

**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)?*

*Our strategy for LTA is to train the operators (persons of the Intermediaries<sup>1</sup> entities that can be employees, experts consultants that will be trained to assess SMEs on Digital and Circular assessment) in the most efficient way, in order to approach in an efficient way (shorter time) because some SMEs interviewed in Piedmont declared to have very few time available for train themselves (also because the pandemic situation they have periods of intense job). So, the main objective for us during the training to the operators is to provide to intermediaries the necessary information to understand the methodology of the Circular4.0 project and be able to understand which tools can be used by them to assess the SME's as well as possible in the process towards circular economy (CE) also with digital technologies (particularly to understand if they can contribute for the Pilot indicating interested SMEs).*

*One of the most important concepts to transmit to the operators are the potential opportunities that circular and digital actions can offer to SME's so they can help to motivate and increase the commitment of the SME's in Piedmont to think about their business models and the opportunities that digitalization can provide to increase their economic and environmental sustainability, or simply implementing/adopting digital technologies to increase their circularity, efficiency and business potential.*

*In Circular4.0 platform (<https://circular40.talentlms.com/>) we offer a complete training for operators OTC (Operator Training Tool) with the full explanation of the tools and methods gathered/developed but also the full training for SME's to support and accelerate the circular transition CAT4.0 - Circularity Acceleration Training course 4.0. So in the training we provide the links to the full training to the Operators and then a short summary of the content and main concepts of the training in italian using the same material available on the platform (from here we use choose 2 front desk modules and online contents will support this action). Then we believe that immediately after our training, the most expert operators can use some of our tools to assess SMEs and, for the less experts operators, they now have enough information to proceed with the training in our platform.*

*So we divide the local training action in two sessions, the first was for our regional local most committed partners that will use the tools with SMEs. The second session will be for a wide*

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<sup>1</sup> entities/institutions that support, assess SMEs such as technology parks, business incubators, accelerators, clusters, regional development agencies, technology transfer offices, chambers of commerce and project partners acting in this roles.

*number of potential intermediaries that are interested on the Circular Assessment tool (CAS) that will be available probably at October and in general, interested in the analysis of the tools and methodologies to assess their associated SMEs.*

*The front-desk modules chosen for the sessions:*

- 1. 28-06-2021 (15-18 3 hours) Training Session 1 for experts (Torino Wireless internal personnel, API Torino, Envipark)*
  - a. The Value Hill Business Model Tool – methodological framework (With material from OTC part 0)*
  - b. DMA (Digital Maturity Assessment) - (With material from OTC Part 4)*
  - c. Circular Business Model Canvas - (With material from OTC Part 5)*
- 2. 06-10-2021 (11-13 2 HOURS) Training session 2 for all regional intermediaries invited*
  - a. CAS Tool (Circular Assessment Score) - (With material from OTC part 3)*
  - b. summary of selected DMA and Circular BM Canvas.*

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

*The implementation of the two front-desk modules were supported by the material from Talent LMS platform, transformation e-learning platform.*

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

*Please provide a short description of the implemented Front-desk module 1:.*

*What was the title of the Front-desk module 1? **Value Hill and Circular B.Models***

*What was the content of the Front-desk module 1? The Value Hill Business Model Tool – methodological framework, presented in italian the information on Talent LMS platform OTC part 0. Material from Talent LMS and from Circulab (<https://circulab.com/toolbox-circular-economy/>).*

*Who were the speakers of the Front-desk module 1? Cesar Pacheco*

*What are key conclusions and learnings of the Front-desk module 1? How does it works the framework to analyze the different BM opportunities. Is the key from where the approach of Circular4.0 starts. Examples and opportunities to close the loops were presented and how to help SMEs to reasoning about the possible changes in their B.M. Conclusions: interesting but quite difficult for small or very small companies that depends on other bigger companies decisions.*

*Please provide a link to the recording of the meeting (if applicable). No public link.*

## 2b.) Front-desk module 2

*Please provide a short description of the implemented Front-desk module 2:*

*What was the title of the Front-desk module 2? DMA (digital Maturity Assessment)*

*What was the content of the Front-desk module 2? How DMA's works and particularly how SELFIE4.0/ZOOM4.0 works. OTC Part 5 Circular Business Model Canvas.*

*Who were the speakers of the Front-desk module 2? Cesar Pacheco*

*What are key conclusions and learnings of the Front-desk module 2? Most of the participants known the existence of the DMA Tools but not in detail. The complete explanation were provided but they need to do one of them with a company to understand better the process to obtain that information. Circular Canvas was considered a very interesting tool but they need more time to learn how to use it.*

*Please provide a link to the recording of the meeting (if applicable). No public link.*

## 2c.) Online OTC training course

*Please provide a short description of the implemented online OTC training course:*

*What was the title of the online OTC training course? **Interreg Alpine Space Circular4.0 Operators Training Course. We promote to the regional intermediaries to do at least till the Step 2 Challenges and opportunities of the circular transformation. But at least one of the personel of Torino Wireless (PP) completed the whole course.***

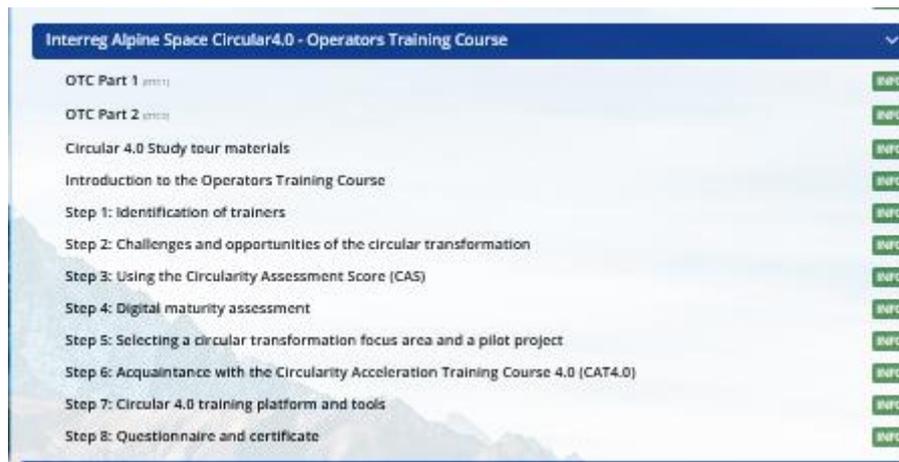
*What was the content of the online OTC training course?*

The proposed general structure of the OTC is presented in the subsections or *modules* below.

- I. Choosing the operators: selection of experts
- II. Objectives of the Operators Training Course and alignment with the Circular 4.0 project objectives
- III. Challenges and opportunities of the circular transformation
- IV. Using the Circularity Assessment Score (CAS)
- V. The Digital Maturity Assessment (DMA)
- VI. Selecting a circular transformation focus area and pilot project

- VII. Acquaintance with the Circularity Acceleration Training course 4.0 (CAT4.0)
- VIII. Circular 4.0 training platform and tools
- IX. Review of study visits (recordings or cases/reports)

**Structure of the OTC as placed on the TalentsLMS e-learning platform:**



Interreg Alpine Space Circular4.0 - Operators Training Course	
OTC Part 1 (2021)	INFO
OTC Part 2 (2022)	INFO
Circular 4.0 Study tour materials	INFO
Introduction to the Operators Training Course	INFO
Step 1: Identification of trainers	INFO
Step 2: Challenges and opportunities of the circular transformation	INFO
Step 3: Using the Circularity Assessment Score (CAS)	INFO
Step 4: Digital maturity assessment	INFO
Step 5: Selecting a circular transformation focus area and a pilot project	INFO
Step 6: Acquaintance with the Circularity Acceleration Training Course 4.0 (CAT4.0)	INFO
Step 7: Circular 4.0 training platform and tools	INFO
Step 8: Questionnaire and certificate	INFO

*What are key conclusions and learnings of the online OTC training course? It is quite long and is better to have also some material in Italian to motivate companies. We are thinking on place some material of the pilot to motivate future participants in the community-e-learning platform.*

*Please provide a link to the recording of the meeting (if applicable). No public recording*

### 3. Lessons learnt

*What are key conclusions and learnings of the Local training actions?*

*The full learning process obviously need to be integrated with additional study OTC from the less skilled operators, the structure of the actual content need to be completed fully from the beginning to the end, so for experienced operators is not easy to go to the information they need. They will evaluate Talent LMS platform to create personalized content. At least till the Step 2 Challenges and opportunities of the circular transformation is important to know very well how to motivate SME's, this can be useful for all experienced and less experienced operators.*

*CAS can be useful but intermediaries need also other advanced tools to measure, and rules. In this sense there are activities for UNI ISO.*

## 4. Invitation letter

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

*The invitation was verbal for the experts and then a calendar invitation.*

 Invia aggiornamento

Da

Titolo

Obbligatorio  Marco Martinotti;  Chiara Cavanna <chiara.cavanna@torinowireless.it>;  Iliaria Schiavi <envipark.com>;  Gabriele Muzio <gabriele.muzio@apito.it>

Facoltativo

Ora inizio     Giornata intera   Fusi orari

Ora fine    [Imposta come ricorrente](#)

Luogo

### Riunione di Microsoft Teams

**Partecipa tramite computer o app per dispositivi mobili**

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Invito 6 ottobre: Strumenti per promuovere processi circolari nelle imprese piemontesi



Marco Passarella - Torino Wireless

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Cc:  Cesar Pacheco;  Chiara Ferroni;  Chiara Cavanna

[Rispondi](#) [Rispondi a tutti](#) [Inoltra](#) [...](#)

martedì 28/09/2021 14:55

Buongiorno a tutti,

ho il piacere di segnalarvi un incontro che abbiamo **organizzato espressamente per gli enti – come i Poli di Innovazione** – che supportano le imprese nell'innovazione dei loro processi: [Circular4.0 – Strumenti per promuovere processi circolari nelle imprese piemontesi](#)

Il tema è quello della **doppia transizione digitale e circolare**. Forniremo spunti su **come supportare le imprese**, attraverso la presentazione di **alcuni strumenti** già disponibili e presentando lo strumento sviluppato dal progetto europeo Circular4.0 per valutare il potenziale e l'impegno nella tematica ambientale e circolare delle imprese, denominato **CAS (Circular Assessment Score)**.

**Appuntamento il 6 ottobre, ore 11:00-13:00, su Zoom**. Qui il link di registrazione: [https://bit.ly/eventi\\_Circular40](https://bit.ly/eventi_Circular40)

L'evento è dedicato principalmente a enti come i nostri, ma anche a PMI potenzialmente interessate al tema, perciò sentitevi liberi di inoltrare l'invito.

Spero di incontrarvi online il 6 ottobre, per domande e approfondimenti chiamatemi pure, grazie molte!

Buon pomeriggio.

Marco

**Marco Passarella**  
Communication Manager

Fondazione Torino **Wireless** - Polo di Innovazione ICT - Cluster **SmartCommunitiesTech**  
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## 5. Agendas of the LTA (Front-desk module 1, Front-desk module 2, Online OTC training course)

### AGENDA LTA PART 1

*OTC: Value Hill, till Step 2 Challenges and opportunities of the circular transformation*

*Front-desk module 1: Value Hill and Circular B.Models*

*Front-desk module 2: DMA*

*OTC Part 5 Circular Business Model Canvas.*

### AGENDA LTA PART2

<https://www.torinowireless.it/evento/circular4-0-strumenti-per-promuovere-processi-circolari-nelle-imprese-piemontesi/>

# Circular4.0 – Strumenti per promuovere processi circolari nelle imprese piemontesi

6 Ottobre 11:00 - 13:00



**E SVILUPPO SOSTENIBILE**

Una serie di incontri dedicati a coloro che assistono le imprese, agli investitori e alle autorità regionali per capire e rafforzare l'innovazione sostenibile delle imprese venete, lombarde e piemontesi.

WASTE → DESIGN → PRODUCTION → USE/CONSUMPTION → REUSE/REPAIR/REMANUFACTURING → RECYCLING → RAW MATERIALS

**CIRCULAR ECONOMY 4.0**

Alpine Space  
Circular4.0

**Strumenti per promuovere processi circolari nelle imprese piemontesi**

**Mercoledì 6 ottobre  
ore 11:00-13:00  
ONLINE MEETING**

Evento dedicato agli operatori Piemontesi che supportano le imprese nei processi di innovazione

*Quali sono gli strumenti più efficaci per promuovere processi circolari?*

*Quali vantaggi per gli operatori che supportano le imprese?*

*Come entrare a far parte della rete di operatori Circular4.0?*

Il concetto di **trasformazione circolare e digitale** rappresenta una sinergia che può cambiare in meglio la nostra economia e la nostra società. Il digitale, elemento abilitante e catalizzatore dell'innovazione, permette infatti l'implementazione di **nuovi modelli di business e di consumo**.

In questo nuovo connubio, è estremamente importante **il ruolo degli operatori**, che rappresentano il fondamentale anello di congiunzione tra i solution provider e gli end-user, e costituiscono perciò il fattore in grado di accelerare e dare impulso alla transizione verso un'economia circolare sostenibile.

Il workshop intende fornire spunti su **come supportare le imprese** nella doppia transizione, attraverso la presentazione di **alcuni strumenti** già disponibili e presentando lo strumento sviluppato dal progetto per valutare il potenziale e l'impegno nella tematica ambientale e circolare delle aziende denominato **CAS (Circular Assessment Score)**.

Sarà anche un momento di confronto in cui discutere sui diversi **strumenti** utilizzati a livello regionale **a supporto delle imprese** da parte degli enti invitati ed impegnati in progetti legati a queste tematiche. Organizza la Fondazione Torino Wireless, nell'ambito del [progetto Circular4.0](#), in collaborazione con Camera di Commercio di Torino, Unioncamere, API Torino, Environment Park.

## ARGOMENTI

- CIRCULAR4.0: la "Value Hill" e i nuovi modelli di business di Economia Circolare
- Maturità circolare: il Circularity Assessment Score CAS2.0
- Quanto è digitale un'impresa? Gli strumenti SELF4.0 e Zoom4.0 del Punto Impresa Digitale
- Il Percorso di Formazione sulla piattaforma CIRCULAR4.0

- La Call to Action per partecipare al percorso di assessment alle imprese
- Esperienze di assessment su economia circolare e digitalizzazione

Come partecipare

PARTECIPAZIONE GRATUITA, previa registrazione.

## 6. List of participants of the LTA

*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): 5*

*Number of institutions participated (not individuals):3*

### **LTA PART1 2021-06-28**

	<b>First and last name</b>	<b>Organisation</b>	<b>E-mail address</b>
1.	Cesar Pacheco	Fondazione Torino Wireless	cesar.pacheco@torinowireless.it
2.	Marco Martinotti	Fondazione Torino Wireless	marco.martinotti@torinowireless.it
3.	Chiara Cavanna	Fondazione Torino Wireless	chiara.cavanna@torinowireless.it
4.	Ilaria Schiavi	Envipark	ilaria.schiavi@envipark.com
5.	Gabriele Muzio	API Torino	gabriele.muzion@apito.it

*Number of participants (total):*

*Number of institutions participated (not individuals):*

### **LTA PART2 2021-10-06**

	<b>First and last name</b>	<b>Organisation</b>	<b>E-mail address</b>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

## 7. 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> )	1
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> )	
Enterprise, except SME ( <b>ENT</b> )	
SMEs ( <b>SMEs</b> )	
Business support organisations ( <b>BSOs</b> )	2
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>	

**For the first part:**

*Who was the main target group? Intermediaries (The Business support organizations BSOs)*

*What numbers of target groups were reached? 1*

*What was the planned number of target groups to be reached? 1*

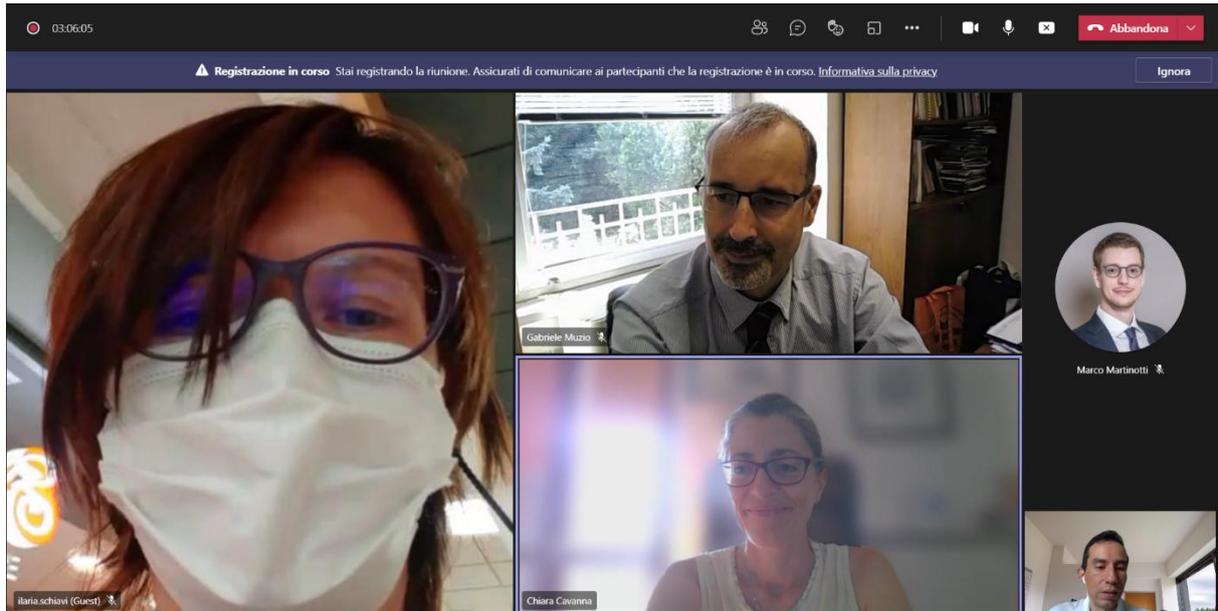
*How many participants were satisfied with the LTA? all*

*How many were not satisfied with the LTA? none*

*How many did not respond? 0*

*Please provide a link to the on-line satisfaction survey (if applicable): none*

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



## 9. (Social) media appearance

*Please provide print screens and links to the (social) media appearance (if applicable).*