

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.T3.2.3 Local actions to implement CE Value recovery approaches with digitalisation processes

Reporting on local pilot actions – Chamber of Commerce of Venezia-Rovigo (CCIAA VE-RO)

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# 1. Introduction

The main objective of the CIRCULAR4.0 project is to strengthen digitalisation processes by SMEs to foster innovation processes and accelerate the transition to the Circular Economy (CE) in Alpine Space. According to the transnational feasibility plans and the priority approach selected, each area tested the toolkit to transparent selected SMEs from industrial sectors identified (T1.4.2) with special focus on CE maturity assessment survey. 25 SMEs were involved by CCIAA VE-RO.

In the Veneto Region are present two CIRCUALAR4.0 partners, CCIAA VE-RO and Veneto Innovation, that agreed to carry out the pilots separately, but in coordination, to ensure the maximum reach towards targeted companies.

The pilot action was started with a call for EoI (expression of interest) to select companies interested in taking part in the pilot, in order to participate in a circular transformation assistance programme focused on identifying possible actions to improve their circularity approach for processes and products, and how digital processes can support this transformation. A total of 25 SMEs were selected based on the order of EoI submission.

The selected SMEs were assessed on circular economy and digital maturity. The assessment tools used were CAS4.0 for circularity, and SELFI4.0 for digital maturity. Experts in digitalisation and circular economy carried out one-to-one meetings with companies to present a possible action plan.

This deliverable presents the local pilot action carried out by Chamber of Commerce of Venezia-Rovigo, and in particular activities delivered, results achieved, lessons learned to foster CE approaches through digitalization.

## 2. Local pilot actions in Veneto (CCIAA VE-RO) - Overview

CCIAA VE-RO launched the call for EoI targeted at SMEs in order to select 25 enterprises to be supported in the development of plans for a more circular design model approach through digitisation, improving from traditional management and production models.

The general approach took into consideration all previous Circular 4.0 activities. Given the low awareness level on the topic of most SMEs (that was later confirmed by the data emerged from the CAS assessments), all CE approaches need to be considered. For example, differences between circular design, optimal use, and value recovery models are not clear to most SMEs, and in many cases just to have the SME understand the different possible circular models represented a huge step for them, allowing them to consider opportunities they were not aware before.

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

SMEs were selected through a public call. The possibility to take part in the call was widely publicised (newsletters, social networks, webinars), and interested SMEs applied through a form to express interest. The call was officially and publicly launched by an online workshop that took place on May the 3<sup>rd</sup>. The workshop was organised by CCIAA VE-RO in collaboration

with Veneto Innovazione. Both the supporting external experts of Veneto Innovazione and CCIAA VE-RO attended this event.



**CIRCULAR4.0:  
UNO STRUMENTO PER AIUTARE  
LE PMI NELLA TRANSIZIONE  
VERSO L'ECONOMIA CIRCOLARE**

Lancio Azione Pilota CIRCULAR 4.0  
martedì 3 maggio ore 16.00 - Evento gratuito

CIRCULAR4.0 è un progetto finanziato nell'ambito del programma Alpine Space che mira a contribuire alla transizione del sistema economico locale verso l'economia circolare sfruttando le potenzialità della digitalizzazione e delle nuove tecnologie.

L'evento andrà ad illustrare il percorso gratuito offerto alle imprese che aderiranno, per verificare la loro maturità circolare e digitale ed ottenere un piano per il miglioramento del proprio posizionamento e la strada più consona alle loro esigenze.

**ISCRIZIONI**

L'evento si terrà in formato webinar. Per ricevere il link per partecipare, effettua l'iscrizione compilando il modulo seguente:

[Modulo di iscrizione](#)

Maggiori informazioni ai link:

<https://www.dl.camcom.it> (sezione bandi)

[https://www.venetoinnovazione.it/?q=AzionePilotaCircular4\\_0](https://www.venetoinnovazione.it/?q=AzionePilotaCircular4_0)



## 4. Implementation report

In accordance to the overall methodology defined for the pilot actions, the following activities were executed.

1	Selection/identification of SMEs	Start date	04.2022
		End date	06.2022
<p>Launch, in parallel with Veneto Innovazione, of an open call to collect EoI from SMEs willing to test the of tools to foster the contribution of Industry4.0 for the transition of SMEs to the circular economy developed or identified within Circular4.0.</p> <p>CCIAA VE-RO organised, in collaboration with Veneto Innovazione, a launch event for the public call for the collection of expressions of interest from companies.</p> <p>Two information events were organised, aimed at companies on the opportunities of the circular economy and on business models associated with the reuse and optimization of product life.</p>			

The pilot was open to companies from all sectors, but a special attention to companies in the building and construction sector. In any case, companies were selected based on “first come, first served” principle.

**Results**

25 SMEs presenting the EoI to take part to the pilot.

2	Circular CE capability/potentiality and Digital Maturity Assessment of SMEs	Start date	04.2022
		End date	06.2022

Selected companies completed the circular assessment using the CAS tool, and the digital maturity assessment through SELFI4.0 (the official Italian Chambers of Commerce digital assessment platform).

In the pilot action implementation, CCIAA VE-RO was supported by an external company selected based on a specific experience on the topic of circular economy and support to SMEs.

The experts prepared a report for every company participating in the pilot action and an action plan to be presented and discussed with each of them.

**Result**

Documented CE and digital maturity assessments.

1	Documented CE maturity and digital maturity assessments for 25 eligible SMEs.	Date	17.06.2022
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3	Identification of innovation needs and investment plan	Start date	04.2022
		End date	06.2022

Each company selected received, besides the results of its CE and digital maturity assessment result, a document discussed in the 1:1 meeting (conducted online), presenting at least one specific recommendation about transformation of the company towards higher circularity in order to increase their maturity level, such as:

- Technology adoption

<ul style="list-style-type: none"> <li>- New or improved process</li> <li>- New or improved or transformed business model</li> <li>- New or improved products</li> <li>- New or improved services</li> <li>- Digitally supported (as far as possible)</li> </ul>			
<b>Result</b>			
Companies assessed received an individual evaluation with at least one individual recommendation.			
1	25 evaluation reports with innovation needs handed out	<b>Date</b>	17.06.2022

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

No major deviations were encountered. The only deviation from initial planning was that SMEs targeted were not only from the construction sector, but all sectors were targeted. This targeting was discussed and agreed with Veneto Innovazione, to ensure consistency in the Veneto region.

## 6. Communication activities implemented to support the pilot action

- Kick off event of public call for selection of SMEs
- Newsletters and social to communicate kick-off event
- Informative event to present Circular Economy opportunities
- Newsletter and social to inform SMEs about the opportunity and collect EoI

## 7. Summary of the achievements - lessons learnt

### Achievements

KPI	number of SMEs assisted	Identification of circular opportunities
<i>Goal</i>	<i>At least 25</i>	<i>100% of assisted companies identified a potential circular opportunity for their business</i>
<b>Achievement</b>	25	All 25 companies received concrete recommendations based on the assessments and shared during the 1:1 meetings with companies.

## Lessons learnt

The main lesson learnt regards SMEs' "starting point" on circular economy. The CAS assessment showed that most SMEs have limited awareness about circular economy possible strategies (such as 9R). The limited awareness makes difficult to set clear objectives, that are necessary for effective implementation.

In general, IoT technologies represent a strong opportunity to support circular economy (especially for its ability to collect data and monitor), followed by cloud computing (for its ability to allow remote/automatic control). Artificial Intelligence has a good potential (optimisation, planning), but SMEs are not familiar enough with the technology.

## 8. Annex

### Overview of companies assisted

N°	Company name	Company Address/ Region	Sector of reference	Website	SME	CE maturity assessment	CE maturity assessment tool	Digital maturity assessment	DM assessment tool	1:1 meeting	Action Plan	Follow up (optional)	Activity 1 (optional)	Activity 2 (optional)	Activity y... (optional)
1	10 I Cube Srl	Via delle industrie 15 - 30175 marghera (ve)	PROgettazione meccanica	www.kreacta.com	Yes	19/04/2022	CAS4.0	19/04/2022	SELFIE 4.0	19/04/2022	30/06/2022				
2	V.Innovation Srl	Via cengio 45 - 36100 vicenza	progettazione di impianti di pirolisi e gassificazione	www.t2i.it	Yes	13/05/2022	CAS4.0	13/05/2022	SELFIE 4.	13/05/2022	30/06/2022				
3	Salone D'impresa Srl	Via Camporèse 100-H 30173 Venezia Mestre	gestione di Eventi e Manifestazioni di Business e Cultura d'Impresa	www.salonedimpresa.it	Yes	13/05/2022 15.49.58	CAS4.0	13/05/2022 15.49.58	SELFIE 4.	13/05/2022 15.49.58	30/06/2022				
4	Calzaturificio Orion Spa	Viale dell'Industria, 4, Bagnoli di Sopra, 35023 (Pd)	Produzione di calzature	http://www.orionspa.com/#	Yes	16/05/2022	CAS4.0	16/05/2022	SELFIE 4.	16/05/2022	30/06/2022				
5	Ispiro Srl	Via Porta Adige, 45 - 45100 Rovigo	lot	https://ispire.tech	Yes	17/05/2022	CAS4.0	17/05/2022	SELFIE 4.	17/05/2022	30/06/2022				
6	Dolomiti mare	Viale San	turismo	www.dolomitimare.it	Yes	18/05/2022	CAS4.0	18/05/2022	SELFIE 4.	18/05/2022	30/06/2022				



		Libera 25 Feltre													
7	Tecno Medical Innovatio n Srl	via Colomb o 19 - 31015 Coneglia no - TV	Soluzioni tecnologiche per la salute	www.tmi-it.com	Yes	18/05/20 22	CAS4.0	18/05/20 22	SELFIE 4.	18/05/2 022	30/06/2 022				
8	Costitue nda Di Erika Faresin	Residenz a	Non defintio		yes	19/05/20 22	CAS4.0	19/05/20 22	SELFIE 4.	19/05/2 022	30/06/2 022				
9	Modelpr o Srl	Isola della Giudecc a 812 Venezia 30133	Servizi per la ristorazione	www.modelpro.eu	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
10	Eurorica mbi Rovigo Srl	viale del lavoro, 4 - 45100 Rovigo	Vendita al dettaglio ricambi auto/moto	http://www.euroricam birovigo.it/	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
11	Star Srl	Largo Nicolò Rezzara 6 - 24122 Bergam o	Ottica	starwordzz.com	Yes	20/05/20 22	CAS4.0	20/05/20 22	SELFIE 4.	20/05/2 022	30/06/2 022				
12	Easytech Srl	Via Evangelista Torricelli 35E Verona	Servizi tecnologici per l'edilizia	www.easytechsolution.it	Yes	23/05/20 22	CAS4.0	23/05/20 22	SELFIE 4.	23/05/2 022	30/06/2 022				
13	Tecover de Srl	via Zona Industria le 110 - 45010 Villadose (Rovigo)	Manutezione verde	www.tecoverdesrl.it	No	23/05/20 22	CAS4.0	23/05/20 22	SELFIE 4.	23/05/2 022	30/06/2 022				
14	Collegio Provincia le Degli Agrotecn	VIA MASCAG	Gestione ambientale	www.agrotecnicrovig o.it	no	24/05/20 22	CAS4.0	24/05/20 22	SELFIE 4.	24/05/2 022	30/06/2 022				

	ici Ed Agrotecnici Laureati Di Rovigo	NI 86 Rovigo													
15	Sustain Me	Via Montessori 2 Rovigo	Sostenibilità aziendale	<a href="http://www.sustainme.it">www.sustainme.it</a>	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
16	Glob-Tek Srls	Viale Porta Adige 45 - 45100 Rovigo (RO)	Analisi ambientale	<a href="http://www.glob-tek.it">www.glob-tek.it</a>	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
17	Youco Srl	Viale Andrea Doria n.7, 20124 Milano	Software	<a href="http://www.youco.eu">www.youco.eu</a>	No	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
18	Casa Del Materasso	Viale Porta Po, 2 Rovigo	Vendita materassi	<a href="https://www.casadelmaterasso-ro.net/">https://www.casadelmaterasso-ro.net/</a>	Yes	25/05/2022	CAS4.0	25/05/2022	SELFIE 4.	25/05/2022	30/06/2022				
19	New System Speakers Di Simonato Nicola	Via Del Ciclamino n.28-37051-BOVOLONE (VR)	Altoparlanti tecnologici	<a href="http://www.newsystemspeakers.com">www.newsystemspeakers.com</a>	Yes	26/05/2022	CAS4.0	26/05/2022	SELFIE 4.	26/05/2022	30/06/2022				
20	Alberto Mozzato	San Polo 360 a - venezia	Consulente		Yes	26/05/2022	CAS4.0	26/05/2022	SELFIE 4.	26/05/2022	30/06/2022				
21	Finpesca S.P.A.	VIA DELLE INDUSTRIE, 7 - Porto viro rovigo	Pesca e acquacoltura	<a href="https://www.finpesca.it/">https://www.finpesca.it/</a>	no	30/05/2022	CAS4.0	30/05/2022	SELFIE 4.	30/05/2022	30/06/2022				

