



**Innovative  
sustainable economy**

**Interreg  
Euro-MED**



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# Business Models and Investment Readiness for Circular Economy Projects

**Monday, September 29th, 2025**

14:00 – 16:00h CET

On-line interactive session

[Register here](#)

## Training's agenda

This training session will introduce participants to the fundamentals of circular economy business models, combining theoretical foundations with practical tools for developing investment-ready projects. With a focus on Mediterranean contexts and sectoral relevance to the thematic projects, the session will provide guidance on identifying and assessing business opportunities, understanding investor expectations, and building strategies for accessing sustainable financing. Interactive elements such as live polling will ensure active engagement and effective knowledge transfer.

The session is structured into three 30-minute modules covering current circular economy business models, methods for defining and assessing a business model, and requirements for accessing private funds. These will be followed by a brief assessment and a 15-minute interactive wrap-up, designed to consolidate learning and encourage discussion among participants.

## Training facilitated by

[Francesco Niglia](#)

Expert in Sustainable Business Development (CEO and Research Director of [KOYSLab](#)), with the support of Francesco Lembo and Zuzana Bohacova, ACR+ project partners.

**The training will be recorded, and information exchanged will be publicly distributed**





## THE VALUE OF BUSINESS MODELS IN CIRCULAR ECONOMY

### *Sustainability and circular economy business models*

**Types of circular business models**—tailored to TP profiles and leveraging sectors

- Marine resources
- Agri-food systems
- Industrial transition
- Resource valorisation

**14:00-14:15**  
(15 minutes)

### **Value proposition design**

- Delivery of long-term value, resilience, and resource efficiency

Examples of how to articulate value for consumers, investors, and society

### *Successful business models from Mediterranean initiatives*

**Selected examples of the adoption of business models in Euro-Med**

**14:15-14:30**  
(15 minutes)

- Stakeholder collaboration
- Innovation adoption pathways
- Policy and regulatory support mechanisms
- Capacity building and awareness

### *Interactive assessment*

Which business model do you believe fits your needs better? In which areas do you think you need more support?

**14:30-14:35**  
(5 minutes)

## SUITABLE BUSINESS MODELS

### *Measurement and assessment parameters for circular business models*

Introduction to key parameters for evaluating circular models, including environmental impact metrics, social value indicators, economic viability, and the integration of multi-dimensional factors.

**14:35-14:45**  
(10 minutes)

### *Model selection criteria for different project types*

Discussion of sectoral and regional considerations, technological readiness, stakeholder engagement, and the EuroMed-specific characteristics that can enable business models. A practical checklist will also be presented.

**14:45-15:05**  
(20 minutes)

### *Interactive assessment*

Participants will be invited to reflect on the most challenging parameters to measure or define in their own projects through an interactive exercise.

**15:05-15:10**  
(5 minutes)

## INVESTMENT READINESS

### *Funding landscape and investment opportunities*

- Private sector and impact investors—Venture capital, angel investors, corporate sustainability funds
- Blended finance approaches
- New financial instruments—Green bonds, social impact bonds, crowdfunding platforms
- Steps needed to access these funds

**15:10-15:20**  
(10 minutes)

### *Investor expectations and requirements*

Presentation of key criteria for investors, including impact metrics, financial sustainability, scalability, risk management, and governance frameworks.

**15:20-15:30**  
(10 minutes)





**15:30-15:40**  
(10 minutes)

**Case studies and practical examples**

Showcasing good practices and lessons learned.

**15:40-15:45**  
(5 minutes)

**Interactive assessment**

Engaging discussion using live polling to reflect on ownership, financing conditions, and project contexts.

**CONCLUSIONS AND KEY TAKEAWAYS**

**15:45-16:00**  
(15 minutes)

**Interactive wrap-up**

Interactive polling and discussion on project maturity, investor appeal, implementation barriers, and key challenges for investment readiness.

