

Program Priority: SO1.1 - Improve the framework conditions for innovation in the Alpine Space

Work Package: WPT3 Fostering CE processes in Alpine Space with digitalisation processes

Activity: A.T3.2 Experimenting transnational actions to foster CE approaches through digitalisation

Deliverable: D.T3.2.1 Local actions to implement CE Design Model approaches with digitalisation processes

Reporting on local pilot actions – AWS

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Month, YEAR: June, 2022

Table of contents

1. Introduction.....	3
2. Local pilot actions in Austria (Vienna), (aws) - Overview	3
3. Identification and involvement of the SMEs for the Pilot Action	7
4. Implementation report	9
Modul 1 – Raising Awareness.....	10
Modul 2 – 1:1 assistance.....	12
Modul 3 – Circular business strategies in specific sectors (sector specific training).....	14
5. Deviations from the pilot action plan (D.T3.1)	18
6. Communication activities implemented to support the pilot action	19
7. Summary of the achievements - lessons learnt.....	19
Achievements	19
Lessons learnt	20
8. Annex	24
Annex 1: Communication.....	24
Annex 2: Overview of companies assisted.....	26

1. Introduction

The aim of A.T3.2 is to foster CE design model with digitalization processes in at least 17 companies mainly in the sectors of building and construction.

In order to achieve this goal local pilot actions were planned by all project partners. As aws we planned our pilot action together with the other German speaking project partners and our respective experts as developed 5 moduls. AWS has worked with two experts in the field of circular economy and business support, Dr. Sonja Eser (Sinnenwandel and Fachhochschule Salzburg) and Dr. Rainer Pamminger (Technical University of Vienna). Both experts concluded a Circular Economy Assessment as well as a Digital Maturity Assessment with each company that took part in our pilot action and produced a detailed report as a result of this 1:1 assistance. They provided valuable input, learnings and insights, which are included in this pilot action report.

The present deliverable displays for the local pilot action in (Austria, Vienna) the:

- activities delivered,
- results achieved,
- lessons learned to foster CE approaches through digitalization.

2. Local pilot actions in Austria (Vienna), (aws) - Overview

In order to plan our local pilot action we developed the following structure:



Modules

1. Raise awareness for CE supported by digitalization
2. Understanding the business case of CE with digital support
3. Circular business strategies in den specific sectors (sector specific training)
4. Finance & Investment
5. Networking

Not all steps are mandatory – depending on the demands/requirements of the SMEs the different modules will be applied. Just the first module is more or less mandatory because we need it to come into contact with the SMEs and to build the community.

1:1 assistance starts immediately after the first module. Module 2 is implemented in the form of a workshop but just for one company (CEO + additional employees). Module 3, 4 and 5 can be carried out either as individual 1:1 assistance or as group workshops (depending on the demands/requirements of the SMEs)

Modul 1

Raise Awareness for CE supported by digitalization (community building)

Objective: to raise awareness of the opportunities of the circular economy through information events for specific sectors / several companies (building & construction, wood industry, recycling/water treatment, waste electronic equipment)

Format:

- Networking event/(online) workshop
- 1-2 hours
- An event is planned and carried out for each of the three sectors
- The entire value chain is invited

Topics:

- Presentation of the Circular 4.0 project
- Presentation of EU Circular Economy Action Plan
- Basics of the circular economy and how digitalization can support transformation (with focus on the respective sectors)
- Presentation of two (regional) case studies
- Q&A + discussion
- Forecast: what does Circular4.0 offer the participating companies?

Tools:

- Regional best practice cases

Modul 2

Understanding the Business Case of CE

Objective: Create awareness / raise awareness of the business case of CE and digital transformation

Format:

- (Online) coaching for one company - 1:1 assistance
- 2-4 hours

Topics:

- Entry point: linear risks and circular opportunities of sectors - as a check
- Knowledge transfer of added value of the circular economy for company

- Opportunities at point of intersection of CE and digital technologies for various circular economy business models

Tools:

- Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)
- Katch-e CE Strategist (<https://www.katche.eu>)
- MOVECO Qualification tools (<http://www.interreg-danube.eu/news-and-events/programme-news-and-events/2577>)
- SMEs will receive:
- an evaluation of the check for linear risks and circular opportunities (based on the example of the CAS) and digital maturity check (+ evaluation of contexts)
- Circular business model canvas

Modul 3

Circular business strategies in specific sectors (sector specific training)

Objective: Know-how transfer & sector-specific workshops (building & construction, wood industry, recycling/water treatment, waste electronic equipment) - creative process

Format:

- Workshop for one sector, several companies
- The entire value chain is invited (if possible, cover the entire value chain of specific sector)
- Creative session

Topics:

- Focus: understanding of possible new circular business models and how digital technologies can support them

Tools:

- Creative tools (CE idea creation game: https://www.katche.eu/knowledge-platform/tools-and-training-materials/katch_e-tools/katch_up-board-game/m) to stimulate the users to generate value ideas from a business challenge, applying circular design and circular business strategies. The tools should act as a guide to get an idea about an innovative product-service or to solve a real business problem and generate opportunities
- Outsourcing to external experts

Finance & Investment

Objective: advice on financing & investment options and imparting knowledge on the implications of circular business models for the financing structure of SMEs

Format:

- Handout and possibly reference to external experts (establish contact)
- Consultation
- 1-2 hours (+ self-study)

Topics:

- Specific funding options
- Typical challenges with circular business models, product service systems and pre-financing (e.g. via expert lecture)
- Presentation of the EU taxonomy and its implications for SMEs

Tools:

- Regional guidelines such as the Funding Guide for Environmental Protection and Energy from the Bavarian State Office for Environment:
<https://www.umweltpakt.bayern.de/werkzeuge/foerderfibel/> (overview of all funding opportunities & financial instruments related to sustainability / circular economy)
- Booklet with collected funding opportunities from Circular4.0 with reference to digitization (compilation from Output D.T2.4.1 & D.T2.4.3)
- MOVECO Toolbox: Financing Instruments - <http://www.interreg-danube.eu/news-and-events/programme-news-and-events/2568> (List of Funding instruments for the circular economy, Interregional match-making tool, Concept for Investor Day, Public-private partnership investment opportunities in the circular economy)
- Individual consultation on request

Networking

Objective: regular exchange between companies (of one value chain or with similar challenges), between investors, between authorities, etc.

Format:

- (Online) group of regulars
- Guests are invited for certain topics (e.g. topic financing: invite investors)
- Regular events & fixed dates
- 1 hour

Topics:

- General exchange between companies: state of the art, current developments
- Best Practices “Flagship Companies” from T2.2.1
- New guidelines, action plans (invitation of authorities from T2.2.4)
- Financing (e.g. investor brunch as a special format, investors from T2.4.2)

Tools:

- Networking platform
- LinkedIn group

3. Identification and involvement of the SMEs for the Pilot Action

In order to identify and recruit companies to join our local pilot actions we decided to use the AWS social media channels. Even though we have published an open call (open to all companies as we anticipated difficulties asking only companies from the building and construction sector to apply) we have not received many responses. Most people called or sent an e-mail to ask questions about the programme but hesitated when they were asked to check the “de minimis” box. The “de minimis” rule was necessary according to our legal department and therefore necessary for every company to agree too.

Once the companies contacted us with an expression of interest, they were sent a one pager on the pilot with further information as well as a short survey to answer and to sign the data protection and de minimis regulations.



Austria Wirtschaftsservice

10 February · 🌐



👤 Die Anmeldung zum EU-Pilotprojekt des aws Interreg Projekts CIRCULAR4.0 für #KMU und #Startups wurde bis zum 21.2.2022 verlängert.

Österreichische KMU und Start-ups, die die mit Hilfe digitaler Technologien die Einführung von #Kreislaufwirtschaft in ihrem Unternehmen vorantreiben wollen, haben die Möglichkeit an dem maßgeschneiderten Trainingsprogramm mit internationalen #Expertinnen und #Experten kostenfrei teilzunehmen. ♻️ 📄

Das Pilotprogramm beinhaltet #Onlineworkshops zum Thema „Chancen der Kreislaufwirtschaft durch Digitalisierung“, sowie zum Thema „Finance and Investment“ und „Circular Design and Circular Business Strategies“, sowie die Möglichkeit von 1:1 Coachings. 🎯

!?!👉📄 Alle Fragen rund um die Teilnahme und weiteren Inhalten des Programmes beantwortet gerne unsere aws Expertin Bianca Kahr: b.kahr@aws.at 📧

Anmeldefrist für KMU verlängert!

Bis zum 21.02.2022 anmelden und am Trainingsprogramm teilnehmen!

Interreg
Alpine Space
Circular4.0

Newsletter post sent to people via aws Newsletter:

KMU für EU-Pilotprogramm gesucht

Einreichen noch bis 14.01.2022

Im Rahmen des Interreg Projekts CIRCULAR4.0 werden kleine und mittelständische Unternehmen aller Branchen in Österreich gesucht, die mit Hilfe digitaler Technologien die Einführung von Kreislaufwirtschaft in ihrem Unternehmen vorantreiben wollen. Die Einreichfrist läuft noch bis zum 14.01.2022.

Details und Bewerbung zu CIRCULAR 4.0

<https://www.aws.at/circular40/>





Austria Wirtschaftsservice

9,683 followers
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Die Anmeldung zum #EU-Pilotprojekt des #aws Interreg Projekts CIRCULAR4.0 für #KMU und #Startups wurde bis zum 21.2.2022 verlängert!

✅ Österreichische #KMU und #Startups, die die mit Hilfe digitaler #Technologien die Einführung von #Kreislaufwirtschaft in ihrem Unternehmen vorantreiben wollen, haben die Möglichkeit an dem maßgeschneiderten Trainingsprogramm mit internationalen #Expertinnen und #Experten kostenfrei teilzunehmen.

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✅ Alle Fragen rund um die Teilnahme und weiteren Inhalten des Programmes beantwortet gerne unsere aws Expertin Bianca Kahr: b.kahr@aws.at

[See translation](#)



We also published a press release in order to recruit companies (see also annex):

https://www.ots.at/presseaussendung/OTS_20211221_OTS0056/eu-pilotprogramm-zum-thema-kreislaufwirtschaft-anmeldefrist-fuer-oesterreichische-kmu-laeuft-bis-14012022

4. Implementation report

This chapter consists of a **detailed reporting** on the activities performed. It should address all the activities (planned initially or added during the implementation) by building on the detailed description of activities used in activity A.T3.1.

Important: Technically speaking, additional activities with respect to the original plans (D.T3.1) are also “deviations”. A specific paragraph has been added for deviations.

Modul 1 – Raising Awareness

Title	Modul 1 – Raising Awareness	Start date	31.03.2022
		End date	31.03.2022
Description			
<p>Objective: to raise awareness of the opportunities of the circular economy through information events for specific sectors / several companies (building & construction, wood industry, recycling/water treatment, waste electronic equipment).</p> <p>We invited all the companies that had already signed up for the pilots at this point to join our raising awareness workshop, with contributions from Dr. Sonja Eser and Dr. Rainer Pamminger.</p>			
Results			
Please list below the results achieved, including the items available for documentation of the results (those items shall be put in the annexes to the deliverable).			
1	<p><i>Online: Raising Awareness Workshop</i></p> <p>AGENDA:</p> <p>11:00 – 11:10 Begrüßung und Circular 4.0 Projektvorstellung Bianca Kahr</p> <p>11:10 – 11:50 Circular Economy – Zeit zu handeln Dr. Sonja Eser</p>	Date	31.03.2022

Einführung in die Circular Economy, relevante Hebel und neue Geschäftsmodelle

11:50 – 12:20 Circular Design

Dr. Rainer Pammlinger

Kreislaufgerechte Produktgestaltung – Strategien, Tools und Umsetzungsbeispiele

12:20 – 12:30 Q&A

The screenshot shows a Zoom meeting interface. The main content is a slide titled "GESCHICHTE DER CIRCULAR ECONOMY". The slide text states: "Circular Economy ist kein völlig neues Konzept, sondern basiert auf einer Kombination von Grundkonzepten wie Industrial Ecology, Biomimicry, Naturkapitalismus, Regenerative Design, Cradle to Cradle und Blue Economy." Below the text are three diagrams: the Cradle to Cradle logo, an "Industrial Ecology Process" diagram showing a circular flow of materials, and a "LIFE'S PRINCIPLES" butterfly diagram. At the bottom of the slide, there is a citation: "Sakrhi, M. (2017). How to Assess Product Performance in the Circular Economy? Proposed Requirements for the Design of a Circularity Measurement Framework. Recycling 2017, 2,6. <http://www.elsevier.com/bs>. <http://www.sciencedirect.com>. <http://www.nature.com/>" and the "SINNEN WÄNDEN" logo. The Zoom interface includes a top menu bar, a video gallery at the top, a participants list on the right, and a control bar at the bottom.

The screenshot shows a Zoom meeting interface. The main content is a slide titled "Ressourcenverbrauch in Österreich pro Kopf (2018)". The slide features a donut chart showing resource consumption per capita in Austria in 2018. The data is as follows:

Resource Category	Consumption (Mt/a)
Andere Produkte	1
Biomasse	38
Fossile Energieträger	24
Metalle	8
Nicht-metallische Mineralstoffe	95
Total	167

Below the chart, it states "19 t/cap/a". To the right of the chart, the text reads: "EU-Durchschnitt: 14 t pro Jahr" and "Österreich: 19 t pro Jahr → 36% über EU Durchschnitt". At the bottom of the slide, it says "Quelle: Ressourcennutzung in Österreich, 2020" and includes the "TU ECODESIGN" logo. The Zoom interface includes a top menu bar, a video gallery at the top, a participants list on the right, and a control bar at the bottom.

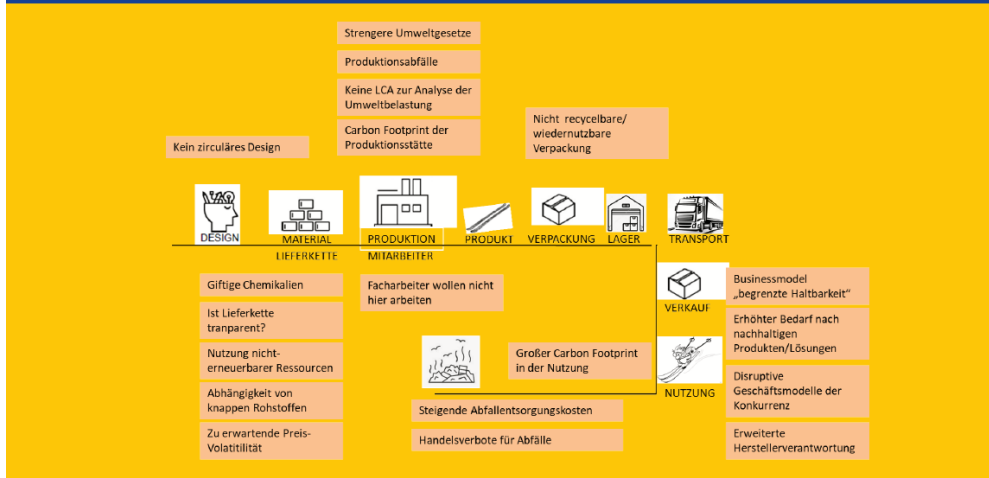
2	Direct contact with companies who have signed up for the pilot	Date	
3	<p>We had three companies that joined for our Raising Awareness workshop which was not as many as we had hoped but nevertheless it was a very lively workshop.</p> <p>Dr. Sonja Eser gave a very interesting introduction into CE and the business models. Dr. Rainer Pamminer afterwards went into more detail when it came to Circular Design, strategies, tools and some good practice examples.</p> <p>Main outcomes/learnings:</p> <p>It became clear that either the companies were already very knowledgeable concerning CE and were very willing to make some changes and/or receive input or that the companies had little to no knowledge concerning circular economy. There were many questions on regulations (national and regional) as well as specific questions on how they could design their respective product to make it more CE and cost friendly.</p>	Date	

Modul 2 – 1:1 assistance

Modul 2 – 1:1 assistance	Start date	01.03.2022
	End date	31.06.2022
Description		
Understanding the Business Case of CE		

Objective: Create awareness / raise awareness of the business case of CE and digital transformation		
Results		
Please list below the results achieved, including the items available for documentation of the results (those items shall be put in the annexes to the deliverable).		
Description		
<p>The following tools were used for the digital maturity and the CE assessment:</p> <ul style="list-style-type: none"> ○ Regional best practice cases ○ Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts) – developed by Dr. Sonja Eser ○ Check for most relevant CE business models (“Value Hill”) <p>The following tools were not used during 1:1 assistance, as the tool “check for linear risks and circular opportunities” was considered as the most appropriate one for the 1:1 consultancy:</p> <ul style="list-style-type: none"> ○ Katch-e CE strategist tool to help the user identify Circular Business Opportunities and provide ideas and inspiration along the process of defining a Circular Business Model. ○ Katch-e CE idea creation game to stimulate the users to generate value ideas from a business challenge, applying circular design and circular business strategies. The tools should act as a guide to get an idea about an innovative product-service or to solve a real business problem and generate opportunities ○ Moveco qualification tools – principles of circular economy & business models for the circular economy <p>Results: 11 reports</p> <p>No deviations besides the extensions of the timeframe for the 1:1 assistances</p>		

Bitte kreuzen Sie für Ihr Unternehmen relevante Risiken und Ineffizienzen in der Grafik an:



Modul 3 – Circular business strategies in specific sectors (sector specific training)

Title	Modul 3 – Circular business strategies in specific sectors (sector specific training)	Start date	31.03.2022
		End date	31.03.2022

Description

Know-how transfer & sector-specific workshops (building & construction, wood industry, recycling/water treatment, waste electronic equipment) - creative process

- Workshop for one sector, several companies
- The entire value chain was invited (if possible, cover the entire value chain of specific sector)
- Creative session

Focus: understanding of possible new circular business models and how digital technologies can

Tools:

Creative tools (CE idea creation game: https://www.katche.eu/knowledge-platform/tools-and-training-materials/katch_e-tools/katch_up-board-game/m) to stimulate the users to generate value ideas from a business challenge, applying circular design and circular business strategies. The tools should act as a guide to get an idea about an innovative product-service or to solve a real business problem and generate opportunities

Outsourcing to external experts

Results

Please list below the results achieved, including the items available for documentation of the results (those items shall be put in the annexes to the deliverable).

1		Date	11.04.2022
	<p>On site workshop in Gemini Startup Base in Salzburg</p> <p><i>GEMINI - STARTUP BASE</i></p> <p><i>Gewerbestraße 8</i></p> <p><i>5300 Hallwang</i></p> <p><i>AUSTRIA</i></p> <p><u>PARTICIPANT LIST:</u></p>		

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Angela Thiel
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Martin Ebner
Michael Buchebner
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Peter Buchegger
Pia Dietacher
Robert
Roman Lechner
Stefan Jindra
Tobias Schrammel
Valentin Motsch
Vinzent Weiler
Werner Balika
Wolfgang Danninger

	<p>Agenda:</p> <hr/> <p>10:00 Uhr Start</p> <ul style="list-style-type: none"> - Check-In - 10:30 Uhr Impuls: Circular Economy Grundlagen und Innovationspotentiale - 11:15 Gemeinsame Analyse der vor Ort vorhandenen Materialien, Ideensammlung zur Schließung von Kreisläufen - ca. 12:30-13:30 Uhr gemeinsames Mittagessen & Networking - 13:35 Impuls: Circular Design Strategien und Umsetzungsbeispiele - 14:00 Planspiel Simplycycle und Anknüpfungspunkte für Circular Design im eigenen Unternehmen - 15:30 Gemeinsame Auswertung - Check-Out <p>16:00 Uhr offizielles Ende – Networking</p>		
2	<p>Gemini Start Up Base is an incubator in Salzburg, Austria and offers creative working space to currently over 70 companies. The project partner “Innovation Salzburg” had previously worked with the incubator and we have agreed to continue the work they had started in their pilot and organized the creative workshop with the interested companies that rent a space in the Gemini Premises.</p>	Date	

	https://gemini.co.at/		
3	<p>Dr. Eser has had the opportunity to hold many 1:1 assistance talks directly during the workshop or organize a meeting for after the workshops. The main findings and learnings from these 1:1 assistances are included under the information for Activity 2.</p> <p>As for the learnings for the workshop that took place on site, it was very helpful to be able to talk to the companies face to face and learn about their goals and their specific business cases.</p> <p>Moreover, the networking opportunities, that were planned as a entire sperate Modul, was somewhat integrated in the workshop in group works and during a networking lunch.</p> <p>One of the topics for example was resource availability in the area. Companies had to name the resources that they could provide and have therefore leftover, resources that they needed and knowledge they could provide. This turned out to be a very successful activity as the sometimes very small companies found synergies and an overlap of interests.</p>	Date	

5. Deviations from the pilot action plan (D.T3.1)

Originally, we had planned most of the activities in physical form but eventually deviated to online meetings due to Covid-19.

Moreover, we planned a separate workshop for finance topics (Modul 4) and for networking opportunities (Modul 5). As it was difficult to find companies to take part in these activities, we integrated these topics in the workshops that we already had planned and in the 1:1 assistances.

Moreover, we had to approach companies from all sector and not only, as originally planned, only from the building and construction sector due to the fact that we did not receive enough applications for the pilot action.

The KPI for aws was to assist around 17 companies.

However, we were only able to assist 11 companies. This was due to the following reasons:

- 1) The de-minimis rule was something that hindered companies to participate in the pilots – this was mostly communicated through personal conversations with the companies.
- 2) Due to Covid-19 the focus for many companies seemed to have shifted and there was not as much of a demand for coaching or the readiness to put in some time.
- 3) aws does not have a wide network that consists of companies that have a circular economy focus. Even though we were addressing all companies (which aws has a network of) we were not able to easily connect to companies that already had done some work in the field of CE and digitalization or started their transition to circular economy.
- 4) Three companies that received a 1:1 assistance were unfortunately not very transparent or truthful in the data they gave and/or were not willing to receive input. Therefore, these three 1:1 assistances were not included in the pilots.

Moreover, the 1:1 assistances were partly planned to take place as a physical meeting but was re-organized to online meetings due to Covid-19

6. Communication activities implemented to support the pilot action

Screenshots of communication activities can be found under chapter 3 and in the Annex.

7. Summary of the achievements - lessons learnt

Achievements

The following achievements can be reported:

KPI	number of SMEs assisted	Identification of circular opportunities	Commitment level to CE implementation
<i>Goal</i>	<i>Reach at least 17 SMEs in 1:1 consultancy</i>	<i>100% of assisted companies identified a potential circular opportunity for their business</i>	<i>The overall aim was to increase the level of commitment, ideally in connection with a digital solution</i>
Achievement	11 SMEs in 1:1 consultancy	All 11 companies received concrete recommendations based on the assessments and 1:1 meeting.	All participants in the 1:1 assistance committed verbally their goal to keep working towards higher circularity. The real level of commitment and the concrete activities and results cannot be realistically estimated in the short timeframe of the pilot.

Lessons learnt

Nearly all 1:1 assistances were undertaken by Dr. Sonja Eser. Therefore, she summarized all experiences and lessons learned and also include those from her work with Salzburg and Umweltcluster Bayern:

SUMMARY OF PILOT FINDINGS:

actual problems:

- increased resource and energy prices – between 300 – 700%
- problems to get material at all – delivery shortages
- even recycled material has become scarce
- more employees needed to source material from new suppliers
- bottlenecks due to corona diseases
- renegotiations of customer contracts due to price increases, old prices could no longer be maintained

digital technologies:

- The expert could not confirm digital technologies as relevant lever for CE, though for several applications it will be necessary or improving customer experience

STATUS QUO

CE

- CE quite unknown
- very few have already circular products or business models but do not know that they are CE strategies
- environmental impacts of specific sectors are often unknown, ecological consequences also often ignored
- systemic approach is unknown and not practiced, i.e., organizations take into account all interactions and dependencies of their decision sand actions that impact their organization and the environmental, social, and economic systems, and identify unintended consequences of decisions or actions before they are implemented and manage these interactions effectively.

Sustainability

- longlife products are the norm, constructed with material efficiency – now we have problems to bring these products into **cycles (long** times until products come back, construction is not detachable, lightweight constructions with material mixes)
- own products as longlife are supposed to be already sustainable enough, more interest in process improvements and cost reductions
- when sustainable strategies are already implemented, circularity is none
- use of recycling material is very low due to lacking quality
- compostable products are seen as good alternatives, though the problematic environmental impacts and problems with closing the loop are not known

- no RFL at most companies, toxic ingredients are not known
- sustainable requirements from customers (private or public) are very new and cannot be answered accordingly now (lacking data)

production and supply chain

- a lot of companies do only final assembly – getting back their product or material will not reduce costs or help them, that would help the suppliers
- material changes would mean an intensive discussion/research together with suppliers as they buy in components
- not much companies have good connections or cooperations with their suppliers
- most companies do not know their input materials exactly or to 100ppm
- site-based sustainability is mostly well developed, some water or energy cycles can be closed

business models

- products are sold, to make a product-service-system is not very popular
- involvement of customers only in exceptional cases (medical products)
- issues with regulations or norms currently prevent closing loops for some products
- very few have already circular products or business models but do not know that

Innovation and cooperation

- most companies are already innovative and have developed niche products

INTERESTING ACTIVITIES DISCUSSED

- use production waste as new input/ improve selection to sell high quality material
- use 100% renewable energy from all accruing material on the site
- product passports
- remanufacturing of bigger products as new business models
- sustainability activities not clearly targeted, some actions that are thought are sustainable – no clear strategy, CE can help to work on a clear sustainability strategy for the companies
- discussion about developing new markets
- few new biological products
- establish clean and high-quality material streams
- develop circular products but also circular systems for closing the loops
- improving packaging, e.g. reuse
- close water or chemical cycles in production
- improve/rethink material selection and purchasing with criteria for circular materials
- glues are needed in several applications, no detachable connection techniques currently available
- cooperation with other companies to do research on material/glues/construction issues
- industrial symbiosis with neighboring companies
- procurement include circular sourcing
- discussions on business model and improvements with circular activities

INCLUDED ADDITIONAL INFORMATION FOR

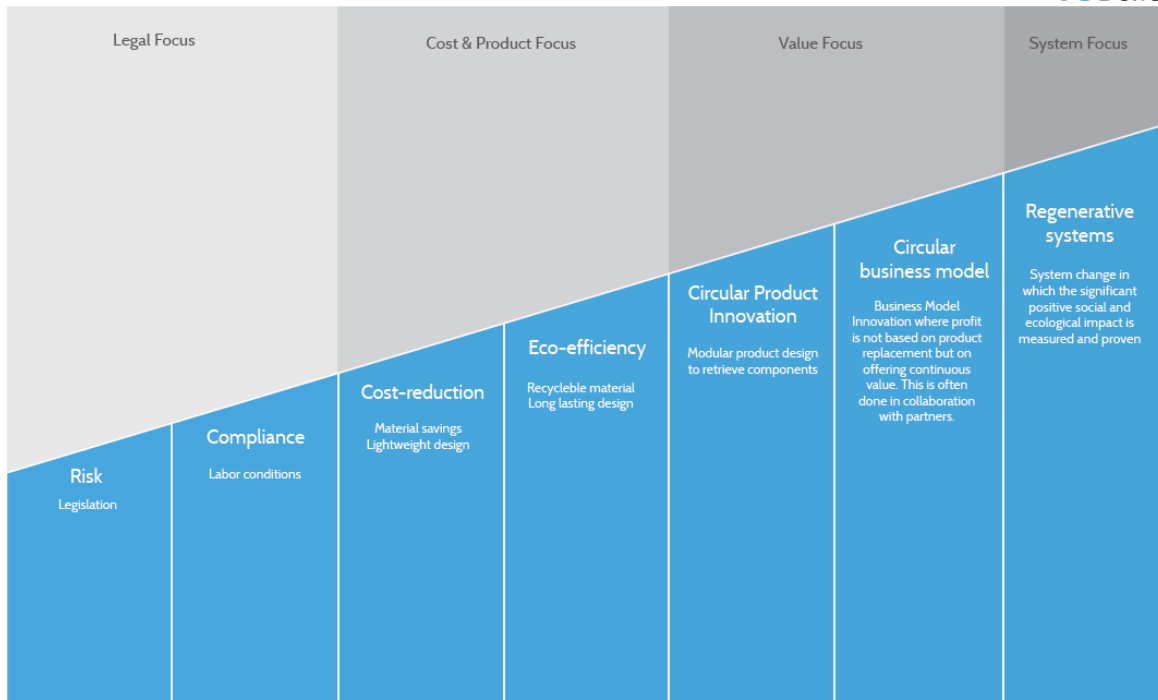
- instructions for specific industries/products e.g. construction
- networks
- material fitting for circularity
- design strategies
- how to talk to customers about CE, sustainable products
- product passports
- national CE strategies
- how do we measure circularity
- learning material
- environmental impacts of specific sectors are often unknown!

FIRST EVALUATION

- Companies need very specific guidance for their products/equipment/processes/material selection/product design.
- We received from all companies great feedback that the check was valuable, helped to rethink, think about more sustainability, think about issues they have not developed yet etc.
- The check that was developed is quite detailed and helps to interesting discussions about a wide variety of important topics. The step-by-step process helped to guide the discussion and rethink the own processes.
- A too simple check would serve more the intermediaries but not the companies, so it was good that we improved the check in this way.
- Forgotten was to include topics for biomass and biological cycle

CE maturity assessment over all SMEs consulted through Dr. Sonja Eser via UCB, AWS and Innovation Salzburg:

Risk to Opportunity Map
Develop an internal vision



Most companies were eco-efficiency or in the phase for circular product innovation

8. Annex

Annex 1: Communication

PRESSEMITTEILUNG

EU-Pilotprogramm zum Thema Kreislaufwirtschaft: Anmeldefrist für österreichische KMU läuft bis 14.01.2022

Mit dem EU-Projekt CIRCULAR4.0 werden KMU fit für die Kreislaufwirtschaft. Expertinnen und Experten unterstützen die Unternehmen bei Workshops und Trainings. Die Teilnahme ist für KMU kostenlos möglich.

Wien. Kreislaufwirtschaft und Digitalisierung gehören eng zusammen und bedingen sich in vielen Fällen gegenseitig. So können durch neue digitale Technologien Rohstoffe nicht nur effizienter genutzt und verarbeitet werden, sondern auch die Wiederverwendung und -verwertung wird dadurch erleichtert.

Im Rahmen des Interreg Projekts CIRCULAR4.0 werden Start-Ups bzw. kleine und mittelständische Unternehmen in Österreich gesucht, die mit Hilfe digitaler Technologien die Einführung von Kreislaufwirtschaft in ihrem Unternehmen vorantreiben wollen.

Ausgewählte KMU nehmen an einem maßgeschneiderten Trainingsprogramm von Jänner – März 2022 mit internationalen Expertinnen und Experten teil.

Inhalte des Pilotprogramms

Das Pilotprogramm beinhaltet Onlineworkshops zum Thema „Chancen der Kreislaufwirtschaft durch Digitalisierung“, sowie zum Thema „Finance and Investment“ und „Circular Design and Circular Business Strategies“. Unter anderem besteht auch die Möglichkeit für eine 1:1 Beratung mit Check auf lineare Risiken und zirkuläre Chancen mit internationalen Expertinnen bzw. Experten.

Wer kann sich bewerben

Start-Ups und KMU (alle Branchen) mit Firmensitz in Österreich

Bis wann kann man sich bewerben

Freitag, 14. Januar 2022

Wie kann man sich bewerben

Richten Sie bitte Ihr Interesse an der Teilnahme oder Fragen zum Programm per E-Mail an Frau Bianca Kahr unter b.kahr@aws.at

Über das Projekt CIRCULAR4.0

Das Hauptziel des Projekts CIRCULAR4.0 ist die Stärkung der Digitalisierungsprozesse von KMU, um Innovationsprozesse zu fördern und den Übergang zur Kreislaufwirtschaft im Alpenraum zu beschleunigen. Neue Technologien ermöglichen die Entwicklung und die Einführung neuer CE-Geschäftsmodelle (Circular Economy). Das Projekt verspricht Unternehmen aus der Region Information und Unterstützung zu verschiedenen Konzepten der Kreislaufwirtschaft.

Mehr Information zum Projekt finden Sie [hier](#).

Über Austria Wirtschaftsservice GmbH (aws)

Die Austria Wirtschaftsservice GmbH (aws) ist die Förderbank des Bundes. Durch die Vergabe von zinsgünstigen Krediten, Garantien, Zuschüssen sowie Eigenkapital unterstützt sie Unternehmen von der ersten Idee bis hin zum Markterfolg bei der Umsetzung ihrer innovativen Projekte. Die aws berät und unterstützt auch in Bezug auf den Schutz und die Verwertung von geistigem Eigentum. Ergänzend werden spezifische Vernetzungs-, Informations-, Beratungs-, Service- und Dienstleistungen für angehende, bestehende und expandierende Unternehmen angeboten.

Rückfragen & Kontakt

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Annex 2: Overview of companies assisted

ID° (partner acronym +no.)	Company type	Company Region	Sector of reference	CE maturity assessment	CE maturity assessment tool	Digital maturity assessment	DM assessment tool	1:1 meeting	Action Plan
aws01	SME	Salzburg	Manufacture	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws02	SME	Salzburg	Manufacture	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	...
aws03	SME	Salzburg	Clothing	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws04	Start-Up	Graz	Deep tech	23.03.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	23.03.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	23.03.2022	

aws05	SME	Salzburg	Watch manufacture	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws06	Start-Up	Vienna	Recycling of batteries	01.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	01.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	01.04.2022	
aws07	SME	Salzburg	Manufacture	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws08	SME	Salzburg	Food	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws09	SME	Salzburg	Waste management	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	
aws10	Start-Up	Vienna	Waste management	29.03.2022	Check for linear risks and circular opportunities	29.04.2022	Check for linear risks and circular opportunities	29.03/04.2022	

					(based on the example of the CAS) + digi check (evaluation of contexts)		(based on the example of the CAS) + digi check (evaluation of contexts)		
aws11	SME	Salzburg	Interior Design	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	Check for linear risks and circular opportunities (based on the example of the CAS) + digi check (evaluation of contexts)	11.04.2022	