

# The Embrace approach to Circular Economy

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**european med-clusters boosting remunerative agro-Wine circular economy**  
(ref. no. 3182)





LP	T2I – Technology Transfer And Innovation (Veneto)
PP1	Development Agency Of The Una – Sana Canton
PP2	Sarga - Gouvernement Of Aragon Aragón
PP3	Valencian Federation Of Agrifood Industries Comunidad Valenciana
PP4	Palmela'S Wine Grape Growers Association Área Metropolitana de Lisboa
PP5	Local Action Group Partenio Consortium Campania
PP6	Corsican Development Fund Corse
PP7	Primorska Technology Park Zahodna Slovenija
PP8	Ass.For.Seo Consortium Society Lazio
PP9	Federation Of Industries Of Northern Greece (Kentriki Makedonia)



# The main Objectives

- Objective 1:

To assist SMEs and clusters with the principle of the circular economy and to promote related innovation processes

- Objective 2:

to promote clustering mechanisms at MED Level addressed to SMEs

- Objective 3:

to support Local Regional Authorities with innovative financial instruments

# The main Output

## NETWORKS / CLUSTERS



## TOOLS / INSTRUMENTS



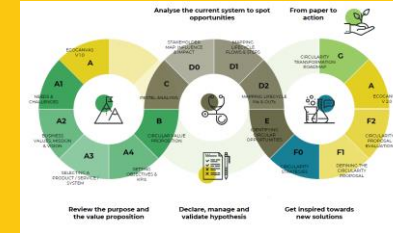
- 9 Local Nodes: SMEs supported in the development of eco-innovation ideas (Awareness&Assistance)
- 2 META-CLUSTERS wine and agrofood (internationalisation; EU Funds; cooperation)
- 1 toolkit (ECO-CANVAS : sustainable design with business innovation, environmental criteria and strategy tools )
- 3 set of training contents (SMEs; Intermediaries; Policy Makers)

# Facts & Figures



200 SMEs

attended a training module on circular economy



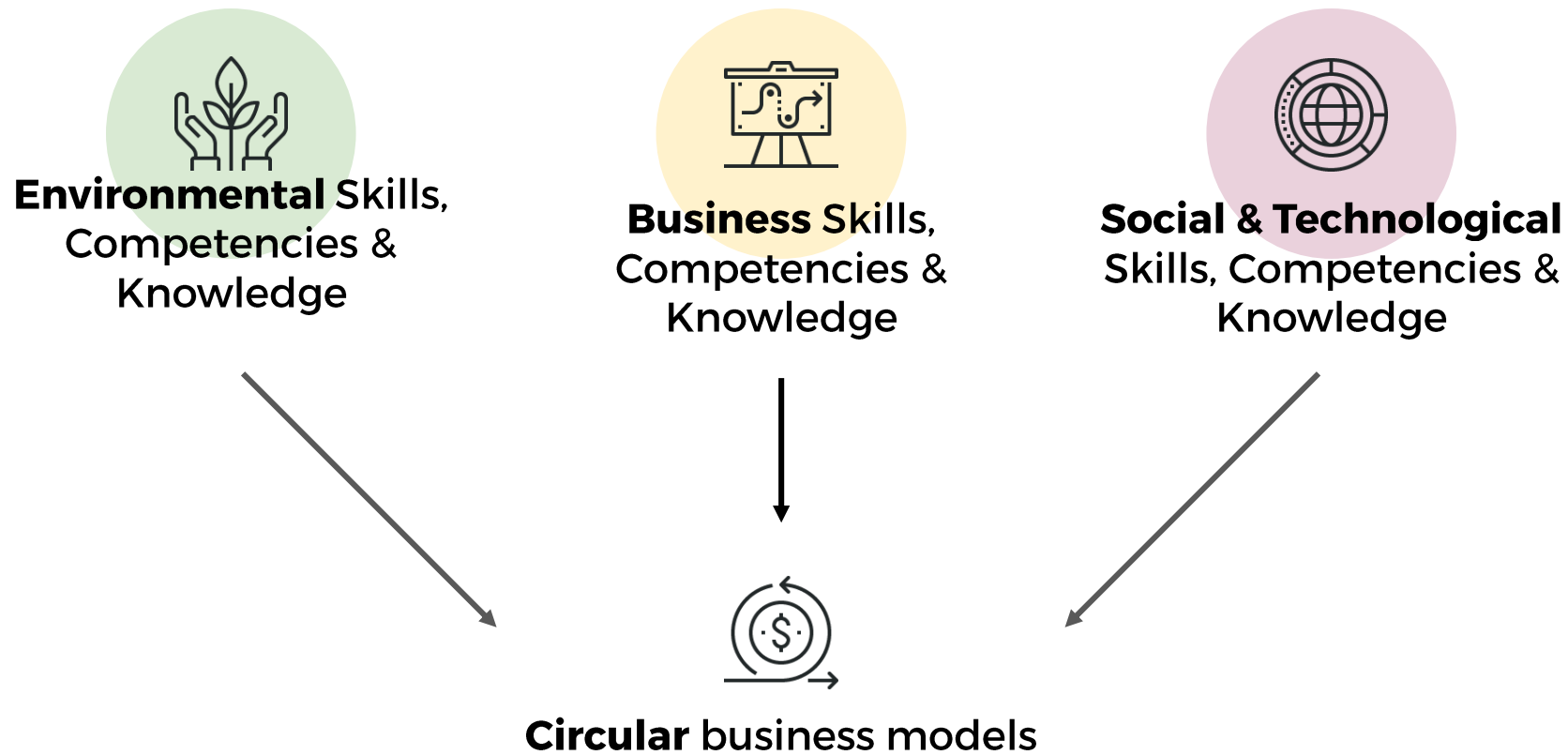
80 SMEs  
were assisted  
in developing  
Business Model  
Eco-Canvas /  
Business plan

100 SMEs

and stakeholders took part in  
**study visits**  
dedicated to business  
applications in sustainable  
viticulture o agrofood



# Embrace Toolkit



# How to use the Embrace Toolkit

## Understanding needs

### Type of Business (SME)

Circular startup (incubation). They have “eco-friendly” material, process, product or service, no operating yet.

Circular startup (acceleration) They have “eco-friendly” material, process, product or service, operating.

Young SME or startup, no eco-friendly core, no previous experience in sustainability

Established SME, no eco-friendly core, no previous experience in sustainability

Established SME, no eco-friendly core yet, with previous experience in sustainability

Established SME, eco-friendly core, with experience in sustainability



### ENVIRONMENTAL S.K.C.

Usually well prepared and aware of the environmental impact, they may lack tools.

Usually well prepared and aware of the environmental impact, they lack resources.

Maybe aware but with lack of time/resources.. They need to acquire confidence to start making steps forward.

Possibly not aware, with internal inertia. They need to get inspired, convinced and trust in sustainability.

They start to take measures, but not still involved enough. They need to re-inforce SKC and get some result-reward.

Possibly leaders. Usually well prepared and aware of the environmental impact, they might lack scale.



### BUSINESS S.K.C.

Usually not well prepared in financial and business strategies. They need to improve SKC in general.

Usually not enough prepared in financial and business strategies. They need to improve some specific SKC.

They are functioning, still with some trouble, they need to improve SKC to consolidate operations.

They know the market, experienced in management. They are efficient in costs but maybe not growing as expected.

They have started to greenize operations, still with caution. They are settled in the market but trying to get new niches.

They started adopting green / circular financing. Maybe they need to stabilize, save costs or be more profitable.



### SOCIAL & TECH S.K.C.

They should be in close contact with users and aware of the technology coming. Possibly well prepared and resilient. Lack of experience.

They are learning much more about the market, and probably aware of the latest technologies.

They are learning much more about the market but probably not fully aware of the latest trends and techs.

Probably not fully aware of the trends and technologies. Slowing adapting to current models. Lack of leadership.

Possibly aware of the current trends but still looking for a way to adapt to them. Lack of time / resource / KSC.

Leading the trends, they invest in R&D and fully aware of the changes in society.

# What are the steps towards the CE?



Review the purpose and the value proposition



Analyse the current system to spot opportunities



Get inspired towards new solutions



Declare, manage and validate hypothesis

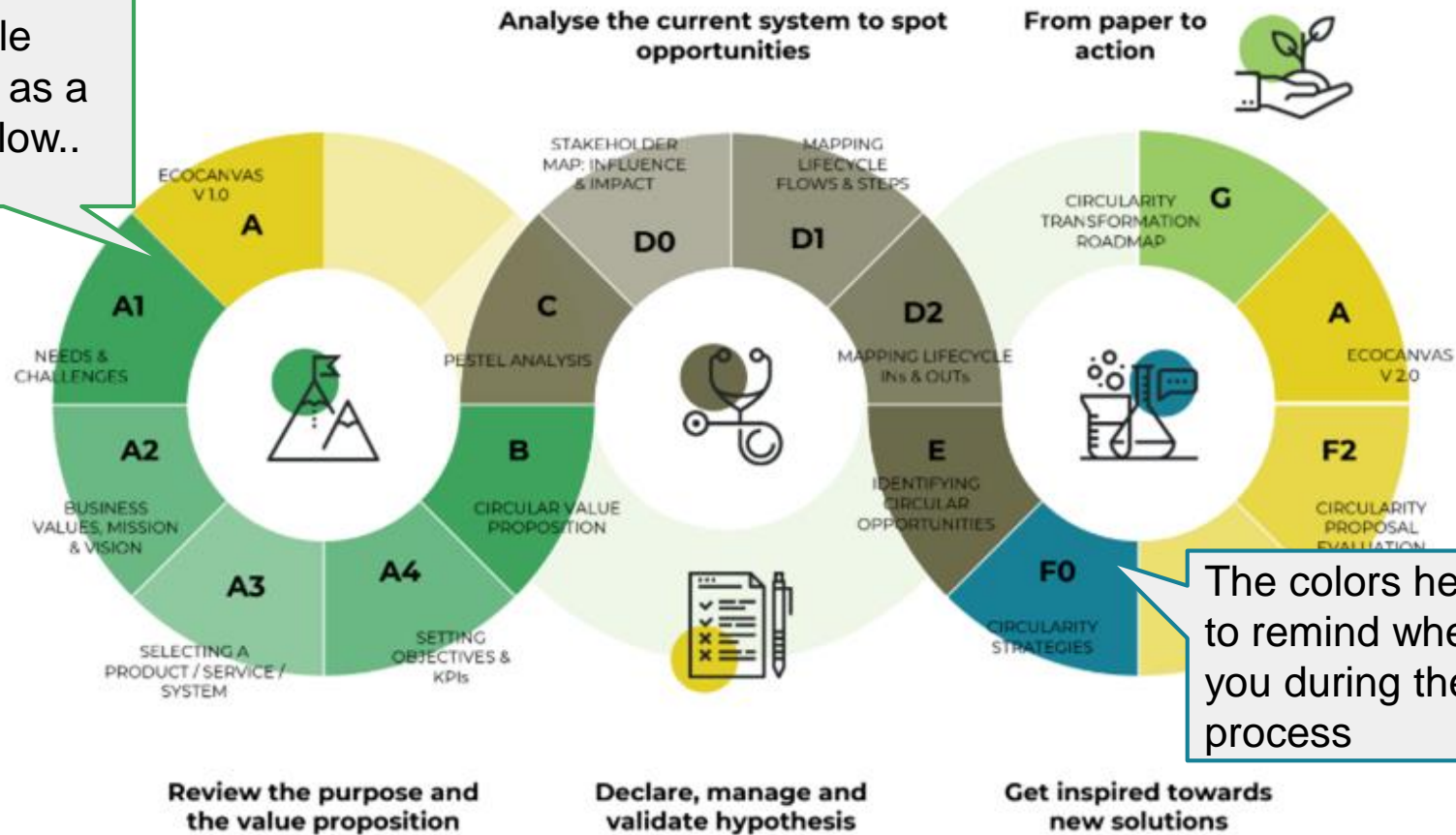


From paper to action

# The Toolkit



The whole process, as a circular flow..



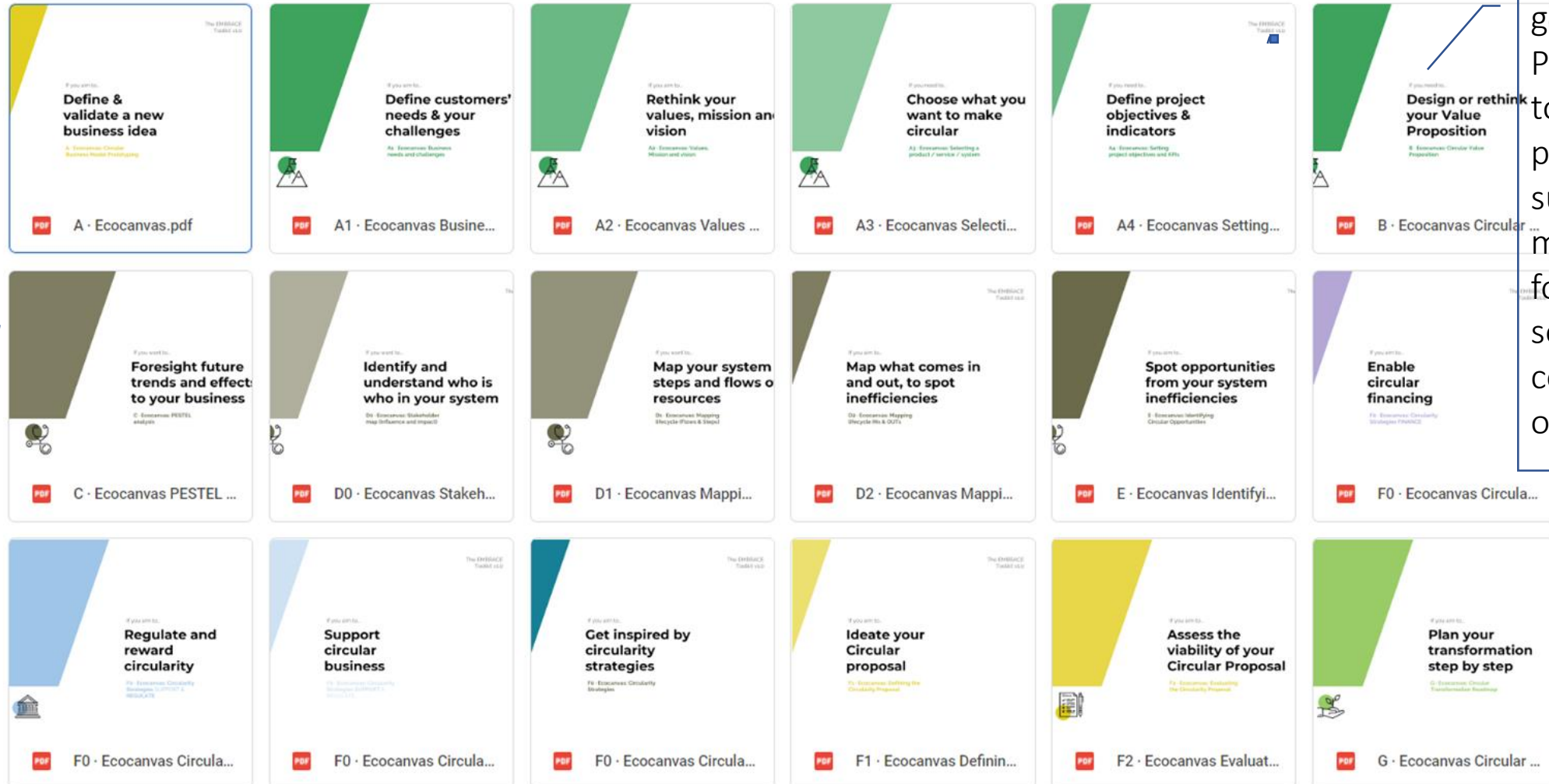
The colors helps you to remind where are you during the process

# The Toolkit



The colors and main “claims” are guiding you to choose the right tools to start with

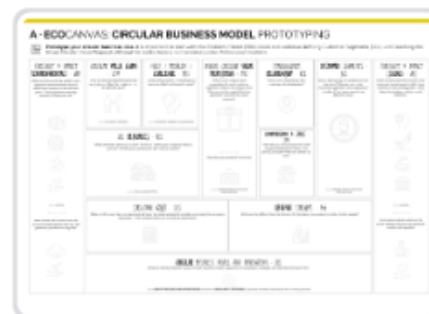
All the tools guides in PDF format to be printed as supporting materials for the sessions or consulted online



# Each tool is composed by:



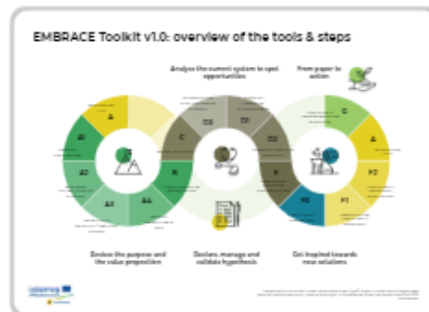
1. Why choose this tool..



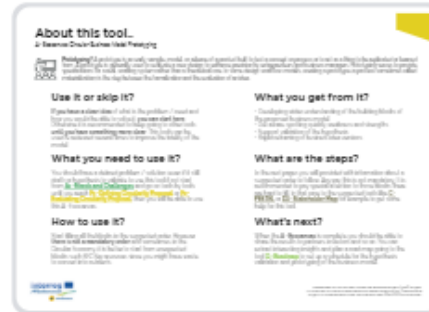
4. Have a look to the tool



7. Case study context



2. Remind the whole process



5. What about the tool: steps, what you need...



8. Case study example



3. You are here.. get started!



6. Follow the path.. don't get lost



9. Check the video lesson

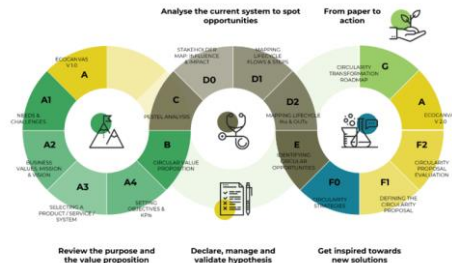
# ECOCANVAS: CIRCULAR BUSINESS MODEL PROTOTYPING



**Prototype your circular business idea.** It is important to start with the Problem / Need (PRO) block and continue defining Customer Segments (SCL) until reaching the Single Circular Value Proposal, although in reality there is no mandatory order. Follow your intuition!

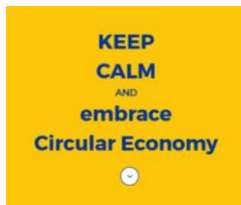
<p><b>FORESIGHT &amp; IMPACT (ENVIRONMENTAL) · AIA</b></p> <p>What are they and how will the most important environmental aspects affect your business in the coming years? Think of global warming, scarcity of resources, etc.</p>     <p>Go to PESTEL</p> <p>Here below indicate what are the environmental impacts that you will generate: positive and negative.</p>  	<p><b>CIRCULAR VALUE CHAIN · CPV</b></p> <p>Who are the main stakeholders that are going to affect the project or can be affected by it?</p>  <p>Go to STAKEHOLDER MAP</p>	<p><b>NEED / PROBLEM / CHALLENGE · PRO</b></p> <p>What is the problem / need that you have identified and intend to solve?</p>  <p>Go to BUSINESS NEEDS &amp; CHALLENGES</p>	<p><b>UNIQUE CIRCULAR VALUE PROPOSITION · PVC</b></p> <p>What is your unique value proposition for each customer segment? What is the unique value (that can not be copied) that you generate? Describe the value proposal:</p>  <p>Describe your products &amp; services</p>  <p>Go to UNIQUE CIRCULAR VALUE PROPOSITION</p>	<p><b>STAKEHOLDERS RELATIONSHIP · REL</b></p> <p>How is your relationship with customers &amp; stakeholders?</p> 	<p><b>CUSTOMER SEGMENTS · SCL</b></p> <p>Who is affected by the problem or has the need? Who are your main customer segments? Be as specific as possible. If you have several, use different colors.</p>  <p>Go to UNIQUE CIRCULAR VALUE PROPOSITION</p>	<p><b>FORESIGHT &amp; IMPACT (SOCIAL) · AIS</b></p> <p>What are they and how will the most important social aspects affect your business in the coming years? Think about technology, culture, social networks...</p>     <p>Go to PESTEL</p> <p>Here below indicate what are the social impacts that you will generate: positive and negative.</p>  	
<p><b>KEY RESOURCES · REC</b></p> <p>What resources (physical, human, financial ...) does your company need to operate? What is your relationship with natural capital?</p>  <p>Go to CIRCULAR MAPPING</p>		<p><b>STRUCTURE COST · COS</b></p> <p>What are the costs that your business will incur by implementing the activities and using the necessary resources? Think carefully about all sources of expenditure.</p> 		<p><b>REVENUE STREAMS · ING</b></p> <p>What are the different income streams for the value you create and deliver to the market?</p> 		<p><b>CIRCULAR BUSINESS MODEL AND INNOVATION · CRC</b></p> <p>What are the key features of your circular business model? Apply the circularization strategies and describe the result here</p>  <p>Go to IDENTIFYING CIRCULAR OPPORTUNITIES and then to CIRCULARITY STRATEGIES to generate new ideas and evaluate the circularity potential.</p>	

# The main Output



The kit is available on:

<https://embrace.t2i.it/moodle/course/index.php?categoryid=2>



The project web site is:

<https://embrace.interreg-med.eu/>

# Lessons Learned

- Circular economy is just moving its first steps...  
Conditions for leading from linear model to circular one exist, but this transformation is largely to be achieved
- SMEs and companies need skills and tools to facilitate and be confident on transformation and innovation processes
- The way of the Embrace Toolkit provides solutions based on Circular Business Model ECO Canvas

# Thanks for your attention!

## Roberto Santolamazza

<https://embrace.interreg-med.eu/me/>

### **embrace** partners



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