



## Output 3

# National Validation report the Netherlands

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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:

- . Loop: Internal assessment of the learning environment’s functioning and content by partners (their employees and/or collaborator; 2 people/ partner country)
- . 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
3	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
4	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 the Netherlands

BDF searched for potential SMEs that are interested in circular economy and were willing to fill out the survey to identify best practices and methodologies and also take part in focus group interviews (A2). This is also the time when the project, the self-scan and the platform were presented.

Following completion of the research, the audience at the multiplier events in the Netherlands was shown the results of the pilot testing. Target group and stakeholder participants were invited and chosen. During these events, BDF emphasised that participants' input on the self-scan and platform would be very appreciated and would be provided largely through the survey. Participants in the multiplier events and other stakeholders who might be interested in the project were informed about the pilot trial. Even though this took place, BDF still had difficulties getting responses on the survey. Therefore, phone calls were made to help fill in the survey.

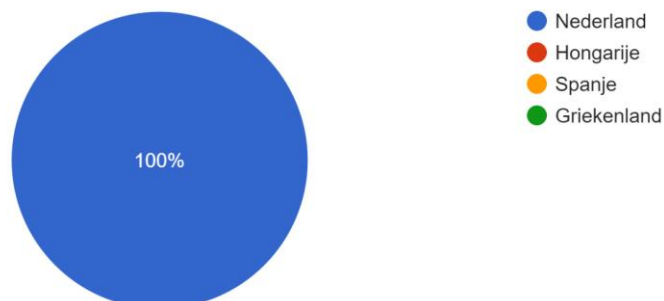
There are a total of 20 anonymous responses on the Dutch survey. All of the responses on the Dutch survey was filled in by respondents in the Netherlands as shown on the figure below





### 1. Geef uw land van herkomst aan

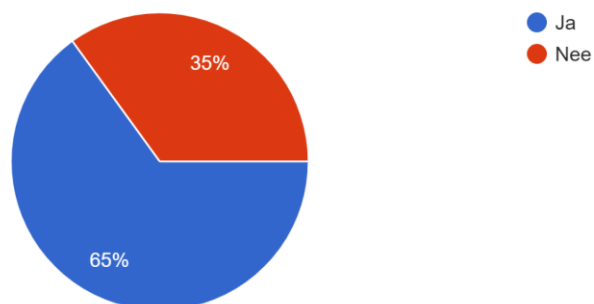
20 antwoorden



The responses of question 2 indicated that 35% of the respondents reviewed all materials and topics while the 65% did not and decided to choose the most relevant topic for their company instead.

### 2. Heb je de kans gehad om de zelfscan en het platform van het programma met de 4 hoofdprocessen te doorlopen?

20 antwoorden



From the 65% of respondents who chose topics most relevant to them, the breakdown of the topics are as follows.



## 2a. Zo nee, welk(e) onderwerp(en) heb je gekozen?

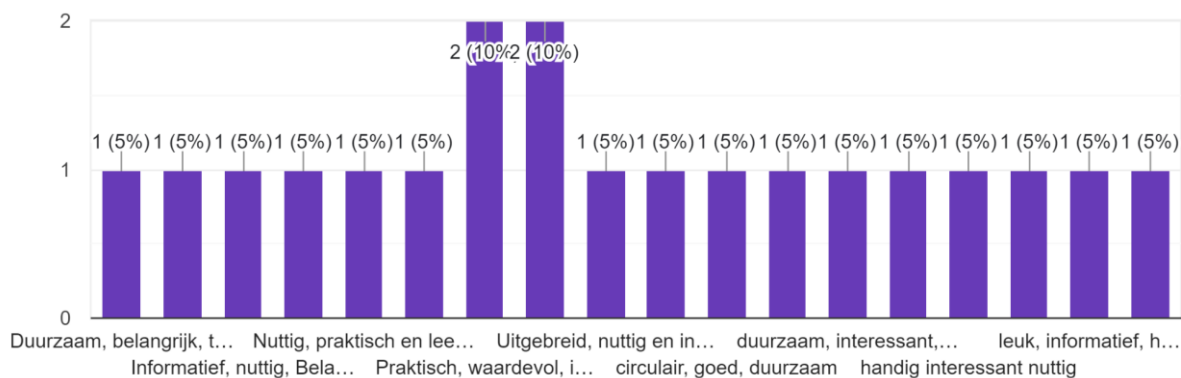
13 antwoorden



For question 3, respondents were asked to write down 3 words that comes to mind about the learning programme. The answers are as follows:

## 3. Schrijf drie woorden op die in je opkomen over de zelfscan en het platform!

20 antwoorden



1. useful interesting useful
2. hadig, interesting, circular
3. Many details, complete, clear
4. useful, lots of text, circular
5. informative, nice
6. Interesting, innovative, sustainable
7. Practical, valuable, interesting
8. Useful, practical and instructive
9. Comprehensive, useful, innovative



10. Informative, useful, Important
11. Comprehensive, Informative, Good
12. Clear, Useful, Instructive
13. Useful, Important, Good
14. Sustainable, Important, Future
15. nice, informative, useful
16. sustainable, interesting, useful
17. durable useful interesting
18. Practical, valuable, interesting
19. Comprehensive, Informative, Good
20. circular, good, sustainable

The answers show that the three words that comes to mind most about the learning programme are:

Interesting, useful, sustainable

For the fourth question, respondents were asked to measure their agreement on the following statements:

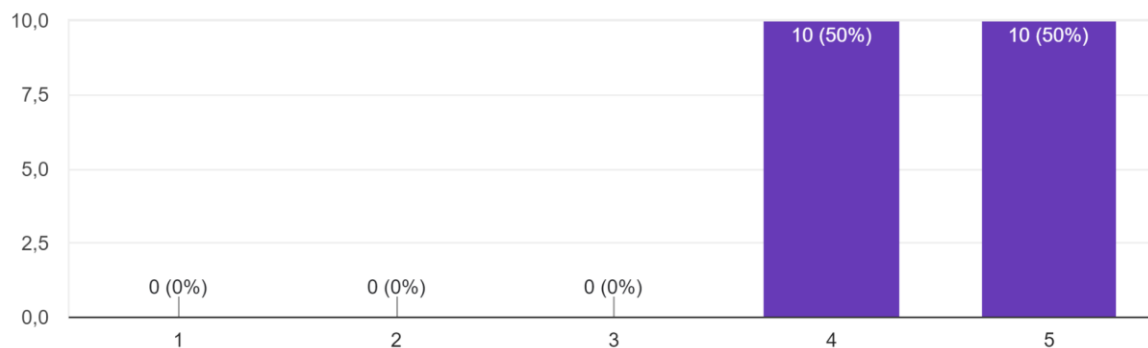
- a. The goals of the learning programme were achieved
- b. The learning programme met my expectations
- c. The practical usefulness of the information obtained during the learning programme is very good
- d. The information and methods learned during the learning programme were novel
- e. The acquired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

For question 4a, b and c, respondents either agree or strongly agree with the statements. However, in question 4d and e, a couple respondents scaled on “average”.



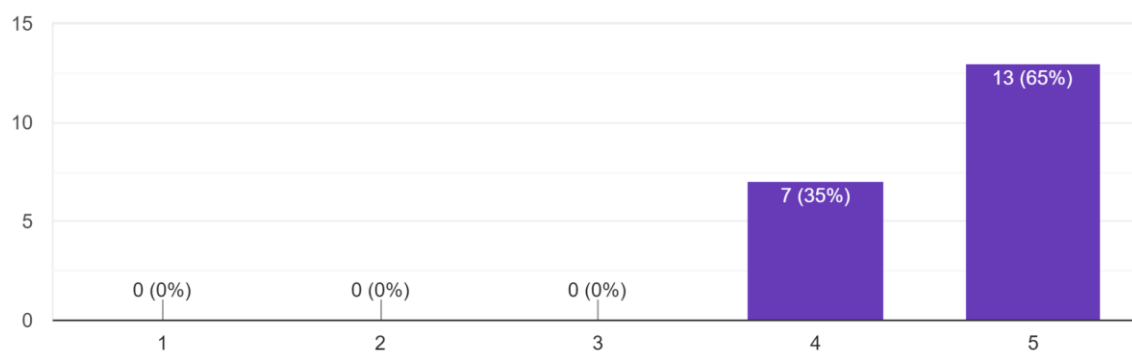
#### 4a. De doelen van het leerprogramma zijn bereikt

20 antwoorden



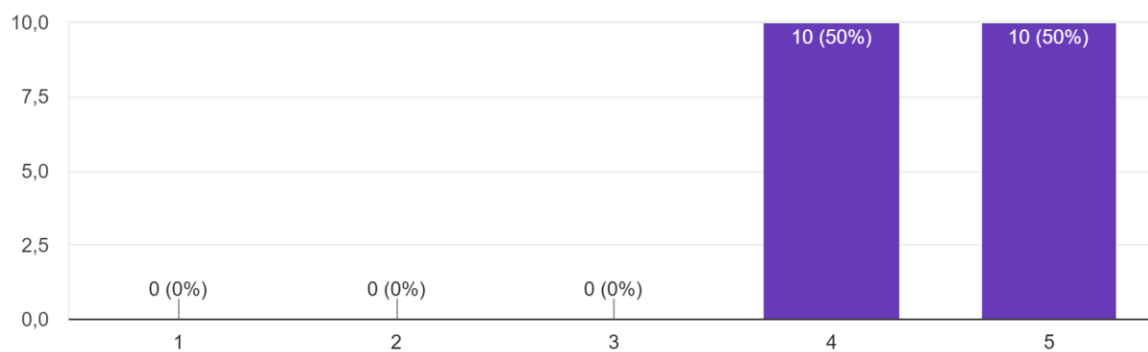
#### 4b. Het leerprogramma voldeed aan mijn verwachtingen

20 antwoorden



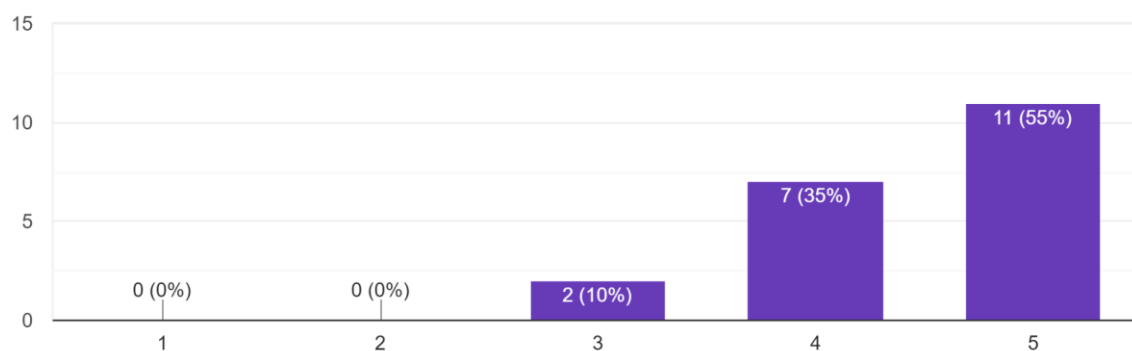
4c. De praktische bruikbaarheid van de informatie die tijdens het leerprogramma is verkregen, is zeer goed.

20 antwoorden



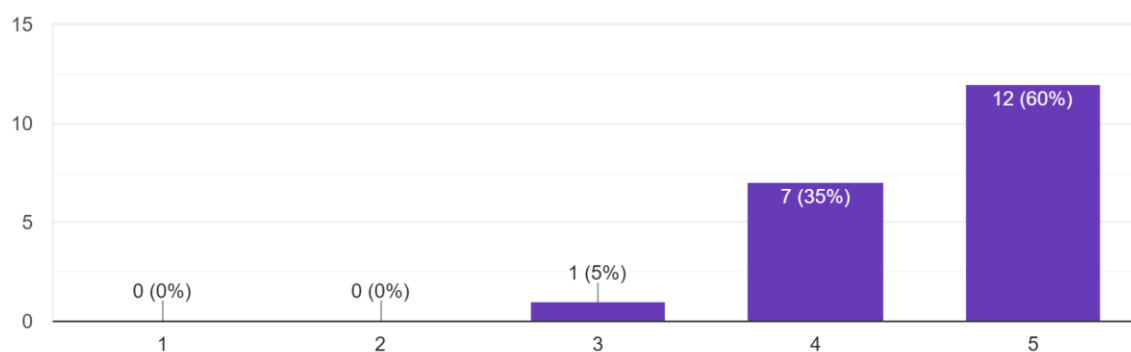
4d. De informatie en methoden die tijdens het leerprogramma werden geleerd, waren nieuw.

20 antwoorden



4e. De opgedane informatie en verworven methoden kunnen goed gebruikt worden tijdens het aanpassen van circulaire activiteiten en/of het vergroten van circulariteit in het MKB.

20 antwoorden



Question 5 was not an obligatory question therefore out of 20 respondents, we only received 3 responses which states:

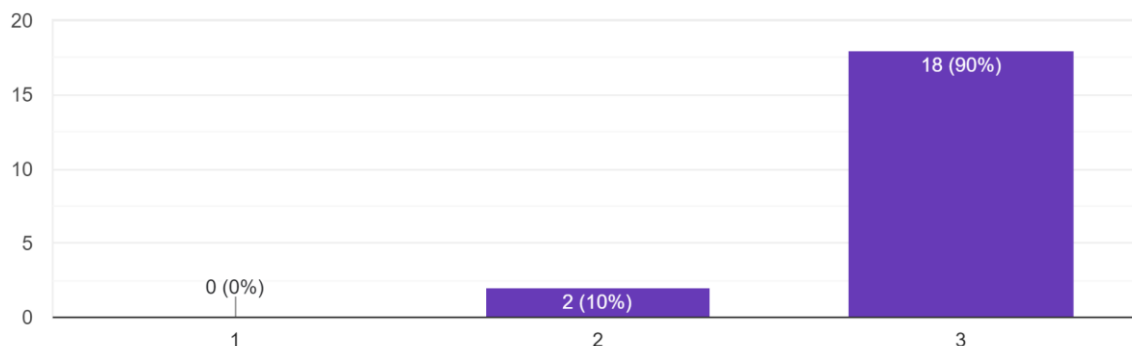
1. Sometimes a bit long and a lot. The answers are long to read
2. no, it is complete
3. The questions and answers of the scan are very long, which makes it seem a bit overwhelming, even though it is not too bad in the end.

As seen on the figures below, of the responses of question 6 “Give a scale of 1-3 how did you find the learning material” that the learning material were comprehensive, user-friendly and useful.



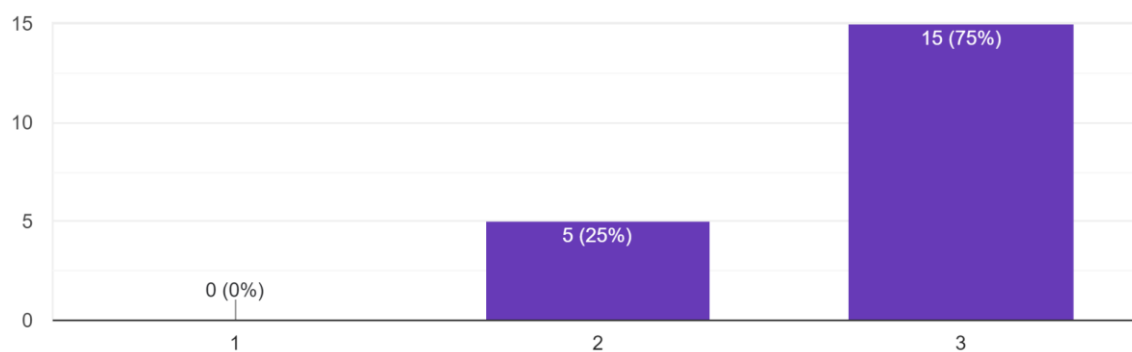
### 6a. Uitgebreid

20 antwoorden



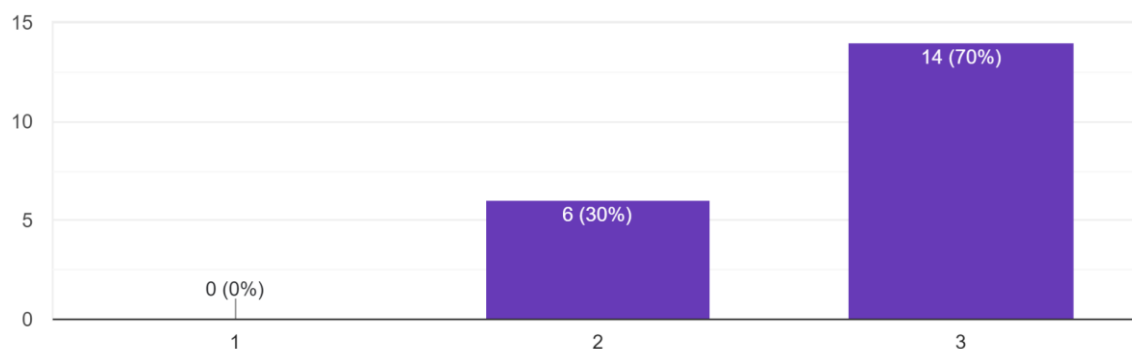
### 6b. Nuttig

20 antwoorden



### 6c. Gebruiksvriendelijk

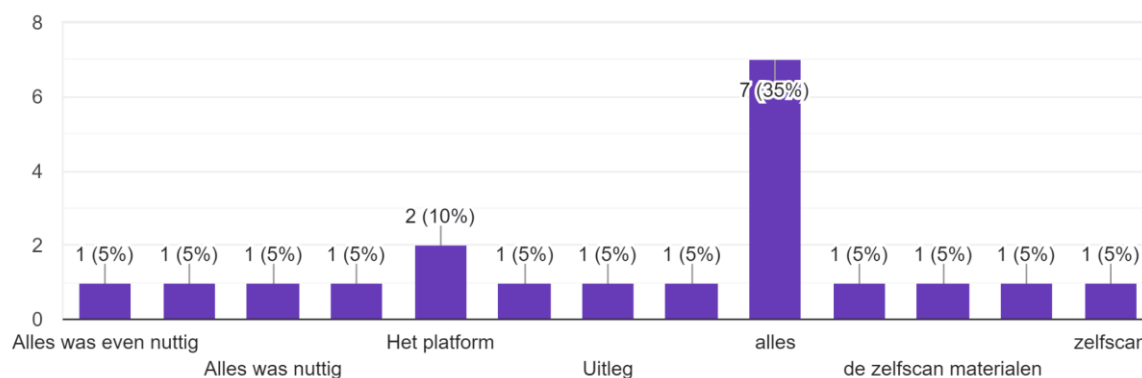
20 antwoorden



When asked which material is the most helpful on question 7, most respondents answered "all of them".

### 7. Welke materialen of hulpmiddelen vond je het nuttigst?

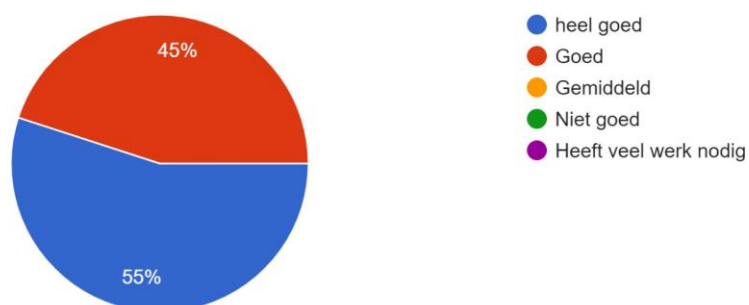
20 antwoorden



In question 8, respondents were asked, "what is the quality of the learning materials in the learning platform?". Respondents agree that it is between really good(55%) and good(45%).

### 8. Wat vindt u van de kwaliteit van de materialen die in het platform zijn opgenomen?

20 antwoorden



We also asked the respondents to explain further their answers to the previous question. However, this question is not obligatory hence, we only received 7 answers. The answers are as follows:

1. I had a good time looking for the sources that are most useful and instructive for me. Nice to be able to do a bit of research for yourself this way. Also nice to see examples from other countries.
2. The things I was curious about could be found there. Also very user-friendly thanks to the filters you can use.







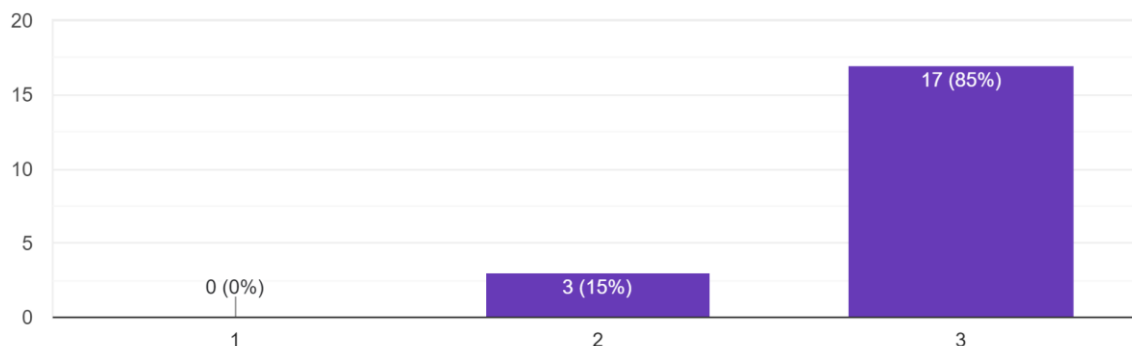
3. Everything was clear, practical and easy to apply.
4. Good materials that are very useful
5. They are well connected to the topics
6. Overall, it looks very good and you can find everything well with the filters. But if I have a company myself that I want to share my experience with as a best practice, I don't see an opportunity to add myself.
7. Everything looks professional

In question 10, respondents were asked how they found the self-scan in terms of being comprehensiveness, usefulness and user friendliness.. They all scored 2 and 3 out of 3.



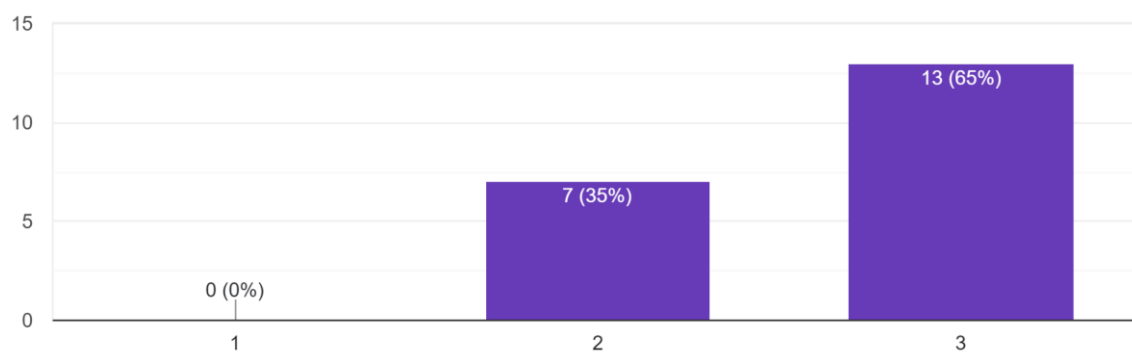
### 10a. Uitgebreid

20 antwoorden



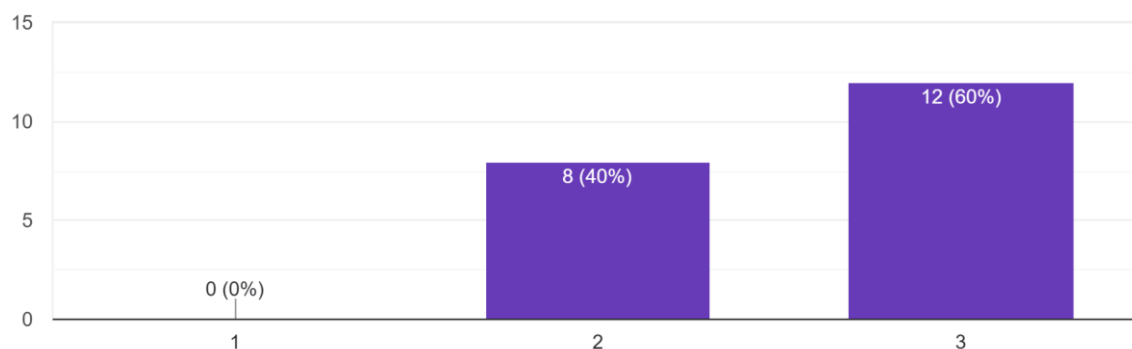
### 10b. Nuttig

20 antwoorden



### 10c. Gebruiksvriendelijk

20 antwoorden

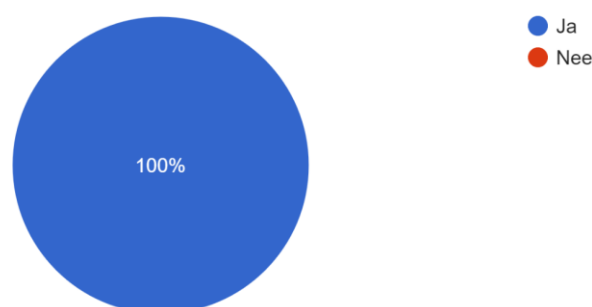


Question 11 was divided into two parts where respondents had to answer whether the self-scan was useful to analyse the circularity level of their business or not and then they had to explain why. The second part of the question was not obligatory.

All the respondents agreed that the self-scan helped them with assessing their business circularity level.

11. Was de zelfscan nuttig om het circulariteitsniveau van uw bedrijf te analyseren?

20 antwoorden



When asked to explain, 10 out of 20 respondents gave their answers as seen below.

1. Fitted well within my business
2. In a way, yes, because it is still nice to get confirmation that what you are doing is right. But the self-scan could be better targeted.
3. It gives insight
4. I was less aware than I thought of the steps I was taking, so it was good to be shown a mirror.
5. I don't think such a thing exists yet, so it was very enlightening to use the self-scan for my business
6. The self-scan is very easy to apply and gives useful information
7. It has helped give insights into my business.
8. It gives a clear picture
9. You see where there are improvements, even though you may have realised it yourself. In addition, the platform brings you to resources that could help you, which I found very useful.
10. Because nothing like this has yet been used for my business



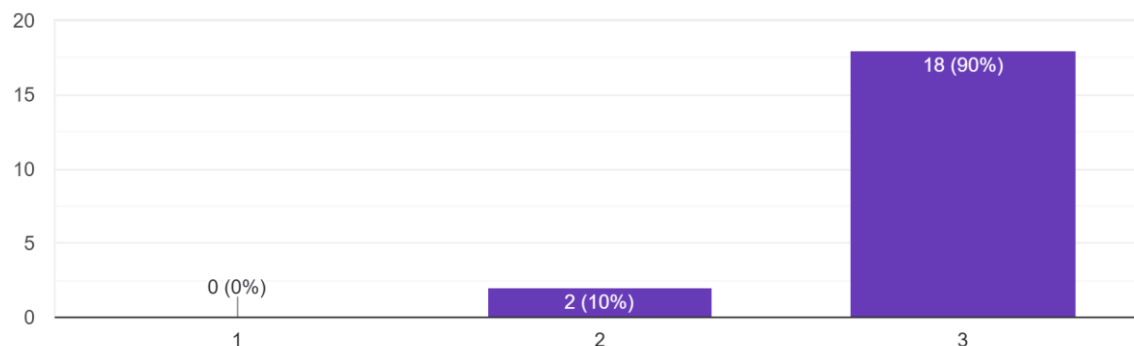


Question 12 asks the respondents about the overall platform in terms of their usefulness, comprehensiveness and user-friendliness). Again, the responses show positive results with 2 and 3s on a scale of 1-3.



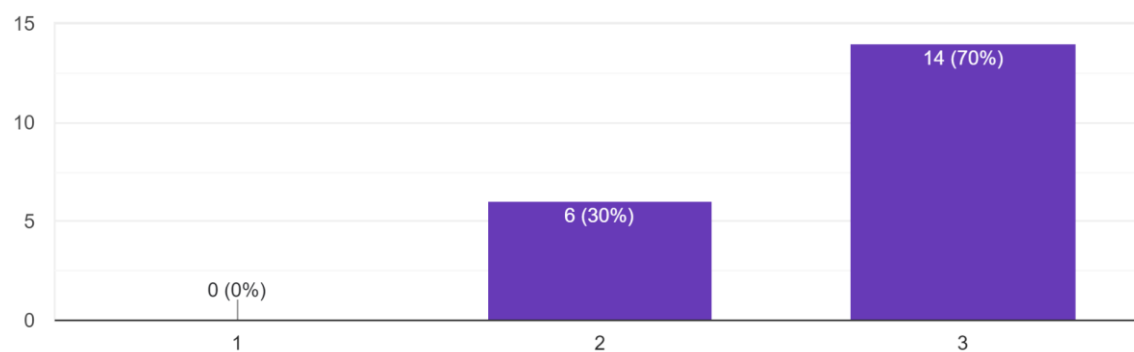
### 12a. Uitgebreid

20 antwoorden



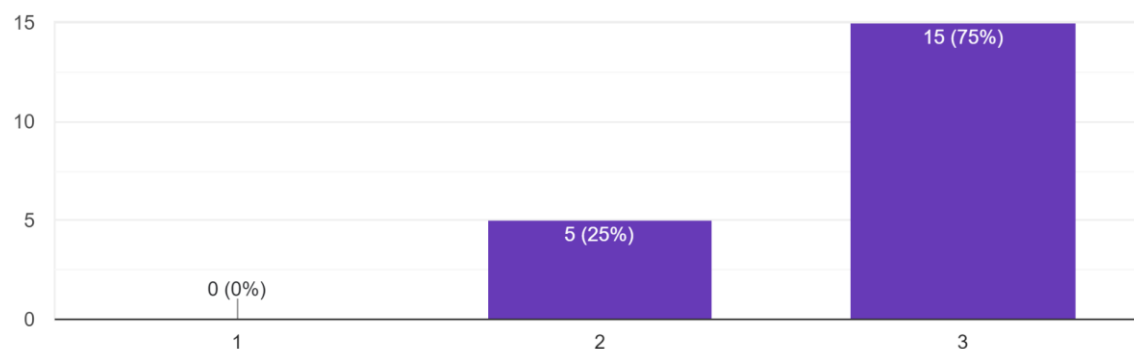
### 12b. Nuttig

20 antwoorden



### 12c. Gebruiksvriendelijk

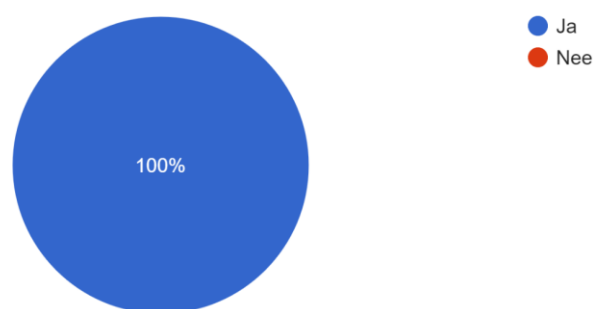
20 antwoorden



Last but not least, question 13 asks the respondents if they would recommend the platform to their business associates. All 20 respondents agree that they would recommend this platform to their associates.

13. Zou u de zelfscantool en het platform aanbevelen in uw bedrijfsomgeving?

20 antwoorden



Despite having difficulties with getting responses at the start, the team decided to personally phone people and manually fill in the survey for them. That way we were able to complete the survey in a timely manner.

The results of the survey show a positive result on the learning materials, self-scan and overall platform of the Circular SME Scan project. The results show that SMEs are quite satisfied with the platform and especially the self-scan as they have never seen such a thing that would analyse the position of their business circularity before.



## 4. ANNEXES

### Annex 1. Questionnaire for Pilot testing

#### CIRCULAR SME SCAN Validatie-enquête

Bedankt voor het bekijken van het online leerprogramma (<https://circularsmescan.eu/en/home>) dat is ontwikkeld door het CIRCULAR SME SCAN project. Vul deze korte vragenlijst in om ons te helpen het online leerprogramma te evalueren en te verbeteren.

Hartelijk dank voor uw bijdrage!

Circulair MKB Scan Team

[bdfriesland@gmail.com](mailto:bdfriesland@gmail.com) [Ander account](#)



 Niet gedeeld

\* Verplichte vraag



1. Geef uw land van herkomst aan \*

Nederland

Hongarije

Spanje

Griekenland

Anders: \_\_\_\_\_

2. Heb je de kans gehad om de zelfscan en het platform van het programma met de 4 hoofdprocessen te doorlopen? \*

Ja

Nee

2a. Zo nee, welk(e) onderwerp(en) heb je gekozen?

Leveringen

Werking-Productie

Detailhandel

Analyse van afvalstromen

3. Schrijf drie woorden op die in je opkomen over de zelfscan en het platform! \*

Jouw antwoord \_\_\_\_\_

4. Geef op een schaal van 1-5 aan in hoeverre je het eens bent met de volgende stellingen!





4a. De doelen van het leerprogramma zijn bereikt \*

	1	2	3	4	5	
helemaal oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helemaal mee eens

4b. Het leerprogramma voldeed aan mijn verwachtingen \*

	1	2	3	4	5	
helemaal oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helemaal mee eens

4c. De praktische bruikbaarheid van de informatie die tijdens het leerprogramma is verkregen, is zeer goed. \*

	1	2	3	4	5	
helemaal oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helemaal mee eens

4d. De informatie en methoden die tijdens het leerprogramma werden geleerd, waren nieuw. \*

	1	2	3	4	5	
helemaal oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helemaal mee eens

4e. De opgedane informatie en verworven methoden kunnen goed gebruikt worden tijdens het aanpassen van circulaire activiteiten en/of het vergroten van circulariteit in het MKB. \*

	1	2	3	4	5	
helemaal oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	helemaal mee eens

5. Als je andere opmerkingen of suggesties hebt over de inhoud of organisatie van het programma, laat het ons dan weten!

Jouw antwoord \_\_\_\_\_

6. Geef op een schaal van 1-3 aan hoe je het lesmateriaal vindt:

6a. Uitgebreid \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

6b. Nuttig \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

6c. Gebruiksvriendelijk \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

7. Welke materialen of hulpmiddelen vond je het nuttigst? \*

Jouw antwoord \_\_\_\_\_



8. Wat vindt u van de kwaliteit van de materialen die in het platform zijn opgenomen? \*

- heel goed
- Goed
- Gemiddeld
- Niet goed
- Heeft veel werk nodig

9. Leg uit

Jouw antwoord

---

10. Geef op een schaal van 1-3 aan hoe u de zelfscan vindt:

10a. Uitgebreid \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

10b. Nuttig \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens



10c. Gebruiksvriendelijk \*

1                      2                      3

oneens                                                        mee eens

11. Was de zelfscan nuttig om het circulariteitsniveau van uw bedrijf te analyseren? \*

- Ja
- Nee

11a. Zo ja, waarom?

Jouw antwoord \_\_\_\_\_

11b. Zo nee, waarom?

Jouw antwoord \_\_\_\_\_

12. Geef op een schaal van 1-3 aan hoe u het platform van zijn vindt:

12a. Uitgebreid \*

1                      2                      3

oneens                                                        mee eens



12b. Nuttig \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

12c. Gebruiksvriendelijk \*

	1	2	3	
oneens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	mee eens

13. Zou u de zelfscantool en het platform aanbevelen in uw bedrijfsomgeving? \*

- Ja
- Nee

