

# circular invest

Info session  
23<sup>rd</sup> of July 2024



Funded by  
the European Union



Circular  
Cities & Regions  
Initiative

CCRI Project

An initiative  
of the



European  
Commission

## AGENDA

**\*11H00** About CircularInvest

**11H15** CircularInvest selected projects

**11H25** Application process: 3rd Open Call

**11H40** Q&A session

\*All hours are in CEST



## HOUSEKEEPING RULES

1 This session will be recorded. The option to disable the camera is available.

2 We kindly ask you to mute your microphones.

3 For asking questions, please use the Chat.





# What type of organisation do you represent?

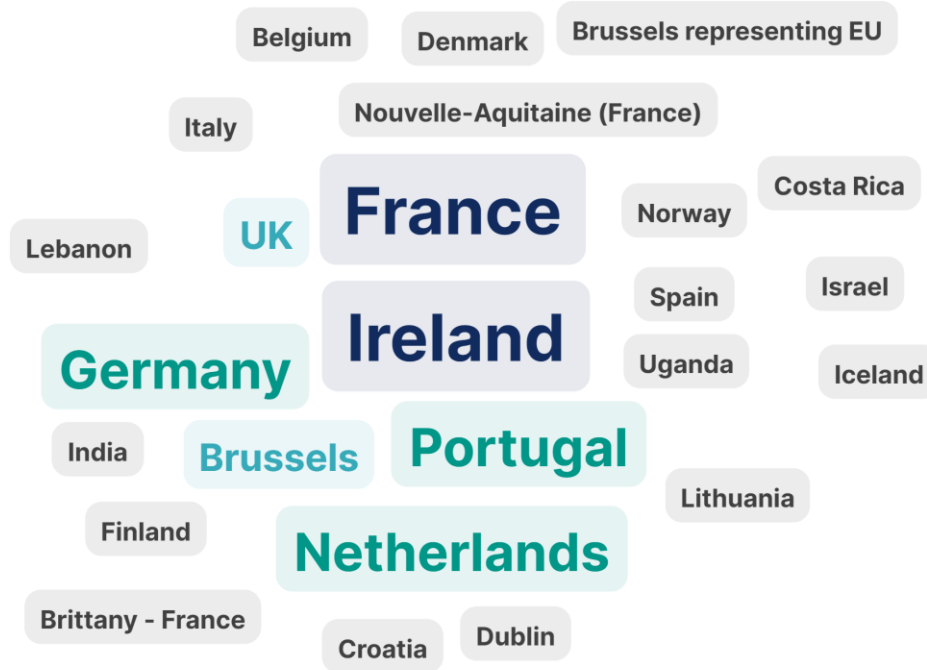
Wordcloud Poll





## Where is your organisation based?

Wordcloud Poll



# ABOUT CIRCULARINVEST





## ABOUT CIRCULARINVEST

CircularInvest is a project development assistance (PDA) initiative that helps **local and regional circular economy projects from across Europe** become investment-ready and access financial resources.



# CONSORTIUM

INOVA+

 **META**  
knowledge to market

 **CIRCLE**  
ECONOMY  
FOUNDATION

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

## PROJECT DEVELOPMENT ASSISTANCE UNDER CCRI

- CircularInvest operates under the umbrella of the [Circular Cities and Regions Initiative \(CCRI\)](#).
- CCRI is an initiative of the EC and it focuses on implementing the circular economy across Europe's cities and regions.
- CCRI-PDA is a tool to advance this process by providing project development assistance contributing to the delivery of a series of sustainable circular economy projects.



## CIRCULARINVEST PDA

- ⊕ CircularInvest 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.**



# CIRCULARINVEST PDA



Experts



Beneficiary

**Mentoring/coaching**



Peers



Beneficiary

**Peer-to-peer support**



Investors

CE project promoters

Diverse Stakeholders



Beneficiary

Beneficiary

Beneficiary

**Networking**





## PDA SERVICES

Advancing Circular  
Optimisation

Business Planning

Fundraising

Legal and  
Regulation



Experts



Beneficiary



# ADVANCING CIRCULAR OPTIMISATION

- Conduct circularity assessment to discuss potential for improvements and develop a monitoring framework for monitoring impact.
- Implement stakeholder mapping, by identifying, analysing, and prioritising stakeholders.
- Benchmarking for similar initiatives and best practices in the field.
- Policy analysis and creating linkages with local/regional strategies, with a focus on the EU taxonomy and the Corporate Sustainability Reporting Directive (CSRD).



# BUSINESS PLANNING

- ⦿ Support to business plan development/ business plan review (competition analysis, target audience identification, market analysis, roadmapping, commercial strategy, defining an approach for generating revenue and achieving profitability).
- ⦿ Review the existing Unique Value Proposition to ensure it is clear, concise, and easy to understand; Identify and highlight the unique strengths that sets the solution/organisation apart.
- ⦿ Financials review: revision of the financial plan, help present the financial plan to investors.





## FUNDRAISING

- ◉ Analyse of the investor / funding landscape to identify the most suitable partners for your project.
- ◉ Support to the development of a clear and actionable fundraising plan / review the fundraising plan, outlining the funding goals and the steps to achieve them.
- ◉ Provide of valuable insights into what investors look for in potential investments.
- ◉ Craft a compelling presentation that effectively communicates your project's vision, value proposition, and potential for success.
- ◉ Give insights on how to deliver a captivating pitch that grabs attention, ignites interest, and secures investment.





## LEGAL AND REGULATORY

- ⦿ Assess your project's specific needs and ensure compliance with relevant regulations.
- ⦿ Translate complex legal jargon into clear, actionable steps for your project.
- ⦿ Identify and address potential legal and regulatory hurdles, minimising project risks.
- ⦿ Guide you through the permitting and licensing process, ensuring you have the necessary approvals to move forward.
- ⦿ Support to IP strategy.



# CIRCULARINVEST SELECTED PROJECTS





## OUR PROJECT BENEFICIARIES



### Food waste to Omega-3

Solution to convert food waste into a sustainable source of Omega 3.



### Optifood

B2B digital marketplace for the supply and demand of surplus food.



### ReNew Lifecycle

B2B and B2C web platform that will extend electronic device lifecycles (intelligent device fleet management platform & Right to Repair platform).





### **SURLEV SAS - Upward Building Extension Without Demolition**

Optimize urban/built space through upward building extension by roof lifting, without demolition.



### **LoopLook**

Digital platform - a B2C online marketplace for regional textile services - customised alternative solutions to regular shopping practices (repair, redesign, alter, etc).



### **rEcharge - automated process for preparing cylindrical Li-ion battery cells for reuse**

Recovery of discarded, most commonly used Lithium-ion batteries (cylindrical type) for safe reuse.



### **The Ocean Package**

Sustainable, closed-loop system for packaging in the e-commerce sector by developing and implementing reusable packaging, a multi-use packaging solution.



## ADDED VALUE FOR CE PROJECTS PROMOTERS

- ⊕ Tailored one-to-one and peer-to-peer support.
- ⊕ Relevant CE and business experts' pool.
- ⊕ Online sessions.
- ⊕ Up to 15-25 experts days for each beneficiary.
- ⊕ Pitch academy / Pitch events / Links with investors.



# APPLICATION PROCESS: 3RD OPEN CALL





## OPEN CALLS

- Beneficiaries selected via open calls
- **First Open Call for applications**  
from **28 April 2023**  
until **30 June 2023**
- **Second Open Call for applications**  
from **17 October 2023**  
until **15 December 2023**





## NEW OPEN CALL



from **8 April 2024**

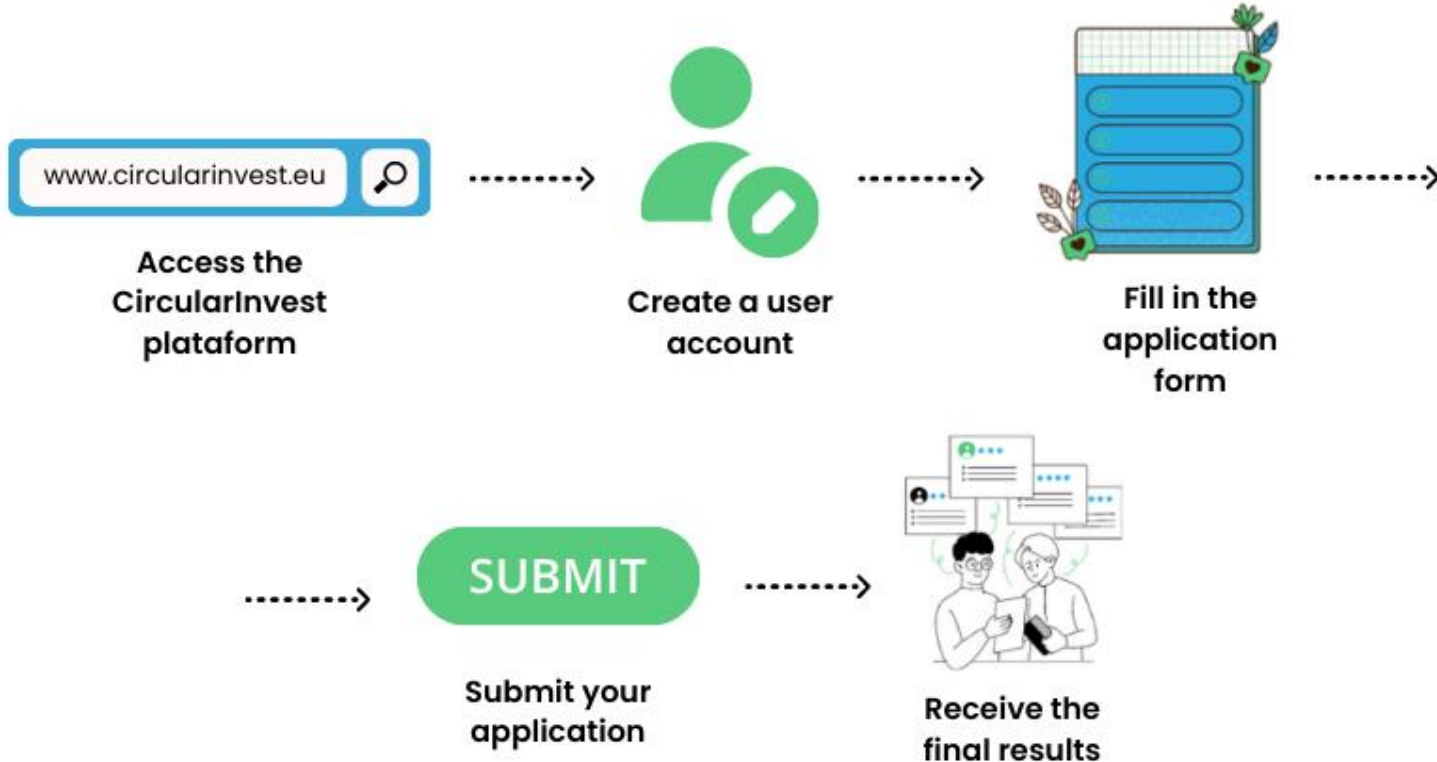
until **13 September 2024**

[www.circularinvest.eu/](http://www.circularinvest.eu/)

[www.circularinvest.eu/Home/Applications](http://www.circularinvest.eu/Home/Applications)



# HOW TO APPLY?





## ELEGIBILITY CRITERIA

- ⊕ Location in an EU Member State or Horizon Europe-associated country
- ⊕ Compliance with the EU Circular Economy classification system
- ⊕ Compliance with the EU Circular Economy Action Plan (CEAP) sectors of interest
- ⊕ Sub-national coverage (regional/local)
- ⊕ Total investment between €1M and €20M
- ⊕ Commitment from the applicants if selected
- ⊕ English language



# TARGET GROUPS

**Circular Economy  
Project Promoters**



## *Examples:*

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



## WHO ARE CIRCULARINVEST'S SERVICES TAILORED FOR?

**CircularInvest's** services are tailored for circular projects with a sufficient level of maturity that offer a minimum viable product/service or scalable prototype (Technology Readiness Level 6 or higher), and adopt a clear business and financial model, demonstrating the projects' economic potential. The projects should be innovative, providing unique benefits or advantages to customers as compared to existing alternatives, and generate positive impacts (environmental, economic, social) in one or more eligible CircularInvest territories (sub-national: local or regional).

Good maturity level

Solid governance structure

Generate a positive impact at the regional and/or local level

Innovative circular solution



# APPLICATION FORM SECTIONS

## Section 1 – General information

Information about the circular project.

## Section 2 – Project impact

Information about the expected/generated impact of the circular project.

## Section 3 – Consortium

Identify and describe the governance and the members of the consortium.

## Section 4 – Business proposition

Analyse the circular project and evaluate its readiness for securing future investments.

## Section 5 – Investment proposal

Information on the financial resources needed to implement the circular.

## Section 6 – Support needed

Understanding which services would be beneficial for the circular project in order to apply for funding and implement it.





Does the company need to be registered to apply for the funding?

What is the preferred TRL level for projects?

Methodology and metrics

Are UK-based universities eligible to take part in CircularInvest funding opportunities?

Are organisations operating outside the EU eligible to apply?

Can a company with turnover less than the needed funding with credible partners apply?

Can you provide examples of successful models or partnerships where startups and local governments have worked together to implement sustainable projects? What strategies do you recommend for creating a strong partner network and securing long-term collaborations?





What is the current success rate of projects obtaining the level of investment that they have detailed in their application?

Are there more planned calls? Every year? Or is this the last call?

Is there assistance with introductions and pilot projects?

Are there other funds to level up the tech?

Do we get the recording and slides later?

In terms of the total investment of the project (€1M to €20M). Is the expectation that this investment will come from private investors? Could projects be seeking funding from Research Councils or European Agencies?



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# Thank you!