



**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): Umweltcluster Bayern & TUAS**


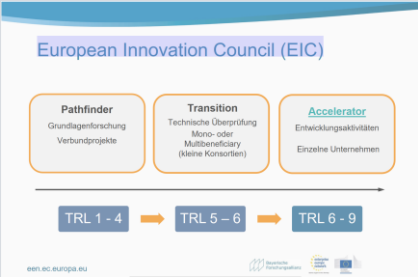

**Version: Final**

**Month, year: December 2021**



<p><b>Project Partner name</b></p>	<p><i>Umweltcluster Bayern (Dr. Eva Schichl)</i></p>
<p><b>Please describe the goals and theme of your local workshop.</b></p>	<p><i>The workshop was aimed at financial actors, public actors, and SMEs. Two banks and one public investor presented various financing and funding options. In addition, we invited an SME to report on his experiences realizing a circular business model.</i></p> <p><i>The topic of the workshop was: Financing circular business models - tools, initiatives Instruments, initiatives, and challenges for investors &amp; SMEs</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><i>15<sup>th</sup> July 2021, online via GoToWebinar, see attachment.</i></p> <p><i>As the event was held online due to Covid19 restrictions we decided to organize it mutually with TUAS as both partners cover the region of Bavaria and are relatively small actors, who, with a high likelihood, would e.g., cannibalize participants from each other's events and struggle with winning speakers for such a small, regional event. Therefore, we joined forces to ensure success of the event for the region.</i></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>See attachment. We had 51 participants. UCB and TUAS invited SMEs, banks, and investors.</p> <p>Invitation was sent by mail and published on website, LinkedIn etc.</p>
<p><b>What qualitative feedback did you receive when it comes to highlighting risks and solutions to support SMEs?</b></p>	<p>It became clear that SMEs still need a lot of support in investments and subsidies.</p> <p>There are very good offers and consulting concepts from banks that can support and advance SMEs in the transition to Circular4.0.</p>

	<p>Through this event, contacts from banks/investors could be made available to SMEs.</p>
<p>What are the learnings and outcomes?</p>	<p>1.) Investors and financial institutions have to start investing in holistic and sustainable companies with e.g., circular business models NOW at the latest, even if this still seems to be risky. The real risk is hidden in the "old" world business models that will have an increasingly negative impact on the balance sheets of financial institutions as time goes on. For these companies, the shift to sustainable business models will be much more disruptive than for companies already engaged in circularity &amp; sustainability. Therefore, they represent a major future risk in the portfolio. Financing instruments for circular business models and ideas must also take circular characteristics into account, such as increased cooperation in value creation networks. GLS Bank has found a suitable option here, e.g., with small, guaranteed loans (example Impact Hub Munich).</p> <p>2.) Circular business models such as "Product as a Service" can reduce business risks, e.g., by reducing dependency on the procurement market through the retrieval of one's own products and the creation of a location factor through the retention and expansion of local jobs. In addition, "bring-back" models can also lead to the development of other business models, such as secondary raw material suppliers.</p> <p>3.) Circular business models are still in their infancy in Germany. Investors, financial institutions, and SMEs must have the courage to try them out. Numerous funding instruments are available for precisely this purpose, especially at the EU level. Before embarking on a circular pilot project, it is important to find out about these funding opportunities and look for trustworthy partners. All speakers and</p>

	<p>organizations at the event are available to interested SMEs for this purpose.</p>																											
<p>What were the main challenges mentioned with respect to funding Circular Economy initiatives? What are the risks and solutions to support SMEs?</p>	<p>The biggest challenge was to bring SMEs and investors/banks into the right exchange.</p> <p>Price war &amp; churn versus market &amp; Technology Dynamics</p>																											
<p>What innovative financial instruments could be recommended? Were there any good practices identified that other regions in the Alpine Space could benefit from?</p>	<ul style="list-style-type: none"> <li>• <i>Comprehensive assessment of sustainability risks</i></li> <li>• <i>Financial assets convert into Nature and social assets</i></li> <li>• <i>Small guarantees by banks</i></li> <li>• <i>Free support by Bayerische Forschungsallianz (BayFOR)</i> <ul style="list-style-type: none"> <li>- <i>Horizon Europe</i></li> </ul> </li> </ul>  <ul style="list-style-type: none"> <li>- <i>European Innovation Council (EIC)</i></li> </ul> <div data-bbox="608 1216 1027 1491">  <p>European Innovation Council (EIC)</p> <p><b>Pathfinder</b> Grundlagenforschung Verbundprojekte</p> <p><b>Transition</b> Technische Überprüfung Mono- oder Multibeneficiary (kleine Konsortien)</p> <p><b>Accelerator</b> Entwicklungsaktivitäten Einzelne Unternehmen</p> <p>TRL 1 - 4 → TRL 5 - 6 → TRL 6 - 9</p> <p>een.ec.europa.eu</p> </div> <div data-bbox="608 1518 1051 1816">  <p>European Innovation Council - Technology Readiness Level</p> <p>Technology Readiness Level (TRL)</p> <table border="1"> <tr> <th>Level 1</th> <th>Level 2</th> <th>Level 3</th> <th>Level 4</th> <th>Level 5</th> <th>Level 6</th> <th>Level 7</th> <th>Level 8</th> <th>Level 9</th> </tr> <tr> <td>Beschreibung des Fundamentalphänomens</td> <td>Beschreibung der Technologie/Produktkonzept</td> <td>Experimenteller Nachweis der Praktikabilität</td> <td>Technische Validierung von Konzepten</td> <td>Rechtliche Validierung von Konzepten</td> <td>Demonstration von ersten industriellen Anlagen</td> <td>Demonstration im Einsatz (Prototyp)</td> <td>Qualifizierung des operativen Systems</td> <td>Nachweis des erfolgreichen Einsatzes</td> </tr> <tr> <td colspan="3">Pathfinder</td> <td colspan="2">Transition</td> <td colspan="2">Accelerator</td> <td colspan="2">Start</td> </tr> </table> <p>een.ec.europa.eu</p> </div>	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6	Level 7	Level 8	Level 9	Beschreibung des Fundamentalphänomens	Beschreibung der Technologie/Produktkonzept	Experimenteller Nachweis der Praktikabilität	Technische Validierung von Konzepten	Rechtliche Validierung von Konzepten	Demonstration von ersten industriellen Anlagen	Demonstration im Einsatz (Prototyp)	Qualifizierung des operativen Systems	Nachweis des erfolgreichen Einsatzes	Pathfinder			Transition		Accelerator		Start	
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	<p>(Source: Carolin Schuback (Wissenschaftliche Referentin, BayFOR München ; www.bayfor.org)</p> <ul style="list-style-type: none"> <li>• KfW environmental program</li> <li>• LfA universal credit</li> <li>• ERP - Founder credit universal</li> </ul>
<p><b>List of participants</b></p> <p><i>First name, last name, e-mail address institution, signature (if applicable)</i></p> <p><i>Please provide it in the attachment 2.</i></p>	<p>See attachment</p>
<p><b>Satisfaction with the event</b></p> <p><i>How many participants were satisfied with the workshop?</i></p> <p><i>How many were not satisfied with the event?</i></p> <p><i>Did you get any specific comments on the quality of your event?</i></p> <p><i>(you may choose your own tool/survey etc. to measure the satisfaction of your event)</i></p>	<p>A feedback survey with 2 questions was conducted online after the event</p> <p><u>Questions:</u></p> <ul style="list-style-type: none"> <li>• Give a school grade for the online event. How did you like it? → On average the score was 1-2</li> <li>• Were your expectations of the online event met? → On average the score was 1-2</li> </ul> <p><u>Some feedbacks also reached us by mail:</u></p> <ul style="list-style-type: none"> <li>- informative, well elaborated event</li> <li>- what is still needed/desired (input, contacts, documents)</li> <li>- Transmission of contacts (banks/investors ↔ SME's)</li> </ul>
<p><b>Pictures of the workshop</b></p> <p><i>Please provide them in the attachment 3</i></p>	<p>See attachment</p>

**Link to the documents of the event:**

<https://circular40.talentlms.com/shared/start/key:LSTIDNHR>

**Interreg**  
Alpine Space  
Circular4.0



austria  
wirtschafts  
service



**Link to the recording of the event:**

<https://attendee.gotowebinar.com/recording/8377469779440785415>

**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 Business Models -  
Instruments, initiatives and challenges for investors & SMEs**

**15<sup>th</sup> July 2021 ; 02:00 pm – 04:00 pm**  
Online (GoToWebinar)

**Moderation:** Dr. Eva Dehnert, Umweltcluster Bayern

02:00 – 02:05	<b>Welcome</b> Alfred Mayr, Managing Director Umweltcluster Bayern & Prof. Andreas Heinzmann, TUAS Rosenheim
02:05 – 02:15	<b>Presentation of the CIRCULAR4.0 project</b> Marietta Maier, TUAS Rosenheim
02:15 – 2:45	<b>Impulse: With circular transformation from consistency to sufficiency - Why banks and investors should have an interest in financing the circular economy &amp; how financing succeeds</b> Jan Köpper, Dominik Kohlschütter & Simon Bruckert, GLS Bank
02:45 – 03:00	<b>Financing circular business models: Opportunities and tasks of an SME</b> Wilhelm Mauß, Managing Director Lorenz GmbH & Co. KG
03:00 – 03:15	<b>Sustainable finance as a "game changer" - What do companies need to consider and how can funding instruments support them?</b> Susanne Reichhuber & Wiebke Hoffmann, HypoVereinsbank UniCredit
03:15 – 03:30	<b>EU funding instruments for SMEs - using innovation and digitisation funding for circular transformation</b> Carolin Schuback, Scientific Officer Environment, Energy & Bioeconomy, Bavarian Research Alliance
03:30 – 04:00	<b>Panel discussion: What are the opportunities &amp; risks of the circular transformation - What challenges do banks, investors &amp; SMEs face?</b> Jan Köpper, Dominik Kohlschütter & Simon Bruckert, GLS Bank Wilhelm Mauß, Lorenz GmbH & Co. KG Susanne Reichhuber & Wiebke Hoffmann, HypoVereinsbank UniCredit Carolin Schuback, Bavarian Research Alliance
04:00	<i>End of the event</i>

CIRCULAR4.0 is co-financed by the European Regional Development Fund via Interreg Alpine Space

## 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	Target group
Dr. Schichl Eva	Umweltcluster Bayern GmbH	PP
Mayr Alfred	Umweltcluster Bayern GmbH	
Körper Jan	GLS Bank	Investor/financial operator
Kohlschütter Dominik	GLS Bank	
Schuback Carolin	Bayerischen Forschungsallianz (BayFOR)	Investor/Business Support Organization
Bender Alexandra	Förderberatung für Forschung und Innovation des Bundes, Projektträger Jülich	Investor/Business Support Organization
Mauß Wilhelm	Lorenz GmbH & Co. KG	SME
Bruckert Simon	GLS Bank	
Angloher-Reichelt Sonja	Bayern Innovativ GmbH	Business Support Organization
Arsalan Tariq	Hochschule Niederrhein	Higher education and research
Brunner Robert U.	B'IMPRESS - impressive communication in sustainability	SME
Buchholz Lucas	PINC Consulting	SME
Cécile Meier	Cecile Meier	
Daus Denis	ZLV	Business Support Organization
Do Thien Trang	Business Metropole Ruhr GmbH	Business Support Organization



Ehrenberger	Marcus	KPMG AG	Enterprise
François	Gabi	François Fachübersetzungen	SME
Jantz-Klinkner	Laura	Umweltcluster Bayern	
Konstroffer	Christian	Hochschule Trier, Umwelt Campus Birkenfeld	Higher education and research
Langer	Günther	Abfallwirtschaft München	Local public authority
Mora	Maria	TransCircular	SME
Müller	Peter	Peter Müller Consulting	SME
Niebler	Rebecca	Hochschule Darmstadt	Higher education and research
Rudnick	Alexander	LAMILUX Heinrich Strunz GmbH	Enterprise
Schöll	Petra	Stadtsparkasse Augsburg	Investor/financial operator
Seyring	Nicole	circulatemore	SME
Sharma	Priyanka	Technische Universität Clausthal	Higher education and research
Silberhorn	Robert	Management Consulting Robert Silberhorn	SME
Strehle Schuler	Carmen	BDS Gewerbeverband Königsbrunn	
Wagner	Jörg	Bayer Investment-Consulting GmbH	Investor/financial operator
Dinkel	Bernd	HPM	Enterprise
Eliseev	Juri	Me, Myself & I	
Ellenberger	Andreas	Circonnact	SME
Fink	Viktoria	Standortagentur Tirol	Business Support Organization
Haberl	Herbert	HABERL Unternehmerdienste	Investor/financial operator
Hein	Werner	Drytec GmbH	SME
Hempel	Andre	lab of rent	SME

### 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)	
Observers of the TWG (OBS)	
Local public authority (LPA)	1
Regional public authority (RPA)	
National public authority (NPA)	
Higher education and research (HER)	4
Enterprise, except SME (ENT)	3
SMEs (SMEs)	11
Business support organisations (BSOs)	6
Interest groups including NGOs (IG/NGOs)	
Sectoral organisations (SO)	
International organisations under inter-national law (IO)	
Other (O)	
<b>Total</b>	26

**Pripombe dodal [MM1]:** Vielleicht schaust du bitte auch nochmals über die Liste, bin mir da nicht ganz sicher (Annahme Teilnehmerliste Umweltcluster 😊)

Who was the main target group? financial institutions and SMEs

What numbers of target groups were reached? 5

What was the planned number of target groups to be reached? 5-10

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

Not applicable

**Attachment 4**

Pictures of the local workshop addressed to investors and financial operators





Clicken Sie, um ein Bild auf Ihrem Desktop zu öffnen

Wilhelm Mauß

Audio  
Fragen  
Dashboard  
Teilnehmer: 57 von 1001 (max.)  
Kurzumfragen (0/2)  
Chat

Zirkuläre Geschäftsmodelle finanzieren - Instrumente  
Webinar-ID: 612-450-162

• Diese Sitzung wird aufgezeichnet.  
GoToWebinar

**CIRCULAR ECONOMY IM MITTELSTAND**  
**CHRONIK EINER TRANSFORMATION**

Lorenz

Wilhelm Mauß  
Lorenz GmbH & Co. KG

Zirkuläre Geschäftsmodelle finanzieren Chancen und Aufgaben für KMU 15. Juli 2021

**interreg**  
Alpine Space  
Circular4.0

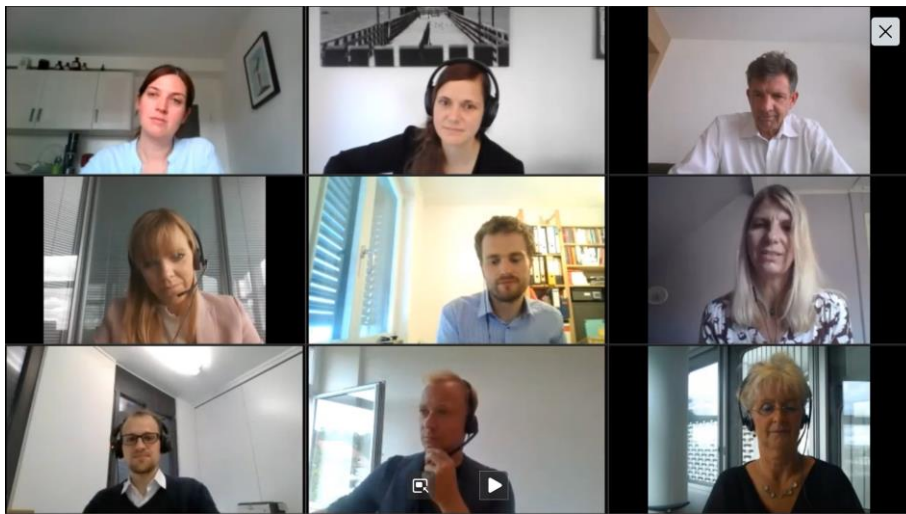
**UmweltCluster Bayern**  
Technische Hochschule Rosenheim



**enterprise europe network**

- 3000 REGIONALE EXPERTEN
- 600+ STANDORTE
- 60+ LÄNDER WELTWEIT

Zirkuläre Geschäftsmodelle Finanzieren – Instrumente  
Webinar-ID: 612-455-163  
Diese Sitzung wird aufgezeichnet.  
GoToWebinar



## Attachment 5

### Post-event report of the local workshop addressed to investors and financial operators on UCB website

“As part of the EU Interreg project CIRCULAR4.0, Umweltcluster Bayern and Technische Hochschule Rosenheim are organising a regional online workshop on 15 July 2021 by and for players in the financial sector and SMEs on the instruments, initiatives and challenges of financing circular business models.

After a welcome by Alfred Mayr, Managing Director of Umweltcluster Bayern, and Prof. Andreas Heinzmann from the Rosenheim University of Applied Sciences, as well as the project presentation by Marietta Maier, staff member at the Rosenheim University of Applied Sciences, four expert impulses and a concluding panel discussion followed.

Jan Köpper, Head of Impact Transparency & Sustainability at GLS Bank opened the presentations with his impulse on "With circular transformation from consistency to sufficiency - why banks and investors should have an interest in financing the circular economy & how financing succeeds". His colleagues Dominik Kohlschütter and Simon Bruckert, both active in corporate customer services at GLS Bank Munich, then related the macro-level lecture to very concrete practical examples from GLS Bank's customer base. The mere fact of being able to talk about the activities of customers to this extent illustrates the understanding of transparency of Germany's first social-ecological bank.

Wilhelm Mauß, Managing Director of Lorenz GmbH & Co. KG, represents the perspective of an SME that is already successfully pursuing a circular business model and shows the opportunities but also the tasks of an SME in the implementation and financing of circular business models.

Susanne Reichhuber & Wiebke Hoffmann show how HypoVereinsbank UniCredit enters into a strategic dialogue with its customers on ESG criteria and the sustainable transformation of business models, and what concrete promotional loans exist for this purpose.

Finally, Carolin Schuback from the Bavarian Research Alliance will show the EU funding instruments for SMEs and how they can use the EU's innovation and digitisation funding for circular transformation.

The subsequent panel discussion took up the audience's questions and identified numerous ideas and recommendations for investors & SMEs facing a circular future. Key outcomes of the presentations as well as the discussion included:

- 1.) Investors and financial institutions have to start investing in holistic and sustainable companies with e.g. circular business models NOW at the latest, even if this still seems to be risky. The real risk is hidden in the "old" world business models that will have an increasingly negative impact on the balance sheets of financial institutions as time goes on. For these companies, the shift to sustainable business models will be much more disruptive than for companies already engaged in circularity & sustainability. Therefore, they represent a major future risk in the portfolio. Financing



instruments for circular business models and ideas must also take circular characteristics into account, such as increased cooperation in value creation networks. GLS Bank has found a suitable option here, e.g. with small guarantee loans (example Impact Hub Munich).

2.) Circular business models such as "Product as a Service" can reduce business risks, e.g. by reducing dependency on the procurement market through the retrieval of one's own products and the creation of a location factor through the retention and expansion of local jobs. In addition, "bring-back" models can also lead to the development of other business models, such as secondary raw material suppliers.

3.) Circular business models are still in their infancy in Germany. Investors, financial institutions and SMEs must have the courage to try them out. Numerous funding instruments are available for precisely this purpose, especially at the EU level. Before embarking on a circular pilot project, it is important to find out about these funding opportunities and look for trustworthy partners. All speakers and organisations at the event are available to interested SMEs for this purpose.

Further results of the discussion will be included in the action plan, which will be prepared within the CIRCULAR4.0 project and which will present the hurdles, goals, wishes and needs of numerous stakeholder groups in the implementation of the circular economy to the funding body (EU).

Recording: <https://attendee.gotowebinar.com/recording/8377469779440785415>

Slides and materials: <https://circular40.talentlms.com/shared/start/key:LSTIDNHR>

#### About the CIRCULAR4.0 project

The main objective of the CIRCULAR4.0 project is to strengthen the digitalisation processes of SMEs in order to foster innovation processes and accelerate the transition to the circular economy in the Alpine Space. New technologies enable the development and implementation of new CE business models (circular economy), often related to sharing and leasing, but also focusing on topics such as reuse and remanufacturing. The project promises information and support to companies in the region considering different circular economy concepts (circular product design, optimised product use and end-of-life recovery).

More information about the project can be found [here](#). “

