

Workshop: Green transition in macro regions

Approaching transition to Circular Economy- case in EUSALP (Circular 4.0 project)

23. September 2022

Technology Park Ljubljana
Majda Potokar, MSc



Circular4.0 project: collaboration of 15 partners, 23 observers from five countries and 13 regions from the Alpine Space

Lead Partner: Tehnološki park
Ljubljana/Technology Park Ljubljana (TPLJ)

Observer of TPLJ: Ministry of Economic
Development and Technology

Other project partners:

TUAS Rosenheim, BWCON, AWS,
Innovation Salzburg, Biz - UP, VENINN,
Grand E-now, AURAE, JSI - Center FoF,
TOWL, CONFBG, CCIAA Venezia Rovigo,
UCB, and RISINGSUD.

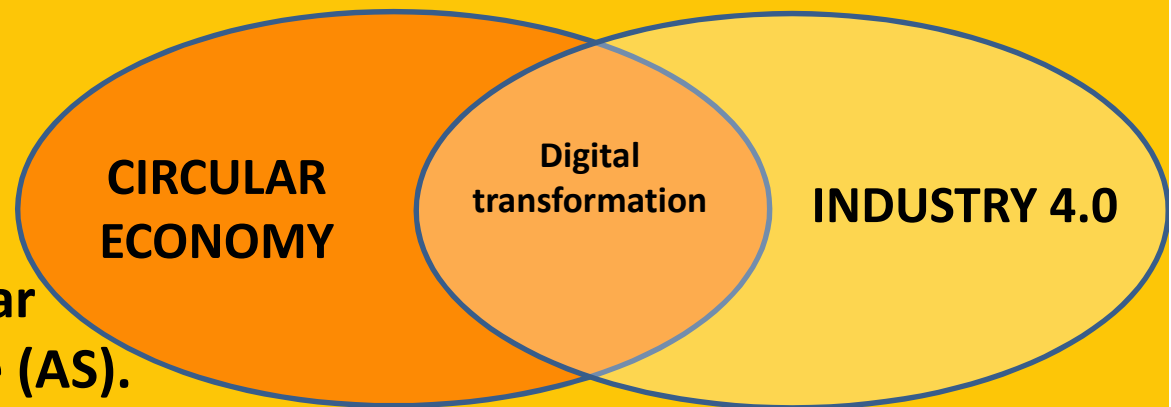
Duration of the project:

01.10.2019 – 31.10.2022



CIRCULAR4.0 project (Interreg Alpine Space)

The CIRCULAR4.0 project is strengthening digitalization processes and fostering the implementation of the Circular Economy (CE) in Alpine Space (AS).



15+23 Institutions and regional agencies from Austria, France, Italy, Germany and Slovenia

Public and Private investors able to support the CE transition in Alpine Space

**AS C4.0
Community
of practice**

280 SMEs from Construction, Plastic, Textile, Manufacturing, etc

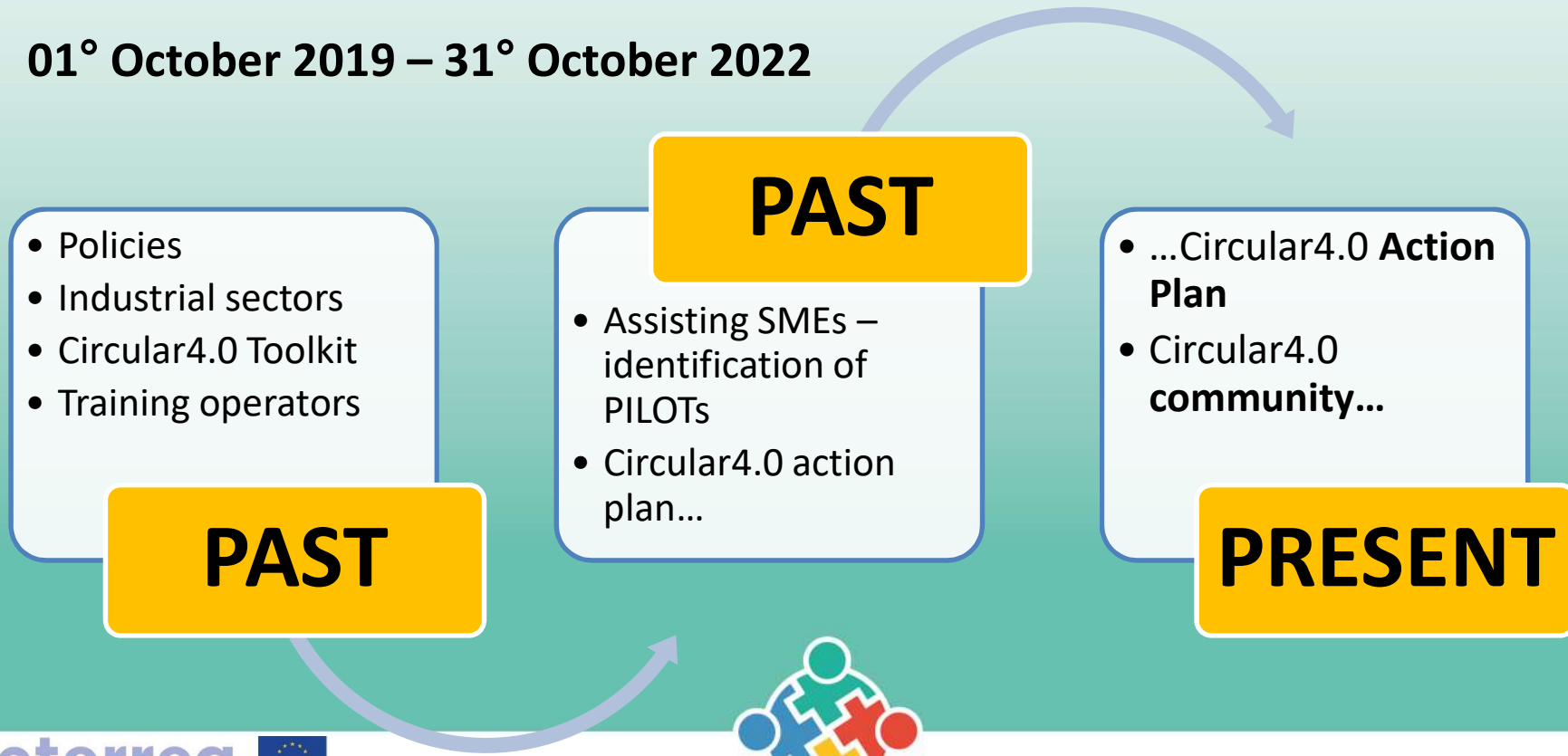
50 experts working on VALUE-RECOVERY; ECO-DESIGN; OPTIMAL USE

Through the project we developed and tested a set of tools with particular focus to the **Circular Economy Design models, Optimal Use models, Value Recovery models** with goal to develop new CE (circular economy) & digital business models.



CIRCULAR4.0 roadmap

01° October 2019 – 31° October 2022



Building a Circular4.0 community within the EUSALP:

A proposal from Slovenia

To establish a Sub-group for the circular economy in
the Alpine Space to be coordinated by Slovenia

It is an on-going step-by-step process...

The aim of the proposal (1)

- In line with the European and EUSALP macro-regional efforts towards a **greener and more sustainable future of the Alpine Space region**, Slovenia proposed to the EUSALP the *establishment of a Sub-group on Circular Economy in the Alpine Space*.
- The aim is to provide the necessary governance to the already established **Circular4.0 community** within the **Circular4.0 project** (Interreg Alpine Space Programme).



The aim of the proposal (2)

- This Sub-group would make it possible **to strengthen the support to SMEs from the Alpine Space** to accelerate the transition of businesses and industry in the Alpine Space to **the circular economy** through the **adoption of digital and advanced green technologies**.
- The Sub-group to be **coordinated by Slovenia** (this is proposed), which is currently implementing the **Deep Demonstration project** that is orchestrated by EIT Climate-KIC.

The background of this proposal (1)

Concrete results of the Circular4.0 project were achieved for the further/future support the circular & digital transition of SMEs

- Priority sectors and sectoral needs in various Alpine regions have already been identified, including **plastics, textiles, wood, electronics, and construction**.
- **Key regional stakeholders active in the circular economy/digital economy** and acting as facilitators/promoters and SMEs as frontrunners were mapped - **over 1000 in total**.
- **A set of tools and training methods to support SMEs** in accelerating the transition to the circular economy **addressed to intermediaries** (incubators, technology parks and industrial clusters) have been developed and **the training methods/tools for SMEs have been pilot tested**.
- **Success stories for the circular economy** were identified and **know-how on the application of digital and advanced green technologies** was shared between partners, SMEs, and research institutions in this field.



The background of this proposal (2)

Concrete results of the Circular4.0 project were achieved for the further/future support the circular & digital transition of SMEs

- By the end of June 2022, approximately **260 SMEs were trained and assisted to identify their circular economy and digital maturity level** and develop their business and investment plans to be ready for their financial investment in transforming their circular economy (**identification of pilots of the circular & digital transformation**)
- In addition, the Circular4.0 toolset and the Circularity Acceleration Training 4.0 (CAT4.0) method were tested to validate their effectiveness to be achieved through the **platform <http://circular40.eu/>**, which will be available to use by SMEs/experts/support organisations free of charge at least three years after the end of the project.



Circular4.0 toolset and the Circularity Acceleration Training 4.0 (CAT4.0) available at the platform

CAS & DMA Tools 2.0

When is a firm deemed circular?

In order to evaluate the relationship between the circular transformation of a business model and the value creation in a firm, we have to understand the nature of the circular transformation and its impact on the economic value creation.

We can assess the increase of the economic value with the improvement of the firms' profitability (multiple measures), competitiveness, level of internationalization and the total factor productivity. However, to evaluate the degree of circularity, we apply Circularity assessment model.

Unlike the economy as a whole, for a firm to be considered circular, that is, to practice a circular business model, it does not need to maximise its capability to recover and regenerate resources deployed within its own value-creating processes. Circularity as a firm's strategic orientation, exercised through the functioning of an organization according to circular business models, is manifested by a set of capabilities to contribute to the circular economy.

That means we have to establish a practical, yet universally representative measurement of the ability to closing, narrowing or slowing the loops. Such ability is manifested by a consistent set of competencies, relations, organizational and management practices, aiming at such a desired effect.

On one hand, these competencies and practices can be consistently evaluated across the firm's value chain in a degree of their full exploitable potential (circular business model potential). On the other hand, their actual level depends on the managerial abilities and overall organizational practices to seize the business model potential (commitment). Here is why the Circularity assessment model figures as a useful measurement construct (or a tool) of the firm's circularity, considered its composite characteristic, represented by a score, which is a result of this measurement, focused on the evaluation of a firm's business model.

Here we invite you to fill in a Circularity Assessment and obtain your Circularity Assessment Score 2.0 (CAS2.0), which serves as the first indication of a firm's degree of circularity.

CHECK OUT AVAILABLE DIGITAL MATURITY ASSESSMENT TOOLS

START YOUR CIRCULARITY ASSESSMENT WITH CIRCULAR4.0

Browse additional circular assessment tools

An invitation
Circular4.0 final conference
29.9.2022, 9.00 – 15.15 in Bled (Slovenia) &
online streaming

Agenda and registration:

<https://www.tp-lj.si/en/events/events-list/the-final-conference-circular4-0-the-future-of-the-circular-economy-and-digitalization-in-the-alpine-space-2022-09-07>

