



## Output 3

# National Validation report Hungary

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**CIRCULAR SME SCAN – 2020-1-HU01-KA226-VET-093967**





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## 1. INTRODUCTION

The COVID-19 incident made it more urgent for Europe's training systems to be modernized and transformed digitally. This is linked to a circular economy, which is a strategic approach to an eco-friendlier economy in support of the European economic recovery, according to CIRCULAR SME SCAN (CSS). Small and medium-sized businesses (SMEs) have a competitive advantage over their competitors because of their circular, sustainable, and climate-friendly operations. Even so, over 25 million SMEs in Europe struggle to take advantage of these prospects because they lack the knowledge and complementary financial and non-financial resources that major corporations have to make the necessary changes. Due to the fact that these businesses make up the majority of the commercial ecosystem in the participating nations, a strategic partnership between them and circular economy experts is required.

CSS aims to create a self-scan and learning platform that develops SMEs circular economy skills and competencies by focusing on four main areas of entire SME circularity value chain (supply-acquisition, operation-production, retail and waste stream analysis).

The main results and outputs of the project are:

1. An online tool called the self-scan which allows SME owners and managers to evaluate the degree of circularity in their present business models. The tool then directs users to a variety of other tools, methods and connections.
2. A platform which includes:
  - a. Local connection: It is not possible to become more circular on one's own. Collaborations, synergy and teamwork are necessary. The platform gives us access to a number of beneficial connections in the concerned industry or area, supporting and directing SMEs along their circular pathways.
  - b. The Circular SME Scan combines motivational stories and concrete examples of other companies, both big and small to give a clear picture of how people in your position as SME owners and managers are approaching the problem of becoming more circular.





This document will serve as a guide that focuses on trainers and training organisations to educate them about the project as well as the integration of topics into their own training courses.



## 2. Methodology

Validation methodology includes the methods, which will be used to evaluate the content of the CIRCULAR SME SCAN programme and learning process. It guarantees that testing is carried out consistently throughout all project countries, that potential improvements are found, noted and addressed in order to enhance the programme and produce their final versions that are appropriate for the target group.

The recommendations for improvement are all included in the validation report.

The CIRCULAR SME SCAN programme undergoes a double innovation loop for validation:

- a. Loop: Internal assessment of the learning environment's functioning and content by partners (their employees and/or collaborator; 2 people/ partner country)
- b. Loop: With a larger sample of participants (20 SMEs/ partner country). 15 being from the direct target group and 5 stakeholders. A total of 60 participants from 3 partners.

### *Chapter 2.1 – First loop: Internal evaluation by partners*

The framework is validated of the first innovation loop during which all completed units and learning materials are examined by the experts of the partner organisations (their staff and/or collaborators) focused on the review of the content.

The evaluation of the units will be divided among the project partners as follows:

Intellectual Outputs	Unit	Author	Evaluator
1	A1: Identifying best practices and methodologies	BDF, STRIA, EOLAS	ALL
	A2: Focus Group and Survey	ALL	ALL
2	A1: Defining the indicators	STRIA	ALL
	A2: Developing the self scan	AVACA	BDF, STRIA, EOLAS



	A3: Internal Validation	AVACA	BDF, STRIA, EOLAS
<b>3</b>	A1: Developing the learning content	ALL	ALL
	A2: Best practices and case studies	ALL	ALL
	A3: Developing the platform	ALL	ALL
	A4: Pilot Validation	BDF	ALL
<b>4</b>	A1: CSS learner's guide	AVACA. EOLAS	STRIA, BDF
	A2: CSS guide for VET	BDF	AVACA, STRIA, EOLAS
	A3: Supporting SMEs to become more circular	EOLAS	BDF, STRIA, AVACA
	A4: CSS policy brief	STRIA	BDF, EOLAS, AVACA

### **Chapter 2.2. – Second Loop: Pilot Testing**

Pilot testing will be done with a wider sample of participants who go through the programme (20 SMEs/ partner country).

Around 60 participants from the potential target group and other potential beneficiaries will participate in the testing and validation activities and will be able to make full use of the developed programme in the duration of the project. The participants of pilot sessions will be asked to evaluate their skills and the impact of CIRCULAR SME SCAN programme. The results of the evaluation will be presented in the validation report.

During the pilot testing, we ask the learners to fulfil a questionnaire seen in Annex 1. The questionnaire results will be collected with the help of Google forms, to get the unified view. Questionnaire will be translated to project partner's languages.

CSS final release – After the end of the pilots, the partners will filter all suggested improvement and decide upon the updates to be incorporated in the final release of the



platform. This release will be made available at the end of the project and it will constitute the final product of the project.

### 3. Pilot testing in Hungary

The project, the self-scan and the platform were presented in O1 research activity, where STRIA looked for potential SMEs, which were interested in circular economy and were willing to fill out the survey to identify best practices and methodologies and participate in the focus groups interviews (A2). The project concept, self-scan tool & learning platform were promoted during the multiplier events, other project meetings and several informal meetings.

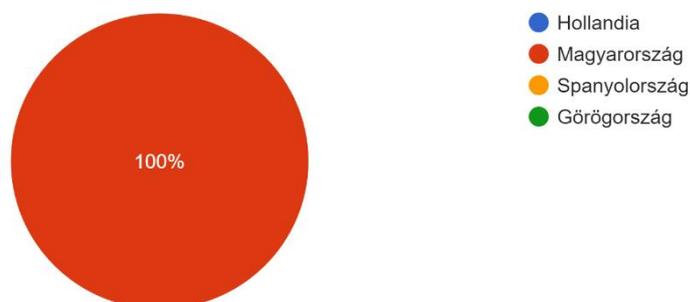
After completing the research, the pilot testing was presented to the audience during the multiplier events in Hungary. Participants were invited and selected from the target group and stakeholders; therefore, they were entrepreneurs, existing SMEs and their managers, employees, clusters, chamber of commerce, associations, NGOs, public bodies etc. (with the estimation of 50-50% representation.) STRIA highlighted during the events that it would be really appreciated if participants would give feedback about the self-scan and platform primarily by filling out the survey. The pilot testing was shared with the participants from the multiplier events, further with especial attention with Chamber of Commerce and Industry of Pécs and Gastro Cluster of Baranya County as they shown interest for the project before. Additionally, the project's social media indicated that the partnership welcomes any comments, suggestions regarding the self-scan and platform. Still, STRIA had to remind the target group to kindly fill out the questionnaire, so several phone calls were made.

In total 24 people filled out the anonym Hungarian survey, which was available online from 11th of May until 1st of June 2023.

The results show that the Hungarian version was filled out only by Hungarians.

1. Kérjük, adja meg származási országát

24 válasz

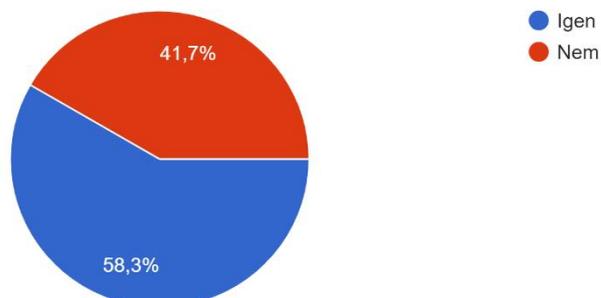


The responses indicated that only 58,3 % of the participants took the time and review all topic and materials. The rest, 41,7% chose the most relevant topic for themselves, such a



## 2. Volt lehetősége végigmenni a program összes témáján/egységén?

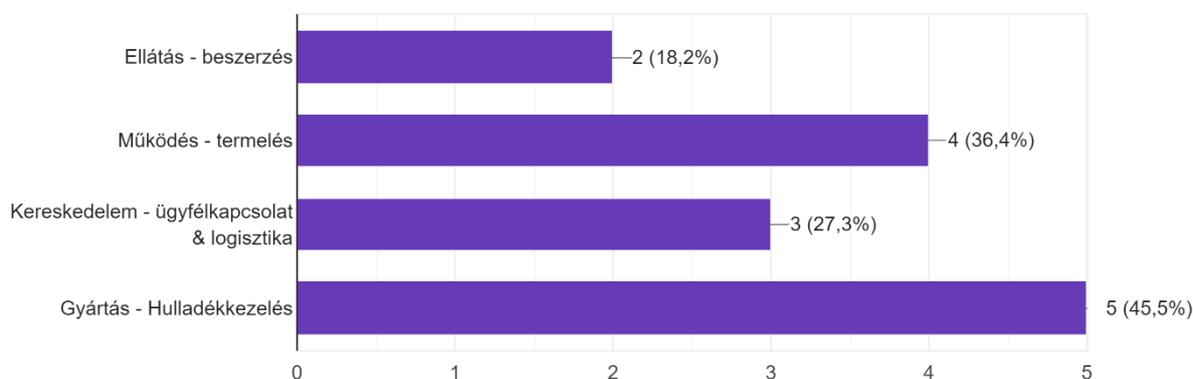
24 válasz



The rest, 41,7% chose the most relevant topic for themselves, such a operation-production and the waste stream analysis, which processes were chosen together by 9 times.

### 2.a Ha nem, melyik témakör(ök)et választotta?

11 válasz



For the 3. question, participants had to write down the first three words that come to mind about the learning programme and they gave the following answers:

1. necessary, up-to-date, sustainable
2. free, flexible, usable
3. learning, feedback, green solution
4. circular, up-to-date, operational
5. focused, fresh, approach
6. fast, user-friendly, accessible
7. solutions, applicable, analysis
8. prevention, long term, solution
9. learning, reduction, future, future





10. green, start, understandable, future, start
11. material use, recycling, flexible, flexible
12. economy, approach, pressure, flexible, sustainable, sustainable, sustainable, sustainable, sustainable, sustainable, sustainable, sustainable
13. user-friendly, up-to-date, good
14. free, usable, competitiveness
15. mindset, learning, opportunity
16. key, up-to-date, changeover
17. message, experiment, experiment, transport, delivery
18. information, suggestions, decision, decision
19. learning, use, opportunities, opportunities, use, knowledge
20. supply chain, problem management, implementation, implementation
21. alternative, colour, manageable, manageable
22. sustainability, change of mindset, need
23. practical, interesting, readable
24. interesting, simple, useful

People had to scale their agreement with the following statements in the 4. question:

- a) The goals of the learning programme were achieved
- b) The learning programme met my expectations.
- c) The practical usefulness of the information obtained during the learning programme is very good.
- d) The information and methods learned during the learning programme were novel.
- e) The acquired information and acquired methods can be well utilized during adapting circular activities and/or increasing circularity in SMEs.

For the statements above, the 24 answers were not worth than strongly agree or agree. But 3 participants evaluated the statement of d) and e) as they agreed with it, which suggests the CSS self-scan and platform still could be improved a bit.

Respondents had the opportunity to make comments and suggestions about the content, structure of the programme in the 5. question, which was not obligatory to fill out. 2 answers were received with the following text:

Registration is superfluous if I can fill in the self-check questions and access all the material without it.

The interface was not clear where to access the training material.

Fillers agreed that the learning materials were comprehensive, user-friendly and useful in question 6.

The most useful types of materials were different almost in every answer in question 7. such as:

1. good practices
2. waste-related examples
3. I could not choose



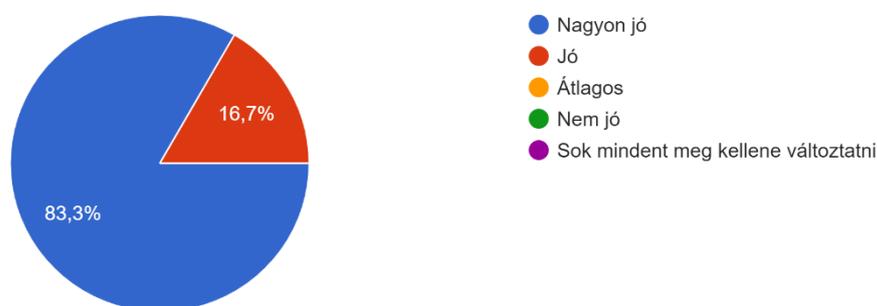
4. courses
5. videos
6. articles, websites and good practices
7. examples from other regions
8. all from
9. materials on waste management, is in our view the most urgent
10. videos
11. McArthur website
12. articles and examples
13. courses
14. best practices
15. company practices
16. Courses, projects related to the cycle
17. good practices
18. books, courses
19. general materials, courses
20. exercises
21. articles and videos
22. Projects, websites
23. good practices, links
24. self-assessment, good practices

Some participants even named a concrete website what he found very useful; others could barely choose. To highlight the most striking results - Good practices and examples were mentioned 9 times, until courses 6 times.

The quality of the materials got 83,3 % very good and 16,7% good evaluation from the respondents.

8. Milyennek találja a platformon található anyagok minőségét?

24 válasz



The following answers were given as justification for the quality (Question 9):

1. Diverse curriculum, from theory to practice
2. I have found learning materials and exercises that I can apply to my own company's day-to-day operations with a small investment.
3. Easy to follow, understandable material.



4. Easy to learn, but with the possibility of further learning by marking courses and resources.
5. Highlights the essentials, new knowledge can be acquired easily.
6. Good, but the financial resources needed for conversion are not negligible
7. Compiled, nicely presented, structured materials
8. Several options given: you can read, listen or watch the materials. summaries are available in Hungarian, even if the sources are not
9. You can find other projects, additional courses, articles, exercises. The most important materials on the circular economy are available in all formats in one place.
10. High quality, pre-sorted!?
11. Everything has a source, everything is referenced, and is accompanied by pictures

As the question was not obligatory to answer, only 11 responses were gathered from the 24 participants.

In the next part (10), the self-scan was examined from different point of view: comprehensive, useful, user-friendly. The completed surveys showed 100% for each statement.

10.a Átfogó \*

	1	2	3	
nem értek egyet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	egyed értek

10.b Hasznos \*

	1	2	3	
nem értek egyet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	egyed értek

10.c Felhasználóbarát \*

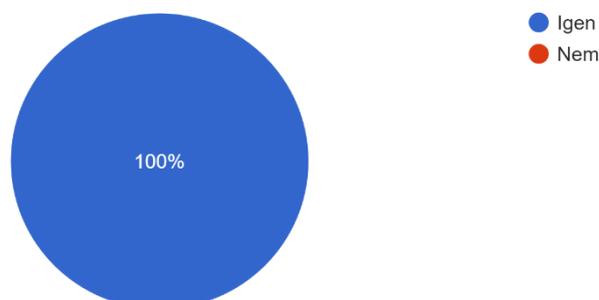
	1	2	3	
nem értek egyet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	egyed értek

The 11. question had two parts. First the participants had to answer whether the self-scan was helpful to analyse the circularity level of their business or not.



11. Hasznos volt az önellenőrzési eszköz a vállalkozás körforgásosságának elemzéséhez?

24 válasz



Then they had to explain for either answer, but again the explanation was not obligatory. The following answers were still submitted:

1. Emphasises how much we can and should pay attention to in our operations
2. Gave guidance on how we can go further
3. I answered the questions with a simple answer choice and got the evaluation straight away.
4. It shows our current situation
5. It's free, I had it in a few minutes.
6. Highlighted the weak points
7. Underpinned the changes made so far
8. Another plus to check our activities
9. The questions asked, asked about different aspects of the processes. Some things we hadn't thought of before.
10. It also drew our attention to sustainable solutions in areas we had not considered before.
11. Helped us to gather what steps we can already implement in our company without spending extra money.

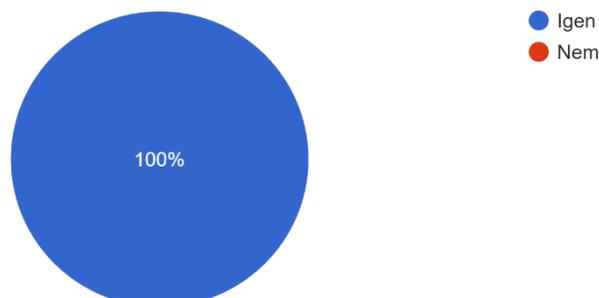
The 12. question included the same statements for the platform as it was before for the self-scan. Luckily, all the 24 answers said the same for the platform that it's comprehensive, useful, user-friendly.

The last question of the survey was about the recommendation of the self-scan tool and learning platform to the responders' business environment. The replies gave a clear yes answer. This is a good initiative and it can hold the key for a sustainable circular future.



### 13. Ajánlaná az önellenőrző eszközt és platformot az üzleti környezetében?

24 válasz



Despite the necessary reminders for the participants to fill out the survey, they have positive opinion about the self-scan tool and learning platform. The results support the fact that these tools are useful and necessary for SMEs and their environment (stakeholders) to become more circular. They are interested in the opportunities what circularity can offer them and to their businesses. They are not against good causes and willing to learn new things. They are depending on whether they can obtain and make changes, adapt them into their everyday operations. The CSS self-scan tool and learning platform satisfies this learning need to get the necessary skills, competences for the circular transition.



## 4. ANNEXES

### Annex 1. Questionnaire for Pilot testing

2023. 06. 01. 16:51

CIRCULAR SME SCAN Felmérés

## CIRCULAR SME SCAN Felmérés

Köszönjük, hogy megnézte a CIRCULAR SME SCAN projekt által kifejlesztett online tanulási programot (<https://circularsmescan.eu/hu/home>). Kérjük, töltsse ki ezt a rövid kérdőívet, hogy segítsen nekünk az online tanulási platform és önvizsgálati eszköz értékelésében és fejlesztésében.

Köszönjük a segítségét!

A Circular SME Scan csapata

\* Kötelező kérdés





2023. 06. 01. 16:51

CIRCULAR SME SCAN Felmérés

1. 1. Kérjük, adja meg származási országát \*

*Soronként csak egy oválist jelöljön be.*

- Hollandia  
 Magyarország  
 Spanyolország  
 Görögország  
 Egyéb: \_\_\_\_\_

2. 2. Volt lehetősége végigmenni a program összes témáján/egységén? \*

*Soronként csak egy oválist jelöljön be.*

- Igen  
 Nem

3. 2.a Ha nem, melyik témakör(ök)et választotta?

*Válassza ki az összeset, amely érvényes.*

- Ellátás - beszerzés  
 Működés - termelés  
 Kereskedelem - ügyfélkapcsolat & logisztika  
 Gyártás - Hulladékkezelés

4. 3. Írjon három szót, ami az önvizsgálatról és a platformról eszébe jut! \*

\_\_\_\_\_

4. Kérjük, jelezze 1-5-ig terjedő skálán, hogy mennyire ért egyet az alábbi állításokkal!

[https://docs.google.com/forms/d/1\\_MymnwRBDfu2pEgvlvGi2ErQ-7enjUaqa\\_6wUOPGI0Q/edit?pli=1](https://docs.google.com/forms/d/1_MymnwRBDfu2pEgvlvGi2ErQ-7enjUaqa_6wUOPGI0Q/edit?pli=1)

2/13



5. 4.a A tanulási program céljai megvalósultak \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

4

5

teljesen egyet értek

6. 4.b A tanulási program megfelelt az elvárásaimnak \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

4

5

teljesen egyet értek





2023. 06. 01. 16:51

CIRCULAR SME SCAN Felmérés

7. 4.c A tanulási program során szerzett információk gyakorlati hasznossága nagyon jó. \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

4

5

teljesen egyet értek





2023. 06. 01. 16:51

CIRCULAR SME SCAN Felmérés

8. 4.d A tanulási program során elsajátított információk és módszerek újszerűek voltak. \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

4

5

teljesen egyet értek



9. 4.e A megszerzett információk és módszerek jól hasznosíthatók a kkv-k körforgásos tevékenységeinek alkalmazása és/vagy a körforgásos jelleg növelése során.

\*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

4

5

teljesen egyet értek

10. 5. Ha bármilyen egyéb észrevétele vagy javaslata van a program tartalmával vagy felépítésével kapcsolatban, kérjük, ossza meg velünk!

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6. Kérjük, értékelje egy 1-3-as skálán, milyennek találja a tananyagokat:



11. 6.a Átfogó \*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

egyet értek

12. 6.b Hasznos \*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

egyet értek



13. 6.c Felhasználóbarát \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

egyet értek

14. 7. Melyik típusú anyagokat vagy eszközöket találta a leghasznosabbnak? \*

\_\_\_\_\_

15. 8. Milyennek találja a platformon található anyagok minőségét? \*

*Soronként csak egy oválist jelöljön be.*

- Nagyon jó
- Jó
- Átlagos
- Nem jó
- Sok mindent meg kellene változtatni

16. 9. Kérjük magyarázza meg!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



10. Kérjük, értékelje egy 1-3-as skálán, hogy milyenek találja az önvizsgálati eszközt:

17. 10.a Átfogó \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

egyed értek

18. 10.b Hasznos \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

egyed értek



19. 10.c Felhasználóbarát \*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

egyet értek

20. 11. Hasznos volt az önellenőrzési eszköz a vállalkozás körforgásosságának elemzéséhez? \*

Soronként csak egy oválist jelöljön be.

Igen

Nem

21. 11.a Miért?

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12. Kérjük, értékelje 1-től 3-ig terjedő skálán, hogy milyennek találja a platformot?



22. 12.a Átfogó \*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

egyet értek

23. 12.b Hasznos \*

Soronként csak egy oválist jelöljön be.

nem értek egyet

1

2

3

egyet értek



24. 12.c Felhasználóbarát \*

*Soronként csak egy oválist jelöljön be.*

nem értek egyet

1

2

3

egyet értek

25. 13. Ajánlaná az önellenőrző eszközt és platformot az üzleti környezetében? \*

*Soronként csak egy oválist jelöljön be.*

Igen

Nem

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Ezt a tartalmat nem a Google hozta létre, és nem is hagyta azt jóvá.

Google Űrlapok

