

# circular invest



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Circular  
Cities & Regions  
Initiative

CCRI Project

An initiative  
of the



European  
Commission

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# CONSORTIUM

INOVA+

 **META**  
knowledge to market

 **CIRCLE**  
ECONOMY  
FOUNDATION

 **ICLEI**  
Local Governments  
for Sustainability  
**EUROPE**

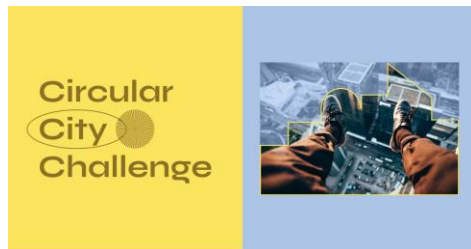


## ABOUT CIRCULARINVEST

CircularInvest helps **local and regional circular economy projects from across Europe** become investment-ready and access financial resources.



## OUR PARTNERS





## BENEFICIARIES & OPEN CALL

- ⊗ CircularInvest **project development assistance** (PDA) includes a variety of customised services based on the needs of project promoters including technical, business, legal and operational support.
- ⊗ Foster cross-fertilisation, peer-to-peer support, knowledge transfer and networking activities with a variety of **stakeholders and investors.**





## SERVICES

Circularity  
Optimisation

Business Plan  
Development

Fundraising





## CIRCULARITY OPTIMISATION

- Identify shortcomings, data gaps and improvement opportunities).
- Mapping of relevant stakeholders to be involved and tailored networking.
- Benchmarking for similar initiatives and best practices in the field.
- Alignment with national, regional and local policies and goals.
- Development of a KPIs to measure progress and impacts.





## INVESTMENT PROPOSITION (FUNDRAISING)

There Are Systemic Financial Barriers - Most investors are still working and thinking in terms of the linear economy. Their "take, make, dispose" mentality focuses on short-term profits, so they see solutions based on systemic changes such as the doughnut or the circular economy as risky investments.

Moreover, until prices account for social and environmental externalities, financial signals will be the primary deciding factors in economic decision-making, not environmental or social equity concerns.

It can be costly for businesses that want to get involved in alternative models, as the alternative is more mature, and markets are designed and shaped to maximise cost-efficiency and economies of scale.



# BUSINESS PLAN DEVELOPMENT

- 🌀 Market analysis,
- 🌀 Business strategy plan
- 🌀 Operations plan
- 🌀 Competitor identification and analysis,
- 🌀 Clear action plan to be implemented by the project and an estimation of time to market
- 🌀 IP strategy
- 🌀 Risks analysis
- 🌀 Financial forecasts to assess the financing need
- 🌀 Governance and investment vehicle analysis
- 🌀 Regulation analysis



# TARGET GROUPS

**Circular Economy Project Promoters**

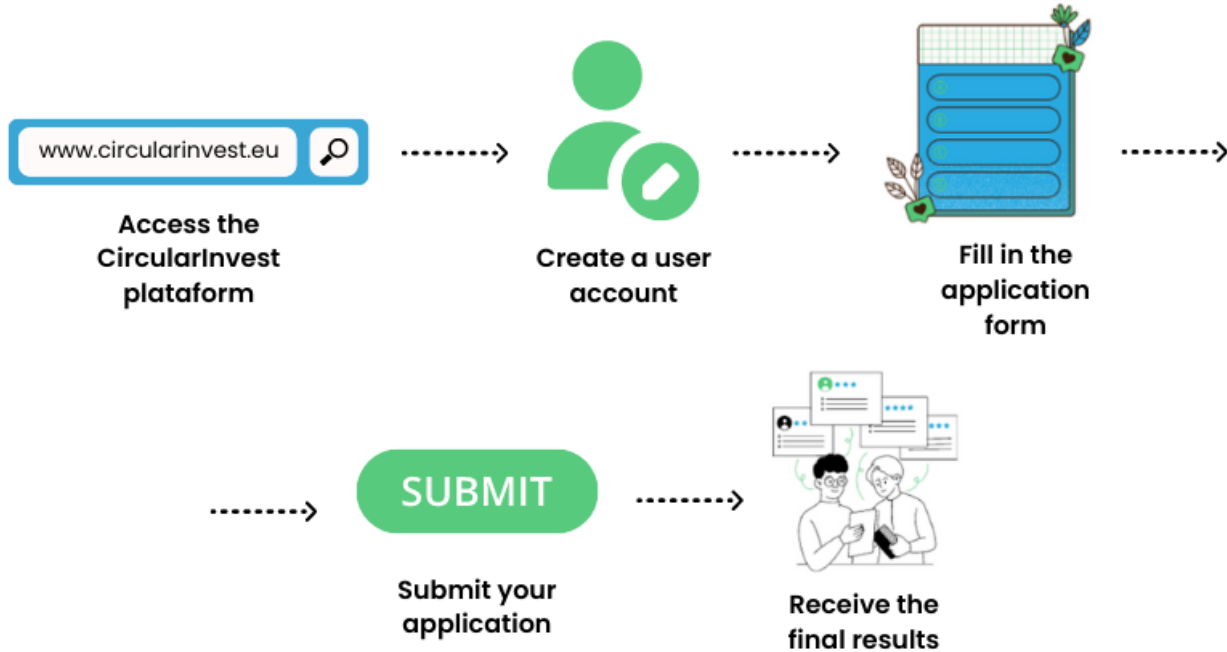


*Examples:*

- Utility companies (e.g., waste and water management enterprises);
- Local municipalities & regional authorities;
- Intermunicipal management services;
- Universities & research centres;
- Environmental, technology and R&D organisations;
- SMEs/startups and corporates;
- Non-profit associations.
- And **consortia** of all the above!



# HOW TO APPLY?



circular  
invest

Thank you!

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cities-eu