Praktiken und stärkte die Zusammenarbeit und den Wissensaustausch zwischen den Projektpartnern.





Attached supporting material:

- Facebook: [Innovationszentrum W.E.I.Z. | Facebook](#)
- LinkedIn: [Innovationszentrum W.E.I.Z. | LinkedIn](#)
- Website: [Projekt „Ecole“ | Innovationszentrum W.E.I.Z. |](#)

2.3.2. WAB - Wirtschaftsagentur Burgenland GmbH (PP06)

On 26 February 2025, the Wirtschaftsagentur Burgenland (WAB) issued a press release to present the ECOLE pilot site located in the industrial area of Rudersdorf / Deutsch Kaltenbrunn. The communication focused on the business park's long-term development strategy, positioning it as a location with strong future potential for companies in the region.

The article published in the *Süd-Ost Journal* introduced the site as a modern and well-connected business park, highlighting its strategic location near the A2 motorway, its high-quality infrastructure, available commercial plots, and the support services offered by WAB for new investors. It also described the site as part of a broader regional development approach that combines economic growth with sustainable planning, in line with ECOLE's objectives of circular and resource-efficient industrial parks.

The press activity mainly targeted potential tenants, local businesses and the general public, and was disseminated through the *Süd-Ost Journal* as well as the *FIB Research* news portal. Coverage resulted in one full-page article, contributing to local visibility of the ECOLE project and reinforcing the role of the Rudersdorf / Deutsch Kaltenbrunn business park as a pilot site for sustainable industrial development in the Jennersdorf region.



News aus dem Projekt ECOLE

Seite teilen

Die ECOLE- Pressemitteilung informiert über die neuesten Entwicklungen und Ziele des Projekts aus dem Interreg Alpine Space Programm.

Das Interreg-Projekt ECOLE verwandelt Industrieparks in den Alpenregionen in nachhaltige und umweltfreundliche Zentren durch Nutzung von Kreislaufwirtschaft. Mit einem kollaborativen Ansatz, der Industrie, öffentliche Behörden und Universitäten einbezieht, zielt ECOLE darauf ab, die Umweltbelastung zu reduzieren und gleichzeitig die Ressourceneffizienz zu steigern.

Durch die Einführung innovativer Praktiken und die Entwicklung von Aktionsplänen unterstützt ECOLE den Wandel hin zu einer grüneren Zukunft.



ECOLE

Zur Pressemitteilung: [ECOLE Media Release \(PDF\)](#)

Zur Projektwebsite: www.alpine-space.eu/project/ecole

Downloads

Auszug Portfolio Businessparks Burgenland - 2.6 MB

Auszug Sued-Ost Journal - 1.4 MB

Rudersdorf/Deutsch Kaltenbrunn: Ein Businesspark mit Zukunftsperspektive

Die Wirtschaftsagentur Burgenland – Ein verlässlicher Partner für die regionale Entwicklung.

Die Wirtschaftsagentur Burgenland ist der zentrale Ansprechpartner für Unternehmen und Gemeinden, wenn es um Wirtschaftsförderung und Standortentwicklung geht. Ihre Kernaufgabe besteht darin, das Burgenland als wirtschaftlich attraktive Region zu positionieren, innovative Projekte umzusetzen und neue Arbeitsplätze zu schaffen.

Mit einem klaren Fokus auf Nachhaltigkeit und interkommunale Zusammenarbeit werden im Burgenland Businessparks realisiert, die durch eine erhebliche Synergie überlegen. Eine besondere Innovation ist dabei der enge, auf schlagende Weise für Standortentwicklung, der sicherstellt, dass alle beteiligten Gemeinden von einem gemeinsamen Standort profitieren. Diesem Ansatz fördert nicht nur die Wirtschaftskraft, sondern minimiert auch den Flächenverbrauch und ermöglicht langfristig die Schaffung hochwertiger Betriebsflächen.

Interkommunaler Businesspark Rudersdorf/Deutsch Kaltenbrunn – Ein Erfolgsmodell

In Rudersdorf ist eine 20 Hektar große interkommunale Businesspark entstanden, der Gemeinden, Unternehmen und die Region gleichermaßen nützt. Die Zusammenarbeit zwischen den Gemeinden Rudersdorf und Deutsch Kaltenbrunn, unterstützt durch die Wirtschaftsagentur Burgenland, zeigt, wie innovative Standortentwicklung funktioniert.

Ein Projekt mit Weitblick

Der interkommunale Businesspark Rudersdorf/Deutsch Kaltenbrunn ist mehr als nur ein neuer Wirtschaftsstandort – er ist ein Symbol für innovative Zusammenarbeit und nachhaltige Entwicklung. Mit seiner Lage direkt an der S7, nur wenige Kilometer von der Bundesautobahn entfernt, bietet er modernen Infrastruktur und den Vorteilen des Burgenlands wie er Unternehmen die besten Voraussetzungen für Wachstum bietet.

Einblicken Sie die Möglichkeiten und werden Sie Teil einer Erfolgsgeschichte, die Region, Gemeinden und Unternehmen gleichermaßen stützt.

Ein Standort voller Vorteile

Das Burgenland bietet ideale Bedingungen für Unternehmen:

- Infrastruktur auf höchstem Niveau:** Von der geeigneten Währung bis zur vollständigen Ausstattung – im Businesspark des Burgenlands direkt umsetzbar.
- Förderungen:** Dank EU-Zuschüssen und nationaler Programme können Unternehmen mit umfangreicher Unterstützung rechnen.
- Lebenswerte Region:** Günstiger Wohnraum, familienfreundliche Angebote wie kostenfreie Kindergärten, gut erreichbare Vork- und Mittelschulen, weiterbildende Schulen und eine exzellente Versorgung machen das Burgenland zu einem attraktiven Standort für Fachkräfte und Unternehmen.
- Nähe zu Bildungszentren:** Fachhochschulen, HTLs und Universitäten sind in unmittelbarer Nähe, was die Fachkräftesicherung erleichtert.
- Strategisch günstige Lage:** Mitten in Europa gelegen, sind große Ballungszentren in Österreich und Oberösterreich nur einen Katzensprung entfernt. Verkehrstechnische Anbindung an Ost-Europa durch den Lückenschluss durch die Anbindung der S7 an die Ungarische M80 Schnellstraße bis Oktober 2025.
- Unterstützung bei Behördenwegen:** Kurze Entscheidungswege und die überschaubare Größe des Bundeslands sind entscheidende Standortvorteile.

Warum interkommunale Businessparks?

Die Idee hinter interkommunalen Businessparks ist ein win-win Modell: Gemeinden und Gemeinden stärker. Der Businesspark Rudersdorf/Deutsch Kaltenbrunn steht beispielhaft für dieses Konzept. Durch die Zusammenarbeit mehrerer Gemeinden werden Risiken minimiert, Investitionen gebündelt und Synergien genutzt. Davon profitieren nicht nur verkehrsgünstige Gebiete, sondern die gesamte Region.

Ein weiterer Vorteil: Nachhaltigkeit und Lebensqualität stehen im Fokus. So wird der Bodenschonung priorisiert, das Landschaftsbild bewahrt und die hohe Wohnqualität gesichert.

Sie erreichen Franz Kacziba, Key Account Manager, unter investorservice@wirtschaftsagentur-burgenland.at

Attached supporting material:

- <https://www.fib-research.at/news>

2.4. Germany

2.4.1. TZE - Hochschule für angewandte Wissenschaften Landshut (PP07)

On 22 July 2024, the Technologiezentrum Energie (TZE) organised a press conference at Siemens Technopark Ruhstorf an der Rott to present its activities within the ECOLE project and the relaunch of the facility as a hub for sustainable industrial innovation. The event included institutional presentations, a guided tour of the renovated Technopark, and networking opportunities with industrial stakeholders. TZE showcased its work on circular economy solutions and highlighted the Technopark's strategic role in supporting technological and ecological transitions in line with regional and European goals. During the tour, selected industrial tenants shared real-case examples of innovation and resource efficiency. The press conference attracted attention from local and regional media, including LinkedIn channels of Siemens, BayWiss Life Sciences and Green Technologies, Landshut University of Applied Sciences and Technische Hochschule Deggendorf. More than ten articles and media mentions were published, while social media posts by the host and participating organisations extended the event's reach and strengthened ECOLE's visibility as a driver of industrial sustainability in the Alpine Region.



Attached supporting material:

- LinkedIn: [Link](#)
- Siemens: [Link](#)
- BayWiss: [Link](#)
- Technische Hochschule Deggendorf: [Link](#)

2.4.2. ITALCAM - Italian-German Chamber of Commerce (PP08)

On 12 February 2025, the Cleantech Innovation Park officially inaugurated its Innovation Centre in a high-profile event that gathered more than 300 participants from politics, academia, business, and civil society. The Open Day served as both a public launch of the new centre and a platform to highlight ongoing initiatives supporting green innovation and sustainable industrial development.

Within this framework, the ECOLE project was presented as part of the partner exhibition area. Visitors were introduced to the project’s main objectives, activities and its contribution to promoting circular economy practices and green skills in industrial parks across the Alpine region. Information materials and visual displays were made available, and ITALCAM representatives engaged directly with participants to discuss potential collaborations and exchange best practices.

The event generated significant interest, fostering dialogue among key stakeholders and reinforcing the connection between ECOLE and broader cleantech initiatives in Germany and beyond. By participating in the inauguration, ITALCAM successfully enhanced ECOLE’s visibility within a network of innovation-oriented institutions and strengthened its positioning as a reference project for sustainable industrial transformation in the Alpine Space.



Attached supporting material:

- Radio Bamberg: [Cleantech Innovation Park in Hallstadt feierlich eröffnet | Radio Bamberg](#)
- TV Oberfranken: [Hallstadt: Eröffnung des Cleantech Innovation Park Hallstadt | tvo.de](#)
- Bayersche Staatszeitung: [Motor für Wachstum und Innovation](#)
- Der Neue Wiesentbote: [Innovationszentrum im Cleantech Innovation Park in Hallstadt eröffnet](#)
- Fränkischer Tag: [Kreis Bamberg: Söder und Aiwanger eröffnen Technik-Zentrum](#)

2.5. France

2.5.1. GAM - Grenoble-Alps Metropole (PP09)

The Grenoble pilot site has actively promoted the ECOLE project through several communication activities aimed at both industry professionals and the general public. In November 2023, a press release announced the start of the project, highlighting its goal to accelerate the transition to a circular industrial park in southern Grenoble.

In May 2023, the first synergy accelerator workshop was organised to explore shared opportunities between local companies, with communication via LinkedIn generating initial online engagement. In February 2025, ECOLE was featured at Tech&Fest 2025, presenting industrial innovation processes and the project's contribution to industrial ecology to journalists, industry stakeholders and the wider public. Finally, in September 2025, the pilot site participated in the Hytech Vallée CSR Week, hosting open days and workshops to promote circular economy practices, climate action, and environmental stewardship within the local industrial area. These combined actions have strengthened the project's visibility and engagement in the Grenoble region at both local and national level.



Marion Laur • Vous
Accélérer l'économie circulaire
1 an(s) • Modifié •

Une belle matinée d'échanges autour de l'économie circulaire et des synergies interentreprises ! Dans le cadre du réseau des entreprises autour de l'économie circulaire lancée par Grenoble-Alpes Métropole, et du projet européen ECOLE, un atelier "accélérateur de synergies" a eu lieu ce jeudi 28 mars matin au Pôle R : mutualisations, échanges de ressources, problématiques communes sur des déchets banaux (palettes, cartons, glassines...)... Il y a eu beaucoup d'échanges autour de la table, et ce n'est que le début de la démarche ! La plateforme <https://actif-cci.fr/> a bien aidé à animer la matinée, et va continuer à être utilisée sur le territoire.

Si vous êtes une entreprise du territoire ... plus
38 3 commentaires · 4 republications

J'aime Commenter Republier Envoyer

1233 impressions Voir les statistiques



Marion Laur • Vous
Accélérer l'économie circulaire
7 mois •

Après 2 jours de réunions et une visite de sites sur la Hytech Vallée, les partenaires du projet européen ECOLE était à tech&fest pour parler de circularité territoriale : comment réindustrialiser en limitant l'impact sur la consommation de ressource et sans artificialiser des terres. Pour y arriver, de nombreux challenges sont à relever pour (ré)apprendre à travailler ensemble, entre industries, ainsi qu'avec les collectivités et autres acteurs locaux.

Grenoble-Alpes Métropole Circul'Alpes
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Attached supporting material:

- https://drive.google.com/file/d/1LcpXR8bF_6uR3g1j-OgOfqK_EFMIKs/view?usp=drive_link

2.5.2. POL – POLYMERIS (PP10)

Polymeris actively promoted the ECOLE project through digital communication and an open day, targeting industry professionals and the general public. In September 2024, the organisation published a press release online presenting ECOLE as a pioneering European

initiative supporting circular transitions in Alpine industrial parks, with a focus on eco-industrial practices and plastic waste valorisation in the Plastics Vallée. The release reached local stakeholders via the Polymeris website and the Haut-Bugey Agglomeration network and was covered in local media, including an article in *Bref Eco* featuring Polymeris' President, Joël Viry. On 22 May 2025, Polymeris hosted a press conference and open day in Oyonnax, bringing together 53 participants. The event presented ECOLE's objectives, shared local use cases on waste recovery and industrial symbiosis, and facilitated direct exchanges between companies, local authorities and institutions. The open day received media coverage from outlets such as *Bref Eco*, *La Voix de l'Ain* and *Le Progrès*, reinforcing ECOLE's visibility and Polymeris' role in promoting circular industrial practices in the region.



Attached supporting material:

- Joël Viry (Polymeris) : « Le terrain de jeu de l'innovation, c'est l'Europe ! », <https://www.brefeco.com/actualite/poles-de-competitivite-clusters/joel-viry-polymeris-le-terrain-de-jeu-de-linnovation-cest>
- Plasturgie, IA, écoconception... Polyméris fête ses 20 ans et dévoile sa feuille de route pour 2030, <https://www.lavoixdelain.fr/polymeris-20-ans-sa-feuille-de-route-pour-2030/>
- Industrie : Polymeris fête 20 ans d'innovation, <https://groupe-ecomedia.com/polymeris-fete-20-ans-dinnovation/>

