

**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

The Local Training Actions are a fundamental part of the broad training process developed in the scope of the Circular 4.0 project in order to assist as well as possible SMEs in the process towards circular economy (CE). The training modules have been addressed to the operators (i.e. business support organisations, intermediary organization, local networks and association, service providers and local public authorities etc.) that implement both the Circularity Acceleration Training courses 4.0 and the pilot actions at the level of individual regions of the Alpine Space, taking into account the actual needs of the SMEs in each particular region. At the end of the training the operators are able to support properly the SMEs both in the training path regarding the circular economy and the digital topics and the pilot actions working together with experts.

The Local training Actions were organized in two different Front-desk modules:

1. Front-desk module 1 were addressed to the internal resources of Confindustria Bergamo that are involved in the Circular Acceleration Training 4.0 (CAT4.0) and in the Pilot actions, in particular in the implementation of the Digital Maturity Assessment (DMA). The module were scheduled for the 25th June 2021 and consisted in a meeting of three hour in a classroom of Confindustria Bergamo dedicated to the training activities.
2. Front-desk module 2 were addressed to the University of Bergamo that were involved in the Pilot action, and in particular in the implementation of the Circular Assessment Score (CAS) and in the construction of the Circular Business Model Canvas. The module were scheduled for the 29th June 2021 and was implemented through an online Teams meeting of four hours.

The front-desk modules were supported also by an online course (OCT training course) that was available on the platform TalentLMS. The online course was composed by eight different module of one hour each; the materials and information provided by the Talent platform are fundamental for the correct implementation of services dedicated to the SMEs: the training activities (CAT4.0) and the pilot action (implementation of the assessment tools and the circular business model canvas).

## 2. Short description of the Local training actions (LTA):

### 2a.) Front-desk module 1

**Title:** Circular Economy and Digitalisation: focus on the new business model and the assessment tools.

**Participant:** Internal resources of Confindustria Bergamo

- Giacomo Biraghi (Head of Innovation BU)
- Piergiuseppe Cassone (Innovation BU)
- Pesenti Martina (Innovation BU)
- Ilaria Cario (Innovation BU)
- Monica Meloncelli (Energy, Safety and Environment BU)

**Description:** The module 1 had the aim to train and prepare the internal resources of Confindustria Bergamo by giving an overview on the Circular business model transformation, digitalisation and Industry 4.0 technologies and the related assessment tools that are implemented in the pilot actions. The module were scheduled the 25<sup>th</sup> of June in a 3 hours meeting in classroom (from 15.00 am to 18.00 pm). The materials used during the training were both Slides and materials available on the platform TalentLMS.

**Content:** During the first module the following topics were covered:

1. General overview: Circular Economy and Circular Transformations
1. Circular business model transformation, digitalisation and Industry 4.0 technologies (circular design models, optimal use models, value recovery models)
2. Circularity Assessment Score
3. Digital Maturity Assessment

#### **Key conclusions and learnings:**

The main learnings of the Module 1 are the following:

1. Increasing knowledge for what concern the digitization processes and the new sustainable business models (circular design models, optimal use models, value recovery models)
2. Enhancing know-how and capabilities for what regard the assessment tools that are implemented in the pilot Actions (CAS and DMA).

3. Analysis of the perspectives, needs and expectations of Alpine Space SMEs with respect to the topics of circular economy and digitalization;
4. Monitor and evaluate the effectiveness of the digitalization of SMEs
5. Improving expertise in order to properly assist the SMEs in process to the transition to the circular economy through the digital technologies.

## 2b.) Front-desk module 2

**Title:** Circular4.0: Strengthen the digitization processes to foster innovation and accelerate the transition to the circular economy business model

**Participant:** External Resources from the University of Bergamo:

- Beatrice Colombo (Research fellow)
- Alice Madonna (Research fellow)
- Albachiara Boffelli (Research fellow)

**Speakers:** Pesenti Martina (Innovation BU) and Ilaria Cario (Innovation BU)

**Description:** The module 2 had the aim to introduce the main concept carried out by the CIRCULAR4.0 project and prepare the resources of the University of Bergamo to assist the SMEs in the pilot actions, implement the Circularity assessment tools and define new possible solutions for the SMEs' needs through the circular business model Canvas. The module were scheduled the 29<sup>th</sup> of June in a 4 hour online Teams meeting (from 9.00 am to 13.00 pm). The materials used during the training were both Slides and materials available on the platform TalentLMS.

**Content:** During the first module the following topics were covered:

1. Introduction of the CIRCULAR 4.0 Project
2. Circular business model transformation, digitalisation and Industry 4.0 technologies (circular design models, optimal use models, value recovery models)
3. Circularity Assessment Score (CAS): overview of the main available tool and how to implement them
4. The main concepts of the circular business models and how to boost their potentials

### **Key conclusions and learnings:**

The main learning of the Module 2 are the following:

1. The importance to raise awareness among policymakers, entrepreneurs and intermediaries about Circular Economy concepts and how it is enabled by digital transformation;
2. Increasing knowledge in the main pillars and ideas carried out by the CIRCULAR4.0 project by explaining all the steps and activities established by the project;
3. Enhancing know-how and capabilities for what regard the circular assessment tools that are implemented in the pilot Actions (CAS);
4. Improving expertise in order to properly assist the SMEs in process to the transition to the circular economy through the digital technologies;
5. Working and cooperating with external experts specialised in circular and digital topic that are recruited for the implementation of the pilot actions.

### **2c.) Online OTC training course**

The implementation of the two front-desk modules were supported by an online OTC training course that was available on the platform TalentLMS. The OCT course was divided in eight different modules and each of them concern a specific step into the CIRCULAR4.0 Project. Indeed, the main aim of the OCT training course was to offer a set of instruments that enable the operators to really understand the different activities that have to be implemented into the CIRCULAR4.0 project and to properly assist the SMEs during the implementation of a comprehensive training Process (CAT4.0) with a related toolkit aimed to improve the capabilities of SMEs to embrace circular economy principles (pilot actions).

**Title:** Interreg Alpine Space Circular4.0 - Operators Training Course

**Content:** During the OCT training course the following topics were covered:

1. Introduction to the Operators Training Course
2. Step 1: Identification of trainers
3. Step 2: Challenges and opportunities of the circular transformation
4. Step 3: Using the Circularity Assessment Score (CAS)
5. Step 4: Digital maturity assessment
6. Step 5: Selecting a circular transformation focus area and a pilot project

7. Step 6: Acquaintance with the Circularity Acceleration Training Course 4.0 (CAT4.0)
8. Step 7: Circular 4.0 training platform and tools

### 3. Lessons learnt

The main outcomes of the Local training actions are the following:

1. The importance to raise awareness among policymakers, entrepreneurs and intermediaries about Circular Economy concepts and how it is enabled by digital transformation; this is the only way to ensure that the main objective and activities of the CIRCULAR4.0 project could have an effective impact on the society and get the proper attention;
2. Increase the knowledge of the intermediary organization (Confindustria Bergamo) and research institutions (University of Bergamo) in the topic regarding the digitization processes, the eco-innovation and the new sustainable business models for sustainable growth with a particular attention to circular design models, optimal use models, value recovery models;
3. Enhance the know-how and the capabilities of the operators, Confindustria Bergamo and University of Bergamo, for what concerns the assessment tools that are implemented in the pilot Actions (CAS and DMA);
4. Analysis of the perspectives, needs and expectations of Alpine Space SMEs with respect to the topics of circular economy and digitalization;
5. Monitor and evaluate the effectiveness of the digitalization of SMEs and push towards circular economy processes;
6. Improve the expertise of the operators in order to allow them to assist in the properly the SMEs in process to the transition to the circular economy through the digital technologies. In particular the operators are able to work and cooperate with the external experts specialised in circular and digital topic that recruited for the implementation of the pilot actions;

## 7. Invitation letter

### Front-desk module 1

[CIRCULAR4.0] LOCAL TRAINING ACTION Mod.2			
Organizzatore	Giacomo Biraghi	Inviato	martedì 22/06/2021 18:11
Ora	venerdì 25 giugno 2021 15:00-18:00		
Luogo			
Rispondi	<input type="button" value="✓ Accetta"/> <input type="button" value="? Provvisorio"/> <input type="button" value="✗ Rifiuta"/> <input type="button" value="🕒 Suggestisci pianificazione alternativa"/>		

### Front-desk module 1

Link teams: [Fai clic qui per partecipare alla riunione](#)

[CIRCULAR4.0] LOCAL TRAINING ACTION		<input type="button" value="✓ Accetta"/> <input type="button" value="? Provvisorio"/> <input type="button" value="✗ Rifiuta"/> <input type="button" value="🕒 Suggestisci pianificazione alternativa"/>
	<b>Ilaria Cairo</b> Obbligatorio ALICE MADONNA; Beatrice COLOMBO; Albachiara BOFFELLI; Martina Pesenti	
🕒	martedì 29 giugno 2021 09:30-13:00, (martedì 29 giugno 2021 09:30-10:30)	📍 Riunione di Microsoft Teams
<b>Grazie!</b> A domani		
<hr/>		
<b>Riunione di Microsoft Teams</b>		
<b>Partecipa tramite computer o app per dispositivi mobili</b> <a href="#">Fai clic qui per partecipare alla riunione</a>		
 CONFINDUSTRIA BERGAMO		
<a href="#">Altre informazioni</a>   <a href="#">Opzioni riunione</a>		

## 8. Agendas of the LTA (Front-desk module 1, Front-desk module 2, Online OTC training course)

### Front-desk module 1

**Title:** *Circular Economy and Digitalisation: focus on the new business model and the assessment tools.*

**15.00 – 15.30** General overview: Circular Economy and Circular Transformations

**15.30 – 16.00** Circular business model transformation, digitalisation and Industry 4.0 technologies

**16.15 – 16.30** *Coffee Break*

**16.30 – 17.15** Circularity Assessment Score: overview of the main available tool and how to implement them

**17.15 – 18.00** Digital Maturity Assessment: The main challenges of a digital transformation and the adoption of the new digital tools

### Front-desk module 2

**Title:** *Circular4.0: Strengthen the digitization processes to foster innovation and accelerate the transition to the circular economy business model*

**9.30 – 10.00** Introduction of the CIRCULAR 4.0 Project

**10.00 – 10.45** Circular business model transformation, digitalisation and Industry 4.0 technologies

**10.45 – 11.30** Circularity Assessment Score (CAS): overview of the main available tool and how to implement them

**11.30 – 11.45** *Coffee Break*

**11.45 – 12.30** The main concept of the Circular business model transformation and the value chain

**12.30 – 13.00** How to implement and boost the potential of the Circular business model in the SMEs

## 9. List of participants of the LTA

*Number of participants (total): 8*

*Number of institutions participated (not individuals): 2*

	<b>First and last name</b>	<b>Organisation</b>	<b>E-mail address</b>
1.	Giacomo Biraghi	Confindustria Bergamo	g.biraghi@confindustriabergamo.it
2.	Ilaria Cairo	Confindustria Bergamo	i.cairo@serviziconfindustria.it
3.	Martina Pesenti	Confindustria Bergamo	m.pesenti@serviziconfindustria.it
4.	Monica Meloncelli	Confindustria Bergamo	m.meloncelli@confindustriabergamo.it
5.	Piergiuseppe Cassone	Confindustria Bergamo	p.cassone@confindustriabergamo.it
6.	Beatrice Colombo	University of Bergamo	beatrice.colombo@unibg.it
7.	Alice Madonna	University of Bergamo	a.madonna@studenti.unibg.it
8.	Albachiara Boffelli	University of Bergamo	albachiara.boffelli@unibg.it

## 10. Target Group Assessment

*Has this deliverable addressed any of the target group indicated in the application form?  
 (Please bold and underline).*

**Yes** / No

*If yes, please describe the involvement of each individual target group in the table below.*

Target group	Number reached
Project partners <b>(PPs)</b>	5 ( <i>Confindustria Bergamo</i> )
Experts of the TWG <b>(EXP)</b>	
Observers of the <b>TWG (OBS)</b>	
Local public authority <b>(LPA)</b>	
Regional public authority <b>(RPA)</b>	
National public authority <b>(NPA)</b>	
Higher education and research <b>(HER)</b>	3 ( <i>University of Bergamo</i> )
Enterprise, except SME <b>(ENT)</b>	
SMEs <b>(SMEs)</b>	
Business support organisations <b>(BSOs)</b>	
Interest groups including NGOs <b>(IG/NGOs)</b>	
Sectoral organisations <b>(SO)</b>	
International organisations under inter-national law <b>(IO)</b>	
Other <b>(O)</b>	
<b>Total</b>	8

*Who was the main target groups?*

The main target group were represented by the Project partner (Confindustria Bergamo) and higher education and research institution (University of Bergamo) that assist the SMEs in the training path and in the pilot actions, with the contribution of some external experts.

*What numbers of target groups were reached?*

The target groups reached were eight: five from Project partner and three from higher education and research institution.

*What was the planned number of target groups to be reached?*

The planned number of target group that had to be achieved were two: Project partner and higher education and research institution.

*How many participants were satisfied with the LTA? How many were not satisfied with the LTA?*

All the participants were satisfied by the LTA, since at the end of the training module they are able to properly assist SMEs in the process towards circular economy (CE): both the Circularity Acceleration Training courses 4.0 and the pilot actions.

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

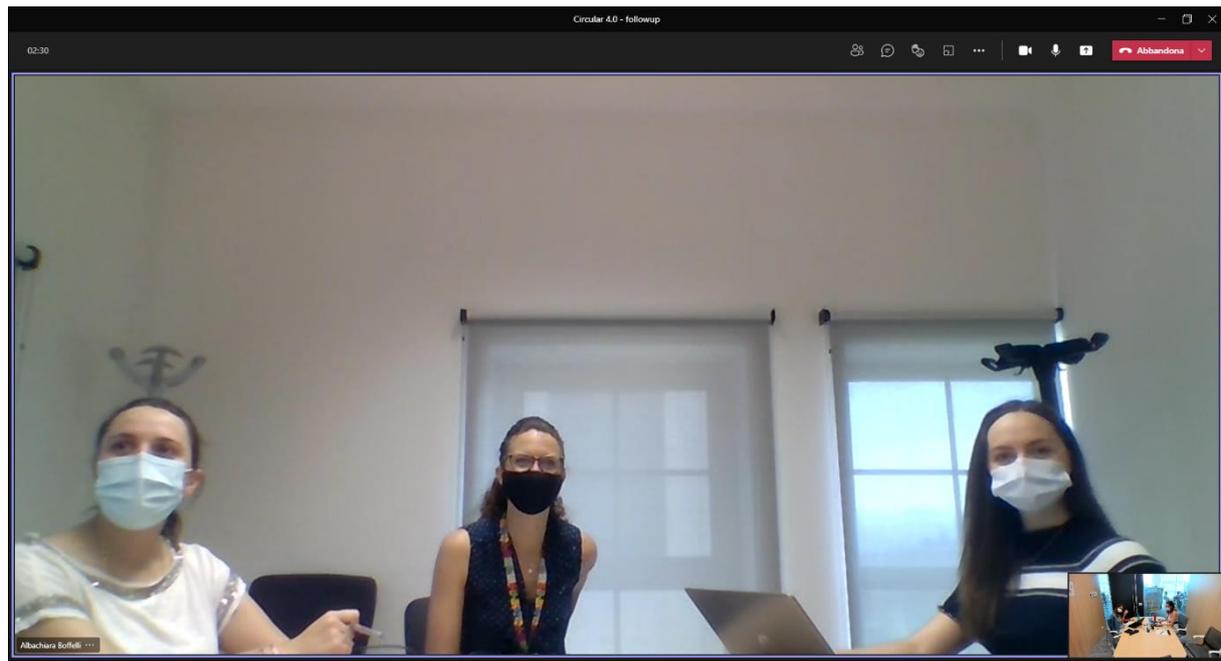


Figure 1 - Front-desk module 2