

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

Work Package: WP T2

Activity: A.T2.2 Benchlearning and peering activities addressed to Intermediaries, Service Providers and public actors

Deliverable: D.T2.2.3 Local training actions addressed to intermediaries and service providers

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1. Introduction and methodology

What was the main aim of the local training action (LTA)? Was it achieved and how (Methodology – how was this action implemented - who, when, where, how organized the Local training action workshop)?

Due to the maturity of our ecosystem concerning CE and the collaboration we have with a local association dedicated to CE (Solucir), we chose not to organize one single OTC but to:

- organize online events dedicated to circular economy, opened to a wide panel of participants to give concrete illustrations how CE can be applied to SME's:
 - 30/03/21: webinar “For a sustainable & digital industry », organized by our Agency in collaboration with the Clermont Ferrand University.
 - 29/04/21: online event: les “Circonférences” organized in partnership with the association Solucir
- organize workshops with local authorities with whom we are already working in collaboration; They are less advanced on CE than clusters for example and we thought they could be interested by the topic:
 - one with local authorities of the Rhône Departement,
 - one with the local economic agency of Chambéry/Aix les bains.

In order to simplify the presentation, we modified the report to answer all the questions for these 2 types of events.

2. Webinar “For a sustainable & digital industry” – 30-03-21

The objective of this workshop was to demonstrate to SMEs that:

- Data (connected objects, artificial intelligence, traceability, etc.) offer precious levers to control and optimize their production tool.
- Efficient management of their resources and consumption is essential to move towards a flexible and responsible industry.
- Anticipated maintenance, eco-design, recycling, reuse, economy of functionality are all business opportunities to rethink their processes, products and services.

This event was organized in partnership with the Clermont Ferrand University, which has experts working on digitalization & CE. We also included the testimony of 2 SMEs offering solutions and one researcher of the Clermont University. In preamble of the webinar, we gave introduction to what is CE.

Invitation letter

This invitation was sent to all our targets (Sme’s and other) in the Region.

Link: <https://www.auvergnerhonealpes-entreprises.fr/event/pour-une-industrie-responsable-et-digitale-2021-03-30-7725/register>



INVITATION

RDV DE L'INNOVATION

POUR UNE INDUSTRIE RESPONSABLE ET DIGITALE

Production et consommation au plus juste, quelles opportunités business ?

En ligne | Mardi 30 mars 2021 | 11h-13h

Maintenance anticipée, écoconception, recyclage, réutilisation, économie de la fonctionnalité sont autant d'opportunités business pour repenser vos procédés, vos produits et vos services.

Comment et avec quels outils traiter vos données de manière optimale pour vous ouvrir ces nouvelles opportunités ?

Ce webinaire animé par des experts vous présentera les **outils et solutions centrés sur la "donnée"**, pour gérer efficacement vos ressources industrielles.

Programme et inscription

Agenda & speakers

Different speakers illustrated how can digitalization be used for CE:

- A startup that recycle plastics: Plas'tri
- A Researcher from the Clermont University, expert of AI for CE.
- An office of specialized engineers in process engineering: INEVO

<https://www.auvergnerhonealpes-entreprises.fr/event/pour-une-industrie-responsable-et-digitale-2021-03-30-7725/register>

Program

- 11am - "An expert sorting to transform plastic waste into resources" - Intelligent identification of plastic polymers and use of data for the management of an industrial site - Clara Spetebroodt, Plas'tri (42)
- 11:30 am - "Changing production methods, developing new products via an integrated circular economy" - Artificial Intelligence at the service of the eco-responsible reindustrialisation of a territory - Adélaïde Albouy-Kissi, Clermont Auvergne University
- 12 noon - "Data to increase the quality of your products and control your consumption" - What if this financial gain allowed you to speed up your eco-responsible approach? - Aymeric Ruiz, Anthony Ruiz, INEVO
- 12:30 p.m. - "Be accompanied in your project" - Isabelle Clouet and Julie Gratien, Auvergne-Rhône-Alpes Entreprises

Pictures of the LTA (Front-desk module 1, Front-desk module 2, Online OTC Training course)



List of participants

Please provide a list of participants - first name, last name, e-mail address, institution, signature (if applicable – for the physical meetings scan list of participants that include signatures).

Number of participants (total): This event was quite a success since 309 participants subscribed and 170 connected during the morning (not possible to get the report due to the platform used)

Target group	Number of participants reached = connected
Project partners (PPs)	
Experts of the TWG (EXP)	
Observers of the TWG (OBS)	
Local public authority (LPA)	7
Regional public authority (RPA)	2
National public authority (NPA)	
Higher education and research (HER)	12
Enterprise, except SME (ENT)	30
SMEs (SMEs)	35
Business support organisations (BSOs)	27
Interest groups including NGOs (IG/NGOs)	
Sectoral organisations (SO)	
International organisations under inter-national law (IO)	
Other (O)	27
Total	<i>170</i>

3. Online Event CIRCONFÉRENCES – 29-04-21

This event was organised in partnership with the association Solucir, dedicated to promoting Circular Economy in the Savoie & Haute Savoie areas.

Our agency works in strong collaboration with this association of entrepreneurs and local authorities to organize events on CE. To reach our targets, it seemed relevant to us to organize our local trainings with them.

The goals of the event were:

- to acculturate and inspire participants with CE, with the testimony of the Interface company that started CE 20 years ago and reached Zero impact in 2020
- to show examples of local solutions: 6 entrepreneurs pitched their solutions. Examples: plastics recycling, digital solutions to optimize production, eco-design of a ski boot, furniture made from reemployed wood, refurbished computer equipment
- to provide the means to take actions proposing the participants an extract of our CE & digital assessment with a quiz online.

The event took the form of a “Phyigital event”: the speakers were in the premises of the local TV “TV8 Montblanc”, and the emission was broadcasted online.

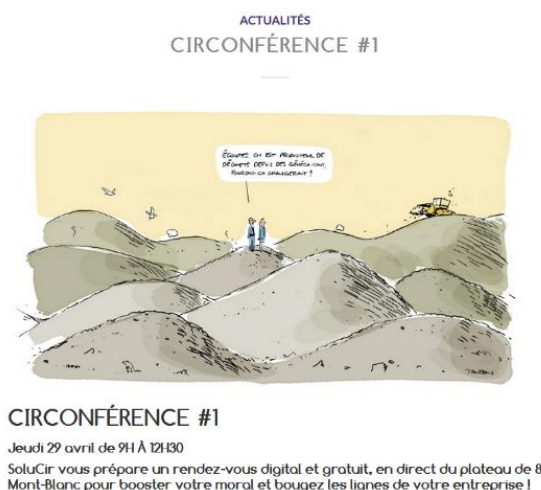
Invitation letter

Please provide invitation letter to the LTA and a link to it (if applicable).

Link to the invitation:

<https://solucir.org/circonference-1/>

As the event was in a phyigital format, this invitation was sent to a wide panel, not only in Savoie and Haute Savoie but in all the Rhône-Alpes territory by our agency. It was also relayed by the Solucir association & its partners.




Agenda & speakers

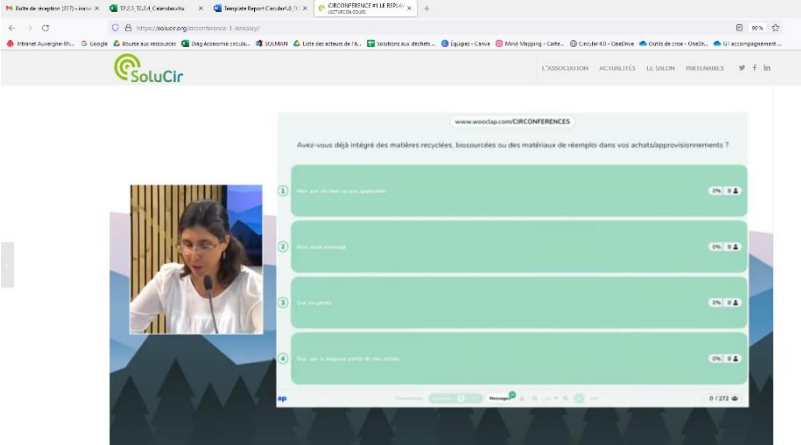
- ❖ Link to the program: <https://solucir.org/circonference-1-2/>
- ❖ Link to the replay: <https://solucir.org/circonference-1-lereplay/>
- ❖ 09h00 - INTRODUCTION - Association SoluCir - Michel Grebot
- ❖ 9:20 am - INSPIRATION - Interface testimonial - Laëtitia Boucher "How an industrialist achieved zero impact in 2020 by using the levers of the economy"

- ❖ 10:00 am - SOLUTION - DAHUTS - Bruno Rey "A whole range of solutions for your interior fittings"
- ❖ 10:15 am - SOLUTION - SOMFY / Afb Green IT - Justine Zawada / Stéphane Pages "Collaborate to give a second life to your computer equipment"
- ❖ 10:30 am - SOLUTION - Rhizomex - Luc Jager "Invasive plants: going from a harmful effect on biodiversity to a product useful for health"
- ❖ 10:40 a.m. - BREAK
- ❖ 11:00 am - SOLUTION - Cycl'Add - Hervé Guerry "Innovating to recover our plastic" waste " - the example of mask recycling"
- ❖ 11:10 am - SOLUTION - Salomon - Olivier Mouzin "A running shoe designed from the outset to be recycled at the end of its life"
- ❖ 11:20 am - SOLUTION - Optimistik - Mathieu Cura "Towards a more decentralized and ever more efficient industry"
- ❖ **11:30 am - DIAGNOSIS - AURAE - Isabelle Clouet "The first questions to ask yourself to make your model more circular"**
- ❖ 12h00 - CONCLUSION
- ❖ 12:15 p.m. - DECONTRACTION - summary of the morning in drawing by Erik Tartrais
- ❖ 12:30 p.m. - END

Pictures of the LTA (Front-desk module 1, Front-desk module 2, Online OTC Training course)



The top screenshot shows a Zoom meeting in progress. On the left, a woman is speaking. The main screen displays a presentation slide with the text "Mission industrie durable" and "Evaluez-vous en 15 minutes!". To the right of the text is a circular diagram titled "ECONOMIE CIRCULAIRE 4.0" with various icons representing different stages of the circular economy.



The bottom screenshot shows a Zoom meeting with a poll displayed. The poll question is: "Avez-vous déjà intégré des matières recyclées, biosourcées ou des matériaux de réemploi dans vos achats/approvisionnements ?". The poll has four options, each with a progress bar and a percentage. The poll results are shown as 38% (35 participants) for the first option and 91 / 272 for the second option.

note a participants are included

Number of participants (total): This event was a big success since 441 participants subscribed and around 270 connected during the morning (due to the platform used by TV8 Montblanc, it could not be possible to get the report)

Target group	Number of participants reached = subscribed
Project partners (PPs)	2
Experts of the TWG (EXP)	
Observers of the TWG (OBS)	
Local public authority (LPA)	23
Regional public authority (RPA)	4
National public authority (NPA)	
Higher education and research (HER)	21
Enterprise, except SME (ENT)	71
SMEs (SMEs)	72
Business support organisations (BSOs)	72
Interest groups including NGOs (IG/NGOs)	
Sectoral organisations (SO)	
International organisations under inter-national law (IO)	
Other (O)	182
Total	441

4. Workshops with Local authorities – 21/05/2021

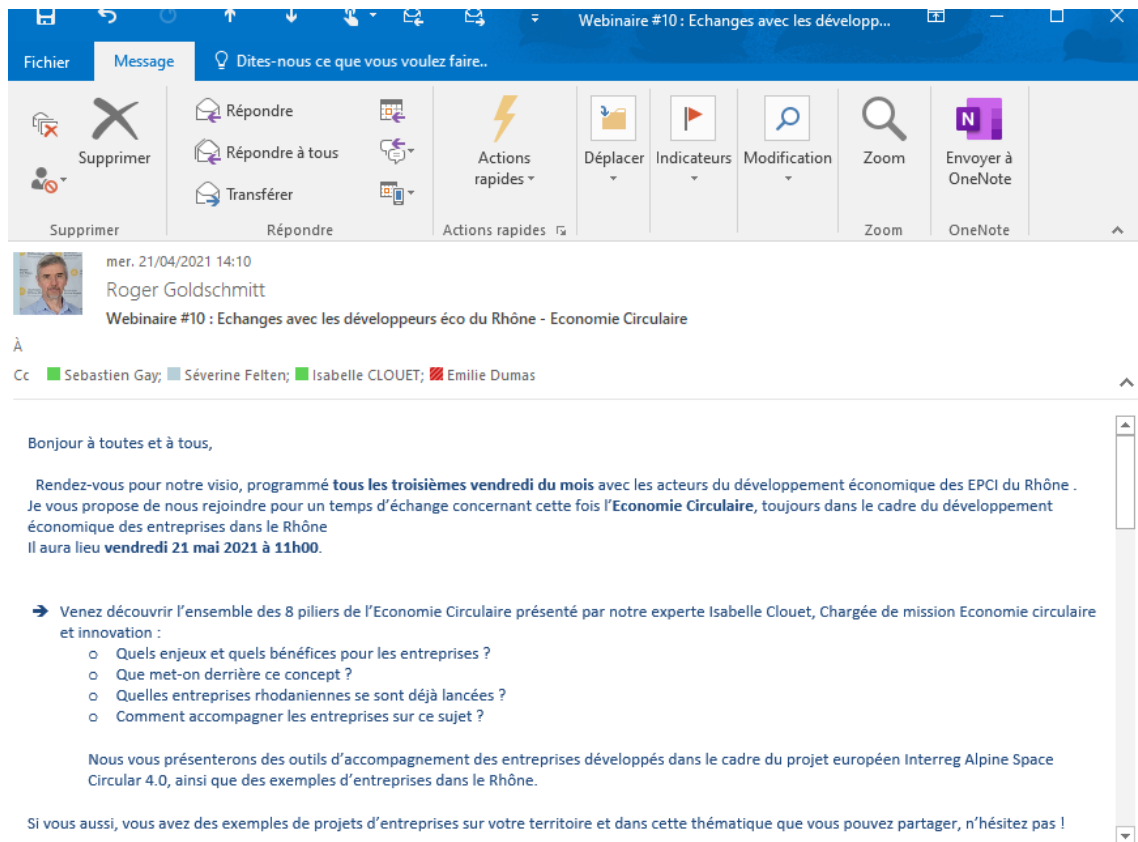
After these 2 events, we also organized online workshops oriented to local authorities & local economic development agencies with whom we are working.

They are less aware of CE and we think they could also be a relay to the SMEs and interested by the subject.

Invitation letter

Rhône – 21/05/2021

The invitation was sent by mail directly to the participants.



Chambéry Grand Lac Economy – 28-06-21

For this online workshop, it was only an Outlook invitation

Agendas & speakers

The workshops were animated by Isabelle Clouet, the Circular 4.0 project manager of our agency, expert in CE.

The program was the same for both workshops:

- ❖ Challenges for companies
- ❖ What is the circular economy?
- ❖ Integrate the circular economy into the company
- ❖ Examples of local solutions
- ❖ Benefits for companies
- ❖ Supporting businesses - Circular 4.0 tools

List of participants

Number of participants (total): 7, all from local public authorities.

Rhône Local authorities – 21/05/2021

For this first workshop, it was quite disappointing since only one third of the persons registered actually participated.

Participants came from 3 local authorities: Communauté de Communes des Vallons du Lyonnais, CA Villefranche Beaujolais Saône, Aderly, Communauté de Communes des Monts Du Lyonnais.

Most of them were already aware of CE.

Chambéry Grand Lac Economy – 28-06-21

For this second workshop, 3 persons from Chambéry Grand Lac Economie, the local economic development agency, participated.

5. Lessons learnt

The 2 first webinars were very successful & appreciated, we had a lot of positive returns after the event.

March 30 Webinar:

- Institutional stakeholders discovered the work carried out by the university via this workshop. They then wanted to know more about the tools deployed via artificial intelligence (Metropole Clermont).
- Two companies in traditional industry have initiated projects to deploy artificial intelligence for the management of energy consumption and anticipated maintenance. These companies have asked for our help in these projects.
- A company (baby care equipment) also asked us to integrate the notion of circular economy from the design stage of its new products. We are supporting them in this process.
- We organised a practical workshop (16 participants, 11 companies), with one of the participants (consultant in Green IT), to help integrate the notion of digital eco-design into the deployment of digital tools for the circular economy. The concrete case studied was a second-hand sports equipment sales application (DROPIN). This workshop was in response to the expectations of companies (solution providers) and institutions (Regional Council in particular).
- Companies and researchers have expressed their interest in continuing to reflect on these issues. This led us to propose a "Hackathon-type" format to be held on 30/11/21 and 07/12/21: "Data to pivot towards the circular industry, at the scale of a territory".
The topics of this workshop are:
 - Digital transformation, territorial synergies, levers for an agile and circular industry

- Enabling an entire ecosystem to get involved in a future-oriented topic (researchers, industrialists, "future industrialists", institutions, solution providers, etc.)

Circonférences of April 29th:

- After the introduction of our assessment during the event, 10 companies completed the entire assessment.
- We were recontacted by MontBlanc Industry to organize a workshop with their members: 6 SMEs participated and completed the assessment.
- We were contacted by the Agence économique du Chablais to present the assessment during their CE Forum on October 8th: 7 companies or local authorities participated and completed the assessment.
- 8 project managers from our agency also participated, that could raise their awareness on the CE.

Workshops with Local authorities

- These structures were less concerned by the subject than the participants that registered to the first 2 events. We think that for our Agency, organizing webinars or events with partners on this subject is more pertinent.