

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

**Work Package: WP T2**

**Activity: A.T2.4 Defining investment models, financial products and funding schemes to support SMEs to implement CE processes**

**Deliverable: D.T2.4.2 Local workshops addressed to investors and financial operators**

**Author:** AWS (template)

**Report (project partner name):** TOWL (Fondazione Torino Wireless)

**Version:** V1

**Month, year:** 2021, 27<sup>th</sup> May

Project Partner name	Fondazione Torino Wireless
Please describe the goals and theme of your local workshop.	<p>Public and private investors and financial operators were invited to explain the project. Each one presented their instruments and financial schemes to support Circular Economy and Digital actions. A panel discussion with investors was opened to identify highlights risks, bottlenecks and solutions to support SMEs. In this way we collected contributes about their schemes and one potential instrument that can be included in the toolkit.</p> <p>Investors in the panel: “Club degli investitori”, “Intesa San Paolo”, Invitalia and SCS Consulting, moderated by CONFAPI. Participation of 9 SMEs, 10 clusters, 13 financial operators, 6 P.A.s.</p>
When and where did the workshop take place? What was the agenda?	It was an online workshops the <b>27<sup>th</sup> of May</b>
Who was invited and how? How many participants did you have?	<p>During the workshop, 94 different organization were present plus 11 private consultors or financiers:</p> <ul style="list-style-type: none"> <li>- 6 policy makers: Invitalia (MISE) (national) and 5 (regional) CCIAA Cuneo, CSI, Comune di Torino, Comune di Torino - Divisione Turismo Attività Economico Produttive e Sviluppo, Finpiemonte.</li> <li>- 9 business support organization (intermediaries, cluster of SMEs): Pointex, Confartigianato Cuneo, Confartigianato Torino, Confapi, Consorzio IBIS Polo CGreen, Envipark, I3P, Casartigiani, Unioncamere Piemonte.</li> <li>- 13 investors: ENEA, Invitalia (public), CHIODI CONSULTING, Club degli</li> </ul>

	<p>Investitori, Fondazione per l’Ambiente Teobaldo Fenoglio Onlus, GFINANCE, Gruppo CS, Intesa Sanpaolo S.p.A., Sardexpay, SCS Consulting, Unipolsai, Seed Capital Pro, Sose - soluzioni per il sistema economico, FINAGE Sviluppo Srls</p> <ul style="list-style-type: none"><li>- 48 SMEs and 11 enterprises</li><li>- 4 Research groups (interest): LINKS Foundation, Polito, Unito, Univ Piemonte Orientale.</li></ul> <p>Other:</p> <ul style="list-style-type: none"><li>- Comune di Venezia (Partner)</li><li>- SviluppUmbria (agenzia Regionale centro italia)</li></ul> <p>And other interest groups and private consultants and individual private investors (see the full list in attachment 2).</p>
<p><b>What are the learnings and outcomes?</b></p>	<ul style="list-style-type: none"><li>- tip for companies to make projects more attractive for lenders and the need for intermediaries to support SMEs above all.</li><li>- The need of qualify intermediaries and the need for an internal person within the company with expertise on the subject to interface with intermediaries.</li><li>- The need to create a system, and larger investments at the system level.</li><li>- Big interest of companies to train themselves on this topic according to the result or the survey</li><li>- the technological issue on new businesses focused on environmental sustainability is increasingly present</li></ul>

	<ul style="list-style-type: none"> <li>- The availability of opportunities for investments and financing in the C.E. and sustainability. And there will always be more to reduce the risk to businesses in the future.</li> </ul>
<p><b>What were the main challenges mentioned with respect to funding Circular Economy initiatives? What are the risks and solutions to support SMEs?</b></p>	<p>The lack of a common language between investors and SMEs in this field, the need of intermediaries to cover this GAP and translate and make more interesting and less risky to the eyes of an investors.</p>
<p><b>What innovative financial instruments could be recommended? Were there any good practices identified that other regions in the Alpine Space could benefit from?</b></p>	<p>The finMED tool can be useful for intermediary institutions for asses SMEs.</p>
<p><b>List of participants</b></p>	<p>See attachment 2</p>
<p><b>Satisfaction with the event</b></p>	<p>No questionnaire was used to measure satisfaction, but the financers that participate to the panel discussion gave some direct feedbacks after the meeting about the utility to talk about the topic with other actors.</p>
<p><b>Pictures of the workshop</b> <i>Please provide them in the attachment 3</i></p>	<p>See attachment 3</p>

## Attachment 1

### Agenda of the local workshop addressed to investors and financial operators

*Please provide an agenda of the local workshop addressed to investors and financial operators.*

*AGENDA*

ore 10:00 **Saluti di benvenuto**

ore 10:15 **Sostenibilità a favore della competitività d'impresa** – Elena Fammartino, Unioncamere Piemonte

ore 10:30 **Il progetto Circular4.0 per la transizione circolare e digitale delle imprese** – Cesar Pacheco, Torino Wireless

ore 10:45 **La nuova misura del MISE per la “Economia Circolare”** – Luigi Gallo, responsabile area Innovazione, Invitalia

ore 11:15 **FinMED Tool un sistema per orientare le scelte di finanziamento** – Giancarlo Puddu, Expert Advisor of University of Turin for finMED project

ore 11:30 **Quali opportunità di investimento nell'economia circolare?**  
Gabriele Muzio, coordinatore nazionale tematiche ambientali CONFAPI, API Torino, ne discute con  
Piero Pronello, Club degli Investitori  
Anna Monticelli, Intesa Sanpaolo Innovation Center – Circular Economy Desk

Luigi Gallo, Invitalia

Alessio Vaccaro, SCS Consulting

ore 12:30 Q&A

ore 12:45 **Conclusioni**

## Attachment 2

### List of participants of the local workshop addressed to investors and financial operators

*Please provide a list of participants of the local workshop addressed to investors and financial operators.*

#### Attachment 2a: List of participants to the workshop

User Name (Original Name)	Organization
Andrea Comino	Zirak srl
Andrea Nicole Digiorgio	Digital Pills
Alberto Bert	Kiwifarm Srl
aleardo benuzzi	Unipolsai.
alessandra romano	Sardexpay
Alessandro Fusari	Jacobs
Paola Ameglio	Mercato Circolare srl Società Benefit
Alessio Bacin	Newbiz srl
Maria Bosco	CSI
bruno calabro	I3P
Claudia Barolo	Università di Torino
cristiana tabacco	Finpiemonte
Cristina Dario	cristina dario
Davide Testera	Confartigianato Imprese Torino
daniela ramello	trafil
Daniele Deboli	RLG Italia
Picotto Davide	Weiji srl
Dennis Maseri	Cooperativa Mirafiori
dennis wellington	comune di venezia
Barbara Tosi	Consorzio IBIS
Daniele Terriaca	Sose - soluzioni per il sistema economico
Erika Carlig	Skan srl
ELISA CASSINA	COBRAPLAST SPA
ELISA VERUTTI	CCIAA Cuneo
Enrica Montù	TESI SPA – TESISQUARE
Enrico Ferro	LINKS Foundation
Filippo Basso	ZIRAK s.r.l.
Francesca Coalova	Sindacato artigiani Casartigiani
Claudia Dalboni	Gruppo CS

Francesco Mazzocco	Intesa Sanpaolo S.p.A.
Fulvia Nada	Fondazione per l'Ambiente Teobaldo Fenoglio Onlus
Martinotti Giacomo	Martinotti Giacomo
Giancarlo Zamboni	Hal Service SpA
Gianfranco Di Salvo	Finpiemonte SpA
Giovanni Siciliano	università degli studi di torino
Gioele Giordanengo	Ecopack
Giorgio Roberto	Modelway
Giovanni Tumino	FSC - Future Solutions Company Srl
Giulia Galtieri	Università degli studi di Torino
Giulia Razetti	Environment Park SpA
GIUSEPPE DI NATALE	Enea
Gabriella Molinelli	NSC srl
Giorgio Cantino	greenstep srls
greta villa	Rae.man srl
Giuseppe Spanto	ISCLEANAIR
Isabella Marchese	Impresa LAB SRL
ilaria schiavi	Environment Park
gianni busso	bioh srl
GABRIELE CHIODI	CHIODI CONSULTING
PINO TOSCANO	Equin'Ozio srl
GIULIO MANGANO	HAM SBRL
Silvia Mariani	LAGOM ITALIA
Francesco Saveriano	Sasco Innovation
Eugenio Giachino	ing. Giachino
laura iori	Unito
Ivano Musso	Altec SPA
Katia Costa	Unioncamere Piemonte
Lorenzo Sanna	Alps Hipster
Luisa Caprotti	whiteready srl
livia torterolo	DGS SpA
Lorenzo Picco	Vortex
Luca Frongia	Intesa Sanpaolo Spa
luca zanini	Human interpretation
Marianna Mucci	Unioncamere Piemonte
sara maltese	Colouree
Margherita Barbieri	Global Shapers
mario bianchi	BASF ITALIA
Matteo Di	
Marcobardino	Crewel srl
mario GIORCELLI	Consulente
Giacomo Vazzoler	DMD Computers

Mirella De Benedictis	Privata
Natascha Hebestreit	FFHS
Nadia Guglielmino	Cidiu Spa
Nicola Pisani	Colouree
Nadia Lambiase	Mercato Circolare
Nicole Mariotti	Università di Torino
Stefano Matrippolito	M.N.T. DI MASTRIPPOLITO DOMENICO
Pasqualino Allegro	ISgreen srl
Paola Bazzoni	Pro&Do srl
Paola Fontana	Città Studi – Pointex
Paola Elia Morris	Libero Professionista
Paola Ricaldone	Sara sas
PAOLO GARDA	Marazzato Soluzioni Ambientali Srl
Emanuele Pensavalle	Freelance
gennaro petraglia	marigentech srl
Pierrette Giacalone	Regione Piemonte - Divisione Turismo, Attività Economico Produttive e Sviluppo
Elena Borovina	MATT Art&Culture
raffaele d'auria	Ecosafety srl
Riccardo Galimberti	FINAGE Sviluppo Srls (Gruppo 2G S.p.A.)
Rino Fruttini	Libero professionista
elisa rizzi	GFINANCE
ROBERTO MAERO	CONFARTCN
ROBERTO VITALE	CENTRO STUDI SAN CARLO
Roberto Frisina	Frieco Società Benefit srl
Stefano Cotta Ramusino	Biotechware
susanna paoni	Sviluppumbria spa
stefania pinton	CSQA
sabrinarita sgammato	libero professionista
BARBARA BERTOLDI	FRUTTERO MICHELE DI FRUTTERO CRISTINA E C. SAS
Santiago Tallone	Moltosenso
Sergio CONVERTINI	Regione Piemote
Emanuele Sgariboldi	ES Emanuele Sgariboldi
Silvia Infusino	Politecnico di Torino
Simone Tola	Università di Torino
katia sambin	Smeproject
STEFANO ACERBIS	FUCHS LUBRIFICANTI SPA
Stefano Pirilli	Università del Piemonte Orientale
Stefano Savore	Erreclima Energia
TERESINA TOCCI	CODEX-MECCANICA
Luca Toma	I3P
Valentina Burdisso	Università di Torino



Valentina Chetta	Engineering Ingegneria Informatica
VALERIA GIUSTI	Studio Giusti di Giusti Valeria
Valeria Rossi	Seed Capital Pro
VERONICA BOVO	PATTERN SPA
Maddalena Vietti	environment park
Viktoria Ilieva	Università degli studi di Torino
Viktorii Tomnyuk	Università degli studi di Torino
vittorio Colombino	Cavit spa

### **Attachment 2b : List of participants of the speakers to the workshop**

Elena Fammartino, Unioncamere Piemonte

Cesar Pacheco, Fondazione Torino Wireless

Luigi Gallo, responsabile area Innovazione, Invitalia

Giancarlo Puddu, Expert Advisor of University of Turin for finMED project

Gabriele Muzio, coordinatore nazionale tematiche ambientali CONFAPI

Piero Pronello, Club degli Investitori

Anna Monticelli, Intesa Sanpaolo Innovation Center – Circular Economy Desk

Alessio Vaccaro, SCS Consulting

### **Attachment 3**

#### **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 (PPs)	1
Experts of the TWG (EXP)	2
Observers of the TWG (OBS)	0
Local public authority (LPA)	3
Regional public authority (RPA)	3
National public authority (NPA)	1
Higher education and research (HER)	5
Enterprise, except SME (ENT)	11
SMEs (SMEs)	48
Business support organisations (BSOs)	21
Interest groups including NGOs (IG/NGOs)	3
Sectoral organisations (SO)	1
International organisations under inter-national law (IO)	0
Other (O)	10
<b>Total</b>	<b>106</b>

**Who was the main target group?** Mainly investors, but also all the parties interested by the subject of funding.

**What numbers of target groups were reached?** 13 investors were present (plus private investors), 47 organisations plus SMEs an Enterprises, 106 in total.

**What was the planned number of target groups to be reached?** At least 5 investors

**Please provide a link to the on-line satisfaction survey (if applicable)** No

## Attachment 4

## Pictures of the local workshop addressed to investors and financial operators

Please provide around 4 pictures of the local workshop addressed to investors and financial operators.

### Attachment : Photos of the workshop

The image displays two screenshots of a Zoom webinar interface. The top screenshot shows a meeting in progress with several participants visible in a grid view. The bottom screenshot shows a similar view but with a large logo for 'torinowireless' and the name 'Anna Monticelli' overlaid on the screen. To the right of each screenshot is a list of participants, including names like Cesar Pacheco, Fondazione Torino Wireless, Edoardo Marrelli, Elena Fammartino, Giancarlo Puddu, Marco Passarella, Pier Paolo Berretto, Piero Pronello Club degli Investor, Alessio Vaccaro, Anna Monticelli, Chiara Ferroni, Gabriele Muzio, and Luigi Gallo.