



CAMERA DI COMMERCIO
FOGGIA

Interreg
Greece-Italy
European Regional Development Fund



EUROPEAN UNION



CIRCLE-IN

“Promoting Circular
Economy Investments and
Policies in the cross-border
area of Greece-Italy”

Giuseppina Passiante
Laboratorio di Ingegneria Economico
Gestionale – Università del Salento

19 Ottobre 2022



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UNIVERSITÀ
DEL SALENTO



CAMERA DI COMMERCIO
FOGGIA

Results and Outputs

Interreg
Greece-Italy
European Regional Development Fund



- Identification of **BEST PRACTICES** in **INNOVATIVE ENTREPRENEURSHIP FOR THE CIRCULAR ECONOMY**;



ECEPLAST
SUSTAINABLE
PACKAGING INNOVATORS



EggPlant
NOT WASTING LIFE



Results and Outputs

Interreg
Greece-Italy
European Regional Development Fund

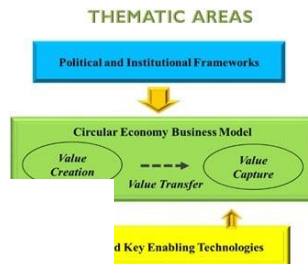


- Development of an Entrepreneurial Training Program on circular economy issues

CIRCLE-IN Web Academy



Circle-In Web Academy is a training initiative aimed to promote the development of entrepreneurial competencies in the field



A certificate of attendance will be provided



Extended till
December 10, 2020

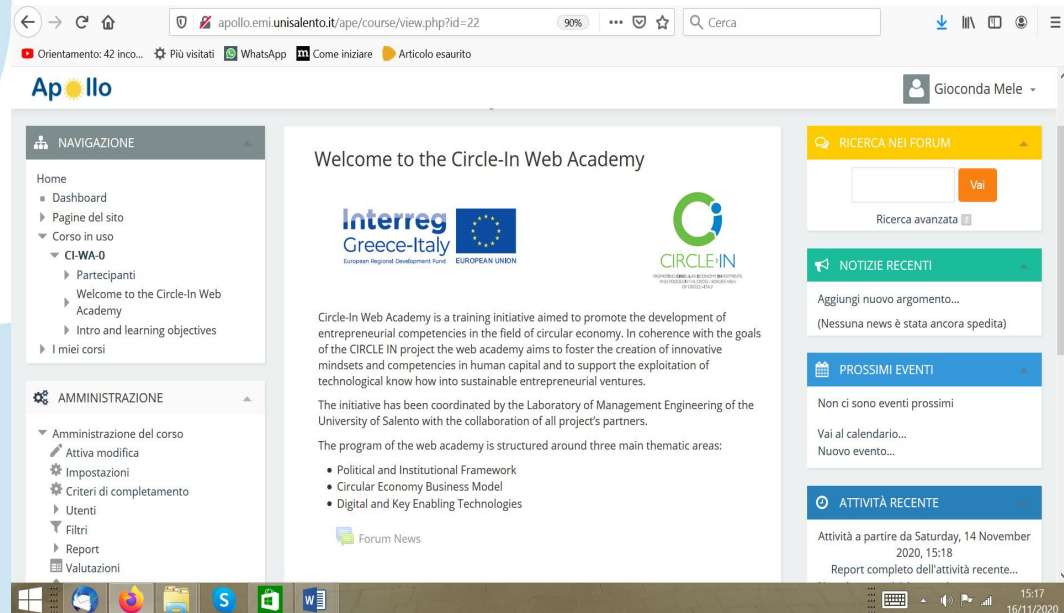
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Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy



CAMERA DI COMMERCIO
FOGGIA

Platform for Learning



Results and Outputs

Development of an Entrepreneurial Training Program on circular economy issues

Interreg
Greece-Italy
European Regional Development Fund



CIRCLE-IN
PROMOTING CIRCULAR ECONOMY INVESTMENTS
AND POLICY IN THE CROSS-BORDER AREA
OF GREECE-ITALY

UNIVERSITÀ
DI NAPOLI

CIRCLE-IN Web Academy

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THEMATIC AREAS

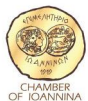


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More than 70
participants
50 Attendance
Certificates
distributed



CAMERA DI COMMERCIO
FOGGIA

ECOMET

Digital and Key Enabling Technologies

Seminar 3.6. Theory in practice: ECOMET, innovative solutions for recovering metal fluff

Name and Surname	Viola MANGIOTTA
Affiliation and Role	ECOMET srl, Responsible of Management System
Title of the seminar	Theory in practice ECOMET, innovative solutions for recovering metal fluff
Keywords	Recovery, fluff, metal, circular economy

Abstract
ECOMET srl is a company operating in the recovery, processing and recycling of ferrous materials. With more than 40 years of experience, ECOMET represents a good practice in the field of circular economy, and it is strongly involved into a process of application of several European standards. A particular attention is reserved to the recovery of metal fluff. In the video, the interview to Viola Mangiotta, responsible of the Management System will offer an overview of the company's vision, its commitment for the achievement of the sustainable goals of development and the creation of a new culture into the domain of circular economy.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

POLIMI

Seminar 2.3. Circular Economy Business Model

Name and Surname	Andrea URBANI
Affiliation and Role	Researcher - IRIK University
Title of the seminar	Circular Business Models
Keywords	Circular Economy, Circular Business Models

Abstract
The webinar is focused on the new configuration of business model for Circular Economy. The Circular economy paradigm is an alternative industrial paradigm to the traditional "take, make, dispose" economic model, that aims to promote more sustainable resource consumption patterns and production processes, but how circular economy is adopted in practice by companies? Circular economy can significantly affect the transition of companies towards new business models, leveraging peculiar dimensions of companies' business models, such as the value network and the customer value proposition & interfaces. The webinar presents peculiar managerial practices to create and capture value in circular business models, and highlights the need to conceive a systemic perspective on the implementation of these practices.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

ENEA

Political and Institutional Frameworks

Seminar 1.3. ICESP Platform, the Italian way to the Circular Economy

Name and Surname	Enrica BARBERO
Affiliation and Role	Researcher - Coordinator ICESP - ENEA
Title of the seminar	ICESP Platform, the Italian way to the Circular Economy
Keywords	Circular Economy, ICESP, Stakeholders, Cooperation

Abstract
The webinar aims to present an overview on the current international circular economy initiatives, with a specific focus on the Italian context. After a brief introduction on the economic scenario for circular economy, the webinar discusses some aspects related to the transition towards a circular economy by presenting some European strategies and initiatives for circular economy and sustainability, such as the European Action Plan for Circular Economy (2019-2020), Agenda 2030, European Green Deal and ICESP (European Circular Economy Platform). Particular attention is given to the presentation and description of the Italian ICESP, the Italian Circular Economy Platform that aims to reinforce the role of Italy to promotion, implementation and dissemination of circular economy, enhancing the Italian weight in the international community.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

Lecturers:
Italian academia
Businesses
Experts

Triple
Helix
Network

Digital and Key Enabling Technologies

Seminar 3.1. Blockchain for Circular Economy

Name and Surname	Roberto CERCHIONE
Affiliation and Role	University of Naples Parthenope - Professor of Business Management
Title of the seminar	Blockchain in Circular Economy
Keywords	Blockchain, Circular Economy, Key Enabling Technologies, Digital Transformation

Abstract
The webinar aims to analyze the role of Blockchain as a technological capability for bridging trust, transparency and transparency in circular economy processes. Blockchain platforms can be designed to manage transactions and share information in a trusted, traceable and transparent way, but also to promote a network for multilateral collaboration. The impact of Blockchain on circular economy processes can encourage decentralization and automation mechanisms to favor the development and consolidation of relationships between the various actors of the circular network.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

UNISALENTO

Seminar 2.4. Multi-Sided Platform Supporting Circular Economy

Name and Surname	Giacca ELIA
Affiliation and Role	Researcher - Department of Engineering for Innovation - University of Salento
Title of the seminar	A Multi-Sided Platform Supporting Circular Economy
Keywords	Circular Economy, Digital Platform, Sharing Platform, Multi-sided platform, Key enabling technologies (KETs)

Abstract
The webinar aims to present the sharing platform as a model of circular economy. Multi-Sided Platform (MSP) is a pillar of sharing economy. MSP is a digital platform that offers a common set of services to host complementary offerings and interfaces to guarantee communication and interoperability. MSP enables exponential networking and resources/knowledge sharing to address challenging goals and innovation. The webinar offers a brief description of the main MSP core components, presents and analyzes two case studies: MIT Climate Code and GinkgoMorg.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

ICESP

Circular Economy Business Model

Seminar 2.2. Introduction of Circular Economy in Enterprises

Name and Surname	Francesca CAPPALONE
Affiliation and Role	Researcher at ENEA (Italian Agency)
Title of the seminar	Introduction of Circular Economy in enterprises
Keywords	Circular Economy, circular innovation

Abstract
This webinar provides an introduction to circular economy (CE) as innovative approach at the center of the national and European agenda. It is a holistic approach that recognizes the high potential of circular economy in business, but enterprises still lack in CE adoption within their business. Actually, introducing circular economy in companies requires a systemic vision and approach to cover the requirements of CE in business models, processes and products. The webinar allows participants to understand how to implement a readiness for a real transformation of business according to circular economy. Participants will also understand the role of technologies and instruments supporting the implementation of CE. Practical examples will be presented, such as efficient management of resources, circular supply chains, eco-design. Creating the external internal link, the understanding and the implementation of CE principles. Thanks to the illustration of several successful business cases of circular economy, participants will finally achieve a better understanding of building a competitive advantage based on circular economy principles.

Project co-funded by European Union, European Regional Development Funds (E.R.D.F.) and by National Funds of Greece and Italy

Results and Outputs

- Design and development of a **Project Platform** that operates as a virtual environment for sharing **Knowledge And Best Practices**;

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<http://platform.circle-in.eu/it/>



Results and Outputs

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Interreg Circle-in: Call for 2 vouchers for Sustainable Innovation and Circular Economy Services

REGIONE PUGLIA > POLITICHE EUROPEE E COOPERAZIONE INTERNAZIONALE > EUROPUGLIA

EUROPUGLIA
growing with cooperation

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Ricerca...

Homepage > Elenco notizie > Interreg Grecia-Italia Circle-In: pubblicato un bando per l'assegnazione a imprese di due voucher di cinquemila euro

Interreg Grecia-Italia Circle-In: pubblicato un bando per l'assegnazione a imprese di due voucher di cinquemila euro



Due voucher del valore di cinquemila euro per l'erogazione di consulenze a imprese interessate a servizi di innovazione sostenibile e di economia circolare. Per assegnarli, l'Università del Salento ha pubblicato un avviso di selezione di idee innovative nell'ambito del progetto "Circle-In", finanziata dal programma Interreg V-A Grecia-Italia 2014-2020.

Per presentare la domanda c'è tempo fino al 26 gennaio 2021; bando completo [sul sito web dell'Università del Salento](#).

Finanziato e co-finanziato dal Programma di Cooperazione Interregionale V-A Grecia-Italia 2014-2020.



Interreg Circle-in: Call for 2 vouchers for Sustainable Innovation and Circular Economy Services

Posted on January 18, 2021 Posted in Project news

A call for two vouchers of 5.000 euros for the consultancy services to companies interested in sustainable innovation services and circular economy. University of Salento, partner of Interreg Circle-In project, has published a public call to select 2 innovative ideas in sustainable innovation services and circular economy: 2 vouchers of 5.000€ to support the transition process from a linear "to a circular" model. The vouchers will therefore be addressed to the companies that have ideas to innovate products, production and distribution processes in a sustainable way, or are interested in redesigning their business model and consumer experience.

The deadline for the submission is January 26, 2021

Information and document at this link: <https://www.unisalento.it/gare-appalti/-/gare/view/65456370>

Results and Outputs

MEETINGS, WORKSHOPS AND NETWORKING ACTIVITIES

'Circular Economy: an opportunity for innovation for the companies'



**Interreg
Greece-Italy**
European Regional Development Fund



Circle-In for the Apulian Olive Sector: scenarios of innovation and future sustainable development!



**CAMERA DI COMMERCIO
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Final Workshop

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DEL SALENTO

LABORATORIO DI INGEGNERIA
ECONOMICO-GESTIONALE
DIPARTIMENTO DI INGEGNERIA DELL'INNOVAZIONE

PRESS CONFERENCE CIRCLE-IN

February 27 th 2021 Lecce Ecotekne



Official Program

10.30 AM (GMT+1 ST EU)

Fabio Pollice, Rector of University of Salento

Giuseppe Rubino, international policies coordinator of Puglia Region

11.15 AM (GMT+1 ST EU)

Dimitriu Dimitrios President of Chamber of Ioannina

Giuseppina Passiante, scientific manager of the Engineering Laboratory University of Salento

Alessandro Delli Noci, Regional Councillor for Economic Development

Gianfranco Gadaleta, Coordinator of the Secretariat of the Greece-Italy programme

Chrysa Pierri, Project Officer Interreg V-A Greece Italy

Carmela Sfregola, Communication Officer Interreg V-A Greece Italy

Pasquale del Vecchio, Project Manager CircleIn University of Salento

Giancarlo Negro, President of Confindustria Lecce

Grazia Barberio responsible for the technical coordination of the Icesp Enea

chair *Milly Tucci*



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INSTITUTIONAL VIDEO



(I) Facebook

More than 50 participants

Results and Outputs



PASQUALE DEL VECCHIO
GIOCONDA MELE
GIUSEPPINA PASSIANTE

Imprenditorialità tecnologica & economia circolare

Modelli, teorie e casi per l'innovazione sostenibile

economia
sostenibilità
benessere

QUALE CRESCITA?

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Thesis and Scientific papers

Thesis in

Innovation Management

Smart Tourism Destination in the Circular Economy:

a business analytics perspective

Circular economy business model for smart tourism: the case of Ecobnb

Supervisor:

Prof. Giuseppina Passiante

Co-supervisor:

Prof. Pasquale Del Vecchio

Pasquale del Vecchio, Caterina Malandugno, Giuseppina Passiante, Georgia Sakka
EuroMed Journal of Business
ISSN: 1450-2194
Article publication date: 16 February 2021
Issue publication date: 17 February 2022

Abstract

Purpose

The paper aims to shed new light on the process of value creation and business model innovation resulting from circular economy in the context of smart tourism.

Design/methodology/approach

The study embraces a qualitative and exploratory approach related to a single case study. Data have been collected through the integration of web-based desk analysis, interviews and social big data analysis.

Findings

Findings are related to Ecobnb, a network-based tourism company, coherent with the principles of value creation and business model innovation in the context of circular economy.

Business Strategy and the Environment

RESEARCH ARTICLE | Full Access

Designing business models in circular economy: A systematic literature review and research agenda

Piera Centobelli, Roberto Cerchione, Davide Chiaroni, Pasquale Del Vecchio, Andrea Urbinati

First published: 20 January 2020 | <https://doi.org/10.1002/bse.2466> | Citations: 138

SECTIONS

PDF TOOLS SHARE

Abstract

The concept of circular economy is increasingly receiving attention in different domains, including strategic management, operations management, and technology management. It requires companies to design their business model (i.e., relationships with the supply chain partners, and the value customers) around a new concept of sustainable development of natural resources and preserves the environment. How short in terms of explaining how companies design their I



Digital Innovation Ecosystems for Circular Economy: the Case of ICESP, the Italian Circular Economy Stakeholder Platform

Pasquale Del Vecchio, Giuseppina Passiante, Georgia Sakka and Carolina Inella

<https://doi.org/10.1142/2021070200000000> | Cited By: 1

Previous

View Article

Tools Share Recommend to Library

Abstract

An important but neglected research issue is understanding how digital innovation ecosystem and a quantum helix model can support the promotion of Circular Economy. Circular Economy, however, is intimately linked to the innovation issue. It can occur in a productive and consumption system under the form of a new product, process, organizational or marketing model. In the innovation, the digital innovation ecosystem debate was enriched by the social and environmental sustainability perspectives that are the pillars of the Circular Economy theory. Despite this, the research has failed to achieve full comprehension of digital innovation ecosystem's dynamics and processes for the Circular Economy. By highlighting the need for deeper substantiating, this paper presents the evidence of a single and extensive case study related to the Italian Circular Economy Stakeholder Platform (ICESP). This is shown in good practice of a digital platform



Sustainability and Transferability

ACADEMY

CIRCLE-IN Web Academy

Circle-In Web Academy is a training initiative aimed to promote the development of entrepreneurial competencies in the field of circular economy.

THEMATIC AREAS

- Political and Institutional Frameworks
- Circular Economy Business Model
 - Value Creation
 - Value Transfer
 - Value Capture
- Digital and Key Enabling Technologies

Extended till **December 10, 2020**

A certificate of attendance will be provided

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PLATFORM

Circle - In
Promoting Circular Economy in enterprises and policies in the cross-border area of Greece-Italy

Networking **Training** **Mentoring** **Forum**

CAMERA DI COMMERCIO FOGGIA

All results above mentioned are easily transferable and usable for knowledge and experience sharing

NETWORKING



Interreg
Greece-Italy
European Regional Development Fund



BOOKS



PAPERS AND DOCUMENTS

Thesis and Scientific papers





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