Business Models Implementation: Case studies

Wednesday, December 10th, 2025

14:00 – 16:00h CET

On-line interactive session

[Register here]

Training's agenda

Circular economy projects in the Euro-MED area have shown varying maturity levels and potential, which directly impacts opportunities to access public and private funds or to attract investor interest. The implementation of circular business models is a basic requirement, but it is not sufficient to ensure financing and investment readiness.

The training will address these critical issues by exploring **best practices** for circular business models in Mediterranean contexts and providing information on **how to access existing investment funds and prepare projects for investor engagement.**

This training session will guide participants through the **needs, potentialities, and actual available solutions** for building a sustainable business framework for investment-ready projects, by providing practical examples from selected initiatives in the Euro-MED region. The session will combine theoretical insights with real-world case studies from circular economy projects. Participants will be asked to interact in real time to share additional needs and considerations regarding the sustainability potential of their circular economy initiatives in the short- to medium-term.

Expert:

- Francesco Niglia, Expert in Sustainable Business Development (CEO and Research Director of KOYSLab). Nikolai Jakobi, ICLEI, supported by Francesco Lembo and Zuzana Bohacova, ACR+ project partners.

WELCOME AND INTRODUCTION

14:00-14:20 (20 minutes)	• **Opening remarks (ACR+)** • **What makes circular projects bankable? (KoysLab)** Tools for projects to self-assess and monitor their financial readiness. Key assessment criteria: financial viability, scalability potential, revenue model clarity, resource requirements. Introduction to the assessment framework structuring today's case studies.

World Case Studies from the Mediterranean

14:20-15:05 (45 minutes)	• **Real projects, real challenges:** **Three Mediterranean circular economy projects share their journey toward investment readiness:** • 2B-Blue • GREENSMARTMED • Carbon Farming MED Each project: core business model and value proposition, current position on the investment-readiness journey, main barrier to overcome, question for the community. Facilitated discussion: peer insights, common patterns, practical advice.
15:05-15:10 (05 minutes)	***Break***

Keynote speaker

15:10-15:30 (20 minutes)	• **DEFINITE-CCRI Tool Walkthrough (ICLEI)** Lessons learned on supporting local circular businesses, using the DEFINITE assessment tool to identify gaps and prioritize actions.
15:30-15:50 (20 minutes)	• **Your voice: Mediterranean challenges (KoysLab)** Live polling on the biggest business model challenges facing circular economy projects in your region. What support would make the most difference?

CONCLUSIONS AND KEY TAKEAWAYS

15:50-16:00 (10 minutes)	• **Wrap-up and conclusion (KoysLab)**