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Water and Environment Support

in the ENI Southern Neighbourhood region



Regional Training on
Innovative Circular Economy Business Models in the Mediterranean
Activity No: RE-3-REG

TRAINING REPORT

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WATER AND ENVIRONMENT SUPPORT IN THE ENI SOUTHERN NEIGHBOURHOOD REGION

The "Water and Environment Support (WES) in the ENI Neighborhood South Region" project is a regional technical support project funded by the European Neighbourhood Instrument (ENI South). WES aims to protect the natural resources in the Mediterranean context and to improve the management of scarce water resources in the region. WES mainly aims to solve the problems linked to pollution prevention and the rational use of water.

WES builds on previous similar regional projects funded by the European Union (Horizon 2020 CB/MEP, SWIM SM, SWIM-H2020 SM) and strives to create a supportive environment and increase the capacity of all stakeholders in the partner countries (PCs).

The WES Project Countries are Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Libya, Palestine, Syria and Tunisia. However, in order to ensure the coherence and effectiveness of EU funding or to promote regional cooperation, the eligibility of specific actions can be extended to neighboring countries in the Southern Neighborhood region.

DISCLAIMER:

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CONTENTS

1	GENERAL INTRODUCTION	5
2	OBJECTIVES OF THE TRAINING	6
3	EXPECTED RESULTS OF THE ACTIVITY	6
4	ELEMENTS OF THE TRAINING'S IMPLEMENTATION	7
5	PROFILE OF THE PARTICIPANTS.....	7
6	STATISTICS ON GENDER AND YOUTH	9
7	EVALUATION OF THE TRAINING	10
7.1	ORGANISATIONAL, ADMINISTRATIVE AND PLANNING ISSUES BEFORE AND DURING THE EVENT	10
7.2	FEEDBACK FROM PARTICIPANTS	13
7.3	REMARKS BY THE TRAINERS.....	19
8	ANALYSIS OF THE TRAINING MODULES AND STUDY VISIT	21
8.1	PRE-TRAINING:	21
8.2	2-DAY TRAINING	21
8.3	1-DAY STUDY VISIT	25
8.4	KEY INFORMATION	27
9	CONCLUSIONS & OVERALL ASSESSMENT	30
10	ANNEXES	32
10.1	AGENDA	32
10.2	LIST OF PARTICIPANTS	38
10.3	P2P MENTIMETER RESULTS	39
10.4	LIST OF START-UPS PER SECTOR.....	42
10.5	POWER POINT PRESENTATIONS	43



ABBREVIATIONS

EC	European Commission
ESD	Education for Sustainable Development
ECHA	European Chemicals Agency
UN	United Nations
UfM	Union for the Mediterranean
UNEP MAP	UN Environment Programme Mediterranean Action Plan
UNEA	UN Environmental Assembly
SCP	Sustainable Consumption and Production
SDGs	Sustainable Development Goals
NGOs	Non-Governmental Organisations

1 GENERAL INTRODUCTION

The state of the planet's environment is deeply concerning, despite the efforts towards meeting the sustainable development goals for 2030, which are quite lagging behind. The impacts of environmental pollution and unsustainable production and consumption patterns have not been curbed. One of the key issues with the current economical paradigm and prevailing business model, is that it is based on a linear approach of production, consumption, and disposal (throw away). "This model externalizes and hides the environmental and social costs, undermining the environmental and social sustainability of the economic system. Considering the critical environmental and social challenges and crises we are facing, the current linear economic model is no longer viable, and since only 9% of the global economy is circular at present (Wit et al., 2020), a radical shift of the business models that shape our economic system is urgently needed."

The shift to sustainable patterns of consumption and production that is urgently needed and called upon at global level can be enabled only by pursuing a set of sustainable business models, based on circularity principles. Sustainability can't be achieved without a radical transformation of production processes.

Most products and services are provided by the private sector. Private businesses therefore play a pivotal role in society's shift towards Sustainable Consumption and Production (SCP). While consumers typically have limited knowledge of the full life-cycle of the products they buy, producers are in a much better position to apply the life-cycle approach. Medium-sized and large companies in particular have the capacity to scrutinise their value chains from a sustainability perspective, compile relevant data, engage with actors upstream (suppliers) and downstream (waste managers and recyclers) and apply improvements.

However, policymakers need to create a level playing field, encourage and incentivise companies to take action. Risks and uncertainties need to be addressed and alternative solutions identified in order to secure viability and enable companies to embed sustainability into their business models and product and services design. Eco-innovation is an approach that aims to respond to environmental and social challenges and take advantage of business opportunities by incorporating changes throughout a company, from its business model and strategy, to product, services and production design processes throughout the value chain. Likewise, approaches such as open eco innovation help match companies and public institutions in search of green and circular business solutions with entrepreneur providers. "By incorporating eco-innovation into their business models, companies will be able to increase their competitive advantage while transforming ecological and social challenges into economic opportunities and reducing environmental impacts."

The UfM 2030 GreenerMed Agenda, aiming at contributing to the achievement of the environmental SDGs in the Mediterranean, is structured around 3 primary axes of work, one of them being "Support the transition towards a green, circular and socially inclusive economy". The former 2014 UfM Ministerial Declaration on Environment and Climate change also included a main axe of work focused on SCP in which the role of new sustainable businesses models was highlighted.

The role of green businesses as drivers for innovation on SCP and circular economy in the Mediterranean is clearly acknowledged by the Barcelona Convention and the corresponding policy

instruments adopted by the Contracting Parties. Following the policy guidance from the Mediterranean Strategy for Sustainable Development (MSSD) and the SCP Regional Action Plan (SCP-RAC), the new UNEP/MAP Medium-Term Strategy 2022-2027 reconfirms the importance of the circular economy approach, since this is one of its main areas of work (See Programme 1 and Programme 4). During the last COP 22 that took place in Antalya in December 2021, the Contracting Parties to the Barcelona Convention adopted Decision IG.25/18 with a set of 12 Regional Measures to support the development of sustainable businesses and to strengthen the demand for sustainable products in the Mediterranean. SwitchMed is currently working on the creation of the Switchers Policy Hub, that represents Measure P1: “Regional Policy Hub to support peer learning on policy instruments” and will help to achieve other measures in the Mediterranean region by supporting policymakers who are working towards a circular, green and blue economy in the region.

This WES regional activity, therefore, came to strengthen and complement the above-mentioned regional efforts, and support the WES Partner Countries via technical support and capacity building to implement and adopt effective measures at national and regional level to strengthen and develop green and circular businesses in the Mediterranean. It ensured non-duplication, complementarity and synergy with other regional projects such as SwitchMed, RESET, and STAND UP.

2 OBJECTIVES OF THE TRAINING

The overall aim of this activity was to provide technical assistance and strengthen the capacities of the non-EU Mediterranean countries to implement in their respective countries, effective measures to support the development of green and circular businesses as agreed at regional level (Barcelona Convention system, UfM, EU).

The specific objectives of this regional activity were to:

- Support WES PCs in the appropriation and implementation of selected regional measures to boost the development of green and circular businesses in their respective countries.
- Capacitate and support WES PCs to identify applicable cases, through applying an Open Innovation approach and the mapping of initiatives and/or opportunity nests.
- Support experience exchange and knowledge transfer among WES PCs on tools, initiatives, policy instruments to support green and circular businesses.
- Provide practical knowledge by visiting real case studies.

3 EXPECTED RESULTS OF THE ACTIVITY

By participating in the training, the national authorities and stakeholders were expected to enhance their competences and knowledge, in terms of:

- Technical aspects of circular economy, eco-innovation, sustainable business models.
- Available tools to support the development of sustainable business models.
- Public policies to support Circular Economy Businesses at the Catalan Government

- Baseline and policy Recommendations for the Support to Circular Businesses in the Mediterranean Region
- Green innovation property rights.
- Access to finance for Circular Economy business models.
- Use of available open eco innovation tools such as the living lab exercise.
- Catalan Municipality strategies to support sustainable green economy business models
- Strategy for waste management and sustainable management of a whole sale food market
- Policy and decision-making based on sound evidence.

Similarly, the invited stakeholders that participated:

- Gained deeper knowledge and learned about on the 12 proposed regional measures to support green to Support the Development of Green and Circular Businesses.
- Obtained an understanding of the different initiatives in the region.
- Got a clear understanding of the challenges of the textile and food sector.
- Enhanced their capacity to identify various measures (private and public) to boost green businesses.
- Enhanced their capacity to implement policy measures.
- Reinforced a regional network of peers in the Mediterranean.

The expected results were met to a satisfactory degree as the report will show in the following sections.

4 ELEMENTS OF THE TRAINING’S IMPLEMENTATION

No. of presentations on examples/case studies (sharing of experiences, good practices, etc.)	5
No. of international speakers from the Region	2
No. of international speakers from the EU	4
No. of training-oriented presentations (on concepts, methodologies, etc.)	4
No. of interactive/participatory activities (open discussions, brainstorming sessions)	3

5 PROFILE OF THE PARTICIPANTS

The main target group of this regional activity were policy makers. However, in order to increase impact, strengthen partnerships, and maximize synergies, it also addressed other stakeholders along the value chain (plastics system), from the plastics industry to the consumers, through civil society organizations.

The profile of the **34 participants** is outlined as follows:

- policy persons from the Ministry of Environment (dealing with SCP and Green, Circular Economy and actively engaged in the relevant national strategy of the country), also acting as the Lead Peer
- policy persons from the Ministry of Industry (dealing with startups or innovation)
- professionals from the productive sector (entrepreneur)
- competent CSO representatives (environmental NGO, consumers' association, women's group, youth group, ...) identified in collaboration with SwitchMed and the Bluegreen project and its network.

All WES Partner Countries were represented at the training as were most stakeholder groups.

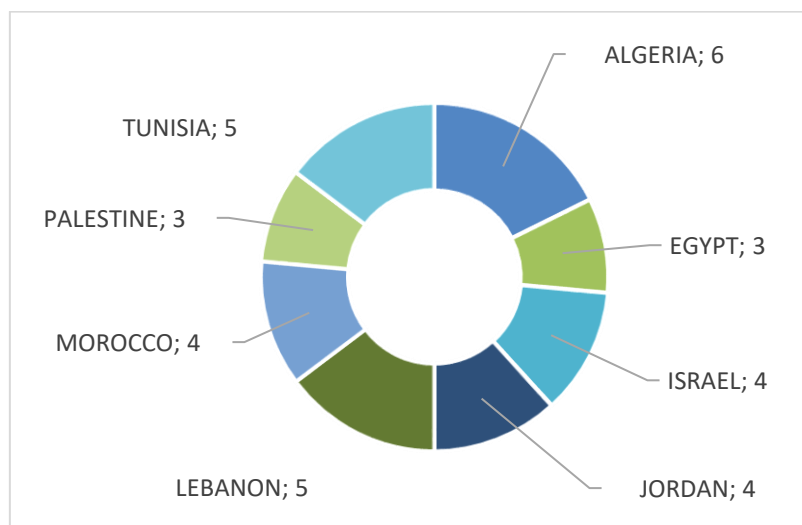


FIGURE 5-1: REPRESENTATION OF TRAINEES PER COUNTRY

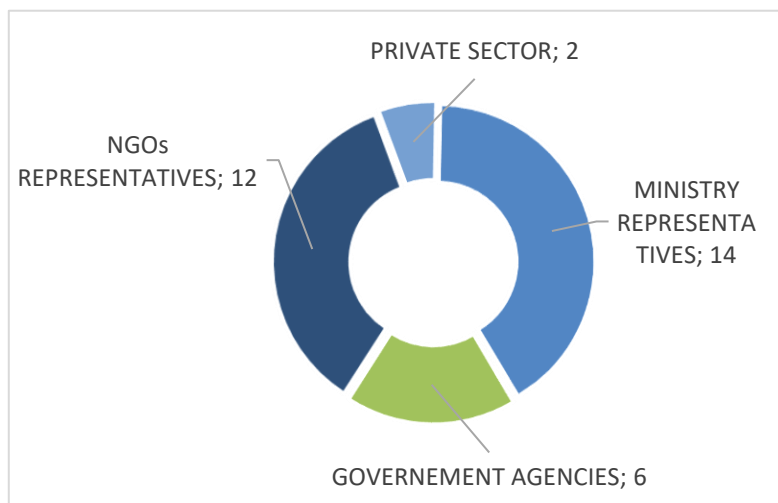


FIGURE 5-2: REPRESENTATION OF TRAINEES PER TYPE OF INSTITUTION

6 STATISTICS ON GENDER AND YOUTH

The participants of the training had an optimal gender balance of almost 50/50 representation of women and men, while 15% of them were less than 30 years of age (satisfactory).

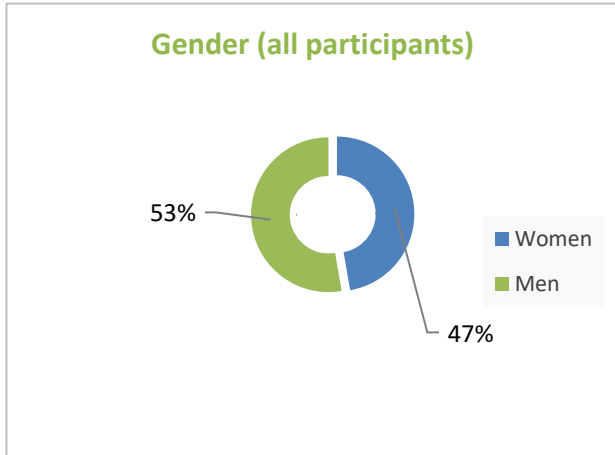


FIGURE 6-1: GENDER (ALL PARTICIPANTS)

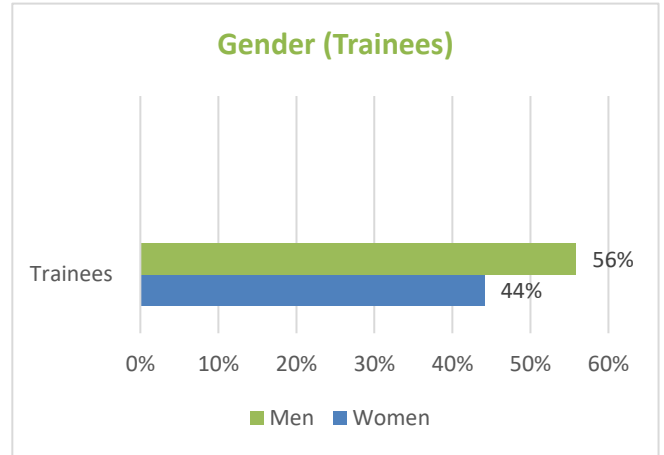


FIGURE 6-2: GENDER (TRAINEES)

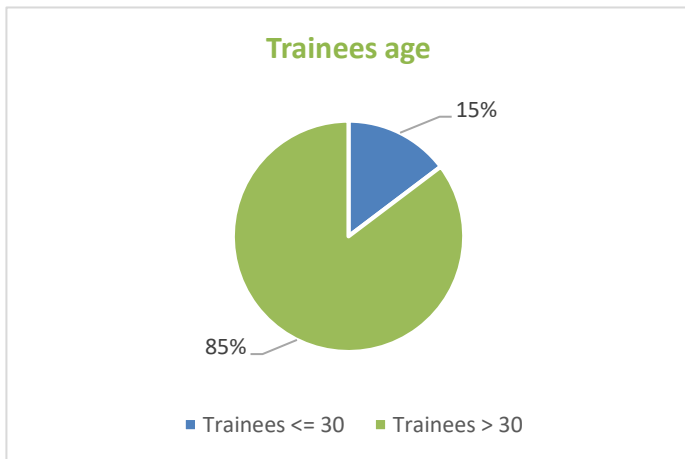


FIGURE 6-3: TRAINEES - AGE

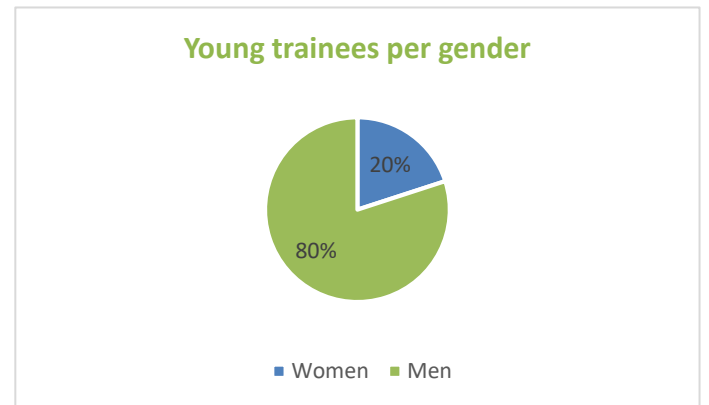


FIGURE 6-4: YOUNG TRAINEES (18-30) - GENDER

7 EVALUATION OF THE TRAINING

7.1 Organisational, administrative and planning issues before and during the event

A set of 11 criteria; A1-A11 (See table below) were assessed by 31 participants, using a qualitative description ranging between “Excellent” to “Poor”.

A. ORGANISATIONAL, ADMINISTRATIVE AND PLANNING ISSUES BEFORE AND DURING THE EVENT		EXCELLENT	GOOD	AVERAGE	POOR	Total Replies	Average Score (max = 4)
A1	Appropriate handling of invitations, visa support, information sharing and smoothing obstacles	22	9	0	0	31	3,71
A2	Efficient logistics: accommodation, transportation, location of venue and interpretation	11	10	8	1	30	3,03
A3	Provision of support (if requested) for participants’ preparation for the event	14	11	1	0	26	3,50
A4	Efficient and effective follow-up of preparations and progress towards the event	16	13	2	0	31	3,45
A5	Smooth flow of programme, efficient handling of emerging needs and attentiveness to participants concerns	14	14	2	0	30	3,40
A6	Presentations correspond and contribute to the planned objectives and are conducive to enhanced shared understanding and participation on addressed topics	13	15	2	1	31	3,29
A7	Clarity, coverage and sufficiency of concepts, objectives, anticipated outputs and outcomes	11	15	5	0	31	3,19
A8	Usefulness of the distributed material	11	15	5	0	31	3,19
A9	Efficiency and effectiveness of the facilitation	12	17	2	0	31	3,32
A10	Overall rating of the event	10	16	4	0	30	3,20

Question A.1

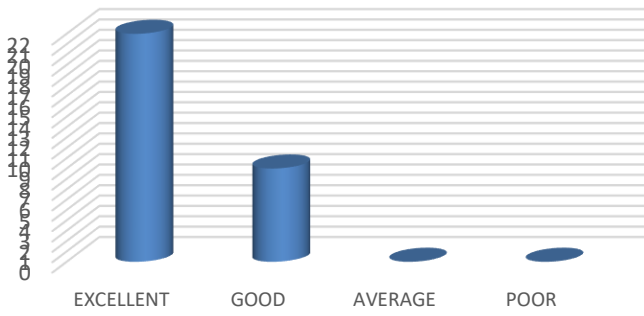


FIGURE 7-1-1: APPROPRIATE HANDLING OF INVITATIONS, INFORMATION SHARING AND SMOOTHING OBSTACLES (A.1)

Question A.2

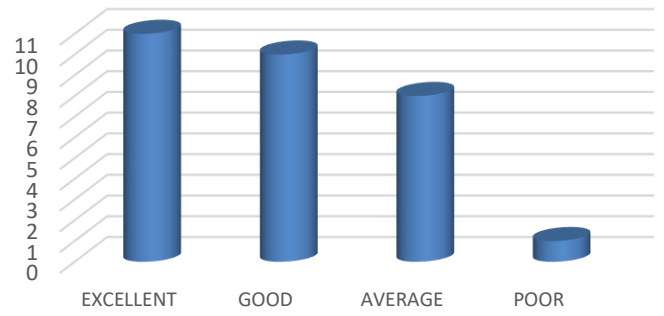


FIGURE 7-1-2: EFFICIENT LOGISTICS: USER-FRIENDLY ONLINE PLATFORM, INTERPRETATION QUALITY, ETC. (A.2)

Question A.3

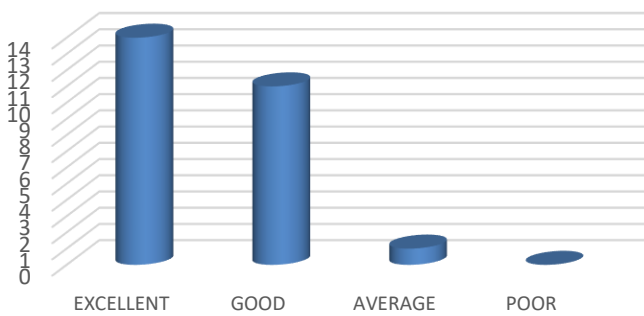


FIGURE 7-2-3: PROVISION OF SUPPORT (IF REQUESTED) FOR PARTICIPANTS' PREPARATION FOR THE EVENT (A.3)

Question A.4

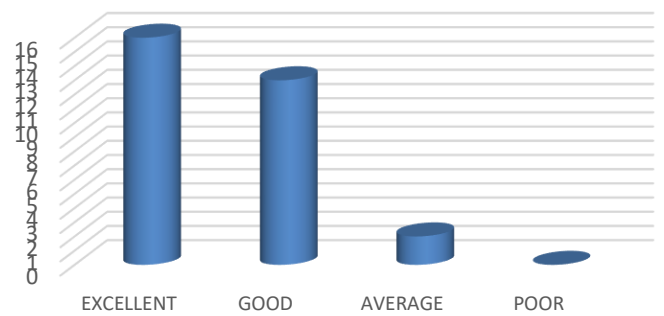


FIGURE 7-3-4: EFFICIENT AND EFFECTIVE FOLLOW-UP OF PREPARATIONS AND PROGRESS TOWARDS THE EVENT (A.4)

Question A.5

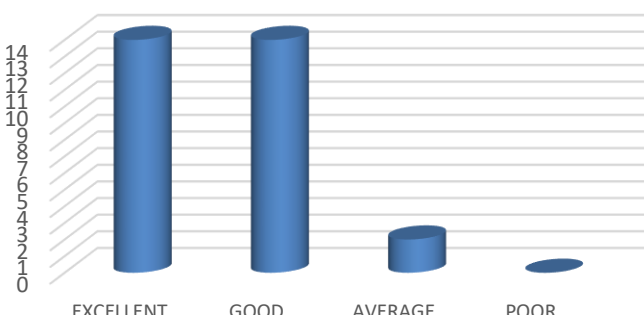


FIGURE 7-4-5: FLOW OF PROGRAMME, HANDLING OF EMERGING NEEDS (A.5)

Question A.6

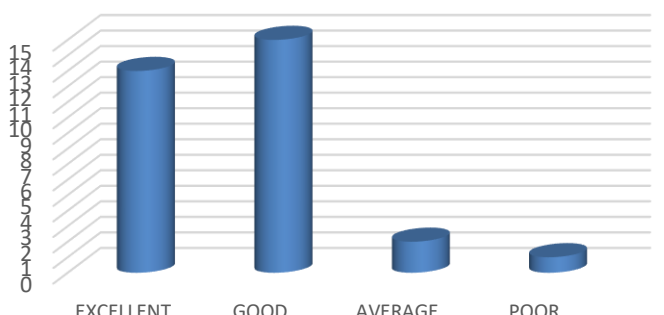


FIGURE 7-1-6: EVALUTION OF PRESENTATIONS (A.6)

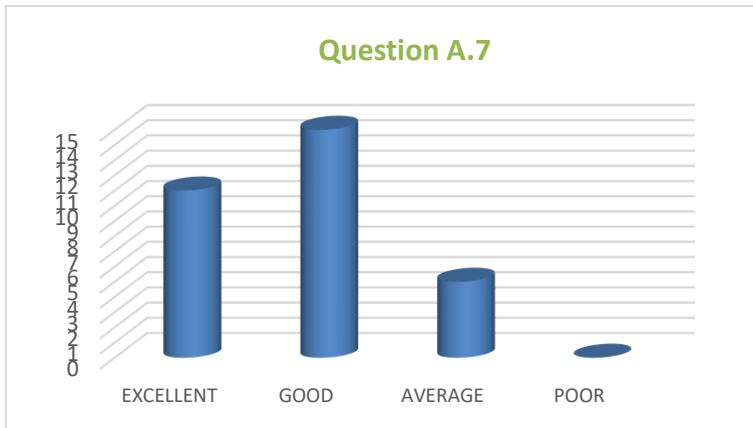


FIGURE 7 1-7: CLARITY, COVERAGE AND SUFFICIENCY OF CONCEPTS, OBJECTIVES, ANTICIPATED OUTPUTS (A.7)

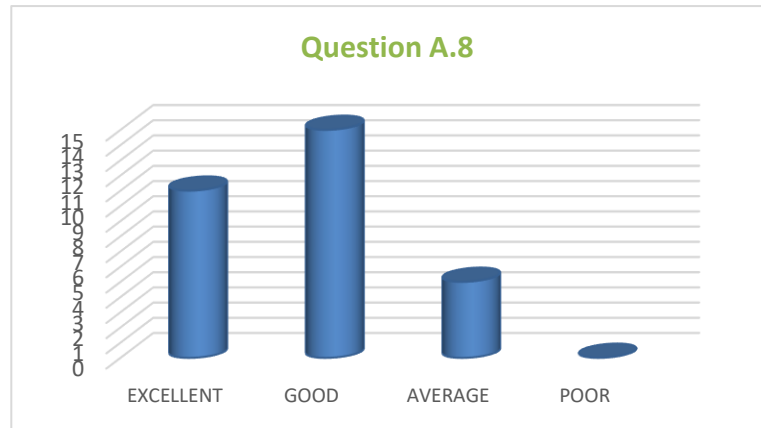


FIGURE 7-1-8: USEFULNESS OF THE DISTRIBUTED MATERIAL (A.8)



FIGURE 7 1-9: EFFICIENCY AND EFFECTIVENESS OF THE FACILITATION (A.9)



FIGURE 7-1-10: OVERALL RATING OF THE EVENT (A.10)

7.2 Feedback from participants

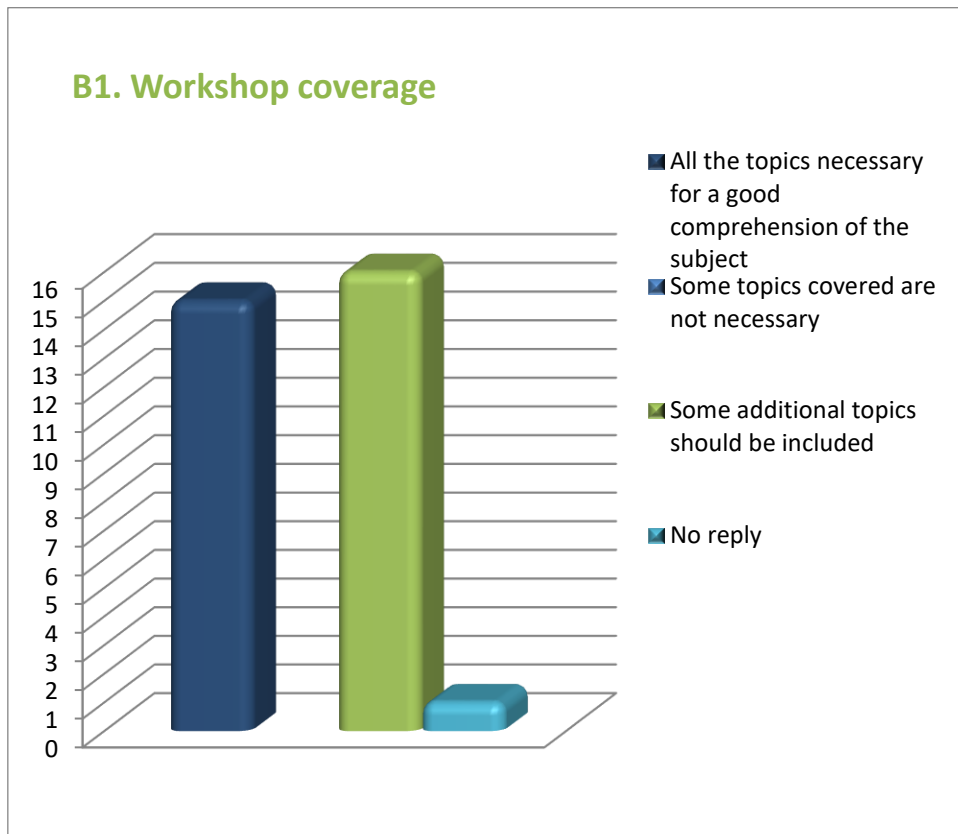


FIGURE 7-2-1: WORKSHOP COVERAGE (B.1)

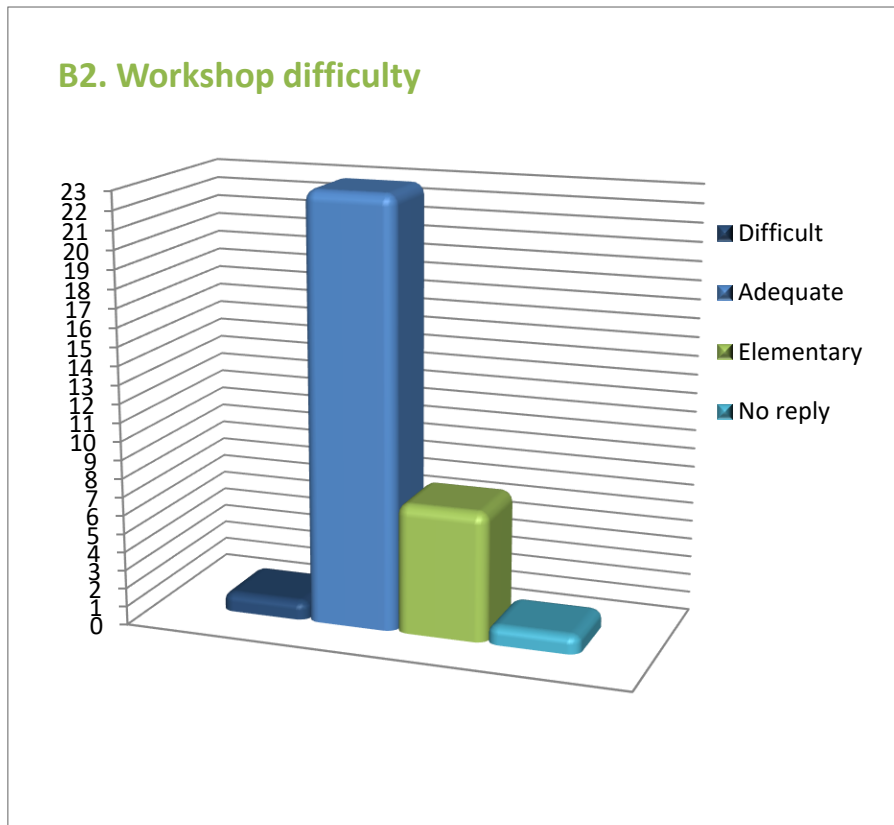


FIGURE 7-2-2: WORKSHOP DIFFICULTY (B.2)

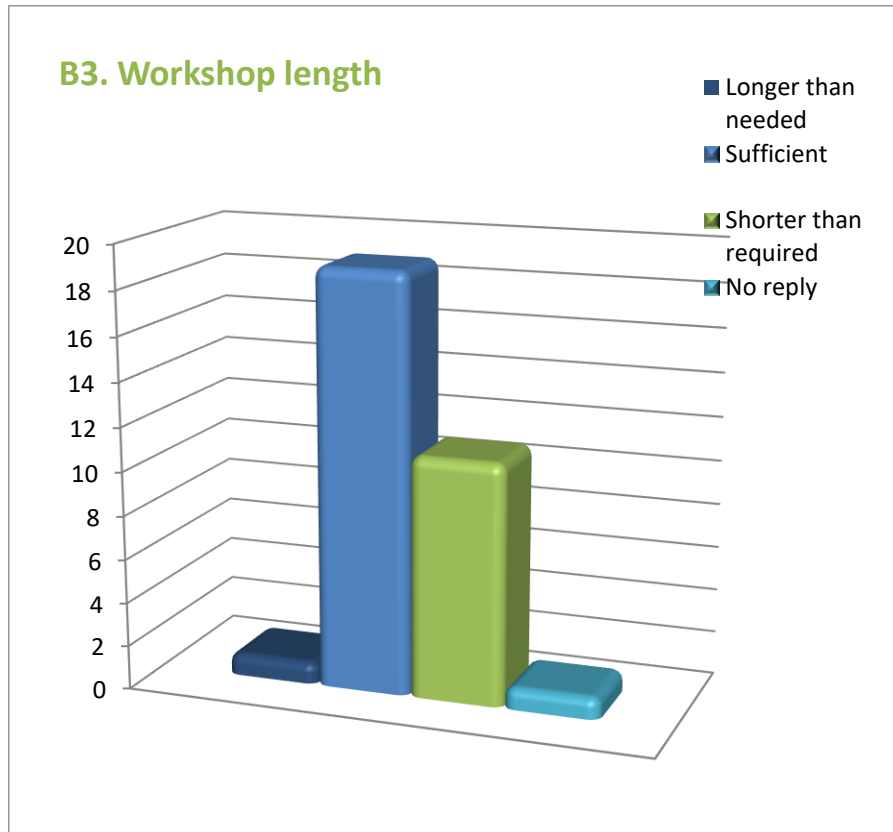


FIGURE 7-2-3: WORKSHOP LENGTH (B.3)

Qualitative assessment:

In the following table, the responses given by trainees to the open-text questions of the evaluation questionnaire are compiled. The key words or phrases of their replies are in bold font.

Statements made by the participants	
B4	What is the most valuable thing you learned during the workshop (knowledge or skills)?
	<ol style="list-style-type: none"> 1. Commitment of the municipality (x2) 2. Circular economy is not something you do and finish. It is a journey to improve your projects on the social, environmental and economic aspects 3. L'application réelle des processus et comment réduire les prix et avoir des bénéfices économiques et environnementaux à la fois 4. Open Innovation plate-forme, source de financement vert, propriété intellectuelle vert, toutes les visites d'études 5. L'intérêt de l'implication de l'ensemble des maillons de la chaîne de valeur dans tous type de projet intégré 6. Économie circulaire, l'eco innovation, l'ouverture sur le développement et le concept d'aide financière 7. I gained a good knowledge through the tips I received during the visits, special Mercabarna visit. 8. The tour to the textile sorting facility and to the food market were valuable and interesting 9. The model adopted here and the proper engagement and alignment if all relevant stakeholders 10. How to apply the green economy and sustainable development goals and business model 11. Eco conception, principe de l'économie circulaire et mécanismes de financements 12. Everything has a circular life cycle from new products to waste and demolition 13. L'intérêt d'avoir le financement pour l'application de l'économie circulaire 14. The people in city active and contriputed with concept and help to succses. 15. Practical cases examples and field studies and very interesting network 16. Aspects of green economy and circular economy and start up approach 17. That the eu is starting extended responsibility for textile 18. How we could integrate the circular economy in the city 19. How to engage community in circular economy business 20. Coopération entre l'industrie et les start-up 21. Conscience et culture en économie circulaire 22. The important of open inovation process 23. Valorisation de tous les produits 24. New concepts of circular economy 25. About the "how to" 26. Circular economy 27. Connaissances 28. Both of them⁹ 29. Connaissance

Statements made by the participants

B5 How do you think that the current event will assist you in your future work on the subject?

1. With circular economy principles emphasizing the importance of reducing waste and promoting the reuse
2. Integration of circular economy principles in project design: As circular economy principles become more widely adopted, it may become increasingly important to integrate these principles into project design, including designing for durability, repairability, and recyclability, as well as considering the entire product lifecycle.
3. Collaboration with stakeholders
2. Formation des membres de mon équipe aux principes généraux de l'économie circulaire et mise en pratique de ces notions dans notre quotidien associatif (3 associations)
3. Peut être pour un sujet de doctorat puisque ma formation été en économie et cela va renforcer aussi mes capacités vis à vis cette thématique
4. Thanks to the event, we met with the several actors from the southern countries that we could partner and create initiatives together
5. By pushing the private sector in Palestine to start by assessing where loss and waste happens to decrease and apply first step in circular economy.
6. Pour l'identification des politiques publiques en vers le développement et la promotion de l'économie circulaire dans nos pays
7. More practical and regional knowledge on circular economy and how to adapt entrepreneurship programs accordingly
8. Sharing the insights and best practices to my organization to look for areas where improvements are applicable
9. It will give me the opportunity to open powerful networks all over the African Mediterranean region.
10. Mise en place d'économie circulaire dans notre entreprise et dans les entreprises que j'encadrerai
11. Understand more about circular economy process and how to move forward while applying this concept
12. Transfert et intégration du concept de l'économie circulaire au sein des entreprises tunisiennes
13. It gives me many ideas to support the NGOs and private sector working in circular economy
14. Par le transfert du savoir et développer voir adapter ce que j'ai appris dans mon pays
15. Understanding the C.E will help me to start implementing it in my country
16. J'ai de nouveau concepts, des liens Web à visiter pour information
17. Nouvelles idées, exploitation du potentiel des start-up et autres
18. Help me to apply all what I learned in my work more easily
19. La mise en place de l'économie circulaire dans notre pays
20. Probably not. Very basic with most examples very local.
21. Learned about a few interesting case studies
22. J'ai acquis d'autres connaissances
23. By developing further my knowledge in my work
24. It improved my point of view
25. Mainly in my career path



Statements made by the participants

B6

Please indicate whether (and how) you could transfer part of the experience gained from the event to your colleagues in your country?

1. Oui (x3).
2. I can share with them the new concepts and new techniques that I have learned here and also give some engineers free training in my NGO related to the circular economy and of course I will mention that I have learned here.
3. Je vais mettre en place une journée dans un hôtel et effectuer une formation et mettre en place certains work shop mis en place pendant ces trois à 100 personnes minimum.
4. Will do some workshops; will improve my lectures during schools visits and whenever I want to explain about C.E and how we should adopt it in our daily life.
5. Je vais préparer un rapport et faire une formation à mes collègues d'association et introduire le thème dans les sujets de communication avec mes élèves.
6. As a public employee, this knowledge will be transferred to private sector and NGOs, and used in the preparation of new legislation.
7. I'll be sharing a brief to the whole program with my colleagues in my company and I'll try to open partnerships with my peers.
8. En interne via les actions et les formations qui seront réalisé dans mon entreprise. Via mes activités en tant que formateur.
9. Par l'organisation de formation locale où ceux qui sont intéressés par l'économie circulaire pourront participer.
10. Yes for sure, we will share with them the different support and information that we gained in the event.
11. I take pictures and videos to share with my colleagues also speak about visit and new idea.
12. En tant que formateur et consultant je vais intégrer ça dans mes formations.
12. I'll implement a training course for my team and concerning departments.
13. En diffusant la documentation aux différents services concernés.
14. In project development and sharing of examples.
15. By video and materials and make workshops.
16. Transfer knowledge regarding case studies.
17. Partager l'expérience avec mes confrères.
18. Webinar linkedin and my clients.
19. By discussion and training.

B7

What did you like most about this event?

1. Les échanges entre les différents pays rencontrés des gens agréables et avoir une idée claire sur ce qui se fait en matière de gestion des déchets.
2. L'organisation est impeccable. L'échange avec les participants était très intéressant ceci peut contribuer a des collaborations dans le futur.
3. Collect the country and discuss together about the same project and see how Barcelona separates waste and uses in new process.



Statements made by the participants

4. Les visites d'étude, les groupes de travail mélangés (entre pays et entre secteur public et privé).
5. The relevance of the topics covered and the practical knowledge shared through the field visits.
6. La rencontre des autres participants et le fait d'être à Barcelone a été très agréable.
7. How serious the organizer was to make it professional and beneficial for all of us.
8. Les rencontres et échanges entre les participants et le staff de WES.
9. La rencontre des différentes nationalités et partage d'expériences.
10. The networking and great vibes from organizer and participants.
11. La qualité de la formation, richesse du contenu.
12. The visit in the factory and food market.
13. Networking with Mediterranean countries.
14. Organization & network & field visit.
15. the study tour during the 3rd day.
16. Everything it was a great.
17. Last day visits were good.
18. Les visites des sites.
19. Le travail en groupe.
20. Very well organised.
21. Participations.
22. Study visit.
23. Everything.
24. Les visites.
25. Site visits.
26. The city.

B8 What needs to be improved?

1. Specific examples (x2)
2. The lectures at the 1st day were elementary and didn't provide interesting insights. The study tour on the second day showed small scale initiative that are not so interesting at a national policy level. It would be better to have more study tours to large scale facilities as done in the 3rd day and to have more interactive workshop session on real case studies. The accommodation was disconnected from the city and the room was in poor condition.
3. Accommodation better near center, first day too general, would like to see end use facilities and recycling factories. We didn't really talk about business model like you presented in the title. Should be more a learning experience and less general. Should see circular logistics and overview in the country level. A combination and implementation of laws, regulations, gov support private and NGOs
4. Accorder plus du temps, impliquer davantage les entreprises industrielles dans ce genre de formation, refaire ce genre de formation dans différents pays de méditerranée
5. You should provide a way of connection between peers like Facebook group, WhatsApp group or even an email thread.
6. Le partage des expériences pendant les formations et des présentations des différents projets des participants.

Statements made by the participants

7. Allonger un peu plus l'atelier de travail pratique et éventuellement, faire un enregistrement vidéo des visites
8. You can do a specific CE training for a selected sector. Like recycling and waste management
9. More exercises between partners can be added to develop regional collaboration in the sector
10. Plus de temps, documentation et faire participer les responsables des fonds de financement
11. Choice of the location of the hotel - the projects visited were not properly chosen
12. Focus on steps toward circular economy.
13. The schedule could have been less intensive and might have been spread on more days
14. Il faut inclure les réglementations et il faut ajouter un témoignage de chaque pays
15. Visite dans des industriels de recyclage pour voir les transformations de matière
16. The study tours need to be more integrated and explain the concept in all stages
17. Visitez des sites qui utilisent l'économie circulaire avec un impact économique
18. The first day was a waste, more factories and all the supply chain is needed
19. J'aurais souhaité que ça soit moins chargé et que la durée soit plus longue
20. We need to focus more and raise awareness on the ESG indicators and CBAM
21. Focused on study visit on private sectors.
22. Keep update in circular economy trends
23. Il me semble que tout était parfait
24. More about circular economy
25. All things are perfect
26. Exercices pratiques

7.3 Remarks by the trainers

A set of 9 criteria; B1-B9 (See table below) were assessed by the trainers.

B1	Efficient and effective performance and interaction by participants Good
B2	Efficient and effective cooperation and team spirit Good
B3	Level of achievement of planned objectives Excellent
B4	Did the event contribute to helping participants practice skills or gain knowledge related to course concepts? Trainers believe that the content and methodology used were the appropriate for the educational objectives set in the terms of reference, the majority of the trainees recognized the value in the case studies presented, specially the study visit and the knowledge acquired. They also mentioned to have gained valuable knowledge in the application of CE, participation of different stakeholders and the role of the local governments.
B5	What worked well during the event

	<p>Generally, the training went according to the trainers’ plan and goals. There was a good ratio of trainees that engaged during the sessions, discussions and during the breaks. The living lab working session and the study visit seemed to be the key elements of this activity.</p>
<p>B6</p>	<p>What didn’t work well and why</p> <ul style="list-style-type: none"> – For some trainees the level of “setting the ground” presentations was too basic. – Several declared as a “weak” point of the training not having enough case studies from the region or the appropriate case studies selected for the study visit. They also mentioned lack of detailed specific presentations on businesses. – The intensity and length of the program over the three days was also mentioned as something that could be improved. Trainees proposed to increase the length of the training days. – The quality of the hotel and the location of the hotel was not rated positively.
<p>B7</p>	<p>What components/concepts did participants seem to understand well</p> <p>The majority declared they obtained a good understanding on the concept of open innovation, access to finance, valorization of textile items, management of food items, the integration of circular economy principles in project design, including designing for durability, reparability, and recyclability, as well as considering the entire product lifecycle.</p>
<p>B8</p>	<p>Were there any components/concepts that participants appeared to not understand</p> <p>No apparent misconceptions were detected, however, it could seem that the scope of the regional training was not fully integrated by some participants that expressed they would have liked to visit recycling plants and learn about regulations, while the purpose of the training was to put the focus on the development of business models. Another comment made was that they wished to have visited CE projects with economic impact.</p>
<p>B9</p>	<p>What aspects of the event could be improved and what should be kept</p> <p>Aspects to keep:</p> <ul style="list-style-type: none"> – The modality and the duration, inserting the site visit within the training worked well. – The composition of the trainees and the distribution among Mediterranean countries. – The combination of theoretical interventions with practical exercises/visits and the diversity and quality of presenters. There were presenters from a wide range and types of institutions, from independent experts, experts working in the field, experts from national ministries and experts from non-governmental organisations. <p>Aspects to improve:</p> <ul style="list-style-type: none"> – The sessions and visits could have been recorded for future reference of trainees. – Some more green entrepreneurs from the region could have been invited. – Increase the time allocated to interactive sessions (group work) and include quizzes after each presentation. – Include more case studies and specific lessons to South Mediterranean countries.

8 ANALYSIS OF THE TRAINING MODULES AND STUDY VISIT

8.1 PRE-TRAINING:

Previous to the training about half of the participants of the REG-3 training (18/34) participated in a two-hour P2P meeting in which this activity, the team, and the proposed calendar were introduced. Participants were able during this pre-training phase, to dive into some of the specific themes such as the recommendations and measures developed under the Barcelona Convention, as one of the main objectives of this activity is to provide knowledge and tools on available instruments and measures to support the development of innovative business models in the Mediterranean region. A summary of the measures was already shared in the [Concept Note](#) sent to participants as was the introduction to the concept of open innovation, key concept for this activity. This first P2P meeting was an opportunity for the experts to gather information on the interests and knowledge of participants on some of the issues, to contribute to the design of the content of the regional training. During the meeting, experts proposed a series of questions using the mentimeter application the results of which can be found in the Annex of this report.

After the meeting, the results of this exercises were shared with peers and they were given the opportunity to propose additional topics or propose presentations that they could deliver in one of the sessions of the regional training in Barcelona. Peers were also asked to propose topics to be presented during the regional training and for the challenges they face. The challenges identified served for the applied open innovation methodology exercise conducted on day 2 of the regional training (textile and food industry).

8.2 2-DAY TRAINING

The rationale behind the content of the first day was to provide participants with some key presentations that ranged from the basic concepts of the training: Circular economy, circular business models, eco-innovation, eco-design and available tools to develop sustainable business models, public policies to support circular economy businesses, baseline and policy recommendations for the support to circular businesses in the Mediterranean Region, to access to finance and intellectual property rights. During this day, there were Q&A slots after each of the presentations. Participants enhanced their knowledge on initiatives and resources that are at their disposal to support green businesses and deepened their understanding on: measures and strategies such as **the Circular Fashion Agreement**, an initiative that promotes a voluntary agreement to further the transition of the textile sector towards a circular model in Catalonia, topics such as the investment decision-making process and the sustainable finance criteria in the investment decision making, or the role of BSOs.

The second day was dedicated to the methodology **open innovation** which is a key tool “to help match companies and public institutions in search of green and circular business solutions with entrepreneur providers using an open innovation approach. The goal (...) is to help meet the sustainable innovation challenges faced by private and public companies across different sectors and provide (...) future open

eco-innovation enablers, with an understanding of the processes to develop to facilitate connections between solutions seekers and entrepreneur providers.”¹ⁱⁱⁱ

The session consisted of a one-hour theoretical presentation of the tool led by the non-key expert of the activity Anna Ibañez and an invited speaker, expert on open innovation challenges from the firm scli, followed by a practical “co-creation” session, to formulate and to try to solve sustainability challenges in the **textile** and the **agri-food** sectors.

The co-creation session had the following **objectives**:

- Enhance knowledge in open eco-innovation among professionals.
- Encourage teamwork between different professional profiles.
- Formulation of sustainability challenges (in the textile and food fields).
- Start-up scouting Greentech
- Start-up selection
- Elaboration of a Pilot Plan
- Pitch

Participants, were divided in 3 groups of around 6-10 professionals ensuring the **diversity of profiles** (coming from different types of companies and with their respective knowledge and experiences) in each of the groups in order to enhance the group dynamics to be enriching for the attendees.



The **materials** provided during the exercises were the following:

¹ Regional Activity Centre for Sustainable Consumption and Production and Sociedad De La Innovación. (2021). Open Eco-Innovation Manual for Circular Economy. Barcelona: SCP/RAC. 2021

- A dossier for each participant with the theory and the exercises to be completed (worksheets).
- Writing materials: pens and Post-Its.
- Two specific dossiers (one for the textile industry and one for the agri-food industry) with examples of how to perform the exercises and resources to provide support (list with examples of start-ups, completed exercise sheets...).
- Projection of the exercises on different screens scattered around the room (updated as the groups progressed in their tasks).

Two of the group focused on the food sector and one on the textile sector. The theoretical dossier with exercises was used on the laptops made available for the two challenges that were presented. In the case of the **food sector**, the challenge was the following:

CHALLENGE	CONTEXT
<p>How can we boost the food industry's energy self-sufficiency through low environmental impact energy?</p>	<p>The food industry is one of the productive sectors with the highest energy demand in Spain. It ranks second in energy consumption and it is responsible for 14% of the industry's total energy utilization. In addition, rising energy prices threaten the profitability of Spanish companies in the sector. In the recent years, measures have already been taken to improve energy efficiency in the food industry and energy intensity has been reduced considerably. Energy management in the sector, which is highly dependent on gas and electricity, has become a fundamental challenge for two basic and complementary reasons: sustainability and economic savings.</p>
WHY IS THIS CHALLENGE BEING LAUNCHED?	DETAILS OF THE CHALLENGE
<p>We are in a time of economic and environmental emergency, which makes it necessary to focus on maximum efficiency in energy consumption, for the benefit of the competitiveness of companies and care for the environment.</p>	<p>The ultimate vision is to achieve self-sufficiency on the company and the sector, so that we achieve a neutral effect on the planet derived from the activities developed. Our company seeks to promote the energy transition, whose goal is a supply based on energies with low environmental impact, moving towards self-sufficiency and energy autonomy. The company is committed to finding technological solutions that help the industry to reduce its consumption, especially of: Gas, Electricity, Water and Co2.</p>

The proposed challenge for the **textile sector** was:

CHALLENGE	CONTEXT
<p>Reuse of the cotton wastes from the pre-treated selvages (Spain). To find a process to reuse and treat the company's textile waste to be able to create and develop new products for the company such as new recycled threads. The first step will be to use it in the spinning processes to develop new products made of 100% recycled cotton.</p>	<p>Textile company manufacturing its own line of products and other 100% cotton cloths and textile accessories for home and kitchen. Their main sales markets are the health sector, luxury airlines and hotels but they also sell their products to independent and international fashion brands. One business unit focuses on finishes and the other one markets worldwide its in-house products made with the seamless finish technique.</p> <p>Their strength is the continuous improvement of existing products and the development of new technologies and products. The company entered the health market by developing a new certified surgical and protective face masks base on cellulosic for the healthcare hospital market.</p>
WHY IS THIS CHALLENGE BEING LAUNCHED?	DETAILS OF THE CHALLENGE
<p>Textile waste is created in every phase of the textile manufacturing process like spinning, weaving, dyeing, finishing, garment manufacturing and, even, at the consumer end. The main motivation of this challenge is to evaluate and characterize the internal waste in order to establish which are the best possibilities we have to reuse it to create new products. This way, our company would create a new internal circular economy circuit and would avoid the incineration of waste.</p>	<p>To reuse and reintroduce the company's internal waste to achieve total circularity, which is one of the company's major sustainability goals. We would like to know solutions and initiatives to treat our waste, which comes from unused material due to the certain quality defects that invalidate the textile product. Concretely, we would like to hear about initiatives to develop a new material that could be used to create a final product interesting for the sectors we work for.</p>

All groups were willing to contribute, learn and collaborate: professionals shared their point of view on the challenge/situation and each team completed the first dynamic by jointly writing the challenge. For the second dynamic, there was made available a list containing different cases of start-ups with solutions based on the circular economy, from which a **discussion process** was initiated among the attendees to choose those start-ups that could provide a solution to their challenge.

The lists of start-ups provided to the groups for the **textile field and agri-food** sector can be found in the Annex.

The participants were encouraged to explore other start-ups they found interesting and one of the groups discovered Evergas (world leading maritime transporters of petrochemical gases and natural gas liquids) and decided to select it as their alliance/collaboration to solve the theoretical challenge posed.

Finally, each group elaborated a **Pilot Plan** at a high level, with three execution phases, with the help of one of the files in the dossier in which, in a very schematic way, they were helped to identify objectives and KPI's, to detail the tasks, to assign people in charge and to schedule it in months.

Subsequently, they chose a person in charge to present the idea to the rest of the groups in order to share the work done during the session among all the participants.



The workshop served to help participants identify open innovation practices that they can implement in their regions/countries to drive circular business models in their key industries. Participants were provided with resources to do so such as **links to open eco-innovation manuals** as well as **The Switchers' digital platform** where they can launch sustainability challenges.

8.3 1-DAY STUDY VISIT

The study visit was based on one of the itineraries of the Circular Economy Hotspot held in 2021 in Catalonia. Mainly the so called “public tour initiative 1”. This study visit, integrated in the WES Regional Training, highlighted some of the innovative circular economy practices in the city of Barcelona and promoted the exchange of ideas and experiences between policymakers, entrepreneurs, researchers and industrialists for three sectors: construction, textile, and agri-food.

The rationale behind the visit was to provide participants with real local case studies in the sectors that were explored during the practical workshop held previous to the visit: textile and agri-food. Other two visits were included to add a fruitful and complete learning experience, one that showed how public authorities, in this case the municipality of Viladecans, can promote and can support such initiatives, as well as a sustainable businesses model applied to the construction sector.

Day 1:

VISIT 1. Example of a circular construction building. Awarded with LEED GOLD certification by the GBCI.

VISIT 2. Example of the City of Viladecans on its sustainable strategy

VISIT 3. Example of projects to repair and reuse products.



Day 2:

VISIT 1. Roba Amiga - Textile recycling facility (Social company)

VISIT 2. Mercabarna – home to city’s fresh produce wholesalers (the Central Fruit and Vegetable Market, the Fish and Seafood Market and Mercabarna Flower market) and slaughterhouse



Visit 1: sustainable building and business initiative <https://www.edificio-socrates.com/en/the-buildings-philosophy/>

Visit 2: Viladecans City Council has been selected by the European Union to promote an energy transition project in the city, the Vilawatt. It also has a significant strategy to support circular economy for example through second hand markets or do it yourself trainings and support sustainable businesses.

Visit 3: Example of projects to repair and reuse electric and textile items. REPARA TRUCK and DIDAL TRUCK

Visit 4: Roba Amiga A leading social company in the treatment of textile waste in southern Europe, it directly carries out the used clothing collection service in more than 200 municipalities in the province of Barcelona and Tarragona. It recovers more than 17,500 tons of textile waste every year.

Visit 5: Mercabarna: home to the city's fresh produce wholesalers (the Central Fruit and Vegetable Market, the Fish and Seafood Market and Mercabarna Flower market) and slaughterhouse Mercabarna is the largest wholesale center for the distribution of fresh food in Barcelona.

8.4 KEY INFORMATION

Regarding the **case studies and the key concepts** that were shared throughout the training with participants and that serve as additional training material for participants who wish to deepen their knowledge, below is a snapshot of the most relevant ones and some links to the documents of reference:

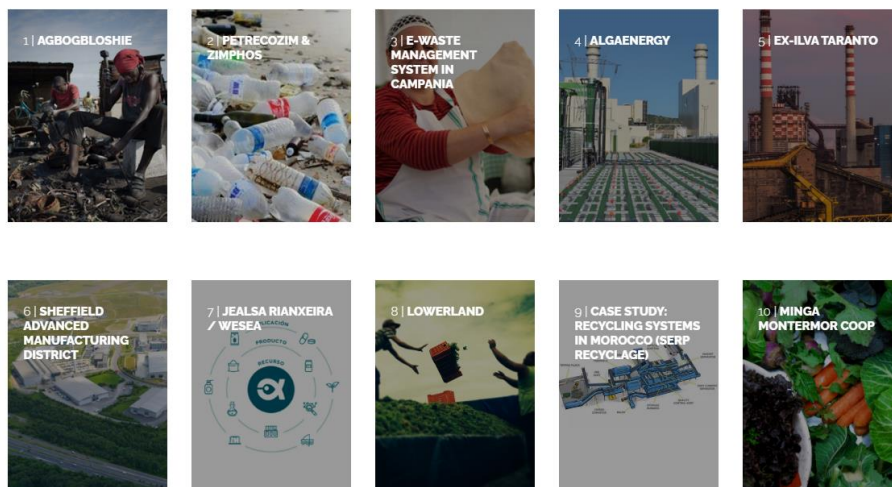
- **Regional opportunities, following policy priorities of the Green Deal** (external dimension)
 - The EU New Med Agenda, the EIP for the Southern Neighbourhood and the EFSD+
 - The Global Gateway
 - The Jobs&Trade Regional Initiatives (TEI)
- **The Regional Sustainable Finance Observatory (the Observatory)**
<https://www.theswitchersfund.eu/en/finance-observatory/>
<https://ufmsecretariat.org/wp-content/uploads/2022/05/Policy-Paper-Sustainable-Finance-Observatory.pdf>
- **TheSwitchersFund** <https://www.theswitchersfund.eu/en/>
- **Catalan strategy on green and circular economy 2015**
<https://circulareconomy.europa.eu/platform/en/strategies/strategy-government-catalonia-promoting-green-and-circular-economy-catalonia>
- **Catalan Ecodesign Strategy 2015**
https://residus.gencat.cat/en/ambits_dactuacio/sensibilitzacio/premis_medi_ambient/prem-i-catalunya-decodisseny/index.html

- **Catalunya Circular, the observatory of circular economy of Catalonia**
<http://catalunyacircular.gencat.cat>



- <http://catalonia.com/circulareconomy.jsp>
- **Circular economy grants** <https://www.accio.gencat.cat/es/serveis/innovacio/innovacio-empresarial/proaccio-green/index.html>
- **Promotion of Circular Economy and Prevention, preparation for reuse and recycling of industrial waste** https://residus.gencat.cat/ca/consultes_i_tramits_-_nou/subvencions/
- **Circular Economy Hub (Circular Catalonia)** <https://www.cehotspot.cat/>
- **The Circular Fashion Agreement**
https://mediambient.gencat.cat/ca/05_ambits_dactuacio/empresa_i_produccio_sostenible/economia_verda/catalunya_circular/english-version/circular-fashion-agreement/
- **REBORN: second hand fashion show**
<https://080barcelonafashion.cat/es/disenador/080rebornsecondhandfashionshow>
- **GIMED, GREEN IMPACT MED PROJECT**
- **JUST2CE Project:** <https://just2ce.eu/>
- **Integrated Decision Support System (DSS) for Responsible CE practices**

OUR CASE STUDIES





- <https://www.theswitchers.org/en/open-eco-innovation>
- **Set of regional measures to support the development of green and circular businesses and strengthen the demand for more sustainable products in the Mediterranean**
 ENG: https://switchmed.eu/wp-content/uploads/2022/01/SwitchMed_Set-of-Regional-Measures_SCPRAC.pdf
 FR: https://switchmed.eu/wp-content/uploads/2022/05/SwitchMed_Set-of-Regional-Measures_FR_SCPRAC.pdf
- **Circular business opportunities in the south Mediterranean: how can businesses lead the way to sustainable fashion?** https://switchmed.eu/wp-content/uploads/2020/11/Circular-business-opportunities-in-SouthMed_Fashion.pdf

- **Open Eco-Innovation Manual for Circular Economy Enablers**

https://switchmed.eu/wp-content/uploads/2022/01/MANUAL_Open-Eco-innovation.pdf (ENG)

- **FUNDACIO FORMACIO I TREBALL**

<https://www.youtube.com/watch?v=zYJrHyNvx9E&feature=youtu.be>

<https://www.youtube.com/watch?v=h1pD5ckHsWE&t=15s>

- **MERCABARNA**

https://www.mercabarna.es/responsabilitat-social/en_lluita-contra-el-malbaratament/

https://www.mercabarna.es/presentacio/en_index/

Other Resources:

- SwitchMed Policy hub: <https://www.theswitchers.org/policy>
- RESET: <https://www.enicbcmed.eu/projects/reset>
- SwitchMed: <https://switchmed.eu/>
 - START UPS AND GREEN ENTREPRENEURS: <https://switchmed.eu/startups-green-entrepreneurship/>
 - The switchers platform methodologies and training tools: theswitchers.org
- STAND UP: <https://www.enicbcmed.eu/projects/stand-up>
- OPEN ECO-INNOVATION PLATFORM: <https://eco-innovation.voltea.co/account/login>
- REG3 TRAINING PRESENTATIONS: https://www.wes-med.eu/activities_type/re-3-reg-st-innovative-circular-economy-business-models-in-the-mediterranean-region/

9 CONCLUSIONS & OVERALL ASSESSMENT

The proposal of this regional training originated from a request from the WES partner countries that felt there was a need to support policy makers to better support circular business models in their respective countries. The idea behind was to provide countries with specific tools and measures they could apply at national and regional level to support green and circular innovative business models as these are key actors in the economic ecosystem necessary to shift to a sustainable economy. Twelve such measures were prepared under the Barcelona Convention and are included in the publication: “Regional measures to support the development of sustainable businesses and to strengthen the demand for sustainable products in the Mediterranean” which was shared with the participants. Other key information relevant to policy makers, BSOs and green entrepreneurs were also made available. The current report shows the content, the results and the level of satisfaction from both trainers and participants, 80% of which rated the event as excellent and very good. It is safe to say that both the technical presentations, the practical sessions and the study visit met the expected objectives and requirements of such action to a satisfactory degree.

The structure and the content of the modules of this training was of high quality, providing a thorough perspective and a comprehensive overview of all aspects related to supporting innovative business models in the Mediterranean region. The experts and invited speakers not only were very

knowledgeable on the topics but represented the different perspectives and ongoing initiatives in the field. The diversity of the case studies presented, the different interventions, the mix of techniques used to address participants, the different roles: public and private sector, NGOs, policy makers, project managers; all this made possible the satisfactory and comprehensive delivery of the training and study visit.

During the practical session on the open innovation methodology, that served to help participants identify open innovation practices that they can implement in their regions to drive circular business models, participants shared their experience, knowledge and perspectives to formulate and specify a challenge for each sector and were able to identify real cases of start-ups which could help to develop a possible open eco-innovation practice. The overall assessment of this workshop was positive, the objectives set at the beginning were met and the professionals were able to work together, exchanging knowledge and carrying out the proposed exercises. The high motivation among the groups to use the tool and expose the results was tangible. The number of suggestions received during the evaluation from trainees are positive signs and manifest the interest and the ownership of such trainings.

In terms of the WES strategy on gender and youth, these were well met with an almost 50/50 gender balance and 15% being young men and women, even though the training required a certain level of seniority by its nature.

Participants were provided with resources to develop further their knowledge to support circular businesses and practical capacity to identify challenges and formulate solutions, such as links to open eco-innovation manuals as well as The Switchers' digital platform (where they can launch sustainability challenge) and we encouraged participants to use the available resources and consult the different policy hubs and to continue creating synergies and regional networks to exchange knowledge and know how.

In terms of the constructive comments of the evaluation process, a lot of points and suggestions are useful for the on-going P2P process and a dedicated questionnaire will be developed and sent to the Peers as a follow-up to the training so as to address from of the requests and needs.



10 ANNEXES

10.1 AGENDA

« Innovative Circular Economy Business Models in the Mediterranean »

Regional Training and Study Visit to Barcelona, Spain, 15-17 May 2023

DAY 1: 15th May, 2023 - All Day (Working sessions, Hotel Abba Garden)

08:45-09:15	Registration for day 1	
Time	Session	Description
09:15-09:45	Opening remarks	<ul style="list-style-type: none"> • Mr. Isaac Peraire, Director of the Waste Agency of Catalonia and Interim Director of MedWaves • Ms. Alessandra Sensi, Head of Sector - Environment, Green and Blue Economy, UfM Water Environment and Blue Economy Division • Mr. Anis Ismail, WES Key Environment Expert
09:45-10:15	Introduction	<ul style="list-style-type: none"> • Quick overview of the regional training and study visit / Introduction session Mr. Matías Ibañez, project manager JUST2CE at MedWaves
10:15-11:00	Setting the scene: Key concepts	<ul style="list-style-type: none"> • Circular economy, circular business models, eco-innovation, eco-design and available tools to develop sustainable business models (Switchers Support Platform) (30 min) Mr. Giorgio Mosangini, Team Leader, Green Entrepreneurship at MedWaves • Q&A (15 min)
11:00-11:30	Coffee Break	
11:30-12:10	The case of Catalonia	<ul style="list-style-type: none"> • Public policies to support Circular Economy Businesses (25 min) Ms Mireia Cañellas Grifoll, Department of Climate Action, Food and Rural Agenda of the Catalan Government • Q&A (15 min)

12:10-12:45	Setting the scene: Key concepts	<ul style="list-style-type: none"> • Baseline and Policy Recommendations for the Support to Circular Businesses in the Mediterranean Region (20 min) <i>Mr. Alessandro Miraglia, Team Leader Networking and Communication Facility at MedWaves and Mr. Giorgio Mosangini, Team Leader, Green Entrepreneurship at MedWaves</i> • Q&A (15 min)
12:45-14:15	Lunch Break	
14:15-14:45	Supporting a just transition	<ul style="list-style-type: none"> • Supporting a just transition to Circular Economy (20 min) <i>Mr. Matías Ibañez, project manager JUST2CE at MedWaves</i> • Q&A (10 min)
14:45-16:15	Supporting sustainable innovation and access to finance	<ul style="list-style-type: none"> • Green Innovation intellectual property rights (20 min) <i>Ms. Krystel Khalil, Director of Programs at Berytech, Lebanon</i> • Q&A (10 min) • Supporting access to finance of Circular Economy business models (30 min) <i>Mr. Alessandro Miraglia, Team Leader Networking and Communication Facility at MedWaves and Mr. Gianluca Gasperini, Programme Manager (FEBEA)</i> • Q&A (15 min)
16:15-16:30	Closing session of Day 1	<ul style="list-style-type: none"> • Interactive session: Closing remarks and introduction to Day 2 <i>Mr. Anis Ismail/Mr. Alessandro Miraglia/ Mr. Giorgio Mosangini</i>



DAY 2: 16th May, 2023 - Morning (Working session, Hotel Abba Garden)

Time	Session	Description
08:45-09:00	Registration for day 2	
09:00-09:15	Recap from Day 1	<i>Mr. Anis Ismail</i>
09:15-9:45	Introduction session	Presentation of open eco-innovation Tools (manual and platform) <i>Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves and Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency</i>
9:45-11:00	1 st part – Living-lab: Co-creating solutions for circular business challenges	Introduction of the working methodology (open eco-innovation process) and start of the living lab groups <i>Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency and Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves</i>
11:00-11:30	Coffee break	
11:30-13:00	2 nd part – Living-lab: Co-creating solutions for circular business challenges	Living labs (continuation) <i>Mr. Ignasi Clos, Open Innovation expert at SDLI Innovation Agency and Ms. Anna Ibañez, WES Non-Key Expert and project manager at MedWaves</i>
13:00-13:15	Wrap-up	Closing of the living labs <i>Ms. Anna Ibañez and Mr. Ignasi Clos</i>
13h15-14h15	Lunch break	

DAY 2: 16th May, 2023 - Afternoon (Study visit)

Time	Session	Description
14:30-15:00	Bus ride from Hotel Abba Garden to Gonsi Socrates Bio Building.	
15:00-16:00	Example of Circular construction	<p>Visit in two parallel groups:</p> <p>GONSI SOCRATES BIO-BUILDING - GONSI 4.0: A circular construction building that respects the environment and people's health. Awarded with LEED GOLD certification by the GBCI.</p> <ul style="list-style-type: none"> Representatives: <ul style="list-style-type: none"> Mr. Pau Guindulain, Real Estate & Sustainability Management Ms. Marta Mir, Branding & Marketing Manager Mr. Humbert Mas, Real Estate Sales Manager
16:00-16:20	Bus ride from Gonsi Socrates Bio Building to Els Encants de Viladecans	
16:20-16:45	Welcome coffee	
16:45-17:30	Example of Public Initiatives	<p>Presentation VILADECANS CITY HALL Sustainable strategies</p> <p>Ms. Encarna García Gimenez, Deputy Mayor for Environment and Sustainability at Viladecans City Hall</p>
17:30-18:15	Example of a non-profit organization service provider	<p>Visit to Els Encants de Viladecans in two parallel groups:</p> <p>Presentation REPARATRUCK & DIDALTRUCK, a free mobile service to promote recycling provided by SOLIDANÇA.</p> <p>REPARATRUCK: advice for repairing bicycles and electrical/electronic equipment.</p> <p>DIDALTRUCK: advice to promote textile waste prevention and to extend clothing life cycle.</p> <p>SOLIDANÇA is a non-profit organization that has been providing services relating to the integrated management of waste and the circular economy since 1997, working with excluded groups.</p> <ul style="list-style-type: none"> Representatives: <ul style="list-style-type: none"> Ms. Nati Yesares, Head of Environment & projects Ms. María Fabregues, Facility responsible Ms. Lorena Flores Environmental technician & Waste prevention activities Coordinator
18h15-18h45	Wrap up of Day 2 and bus ride from Els Encants de Viladecans to Hotel Abba Garden	



DAY 3: 17th May, 2023 - Morning (Study visit)

Time	Session	Description
08:15-08:30	Meet in the lobby to depart by bus for the visits	
08:30-09:00	Bus ride from Hotel Abba Garden to Roba Amiga	
09:00-10:30	Example of Fashion & textile recycling facility	<p>Visit in two parallel groups:</p> <p>ROBA AMIGA SANT ESTEVE SESROVIREs PLANT, a recycling facility of 6,000 m² and a team of more than 140 people at risk of poverty or social exclusion, operated by Roba Amiga - Formació i Treball.</p> <p>ROBA AMIGA - FORMACIÓ I TREBALL EI: A leading social company in the treatment of textile waste in southern Europe, it directly carries out the service of collecting used clothes in more than 200 municipalities in the province of Barcelona and Tarragona. Currently maintains collaboration agreements with the Government of Catalonia, local administrations and large textile companies.</p> <ul style="list-style-type: none"> • Representatives. <ul style="list-style-type: none"> ○ Mr. Miquel Vidal Gil, Circular Economy Coordinator ○ Ms. Marta Vilaginés Romero, Head of Labor Intermediation Area ○ Ms. Angie Li, Environmental education facilitator at Communication and Sensitization department
10:30-11:00	Coffee break	Courtesy of Roba Amiga
11:00-11:30	Bus ride from Roba Amiga to Mercabarna	
11:30-13:00	Example of central fresh food market with sustainable practices	<p>Visit MERCABARNA: Visit to different facilities of Mercabarna related with fight against food waste and circular strategies. MERCABARNA is one of the main European fresh food markets that operates 24 h/d with 2 million tonnes sold annually.</p> <p>Reception at the Mercabarna Management Center, by Ingrid Buera (Director of Marketing and Institutional Relations) and Alba Puig (Head of Communication)</p>



		<p>Visit in two parallel groups:</p> <p>Group A:</p> <ul style="list-style-type: none"> - 11.35: Explain what Mercabarna is through a model detailing all the markets and stores located in this Food Unit (600 companies) - Visit to Central Market of Fruits and Vegetables (Pavilions G and F), BioMarket, and Foodback + Green Point - 13.10: Arrival at the Management Center <p>Group B:</p> <ul style="list-style-type: none"> - 11.40: Arrival at Foodback + Green Point - Visit to BioMarket and Central Market of Fruits and Vegetables (Pavilions F and G) - 12.35: Explain what Mercabarna is through a model detailing all the markets and stores located in this Food Unit (600 companies). - 13.15: Farewell and end of visit.
13:00-13:30	Bus ride from Mercabarna to Hotel Abba Garden	
13h30-14h30	Lunch break	

DAY 3: 17th May, 2023 - Afternoon (Closing session, Hotel Abba Garden)

Time	Session	Description
14:30-14:45	Registration for day 3	
14:45-15:45	Wrap-up of the 3 days	<ul style="list-style-type: none"> • Conclusions, lessons learnt and recommendations from the Regional Training and Study Visit
15:45-16:15	Closing session	<ul style="list-style-type: none"> • Evaluation of the Regional Training and Study Visit • Certificates award • Closing remarks

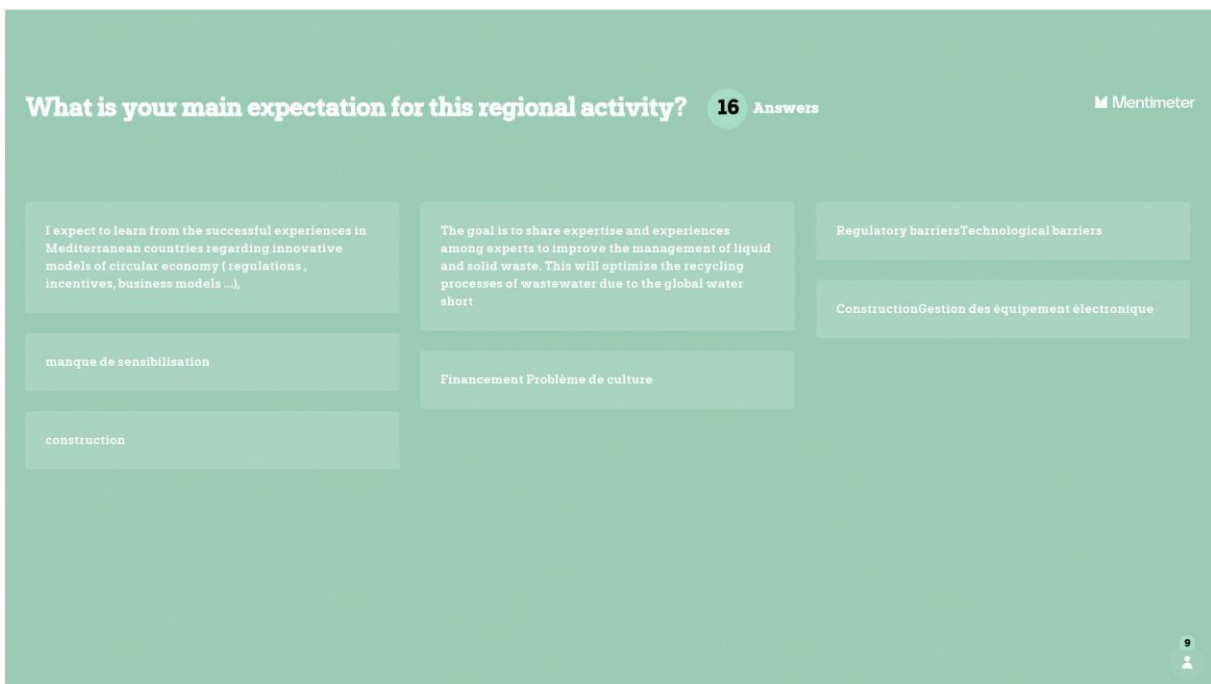
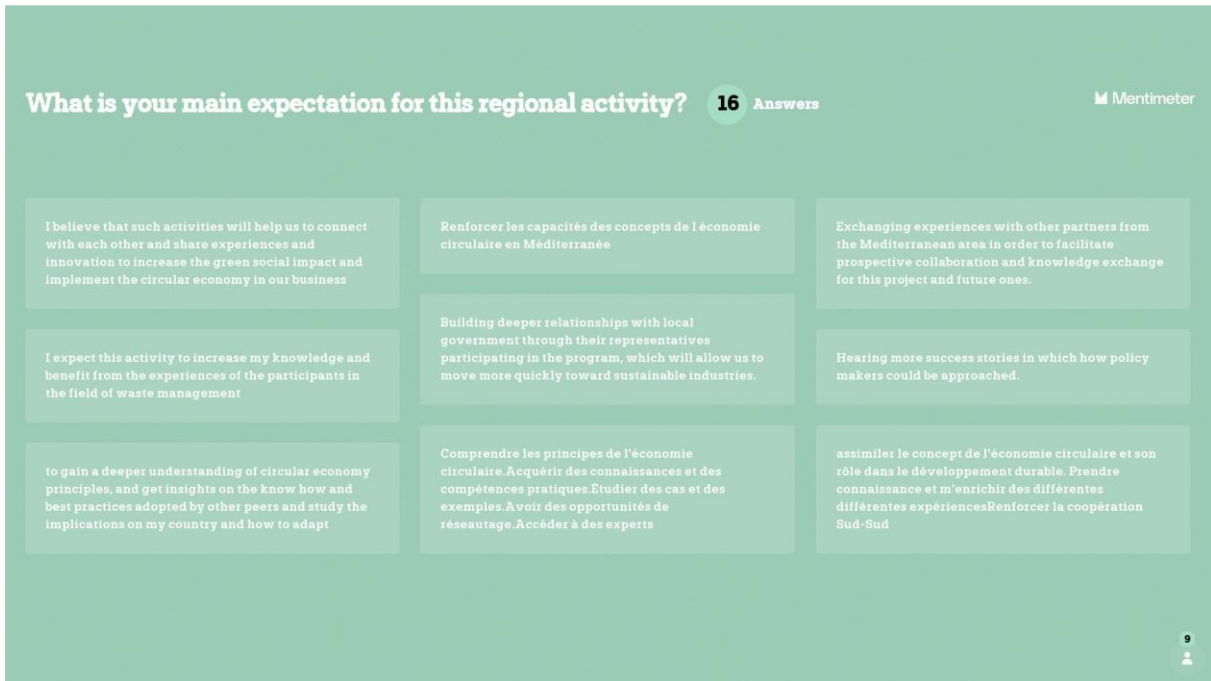
10.2 LIST OF PARTICIPANTS

(available upon request)



10.3 P2P MENTIMETER RESULTS

Overview of the results from the mentimeter



What are the main obstacles for green and circular businesses?

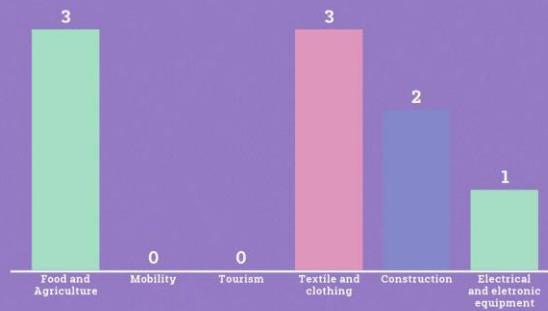
Mentimeter



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In which sector would you like to develop an open eco-innovation process?

Mentimeter



9



Formulate an environmental challenge that you would like to work on during the Regional Training in Barcelona 13 Answers Mentimeter

Recycling of textile waste	ecologic and sustainable plastic recycling	recycling of municipal solid wastes, concrete wastes and food wastes
Valorisation des boues des stations d'épuration des eaux usées	Food waste	Food waste recycling
Valorisation des déchets végétale du coton après les processus de nettoyage	developping waste sorting	production waste

8

Formulate an environmental challenge that you would like to work on during the Regional Training in Barcelona 13 Answers Mentimeter

Fertilizers	Water single-use plastic packaging, specially during running marathons.	Valorization of brines rich in mineral salt after the water recycling process
recycling		

8

10.4 LIST OF START-UPS PER SECTOR

2. Start-up Scouting List of interesting Start-ups (energy efficiency)



Startup	Description
SMARTMONKEY.IO	Through a route optimization platform, they improve over 30% the efficiency of last-mile operations. This startup helps customers to optimize their routes in minutes, do any kind of manual adjustment, dispatch routes in matter of seconds, get the status of the delivery updated in real-time and share it with customers to improve the convenience of the service.
EWAKA MOBILITY LIMITED	eWAKA is a platform for commuter and commercial micro-mobility fleets. They combine hardware, software, flexible financing options and servicing to respond to the increasing urban transportation needs on the continent while addressing the major climate challenges of this critical sector. Through their integrated platform solution approach, they will eliminate many of the operational challenges that normally occur for the e-mobility business.
TADIA.AI	This boutique consulting firm specializes in Artificial Intelligence applied to industry. They offer 100% custom solutions that solve real problems through tangible projects.
SINGULARLY.COM	Collaborative planning platform that enables finance and operations teams to build powerful models that perfectly match their FP&A, S&OP and business reporting needs. The platform connects data to ensure everything is in sync, presents interactive visuals to accelerate decision making, and promotes unlimited sharing and collaboration across the organization. Singularly's pre-made templates and low-code design help teams start creating models on day one, and tackle even the most complex needs.
BIOPTITECH	This startup sells high value products (Activated Carbon and 5 HMF) as well as the biorefinery technology (technology based on superheated torrefaction).
MACCION	Advanced solutions and technologies to improve production and logistics.
CIRCULARTREE	CircularTree has developed a SaaS solution that supports companies to calculate product carbon footprints (PCF) and decarbonize their supply chain (Scope 3) in order to gain a competitive advantage by providing low carbon products.
UNFIA	UNFIA is a platform to directly connect small and medium wine producers and buyers with an automated supply chain avoiding intermediaries, trade barriers, and very limited digitalization. UNFIA will allow producers to gain easier access to the global markets, making larger revenues and higher profits, while buyers get higher selection and convenience, lower prices, and bigger prices/quality. UNFIA makes the purchase process easier, faster, and cheaper by performing on the behalf of the users the most time and cost-consuming tasks such as document preparation, shipment set-up, legal and customs clearance, money collection from buyers and payments of taxes, fees, and duties.
AGROBIGDATE SOLUTIONS	They contribute to assure food security in the growing population, by matching supply and demand, reducing the waste of food and promoting fair prices. Their main customers are coops, big producers and farmers. Other potential customers are supermarkets and companies working on short-supply chains. This startup provides farmers and co-ops forecasts of the expected production, demand and price evolution, helping them to make better and informed decisions on what crop to grow each season.
BILE COMMUNICATION S.L.	This startup designs infrastructures to promote micromobility and reduce the carbon footprint. They create urban and corporate parking lots where micro-mobility elements such as bicycles and scooters can be parked, secured and charged. They also design the cities of the future and have options for clean sources of electricity such as solar panels.
AQTIVA DATA TECHNOLOGIES	Aqtiva is a big data native solution, born with a clear purpose: To help any company to become a data-driven company that improves its strategic decisions thanks to good quality data. How? With a flexible, easy to use and pay per use tool. Avoiding huge initial investments or the need of tech profiles.
TRADLER.CO	Tradler is a SaaS improving employee engagement, experience and provides leaders and managers with valuable insights. Employees receive points for the work and/or actions they contribute, which they can later exchange for gifts and donations. Pulse surveys, intelligent data insights, and productivity metrics allow managers to give the right attention to the right person at the right moment.
THE PREDICTIVE COMPANY	The Predictive Company has developed a SaaS solution for energy optimization and predictive maintenance based on artificial intelligence. It can be implemented in any type of commercial buildings like universities, offices, supermarkets, shopping malls or hotels. They can reduce the inefficiencies of the HVAC systems up to 30% for each building in terms of energy, costs, and CO2 emissions. Moreover, their technology is based on self-learning algorithms so it can detect the smallest machine's faults before they become a major issue.
NECADA	NECADA is a hybrid infrastructure that supports the execution of a simulation model on a cloud, cluster or desktop environments. The aim of this infrastructure is to find optimal values for various building parameters and the associated impacts that reduce the energy demand or consumption of the building or urban area. The infrastructure combines both, formal languages and co-simulation in order to obtain a complete unambiguous definition of the model, assuring that the final implementation will use the best tools to simulate any model component.
SPHERAG TECK IOT	SPHERAG is an autonomous bidirectional platform which includes both software and hardware, connecting real time cloud management and farms, integrating soil sensors, crop sensors, weather models and remote sensing through satellite images and provides (eventually autonomous) irrigation and nutrition recommendation to end user who can fully delegate the farm management into SPHERAG's platform. IoT bidirectional & solar powered devices guarantee and improved management and self AI learning solution and real time flow consumption including alerts in case of leakage or sudden pressure increase or drop.



2. Start-up Scouting

List of interesting Start-ups (reuse of waste in textile)



Startup	Description
THE RENEWAL WORKSHOP (NOW ACQUIRED BY BLECKMANN)	Upcycles and resells used clothing to reduce waste and promote sustainability in the fashion industry.
EILEEN FISHER RENEW	Upcycles and resells used Eileen Fisher clothing to reduce waste and promote sustainability in the fashion industry.
COLOREEL	Digital printing startup with a revolutionary technology to colour textiles: there's no waste of water and they minimize microfibre pollution.
EVARN	They developed a technology that creates Nucycl®, a fiber regenerated from cotton textile waste, that provides a real alternative to high impact raw materials like cotton and polyester.
WORN AGAIN TECHNOLOGIES	They developed a unique polymer recycling technology which separates, decontaminates, and extracts polyester and cellulose from cotton in non-reusable textiles. The dual PET and cellulose outputs can be reintroduced into supply chains to become new fibre, textiles and products as part of a continual cycle.
RENEWCELL	Recycling startup that developed a technology that breaks down used cotton and other cellulose-rich textiles and transforms them into a new, biodegradable raw material: Circulose® pulp.
SOURCEMAP	A startup that helps corporates with their logistic: Sourcemap is the only full-suite solution for supply chain transparency and traceability, including end-to-end supply chain due diligence, customs compliance, environmental and social sustainability, business continuity, operations planning and much, much more. This helps organisations ensure that best practices are implemented every step of the way.
TEXTIL SANTANDERINA	A cleaner and zero-waste production startup that offers solutions that help companies to set-up an internal system to collect and recycle the cut-offs and scraps from the manufacturing process. Textil Santanderina is a leading company located in Cantabria that offers an extensive range of products, including everything from cotton classics to the latest innovations using textile fibers.
DENIZ TEKSTIL GRUP	This startup offers an Industrial symbiosis solutions: based on the collection of textile waste of companies, they separate and recycle into new recycled fibers that are sold to other companies.
GREENSTORY	A startup that transforms product sustainability data into commercial results (ex: quantifying the environmental performance of products to show it to the audience in a way that is credible, accessible and relatable).
REFIBER DESIGNS	A startup that creates gloves and every scrap fabric waste materials are recycled.
RECOVERTEX	Process and technology that have a strong environmental benefit: delivering dyed fiber with minimal use of solvents and water, allowing for a truly closed-loop system.
STYLE.ME	A startup that uses augmented reality technology to help fashion retailers create virtual fitting rooms. The majority of apparel returns are due to wrong fit and size and this virtual fitting solution has been proven to reduce returns by up to 50%, helping to reduce the industry's carbon footprint.
UNSPUN	This San Francisco-based startup is revolutionizing fashion with its "zero-waste weaving" approach. They use body scanning technology to produce made-to-measure garments with sustainable materials and textile industry surplus.
YERDLE	A startup that is building an online marketplace for secondhand clothing and inventory surplus. They work with brands like Patagonia and Eileen Fisher to give a second life to clothes that would otherwise end up in a landfill.
QUEEN OF RAW	Science-based software that drives supply chain efficiencies for a more sustainable and profitable business: they provide a marketplace for buying and selling deadstock and overstock textiles, including fabric rolls, trimmings, and other materials that are typically discarded.
FAB SCRAP	Based in New York, Fab Scrap collects fabric scraps and other textile waste from fashion brands, and sorts and resells them for use in new products. They also provide educational resources and workshops to help brands reduce their textile waste.
GREEN FASHION	Green Fashion is a Cairo design house for patchwork-based clothing and accessories. They recycle textile waste and reuse it to do new products: <i>"By reusing every single piece of clothing, we save our planet and create a new job for a single mother".</i>

10.5 POWER POINT PRESENTATIONS

The presentations can be downloaded from the project web page:

https://www.wes-med.eu/activities_type/re-3-reg-st-innovative-circular-economy-business-models-in-the-mediterranean-region/

i
ii

