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Business Models and Investment Readiness for Circular Economy Projects

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Online (2 hours)

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Table of contents

1.FIVE BUSINESS MODEL FAMILIES FOR CIRCULAR ECONOMY

2.CREATING VALUE FOR DIFFERENT STAKEHOLDERS

3.KEY MEASUREMENTS YOU SHOULD TRACK

4.SELECTING THE RIGHT BUSINESS MODEL

5.FUNDING OPPORTUNITIES AVAILABLE

6.WHAT INVESTORS WANT TO SEE

KEY TAKEAWAYS





Summary & key takeaways

What We Covered: This training introduced frameworks and tools to help you develop circular economy business models and prepare for investment opportunities. Here are the key concepts and takeaways:

1. FIVE BUSINESS MODEL FAMILIES FOR CIRCULAR ECONOMY

Smart & Sustainable Supply Chains

- Focus on transparency, traceability, and responsible sourcing
- Transform waste into valuable assets

Product Life Extension & Service-Based Models

- Shift from selling products to providing services
- Emphasis on durability, repairability, and long-term customer relationships

Knowledge Sharing & Collaborative Platforms

- Facilitate collaboration and innovation among stakeholders
- Maximize utilization of shared resources and knowledge

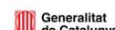
Resource Optimization & Industrial Symbiosis

- Create closed-loop systems where one organization's waste becomes another's resource
- Focus on inter-organizational collaboration

Circular Design & Eco-Innovation

- Design circularity into products and processes from the start
- Combines elements from all other families

Important: Most real-world circular economy projects use hybrid models combining elements from multiple families.





2. CREATING VALUE FOR DIFFERENT STAKEHOLDERS

Your business model needs to create value for multiple audiences:

For Customers:

- Quality products at competitive prices
- Lower lifecycle costs through durability
- Feeling good about sustainable choices

For Investors:

- Clear path to profitability
- Reduced risk through circularity
- Positive ESG impact

For Society:

- Environmental protection (reduced emissions, waste)
- Job creation and community benefits
- Improved public health

3. KEY MEASUREMENTS YOU SHOULD TRACK

To demonstrate your project's success, measure:

Environmental Impact:

- Carbon footprint reduction (e.g. tonnes CO₂)
- Waste diverted from landfills
- Resource conservation

Social Value:

- Jobs created
- Community benefits





- Improved access to services

Economic Performance:

- Revenue streams
- Cost savings
- Return on investment

4. SELECTING THE RIGHT BUSINESS MODEL

When choosing your business model approach, assess:

- **Strategic fit:** Does it align with your mission and capabilities?
- **Environmental & social impact:** Will it create meaningful positive change?
- **Technical feasibility:** Do you have the technology and infrastructure?
- **Risk level:** Can you manage potential challenges?

5. FUNDING OPPORTUNITIES AVAILABLE

Several financing options exist for circular economy projects:

Venture Capital & Angel Investors

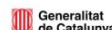
- For early-stage projects with high growth potential
- Examples: Demeter Investment Managers, European Business Angel Network (EBAN)

Blended Finance

- Combines public and private funding to reduce risk
- Examples: EIB Green Loans, EIF InnovFin Guarantee, ECBF Investment

Green Bonds

- For larger environmental projects





- Examples: Iberdrola, Snam

Crowdfunding

- For community-supported initiatives
- Platforms: Ulule, Goteo, Kickstarter

6. WHAT INVESTORS WANT TO SEE

To attract private investment, prepare:

1. **Clear business plan** with realistic financial projections
2. **Strong team** with relevant expertise
3. **Measurable impact metrics** (environmental and social)
4. **Market validation** showing demand for your solution
5. **Risk mitigation strategies**
6. **Path to profitability** within 3-5 years
7. **Scalability potential** to grow beyond initial implementation

KEY TAKEAWAYS

- ✓ **Hybrid models work best** - Don't try to fit into just one category
- ✓ **Stakeholder mapping is essential** - Understand what value you create for whom
- ✓ **Measurement matters** - Track environmental, social, AND economic impact
- ✓ **Public funding can support you** from concept to market - private investment isn't always necessary immediately
- ✓ **Transparency builds trust** - With investors, customers, and communities
- ✓ **Regional context is important**

Don't hesitate to find the recording of the training on [Youtube](#).

