

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

Work Package: WPT3 Fostering CE processes in Alpine Space with digitalisation processes

Activity: A.T3.3 Assessing the performance of the actions implemented

Deliverable: D.T3.3.1 Setting up the Evaluation Committee

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Role of the Evaluation Committee

Within *WPT3 Fostering CE processes in Alpine Space with digitalisation processes*, the project partners have first established feasibility plans with the aim to promote and foster the adoption of circular approaches by SMEs, according to three main circular models addressed in the project:

- Circular design
- Optimal use
- Value recovery

The core of the feasibility plans are the 15 local action plans to be implemented in the project areas to test the Circular 4.0 Toolkit with transparently selected SMEs. The backbone of the local action plans consists in the following common activities:

- Information events
- Calls for SMEs (transparent selection)
- Circular assessment
- Digital maturity assessment
- Access to self-learning materials
- Identification of innovation needs
- 1:1 assistance
- Development of recommendations

The Evaluation Committee is in charge of assessing the performance of the activities implemented in the framework of the local actions and support the selection of success cases as a result of the concrete actions addressed to SMEs.

Members of the Evaluation Committee

The project partners were requested to submit their representatives in the Evaluation Committee, based on their expertise. Members of the Evaluation Committee can be:

- Representatives of the observer organisations,
- Experts having taking part in transnational working groups implemented in Circular 4.0,
- Representatives of the partner organisations, under the condition that they are not personally involved in the development of the toolkit or the implementation of the local action plan in their region.

Each project partner was requested to name at least one member of the Evaluation Committee.

The following list of members of the Evaluation Committee was established by December 2021:

Organisation	Name	Associated to partner
Région Auvergne Rhône Alpes	Elisabetha Schena	AURAE
Technical University Vienna	Dr. Rainer Pamminer	aws
Competence Center Chase	Dipl.Ing. Hassan Akhras	Biz-Up
Wirtschaftsförderung Region Stuttgart	Dr. Andreas Findeis	bwcon
Lombardy Energy Cleantech Cluster (LE2C)	Carmen Disanto	CONFBG
AFNOR	Anne Benady	Grand E-nov
Ressourcen Forum Austria	Andreas Van-Hametner, MSc	ITG
Jozef-Stefan-Institute	Dr. Davor Kontić	JSI
Jozef-Stefan-Institute	Miha Glavan	JSI
Région SUD Provence-Alpes-Côte d'Azur	Emmanuelle Mandaron	RISINGSUD
Envipark	Giulia Razzetti	TOWL

Giacomelli Media Ltd	Jurij Giacomelli	TPLJ
Ministry of Economic Development and Technology, Slovenia	Marija Čebular Zajec	TPLJ
TH Rosenheim - industrial expert	Dr. Susanne Steinhauer	TUAS Rosenheim
RKW (Rationalisierungs- und Innovationszentrum der Deutschen Wirtschaft e. V.)	Sabine Erdler	UCB
Regione del Veneto	Manola Tegon	VI
Laura Bano Consulting	Laura Bano	CCIA Venezia Rovigo

First meeting of the Evaluation Committee

The first meeting of the Evaluation Committee took place online on Wednesday, 19 January 2022 (see minutes in the annex). Following a presentation of the Circular 4.0 Toolkit and an overview of the local action plan, the members of the Evaluation Committee issued a series of recommendations.

Input from the Evaluation Committee

The members of the Evaluation Committee made following overall generic recommendations with respect to the project results:

- **Durability of the tools:** it is important to ensure the availability of the tools beyond the end of the project. Roberto Sandrini (TPLJ) confirms the obligation for the consortium to maintain the online platform, including the Circular4.0 toolkit, live beyond the contractual end of the project. This shall especially be achieved through the creation of a Circular4.0 community of expertise and practice, which shall remain active beyond the project.
- **Dissemination through the Europe Enterprise Network (EEN):** considering the role of EEN in the new European industrial strategy, the Circular 4.0 might use this network to ensure a broad dissemination and increase the sustainability of the project achievements.

The members of the Evaluation Committee made following specific recommendations with respect to the **identification and selection of success cases** generated by the local action plans:

- **Humility is necessary in the assessment of success: any progress of single companies towards higher circularity is to be considered as a success.** Full transformation of companies on a systemic level along their value chains is a complex process and unlikely to be achieved in the framework of the project.
- **Start from the maturity levels:** according to the initial level of maturity of each company, success should be defined in a different way. For a company with a low circular maturity level, engaging into the transformation process is already a big success. Ideally, a circular maturity assessment should be performed at the beginning (as it is the case) and the end of the pilots.

Consequently, the capacity of the project to increase the circularity maturity (including awareness) seems to be the most suited criteria for defining success in the context of the project.

- **Testimonies:** considering that the success cases are primarily meant to be a vehicle for dissemination and promotion of the project results and the circular transformation

(using digital technologies), cases where a representative of a company gives a testimony shall be privileged. Testimonies from companies have a bigger impact on other companies than statements from project partners.

Annex

- Minutes of the first meeting of the Evaluation Committee