

Embrace Final

30th November 2020

9:30 – 13:40 CET

Programme

Embrace Final Event Moderator



Jurij Giacomelli

Founder and Managing Director of Gm - CBA, a strategy consultancy founded in 2012, engaged with clients and partners thriving on circular transformations and sustainability innovation. On behalf of META Ventures he serves as the investment manager of META Ingenium, a venture capital fund seated in Ljubljana, focused on early-stage firms and is ESIL Local Leader for Slovenia.

Embrace Final Event Purpose

Why we are here?

- Present results of the project
- Include the participation of all partners
- Engage key stakeholders
- Motivate all partners for project results exploitation
- Express gratitude to all for their contribution and efforts and a successful completion of the event

Embrace Final Programme, 30th November

9:30 Opening

Moderator: **Jurij Giacomelli**, Founder and managing director of Gm - CBA

9:40 **Welcome speech**

Anna Franco, Interreg MED Programme Regional Representative, Territorial Cooperation and Macroregional Strategies Unit, Joint Programming Department, Veneto Region

9:50 **Key project results, benefits shared and lessons learned**

Roberto Santolamazza, Managing director T2I Technology Transfer and Innovation

10:10 Q&A

10:20 **Challenge Circular: Redefining our purpose**

Christiaan Kraaijenhagen, Innovation strategist, founder, Innoboost, member of CBA the Faculty

10:35 **Capitalising on Embrace project's results: defining our Key Exploitable Results**

Andrea Di Anselmo, Co-Founder, META Group

10:50 Q&A, supported by **MENTI**

Embrace Final Programme, 30th November (2)

11:10 Coffee break 1

11.20 The Green Growth Community as an opportunity to capitalize EMBRACE's results
Martina Vallerotonda, Interreg MED Green Growth community

11:30 Q&A

11:35 Group work: results exploitation

Participants will be subdivided into 4-6 groups. A facilitator selected among project partners will be assigned to each of the group to moderate and collect minutes of the group debate outcomes. Either a rapporteur selected by the group or the facilitator report

In each group:

- Short presentation from invited stakeholder (10)
- Q&A (10)
- Moderated debate (30)
- Shaping conclusions what can be our KEY Exploitable Results and next challenges? (15)
- Drafting the 5-min report (5)

Embrace Final Programme, 30th November (3)

12:35 Collection of exploitation initiatives

Each facilitator presents KER's as selected by the group

13:15 Investment readiness

Karin Huber-Heim, Karin Huber-Heim, Academic Programme Director at University of Applied Sciences BFI Vienna for Sustainable Finance and Responsible Management, Director of Circular Economy Forum Austria and Board Member at Global Compact Network Austria; member of CBA the Faculty

13:25 Short Q&A

13:30 Conclusions

Embrace Final Event – Institutional introduction



The Interreg MED Programme in Veneto Region - Italy

Anna Franco, Interreg MED Programme Regional Representative, Territorial Cooperation and Macroregional Strategies Unit, Joint Programming Department, Veneto Region

Key project results, benefits shared and lessons learned



Roberto Santolamazza, Managing director T2I Technology Transfer and Innovation

Challenge Circular: Redefining our purpose



Christiaan Kraaijenhagen, MSc is an Innovation Strategist and Circular Entrepreneur at [Innoboost](#). He was CEO (a.i.) of the Circle Economy, worked for Royal Philips in different Business, Marketing, Strategy, R&D, Manufacturing and Supply roles.

During that period, Christiaan was (co)leading two ventures and followed executive education programs at Insead and Stanford. After his master studies Industrial Engineering and Management Science, he worked as a Management Consultant at Berenschot, held management positions within Tata Steel and worked as a Strategy Consultant at Boer & Croon.

Christiaan finished a postgraduate study in Change Management. Christiaan is Board Member of Foundation 'IkCircuLeer'. He does social and sustainable voluntary work for schools, universities and local communities.

Capitalising on Embrace project's results: defining our Key Exploitable Results



Andrea Di Anselmo Is the founding member of META Group. He has a background in civil engineering and research experience in materials science earned at Storrs University in Connecticut, USA.

Andrea has 25 years of experience in innovation support and company creation, gained participating in international assignments and influencing strategic addresses as member of bod of intrermediaries, research institutes, business angels networks, seed fund management companies and SMEs.

His most recent professional experience takes place at international level and is on support to “Knowledge Intensive” investment in the field of industrial modernisation, design and management of financial instruments, advice on Smart Specialisation Strategies and Entrepreneurship Strategies. He sits in the Board of Directors of META Ventures, the management company operating the Ingenium seed funds in Italy, Slovenia and Poland and of EURADA, the European Association of Regional Development Agencies. He is the Vice-President of INSME, the International Association of SMEs. He has been involved in several framework contracts from DG Research and Innovation of the European Commission on how to use R& results advising more than 100 consortia on exploitation.



Q&A

The Green Growth Community as an opportunity to capitalise EMBRACE's results



Martina Vallerotonda, Interreg MED Green Growth community



Coffee Break



Group Work

Investment readiness: Are you ready to go circular?



Karin Huber-Heim, Academic Programme Director at University of Applied Sciences BFI Vienna for Sustainable Finance and Responsible Management, Director of Circular Economy Forum Austria and Board Member at Global Compact Network Austria

Karin is an expert in sustainability and communication with international record and experience. She studied communication and psychology at University of Vienna, Austria, master thesis: „Socially Conscious Advertising –Changing Values in Advertising”, and acquired an academic major in CSR Management, University of Applied Sciences, BFI, Vienna Austria.

She is a member of the UN Global Compact Steering Committee Austria and lectures on business ethics and corporate responsibility at several universities, she publishes regularly on issues regarding sustainability, communication and business innovation. She is consulting organisations worldwide on issues of corporate sustainability and stakeholder relationship management and is an international conference speaker.



Thank You...!