



How to support SMEs with the uptake of circular business model, product and process innovation

Date: 24th January 2024, 9.00-13.00

Place: online (ZOOM platform)

The meeting will present the methodology and tools developed by the Up2Circ project team to support SMEs in their transition towards a circular economy and for use by SME advisors in the EU.

Agenda

9.00-9.10	Welcome and project intro
9.10 – 10.40	Part 1: ‘Train the advisor’ The first part of the training is an opportunity to gain knowledge on circular economy and to ensure that we all follow a common language and approach: What are the main concepts of circular economy? What are circular business models, circular product design and circular processes?
10.40-11.00	Coffee break
11.00-13.00	Part 2: ‘How to support SMEs with the uptake of circular innovation?’ The Up2Circ team will present methodology and tools developed in the project, moderate a role play where you can apply these tools in breakout rooms, share experiences from SME advisory during Up2Circ pilot run and invite to discuss how to better use of complementary strengths.



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