

## PRESS RELEASE

### Launch of the Circular Innovation Academy to Accelerate Europe's Transition to a Digital and Circular Industry

*Genoa, Italy – November 20, 2025* — The *Circular Innovation Academy* has officially launched as the flagship training platform of the **SMART CIRCUIT** project, a major European initiative designed to empower businesses, professionals, and students with the knowledge and skills necessary to lead the transition toward a truly circular and competitive industrial ecosystem.

Supported by the **Interreg Central Europe** programme and coordinated in the Liguria region by the cluster **SIIT**, the Circular Innovation Academy brings together **12 partners from 9 European countries**, collaborating with local industry players to promote sustainable industrial transformation.

At the heart of this initiative is a **free, online training platform** — hosted on Moodle — featuring **eight learning modules** that blend theory with practical case studies from real industrial contexts. Participants will explore the principles of the circular economy and discover how emerging technologies such as **Internet of Things (IoT)**, **Artificial Intelligence (AI)**, **Big Data**, and **Digital Twins** can be leveraged as strategic tools to redesign supply chains and production models for sustainability and competitiveness.

The flexible, self-paced format allows learners to engage with the content according to their own schedule, while earning **official certificates** for each completed module — a valuable credential for professionals aiming to lead digital and sustainable transformation in their organisations.

“This initiative marks an important milestone in strengthening skills for a digitally enabled circular economy, both locally and across Europe,” said Giulia Barbagelata, Project Manager at SIIT. “Through SMART CIRCUIT, we have created a hands-on learning pathway that helps participants translate innovative concepts into concrete, real-world solutions.”

The Circular Innovation Academy is now open and available to all interested learners worldwide.