



European  
Commission

### **WIFI: EC\_Guest**

Username: guest\_rtd@rtd  
Password: Welcome2RTD

## **3<sup>rd</sup> CCRI Coordination and Support Workshop:** Making circular investments pay off for cities and regions

13 November 2024  
European Commission



## Opening and setting the scene

Moderated by **Jan Maarten de Vet**  
CCRI Office



# Housekeeping rules

## In-person attendees

- **Questions/Support needed?** The Support staff members can help you – they are wearing a **RED lanyard**
- Raise your hand during the Q&A sessions – a conference assistant will give you the microphone

## Online attendees

- Cameras and microphone are disabled for this event.
- Only plenary sessions will be streamed. Other activities will be in-person only.
- We want to hear from you! Write your comments and questions in the chat.

# Agenda



| Time          | Agenda item  |
|---------------|--|
| 09:00 – 09.30 | <b>Opening and setting the scene – Atrium</b>  |
| 09.30 – 10.30 | <b>Plenary session I</b><br>Turning Circular Solutions into Investment Opportunities – Atrium  |
| 10.30 – 11.45 | <b>Matchmaking coffee break – Aquarium</b>   |
| 11.45 – 13.00 | <b>Thematic Working Groups – Round 1</b> <ul style="list-style-type: none"><li>1. Industrial symbiosis and Circular Economy in Industries (SDR1)</li><li>2. Circular bioeconomy (SDR2)</li></ul> |
| 13:00 – 14:00 | <b>Lunch break – Atrium</b>  |
| 14:00 – 15:45 | <b>Thematic Working Groups – Round 2</b> <ul style="list-style-type: none"><li>1. Construction and circular buildings (SDR1)</li><li>2. Circular resource management (SDR2)</li></ul>            |
| 15:45 – 16:15 | <b>Coffee break</b>  |
| 16:15 – 17:00 | <b>Plenary session II</b><br>CCRI in action: Stories of success and innovation from our community - Atrium   |
| 17:00 -17.15  | <b>Closing remarks</b>   |
| 17.15-19:00   | <b>Networking drinks – Atrium</b>  |



## **Welcoming remarks**

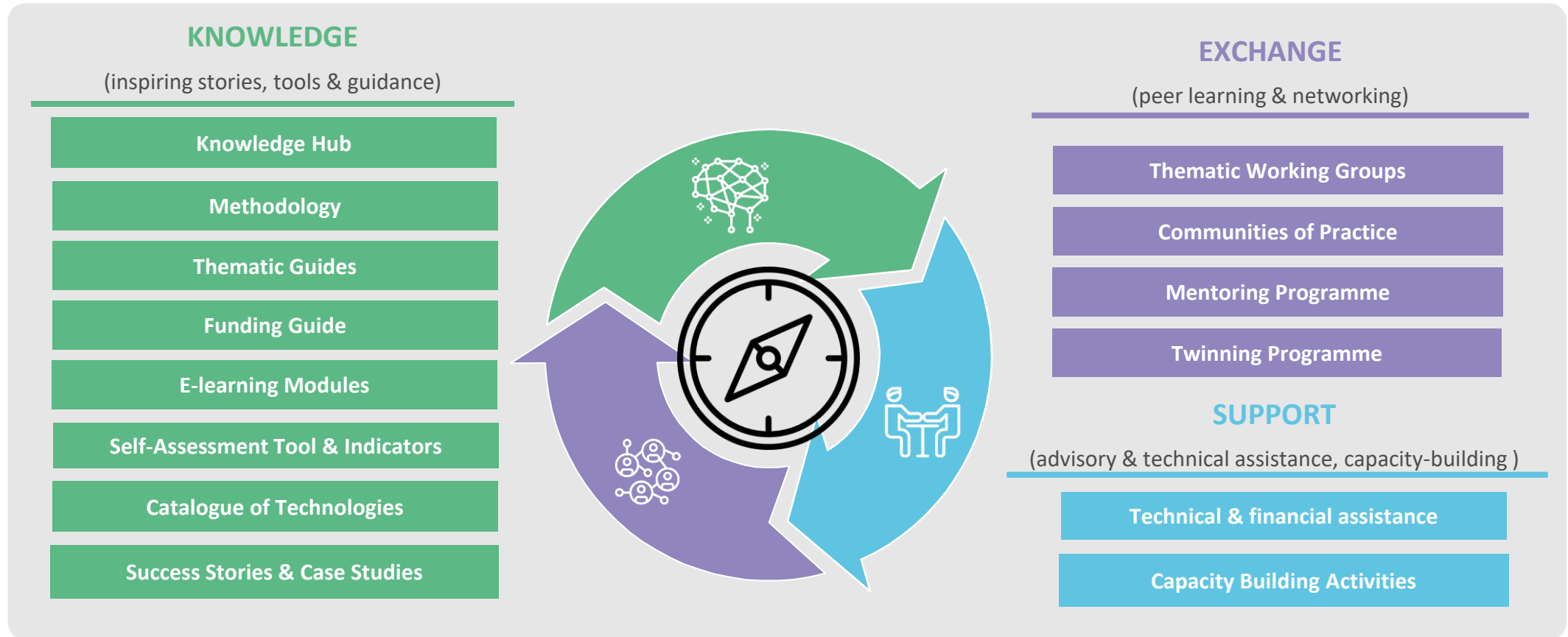
### **Astrid Ladefoged**

Head of Unit in 'Green Transitions', Directorate-General for Research & Innovation, European Commission

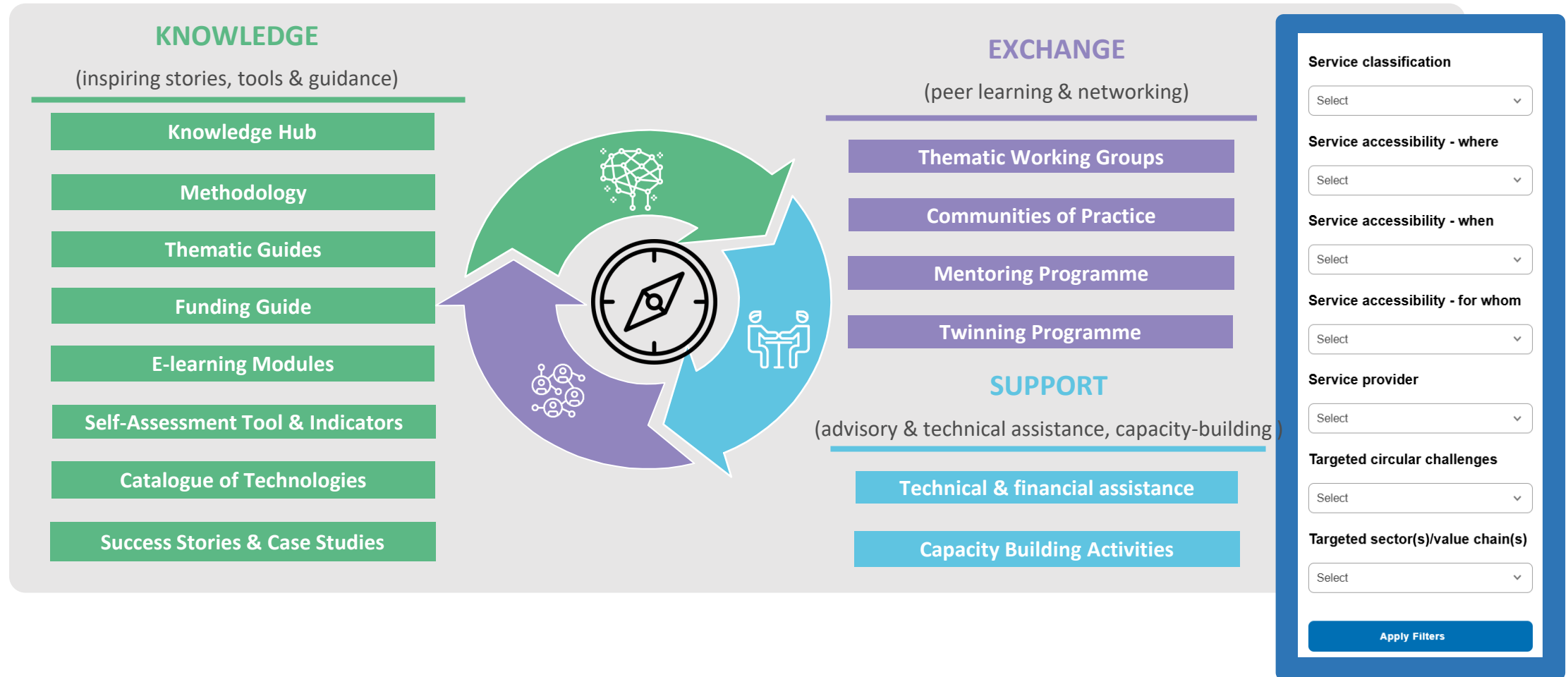


## Setting the scene

# The Circular Cities and Regions extended offer



# The Circular Cities and Regions Compass





# The Circular Cities and Regions Map


Search

Country Supported by Type

Targeted sectors Name of the project(s) Participation in other relevant initiative(s)

Apply

City Province/county Region Territorial cluster

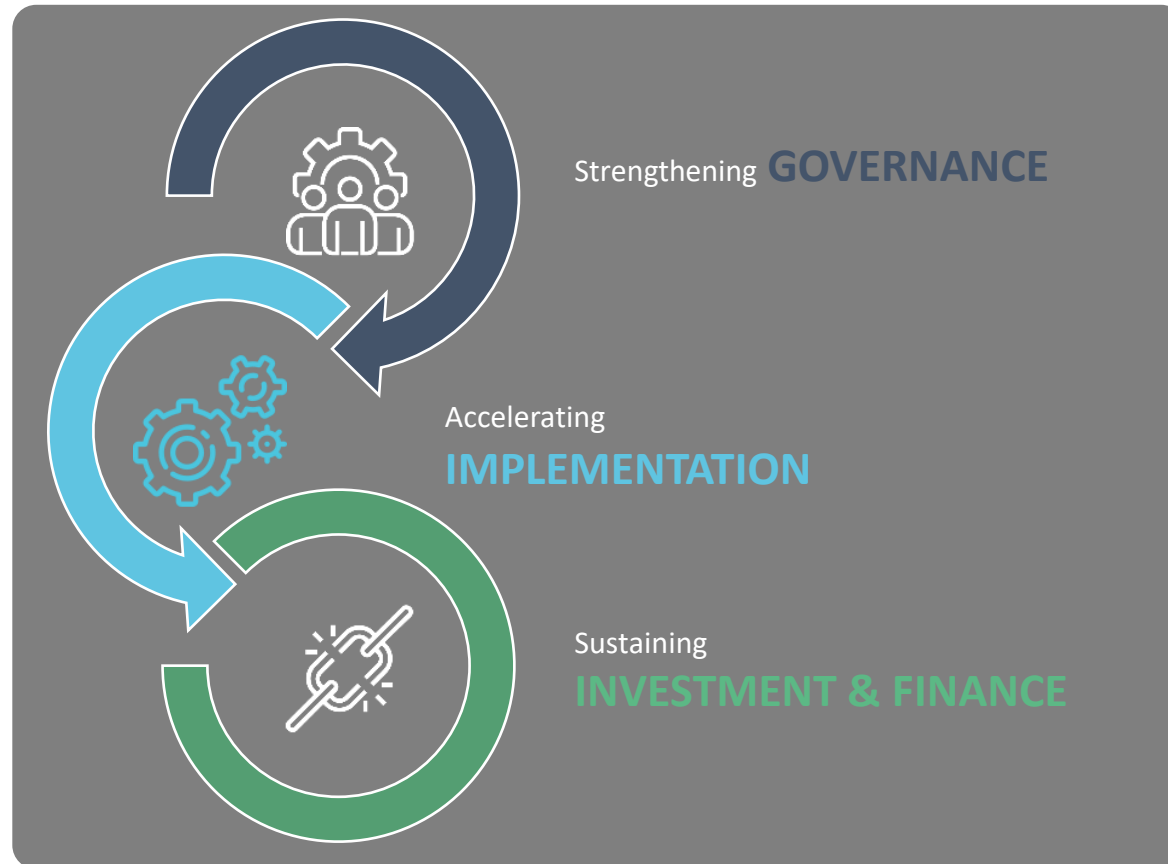


The map displays Europe with various regions highlighted in blue and green. Numbered markers (1-11) are placed on the map, indicating specific locations. A legend at the bottom left identifies the markers: City (blue circle), Province/county (blue square), Region (green triangle), and Territorial cluster (green star). The map also includes a search bar and filters for Country, Supported by, Type, Targeted sectors, Name of the project(s), and Participation in other relevant initiative(s).

To date, **+140 cities, regions and territorial clusters** have teamed up through the Initiative to advance their circular transition. More will be supported soon!



# The Circular Cities and Regions' scope of support



## Sectors

Resource & waste management  
Construction & buildings  
Bioeconomy  
Digital economy  
Transport & mobility  
Industry  
Agriculture, forestry & fisheries  
Climate & biodiversity  
Land use planning  
Tourism

## Products/value chains

Food, water & nutrients  
Electronics & ICT  
Plastics  
Textile & furniture  
Batteries & vehicles

## Cross-cutting issues

Innovation & technologies  
Stakeholder engagement & collaboration (across value chains)  
Consumer behaviour change  
Business models & financing  
Monitoring & impact evaluation





circular  
invest

X



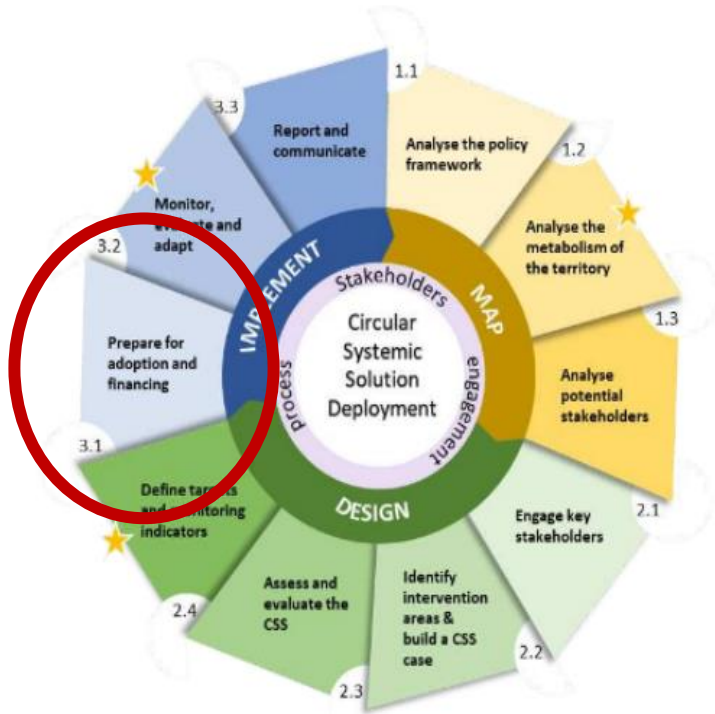
Circular Cities & Regions Initiative

## Plenary session I

# Turning Circular Solutions into Investment Opportunities

In cooperation with Circular Investment Readiness Network (CIRN)

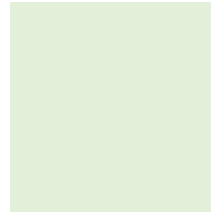
# Introduction into this session



## ***Circular cities & regions initiative:***

Methodology for the implementation of a circular economy at the local and regional scale

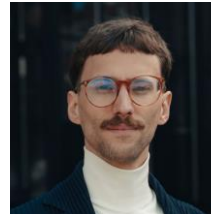
## Speakers:



### ***Introduction to the Financing Landscape:***

*Tjerk Wardenaar, CCRI-CSO*

*Tommaso Buso, Bankers Without Boundaries*



### ***Mastering the Circular Pitch & Pitching Insights:***

*Mieke Pieters, Circular Hub & Circular Kickstart*

*Cédric Vanhoeck, RESORTECS*

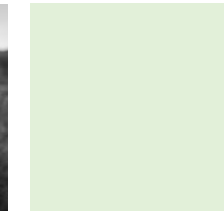
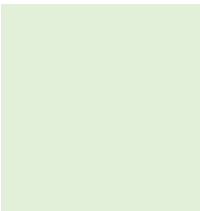
*Franc Bogovic, Finance Invest Brussels*



### ***Circular pitches:***

*FRONTSH1P: Anna Wypych & Zbigniew Przygodzki,*

*Fabio Magrassi*



*Greentech Innovators: Svetlana Lyngstad*

# Introduction into the financing landscape:

circular  
invest

X

Definite  
CCRI



Circular Cities & Regions Initiative

## Valuable resources to start:

*Circular City Funding Guide (update planned)*

*DEFINITE-CCRI study on investor base & financial instruments*

*CCRI-CSO Support materials*



[About](#) [Circular city context](#) [Guidance for fund-seekers](#) [Guidance for funders](#) [Resources](#) [News](#) [Search](#)

## Welcome to the Circular City Funding Guide!

Here you can find information and support on the funding of circular projects and activities in an urban context

Looking for general information?

[GO TO CIRCULAR CITY CONTEXT](#)

[Home](#) | [About](#) | [CCRI stakeholders](#) | [Working groups](#) | [Events](#) | [Support materials](#) | [FAQs](#) [Search](#)

### Funding and financing

In this section you can learn about suitable funding options for Circular Systemic Solutions, or their components, at different stages of development and with varying risk profiles. Considered funding types include grants & subsidies, equity & quasi-equity, guarantees, debt and alternative funding.

[Home](#) > [Support materials](#) > [Funding and financing](#)



DEFINITE-CCRI

## Report on Investor Base and Financial Instruments

(Deliverable 2.3.)

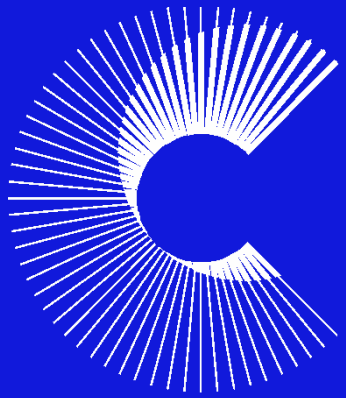


# Mastering the Circular Pitch & Pitching Insights

## Presenters:

- Mieke Pieters, Circular Hub & Circular Kickstart
- Cédric Vanhoeck, RESORTECS
- Franc Bogovic, Finance Invest Brussels

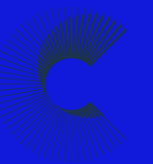




**the  
Circular  
kickstart**

# **Understanding the Circular Pitch**

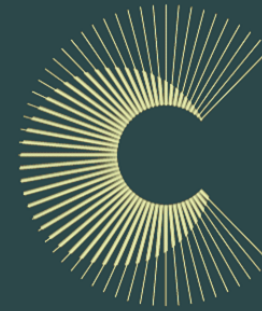
**Brussels, 13<sup>th</sup> of November 2024**





**Mieke Pieters**

CEO Circular Hub  
/ the Circular Kickstart



**the  
Circular  
hub**

THRIVE on circular economy





**Digital R**



**Climate R**



**Circular R**

## **#3 Ambitions for Growth**



4



5



6



# WHAT ?



**the  
Circular  
kickstart**





# We are the circular accelerator programme in Europe

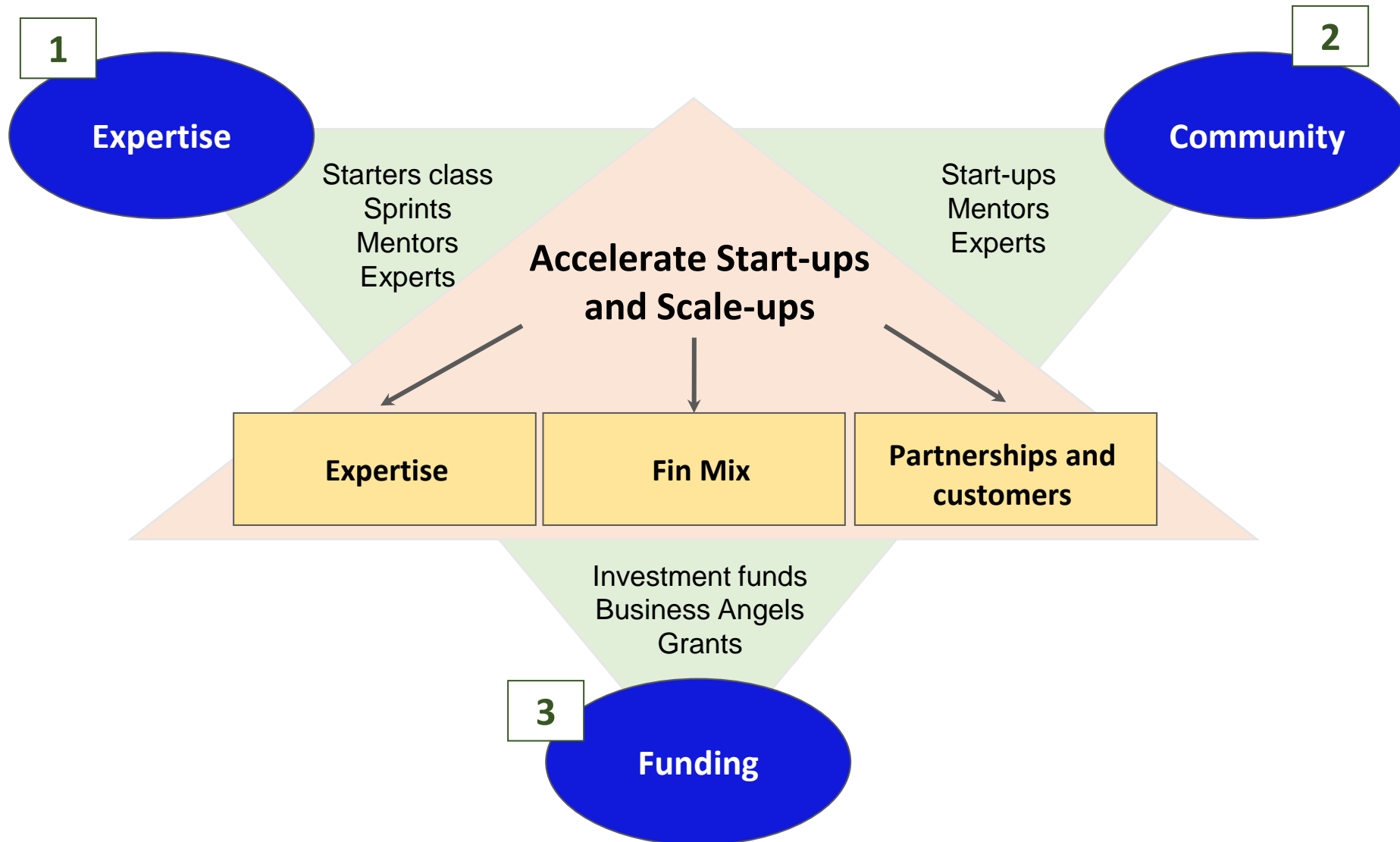
We help startups & scaleups to 10x the transition to the  
new economy





# Our ambition : All startups circular by 2030

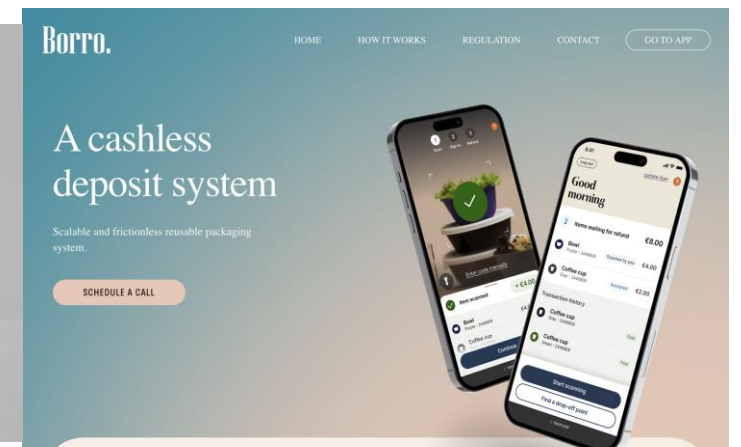
# Circular Kickstart Pillars







# Who are our start-ups?



# Some facts & figures (Belgian edition)

**5** kickstart editions in 5 year

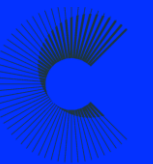
**1** vertical (healthcare) with + **#20** partners

**200** start-ups enrolled

**60** start-ups accelerated

**+1000 circular** start-ups in our community

**+45** new start-ups in 2024







VERHAERT | MASTERS IN INNOVATION



the  
Circular  
kickstart



# Circular Startup mastermind 2024



Deel je expertise met  
jonge ondernemers



Laat je inspireren door  
de succesverhalen van  
circulaire start-ups



Geniet van een  
interessante avond vol  
netwerkopportunities



the  
Circular  
kickstart



VLAIO

partner in #sterkondernemen

12/11/2024 – Wintercircus, Gent

Schrijf je in

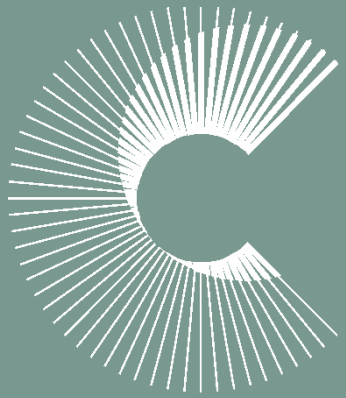




# Together with our partners, we want to co-create the circular business community

Connecting startups, scaleups, investors, corporates, research  
institutions, etc.





**the  
Circular  
kickstart**

resortecs®

# Understanding the Circular Pitch

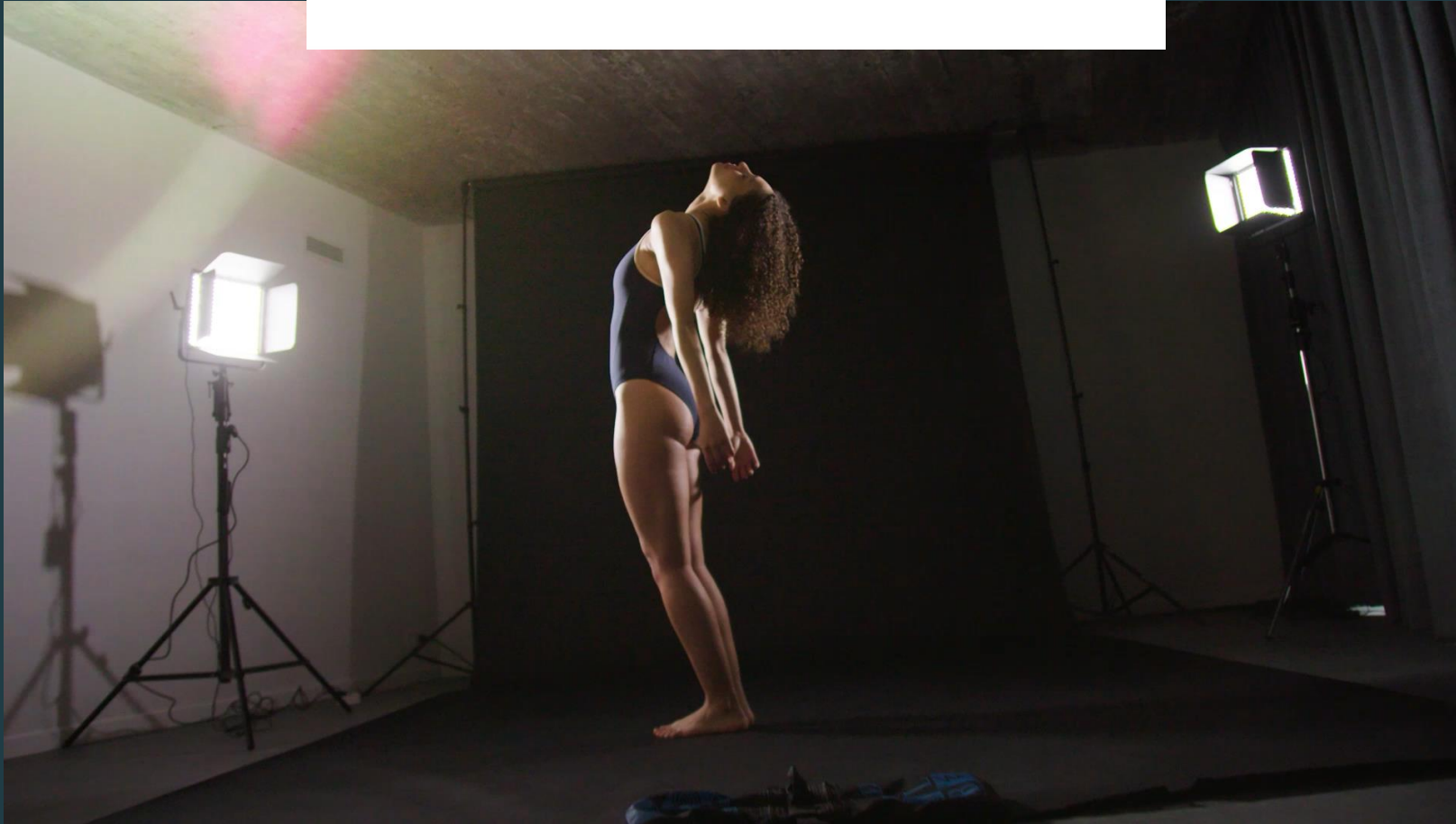
Cédric Vanhoeck – CEO Resortecs

Frank Bogovic – Finance Invest Brussels


A group of people are gathered around a large wooden table in a modern office or meeting room. They appear to be in a collaborative meeting, with some looking at documents and others looking towards the center. The room has large windows in the background, and the overall atmosphere is professional and focused. A large text overlay is centered on the image, with the word 'OPPORTUNITY' highlighted in a blue box.

= UNDERSTANDING THE  
**OPPORTUNITY** OF  
CIRCULAR START-UPS

res:ortecs®







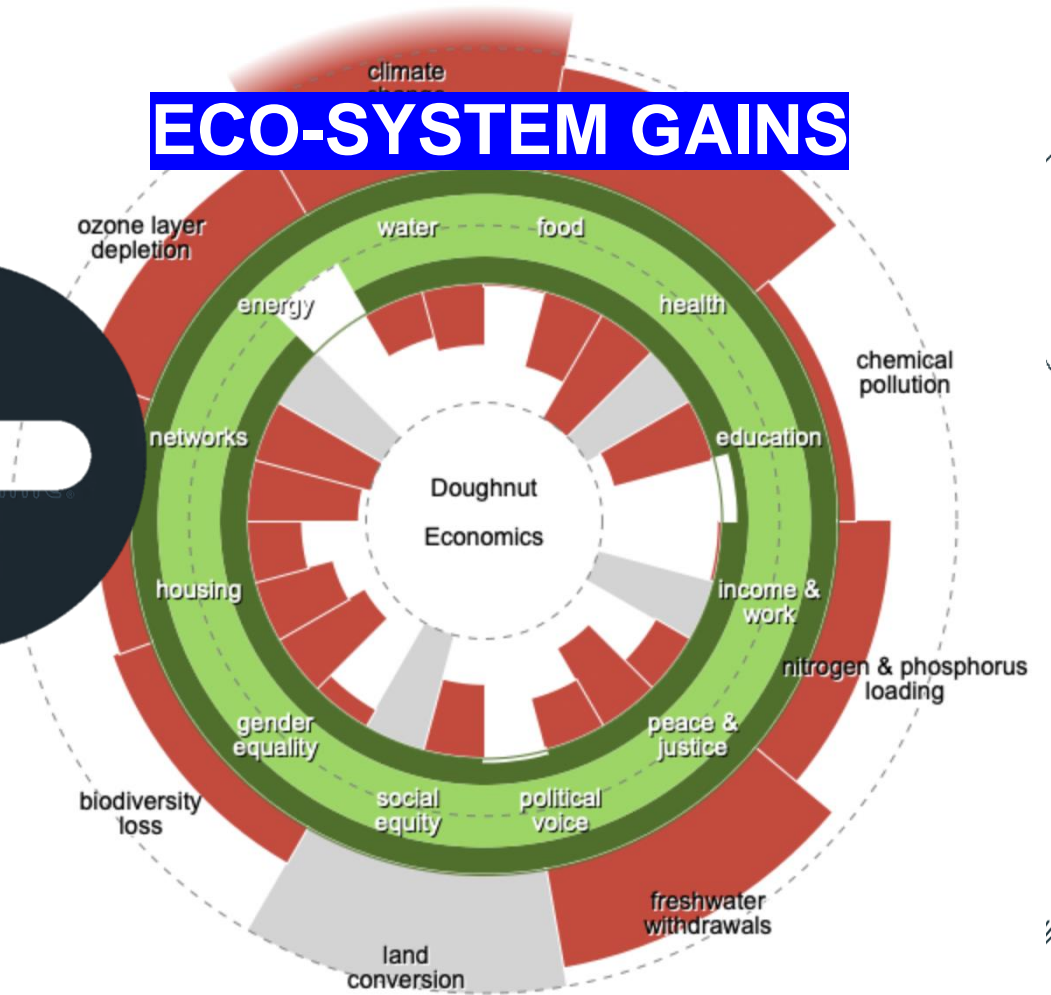
# PITCH – PART I

Which **problem** are you  
solving for **who**?

# The principle of **double impact!**

**USER GAINS**

**ECO-SYSTEM GAINS**

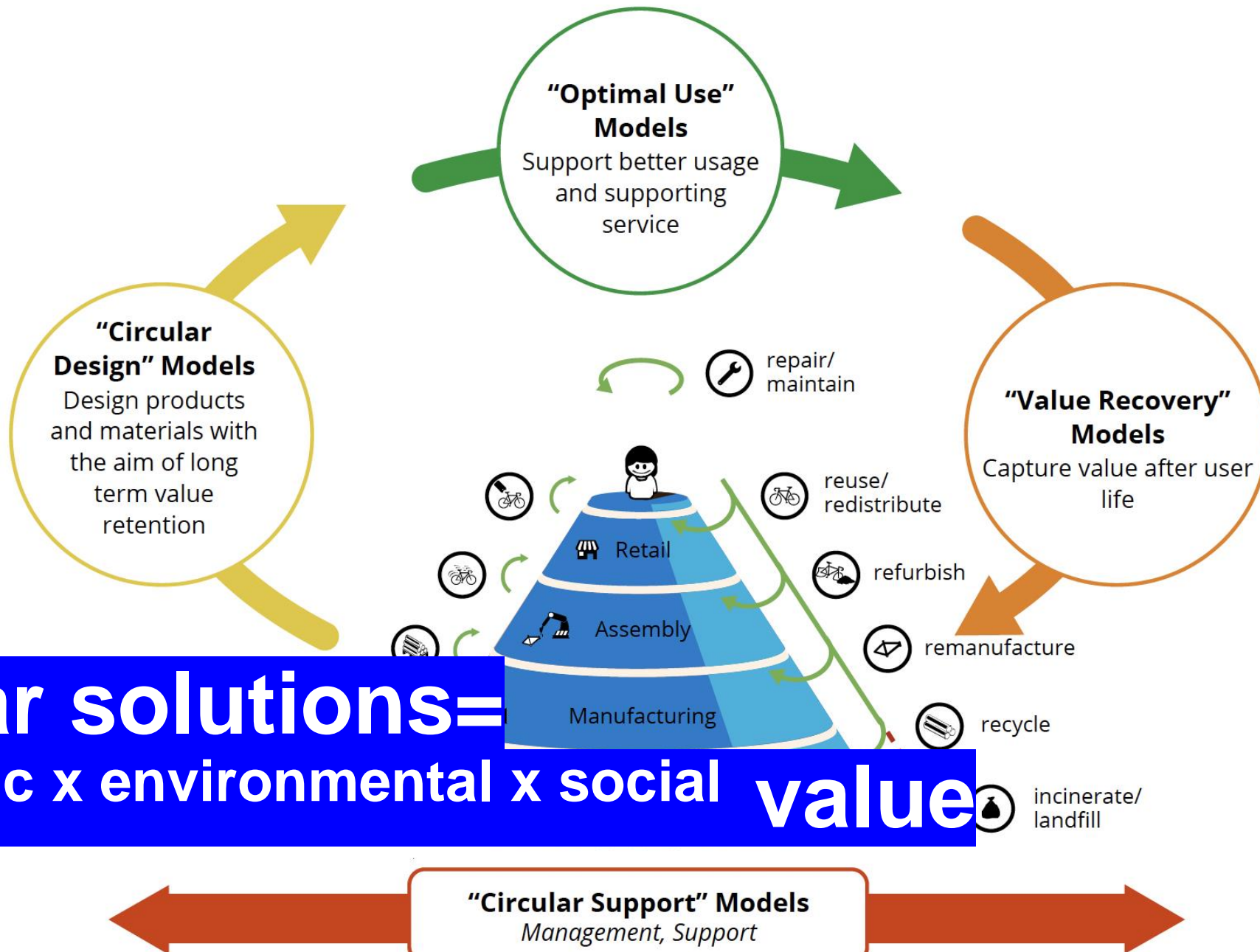






# PITCH PART II

## What is your **value proposition?**



**Circular solutions =**  
**x economic x environmental x social value**





# PITCH PART III-

## The **product-market fit**

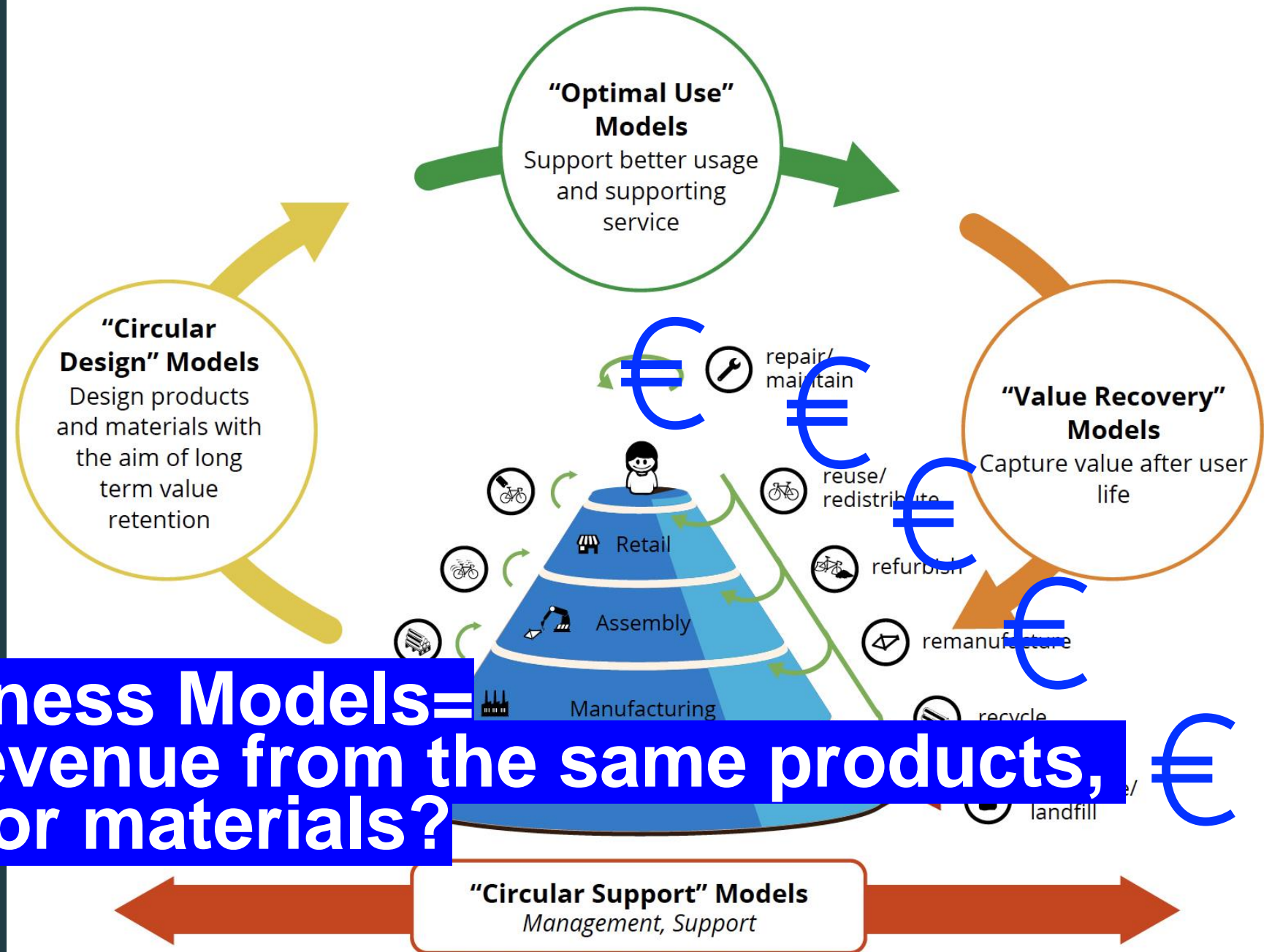


# Is there a market for circular solutions?

- ✓ Transition: We will shift to a circular economy
- ✓ Boosting demand: 100% of public procurement → circular solutions)
- ✓ Futureproof legislation: Shifting policies to support circular products and services (CSR-D)
- ✓ Need for Circular Supply: Ensuring the market meets the demand for circular options



# **PITCH PART IV – How will you generate revenues?**



**Circular Business Models=**  
**How to 10x revenue from the same products, components or materials?**





# PITCH PART V- Circularity as **USP**

# Circularity as USP?

- They are designed for infinity
- They decouple growth from finite resources
- They reduce key business risks
- They do more with less
- They use technology for positive growth

Is your organization experiencing shortages during the Corona crisis?



\* these are companies that apply at least a good basis for more than 4 of the 8 circular strategies tested (less material consumption, sharing production resources ...)

● = No, we don't experience shortages





# Conclusion – the **Investor** Momentum



# Why Invest in Circular Economy?

1. It is the future of our economy and the way to sustainable growth
2. Double Impact: Generate economic and environmental value.
3. Exponential Value Creation: Creating exponential value over the extended lifecycle of products (and beyond)
4. Economic Viability: Decoupling growth from finite resources and fossil fuels



# Join Us in Shaping a Circular Future

Be part of the journey towards a prosperous, circular economy.  
Let's create a lasting impact together.





# Fund Seeker Pitch FRONTSH1P

## Presenters:

- Fabio Magrassi
- Anna Wypych- Gmina Parzęczew
- Zbigniew Przygodzki



<https://frontsh1p.eu/>

Finansowany przez Unię Europejską w ramach Programu Badań Naukowych i Innowacji Horyzont 2020 w ramach umowy o udzielenie dotacji nr 101037031

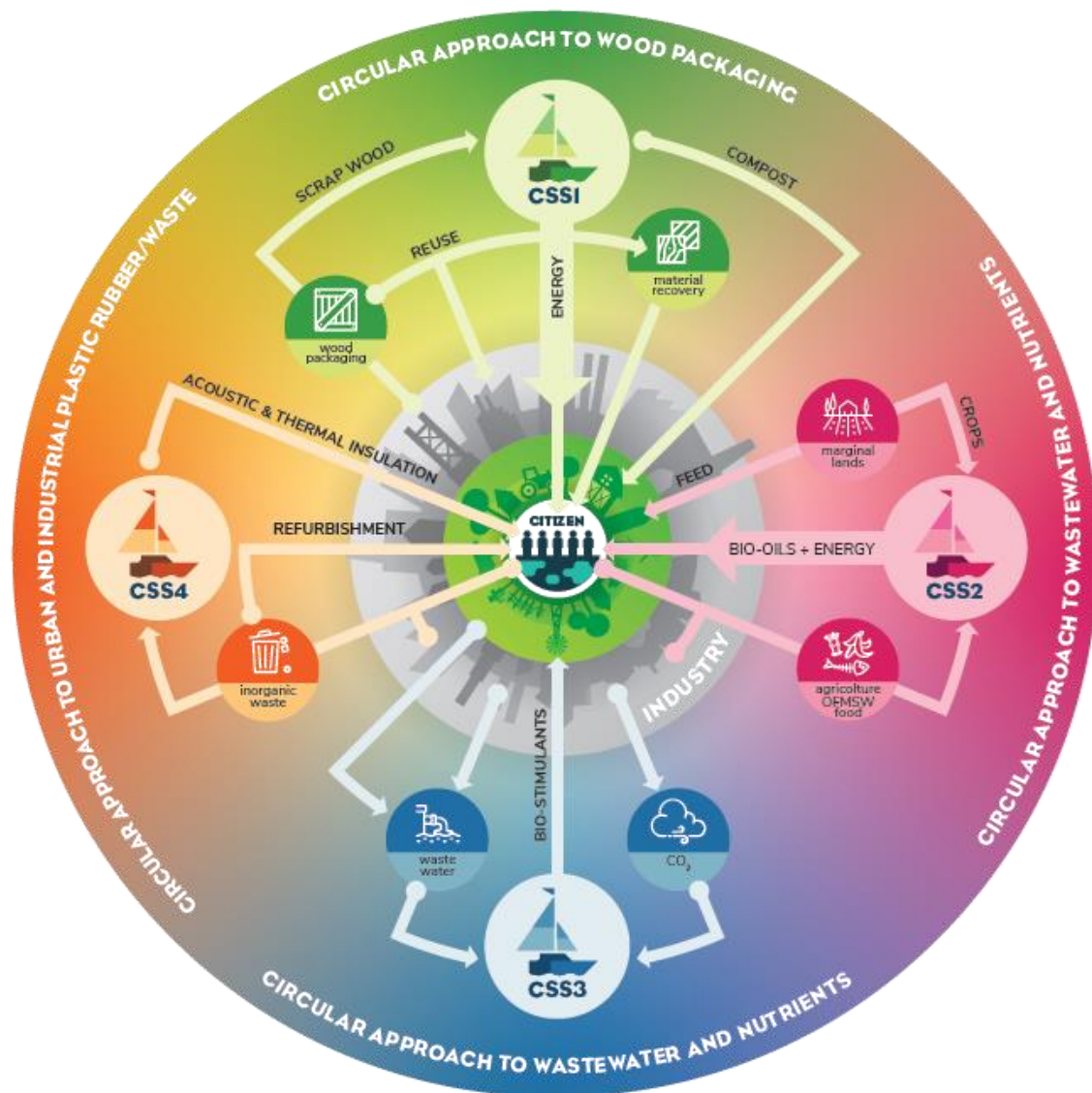


Fabio Magrassi, STAM (Italy)  
Anna Wypych, Parzeczew City, ZM Bzura (Poland)  
Zbigniew Przygodzki, Uniwersity of Lodz (Poland)

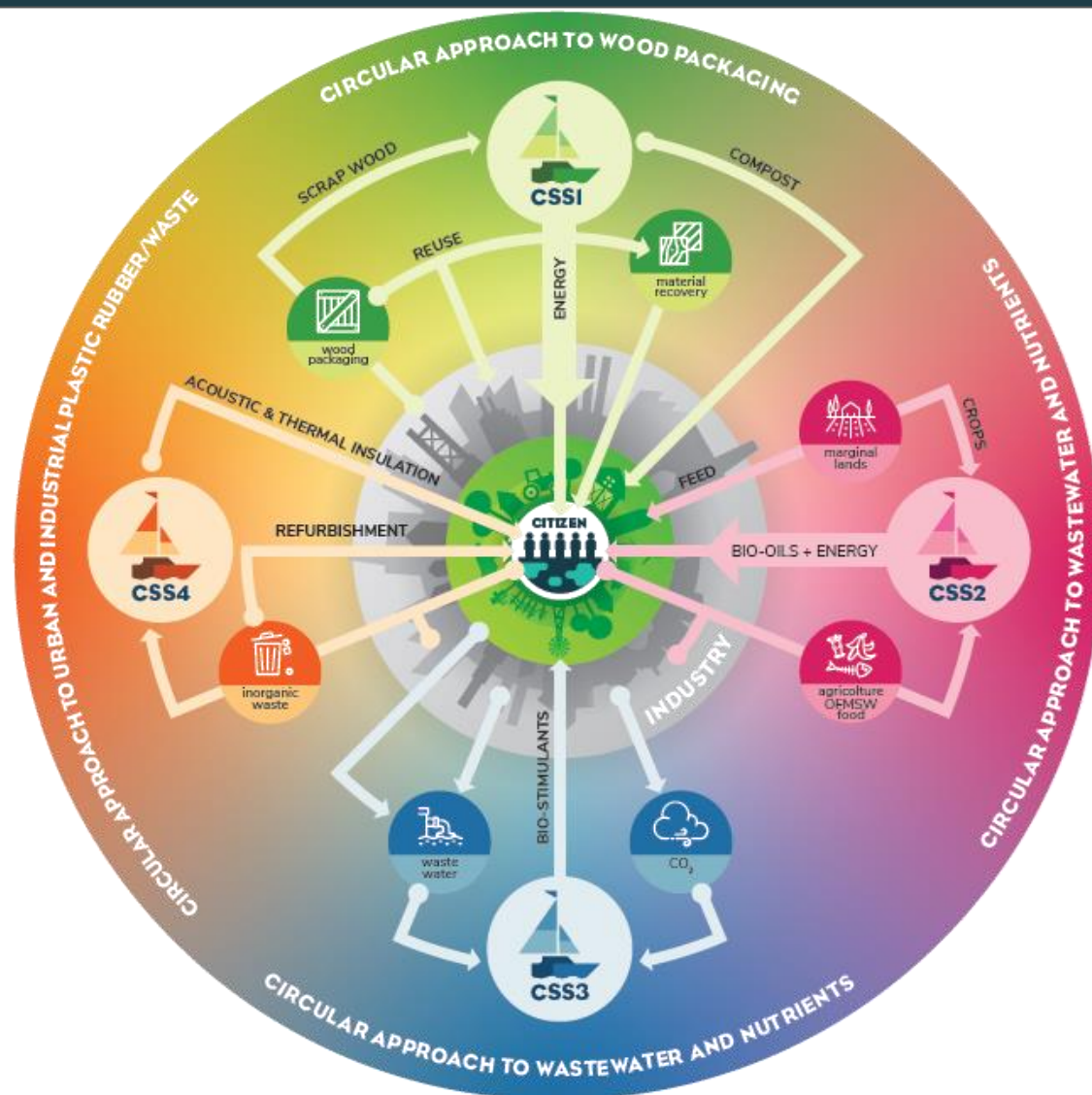
Brussels, 13.11.2024



# Value Proposition



# Value Proposition



- Problem:** Current linear economic model in Lodzkie leads to pollution, poor air quality, and a disconnect between urban and rural areas in the region.
- Solution:** FRONTSHP delivers a circular economy framework, enhancing sustainability and inclusiveness in key sectors: Wood Packaging, Food & Feed, Water & Nutrients, Plastics & Rubber.
- Outcome:** Creates a resilient, low-carbon economy that regenerates natural resources, reduces greenhouse gases, and fosters social inclusion.
- Impact:** Provides a blueprint for decarbonization and economic growth applicable across Europe.

# Financial Sustainability & Growth Potential up to 2030

FRONTSHIP KPIs by 2030 in the Lodzkie Region

| KPI           | CSS1   | CSS2   | CSS3   | CSS4   |
|---------------|--|--|--|--|
| Investments   | 4 M€ of new public private investments   | 45 M€ of new investments with 1 Million of citizens involved   | 8.2 M€ of new investments with 1 Million of citizens involved                    | 52 M€ of new public private investments  |
| Turnover      | 9,6 M€/y   | 28 M€/y  | 6.8M€/y  | 37 M€/y  |
| Avoided costs | 4,5 M€/y year of avoided costs for citizens due to improved environmental conditions | 3.3 M€/year of avoided costs for citizens due to improved environmental conditions                                       | 26.4 M€/year of avoided costs for citizens due to improved wastewater treatments | 8.4 M€/year of avoided costs for citizens due to improved environmental conditions         |
| GHG           | 3,250 t/y of CO2 captured and used   | 59,100 ton CO2eq saved per year  | Up to 5M ton of CO2 captured from Industries                                     | 150.000 ton CO2eq saved per year   |
| Employment    | More than 1,500 new jobs created along the whole value chain in the Region           | 1,200 new jobs created along the whole value chain in the Region including vulnerable and marginalized citizens in rural | 200 new jobs created along the whole value chain in the Region                   | 500 new jobs created along the whole value chain in the Region including repairing schemes |

**MORE THAN 270 different diffused projects are needed to complete the circular economic value chain in the whole region**

- **Revenue Model:** Public-private partnerships, grant funding (EU Cohesion & Structural Funds), Circular Economy Action Plan investments.
- **Profitability:** Reduction in waste management costs, generation of value-added bioproducts, cost savings in energy and raw materials.
- **USP:** Four interlinked Circular Systemic Solutions (CSS) enabling cross-sectoral synergies in waste reduction, energy production, and sustainable agriculture.
- **Growth:** Targeted 50% increase in public and private circular economy investments by 2030, with scalable, modular solutions for EU-wide replication.



## Example of Circular Approach to Food and Feed

- **Project Scope:** Leveraging 23 hectares of marginal land in Lodzkie for circular food and feed production.
- **Goals:** Transform waste from food and agriculture into valuable bioproducts such as bio-lubricants, biodegradable bioplastics, and compost.
- **Initial Investment:** 800k€ for setup, including waste processing facilities, crop cultivation, and composting infrastructure.
- **Funding Sources:** Public-private partnerships, EU grants, local government support, private investments.

### Revenue Streams

- **Product Sales:** Bio-lubricants, bioplastics for waste collection bags, compost for agricultural use.
- **Waste Processing Fees:** Income from local businesses disposing of agricultural and food waste.
- **Carbon Credits:** Potential revenue through carbon capture and soil regeneration credits.





## Example of Circular Approach to Food and Feed

### Projected Revenue & Profit Margins

- **Annual Revenue:** Estimated at €250,000 from combined product sales (bio-lubricants, bioplastics, compost) and waste processing fees.
- **Profit Margin:** Expected profit margin of 20%, resulting in an approximate annual profit of €50,000 within the first three years as the project stabilizes and scales.



### Environmental Credits & Community Economic Impact

- **Carbon Credits:** Potential revenue of up to €15,000 annually from carbon credits through verified soil restoration and carbon capture activities, contributing to the project's financial viability while meeting EU climate goals.
- **Job Creation & Local Impact:** Creation of 10 direct local jobs, supporting rural development and economic diversification. Additionally, by generating sustainable supply chains for local bio-based products, the project injects an estimated €100,000 annually into the local economy, enhancing community resilience and long-term growth.

We are ready to cooperate



[f.magrassi@stamtech.com](mailto:f.magrassi@stamtech.com)  
[a.wypych@parzeczew.pl](mailto:a.wypych@parzeczew.pl)  
[zbigniew.Przygodzki@uni.lodz.pl](mailto:zbigniew.Przygodzki@uni.lodz.pl)



# Fund Seeker Pitch Bergen/Greentech Innovators

## Presenter:

- Svetlana Lyngard



# Greentech Innovators

Transforming food waste into high added-value  
sustainable feed ingredients €

Svetlana Lyngstad – Project Manager



# Problem

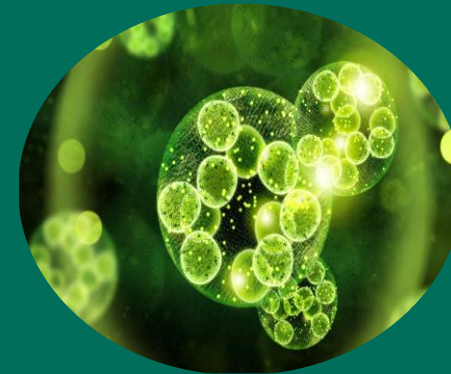
## Food waste management

- 11% of Methane emissions
- Current technologies with low added value products



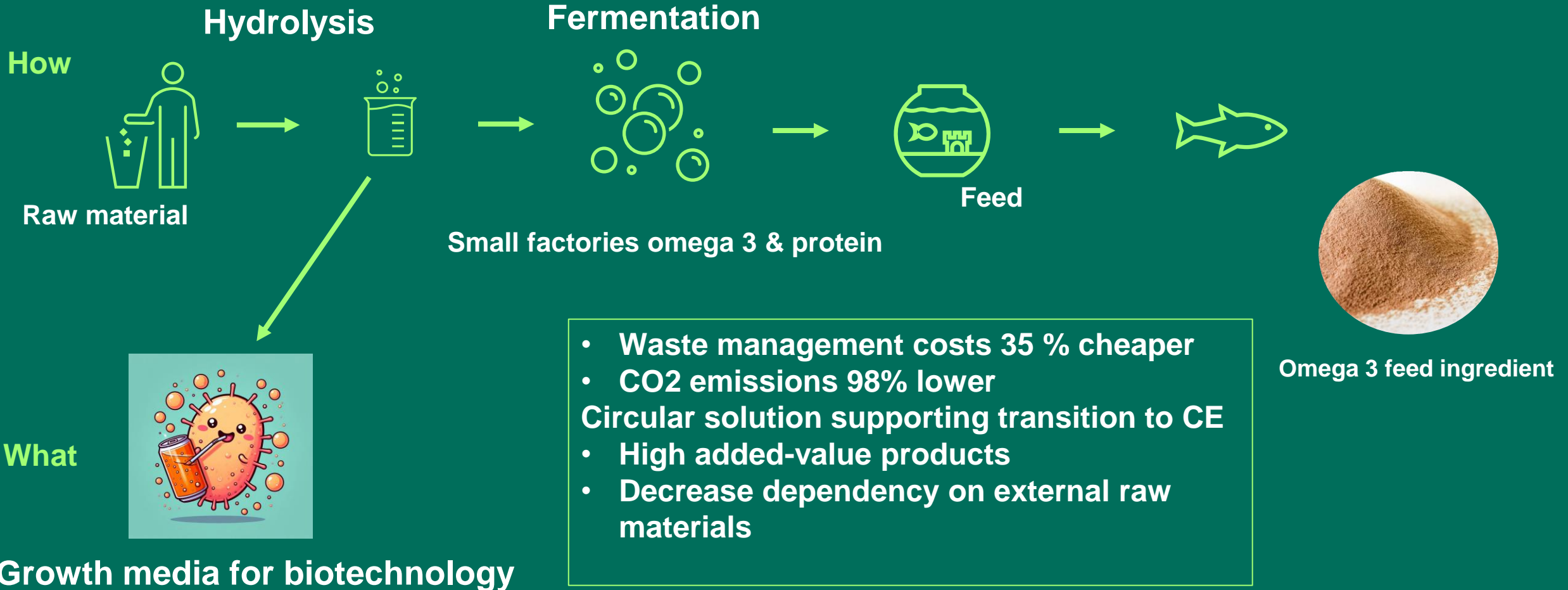
## Feed ingredient scarcity

- Omega-3 from marine sources, pressure on biodiversity
- Limited supply, volatile availability of fish oil

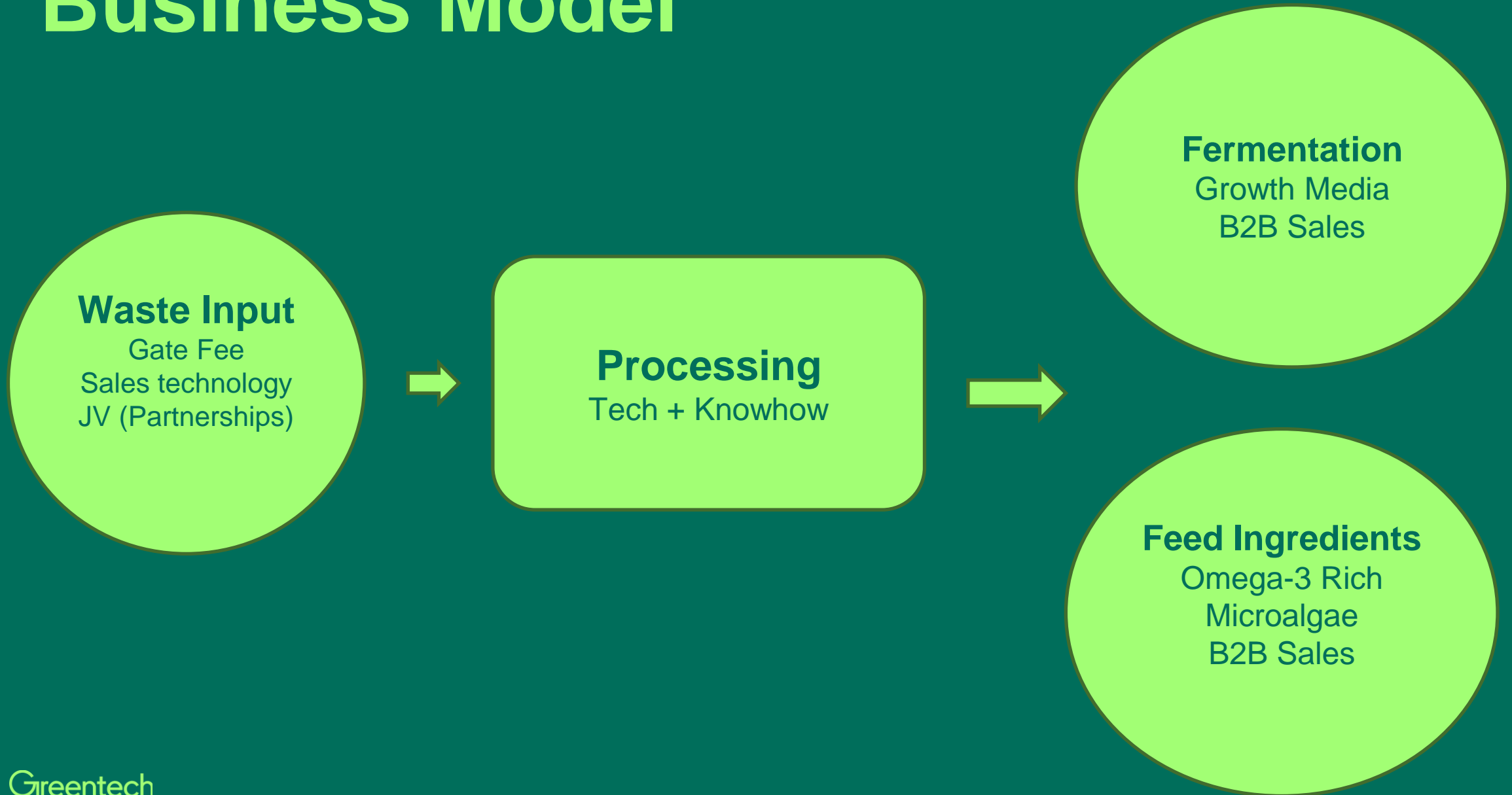


# The circular solution:

## From waste to Omega-3 and protein rich Micro-algae



# Business Model



# Financial & Impact Projections



## Full Scale Impact

**30k tonnes Tonnes Annual Capacity**

**E** 102K tonnes CO2 Reduction

Reduced air pollution

**S** Increased food production

15 new green work positions

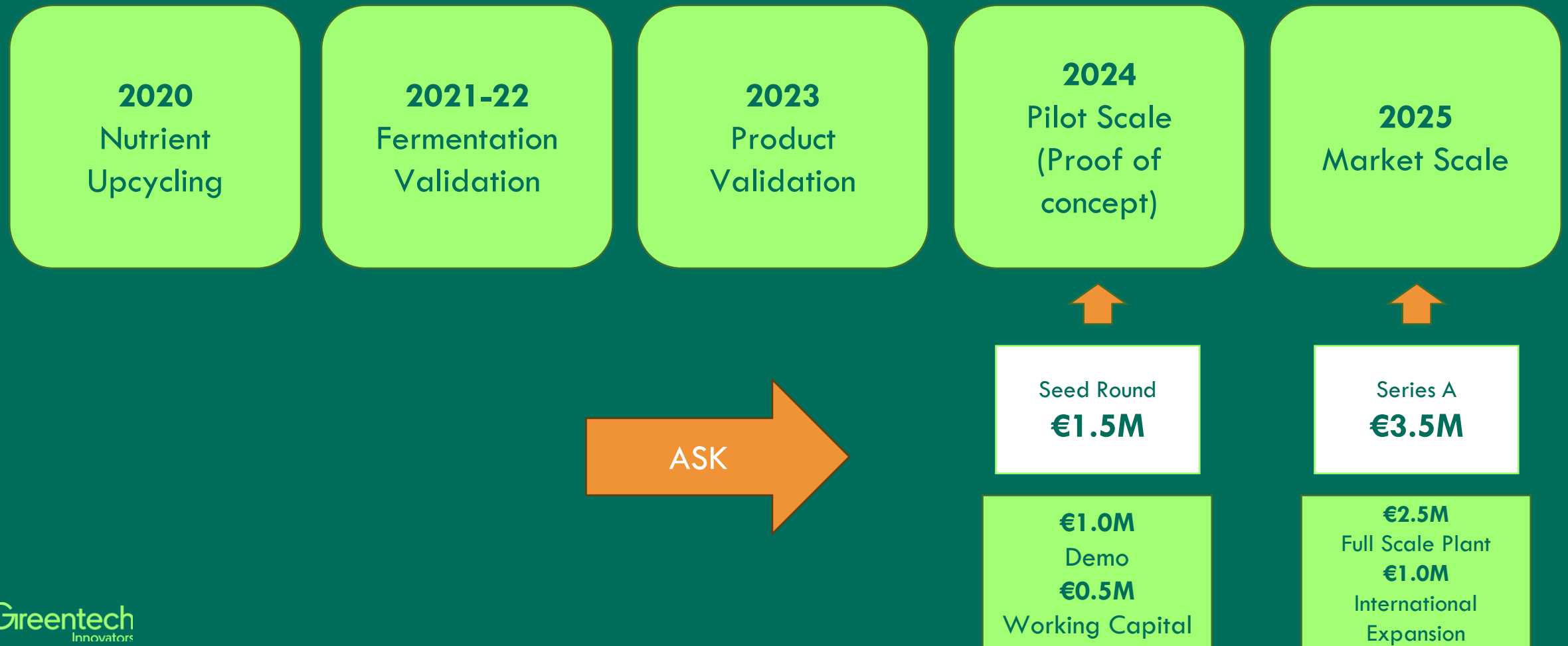
**G** Transparency and accountability

**Full scale  
Revenues**

**€10M**



# Product Roadmap & OUR ASK



# Our team



Ingmar Høggøy  
CEO



Svetlana Lyngstad  
Project manager  
Sustainability



Sigita Matuleviciute  
Sales & Marketing  
Manager



António Pagarete  
R&D manager



Neda Rahmanian  
Q&A&Lab manager

# Thank you!

Svetlana Lyngstad

*Project Manager Sustainability*

svetlana@greentechinnovators.no  
+47 47307132

[www.greentechinnovators.no](http://www.greentechinnovators.no)



## **Closing Words**

Tjerk Wardenaar, CCRI-CSO



**Circular  
Cities & Regions  
Initiative**

**circular  
invest**

X



### **CCRI-CSO colleagues involved:**

Bas Verbeek: [bas.verbeek@egen.green](mailto:bas.verbeek@egen.green)

Natalia Altman: [natalia.altman@ecorys.com](mailto:natalia.altman@ecorys.com)

Tjerk Wardenaar: [tjerk.wardenaar@egen.green](mailto:tjerk.wardenaar@egen.green)

### **CIRN colleagues involved:**

Malen Otero: [malen.otero@iclei.org](mailto:malen.otero@iclei.org)

Kristin Strandberg: [kristin@circle-economy.com](mailto:kristin@circle-economy.com)

Dieter De Smedt: [dieter.desmedt@stad.gent](mailto:dieter.desmedt@stad.gent)

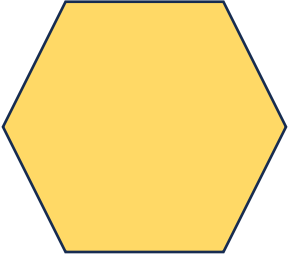
Rita Cruz: [rita@circle-economy.com](mailto:rita@circle-economy.com)



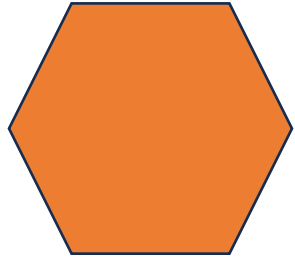


## **Matchmaking coffee break**

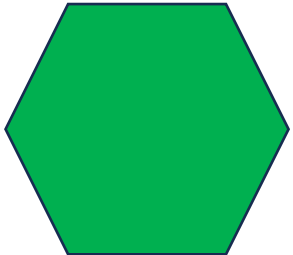
## Matchmaking coffee – colour codes



**SOLUTION / PROJECT**



**FINANCE PROVIDER / INVESTOR**



**ADVISORY SERVICE PROVIDER**



# Matchmaking coffee – Meet some of our participants!

## Finance providers/Investors

- European Investment Bank
- European Bank for Reconstruction and Development
- Sodena
- European Circular Bioeconomy Fund
- Polestar Capital
- Defossilisation Development Fund
- Intesa SanPaolo

## CCRI-related advisory service providers

- Circular City Centre (EIB C3)
- BIOBOOST
- HOOP
- ROBIN

## Solutions/Projects

- CCRI Pilots
- CCRI Fellows
- CCRI Projects

And many more!

# Networking Coffee



Circular Cities & Regions Initiative

## Investors/Fund Providers:



**ECBF**  
European Circular  
Bioeconomy Fund



**European Bank**  
for Reconstruction and Development



THE CIRCULAR  
VALUE INSTITUTE



**BANCA INTESA**



**finance & invest**  
.brussels



**DEFOSSILISATION  
DEVELOPMENT  
FUND**

## Advisory Services:



**BOOST**

Bioeconomy  
project  
accelerator



***And many more !***

# Matchmaking coffee – Event app

Download the event app to and ensure you can stay connected after the event!

You have an iPhone



You have an Android







# Thematic Working Group Sessions

Round 1



# Thematic Working Group sessions

## Round 1 | 11.15 – 13.00

**Thematic Working Group session should have been selected at registration stage and is written at the back of your event badge. Should you have not done so, feel free to join the session of your choice if seats are available.**

- Industrial Symbiosis and Circular Economy in Industries – in room **SDR1**
- Circular Bioeconomy – in room **SDR2**



## **Lunch break**

Please make sure to return to your seats at 14.00



# Thematic Working Group sessions

## Round 2 | 14.00 – 15.45

**Thematic Working Group session should have been selected at registration stage and is written at the back of your event badge. Should you have not done so, feel free to join the session of your choice if seats are available.**

- Circular Construction and Buildings – in room **SDR1**
- Circular Resource Management – in room **SDR2**



## Plenary session 2

### CCRI in action: Stories of success and innovation from our community

Moderated by **Astrid Hannes**,  
CCRI Office





# Plenary session 2

## CCRI in action: Stories of success and innovation from our community

Moderator: Astrid Hannes, CCRI Office

Panellists:

- Susana Lopes, Environmental Engineer, LIPOR
- Hugo Delahaye, Project Manager, Circular Economy & European Projects - Ville de Roubaix
- Montse Guerrero Pérez, Vice-director in Sustainability and the Circular Economy of the Regional Development Agency SODENA of the Government of Navarra



## Closing remarks

Moderated by **Pierre Menger**  
CCRI Office



## **Closing remarks**

**Lucie Blondel**

Policy Officer, Directorate-General for Research & Innovation, European Commission

slido



**What aspect of today's workshop  
did you find most valuable?**

① Start presenting to display the poll results on this slide.

# What's coming up

- Save the date for the **CCRI conference** on the first week of June 2025.
- Spread the word on the **mentoring** programme for CE newcomers.
- Applications open soon for **twinning** programme—stay tuned!
- Look forward to new **e-learning modules, guides, case studies**, and more.
- Broader assistance across **new sectors, value chains and cross-cutting themes**.





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**Thank you!**



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