

**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): Biz Up, ITG, AWS**

**Version: Final**

**Month, year: December 2021**

<p><b>Project Partner name</b></p>	<p><i>Biz up – Business Upper Austria</i></p>
<p><b>Please describe the goals and theme of your local workshop.</b></p>	<p><i>The workshop’s objective was the connection and networking of financial operators and investors in the matter of circular economy and digitalization. Within the workshop the target was the identification of possible opportunities and challenges for SMEs and organizations that wish to become circular from the financial perspective.</i></p>
<p><b>When and where did the workshop take place? What was the agenda?</b></p> <p><i>Date, location, agenda (please provide it in the attachment 1)</i></p>	<p>1.12.2021</p> <p>13:00 – 14:30</p> <p>Online</p> <p>Agenda: see attachment 1</p>
<p><b>Who was invited and how? How many participants did you have?</b></p> <p><i>Number of local/regional/national/transnational public and private investors as well as SMEs etc. (institutions – not participants)</i></p>	<p>A public invitation was sent out to all the Biz Up partners was created and the invitations were also promoted on the company’s website, social media channels and on the monthly news letter that is sent out to the partners. 15 participants attended the workshop.</p>
<p><b>What qualitative feedback did you receive when it comes to highlighting risks and solutions to support SMEs?</b></p>	<p>After the workshop we called the participants and asked about feedback on the event. SMEs were very positive about the private and teaching atmosphere created by the speakers from the financial institutions that we have invited. Many challenges were addressed from the SMEs and the experts were able to provide good feedback and answers to that.</p>
<p><b>What are the learnings and outcomes?</b></p>	<p>Due to Covid the event had to be carried out online, which disturbed the further networking and exchange of information between experts and participants.</p>
<p><b>What were the main challenges mentioned with respect to funding Circular Economy initiatives?</b></p>	<p>That the main focus of the fundings in Austria is for technologies instead of business models.</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>	The funding instrument presented by the FFG
<b>List of participants</b> <i>First name, last name, e-mail address institution, signature (if applicable)</i>  <i>Please provide it in the attachment 2.</i>	See attachement 2
<b>Satisfaction with the event</b> <i>How many participants were satisfied with the workshop?</i>  <i>How many were not satisfied with the event?</i>  <i>How many did not respond?</i>	All participants were satisfied with the workshop.
<b>Pictures of the workshop</b>  <i>Please provide them in the attachment 3</i>	See attachement 3

## 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.



### Financing Circular Economy

Welche Rolle spielt der Finanzsektor beim Umstieg zu einer nachhaltigen und kreislauffähigen Wirtschaft? Welche Finanzierungsmöglichkeiten gibt es für Unternehmer und Unternehmerinnen, damit der Umstieg in die Kreislaufwirtschaft gelingt?

Gemeinsam mit Experten und Expertinnen sollen Bottlenecks der Förderlandschaft für Kreislaufwirtschaft identifiziert und Erfahrungswerte ausgetauscht werden. Seien Sie dabei, lassen Sie uns gemeinsam die Herausforderungen der Zukunft angehen und zählen Sie zu den Vorreitern im Bereich der Kreislaufwirtschaft und Digitalisierung.

Informieren Sie sich im Rahmen des Workshops zum Thema „Financing Circular Economy“, welcher im Rahmen des Alpine Space EU-Projektes Circular 4.0 veranstaltet die Projektpartner ITG - Innovationsservice für Salzburg, Business Upper Austria und Austria Wirtschaftsservice GmbH veranstaltet wird.

Datum: 1. Dezember 2021  
Uhrzeit: 13:00 – 14:30 Uhr  
Ort: Online

Kosten: Kostenlos  
Anmeldungen via: [Registrierung](#)

Bei Fragen wenden Sie sich bitte an:

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Mudaffer Ashna, MSc. (ashna.mudaffer@biz-up.at)  
Schiefer Lisa, MA (lisa.schiefer@innovation-salzburg.at)

## Zirkuläre Geschäftsmodelle finanzieren – Instrumente, Initiativen und Herausforderungen für Investor\*innen & KMU

01.12.2021 von 13.00 – 14.30 Uhr

Online – MS Teams

<https://aws-at.webex.com/join/room.eu>

	Thema	Referent
13:00	Begrüßung	PP
13:05	Vorstellung Projekt CIRCULAR4.0	PP
13:10	Förderinstrumente	Mag. Ing. Hans-Christian Pfarrkirchner, ITG
13:35	Förderinstrumente	Dipl.-Ing. Maria Bürgermeister-Mähr, FFG
14:00	Erfahrung eines KMU	Markus Meissner, <del>Pulswerk</del> GmbH/Baukarussell
14:20	Diskussion	Plenum
14:30	Verabschiedung	PP

## 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.*

Name	Institution
Bianca Kahr	AWS
Christina Koch	AWS
Ashna Mudaffer	Biz-up
Daniel Buschta	Maco Beschläge
Hans-Christian Pfarrkirchner	ITG Salzburg
Ihypjaf (name not known)	Not known
Luc Schmerber	Bwcon
Maria Bürgermeister-Mähr	FFG
Markus Mair	Biz-up
Monika Lienbacher	ITG Salzburg
Sabine Pümpel	aws
	aws
Rainer Pamminger	TU Wien/Ecodesign Forschung
Markus Meisner	Pulswerk/Baukarussell
Lisa Schiefer	ITG Salzburg

## 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.*

*SME: Baukarussell*

*BSO: AWS; biz-up, ITG, bwcon*

*NPA: FFG*

*PP: AWS, biz-up, ITG, bwcon*

*Higher education and research: TU Wien*

*Enterprise: Maco*

Target group	Number reached
Project partners ( <b>PPs</b> )	4
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> )	1
Higher education and research ( <b>HER</b> )	1
Enterprise, except SME ( <b>ENT</b> )	1
SMEs ( <b>SMEs</b> )	1
Business support organisations ( <b>BSOs</b> )	4
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>	<b>12</b>

*Who was the main target group? SMEs, financial institutions*

*What numbers of target groups were reached? 4*

*What was the planned number of target groups to be reached? 2*

*Please provide a link to the on-line satisfaction survey (if applicable):*

## 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.*

