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IMPLEMENTING CIRCULAR ECONOMY BUSINESS MODELS: REAL CASE STUDIES

10 December 2025, 14:00-16:00 CET, online

Francesco Niglia, KoysLab
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Francesco Niglia

KOYS Lab

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THE JOURNEY SO FAR

How we got here

- Follow-up to September 29, 2025: Business models and investment readiness for Thematic Projects - building on ISE Community learnings
- Enabling stakeholders to capitalize on ISE Mission outputs - Stakeholders apply TP lessons to their contexts
- Highlighting common challenges across Mediterranean region

Today’s session

- **Business Models & Investment Readiness** emerged as a critical topic for strengthening CE projects' financial sustainability and scalability in the Euro-MED region
- **Duration:** 120 minutes interactive session
- **Experts:** Francesco Niglia (KOYSLab), Nikolai Jakobi (ICLEI), ACR+ team (Francesco Lembo, Zuzana Bohacova)
- **Approach:** Theory + Real-world Mediterranean case studies + DEFINITE-CCRI tool demonstration + Interactive dialogue and live polling

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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)**

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YOUR FEEDBACK

Breaking the ice – Expectations & State of Art

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AGENDA

01. What makes circular projects bankable?

02. Real projects, real challenges

03. DEFINITE-CCRI tool walkthrough

04. Your voice: Mediterranean challenges

01.

What makes circular projects bankable?

Introduction

- Short recap
- Investors and banks’ needs
- What makes a project bankable?
- Self-Assessment Tools
- Key Criteria

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What to do to be appealing to private investors and/or business angels?

- Strong Business Model & Market Validation
- Financial Performance & Projections
- Impact Measurement & Reporting
- Scalability and Replicability evidence
- Management Team & Governance
- Financial planning and risk management / Mitigation
- Legal & Regulatory Compliance
- Exit Strategy (for Investors)

Demonstrate potential for financial return, positive impact, and sustainable growth

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What makes a circular economy project bankable?

Circular economy projects become bankable when they **address specific financial and operational concerns** that lenders and investors prioritise.

Circular projects are more bankable when they **translate impact into monetisable benefits** (e.g., lower input costs through reuse, higher asset utilisation, longer product life) and show these clearly in cash-flow projections.

They gain credibility when **technical and market risks are shared** through strong partnerships (with municipalities, large buyers, technology providers) and **de-risking instruments** such as guarantees, blended finance, or long-term offtake agreements.

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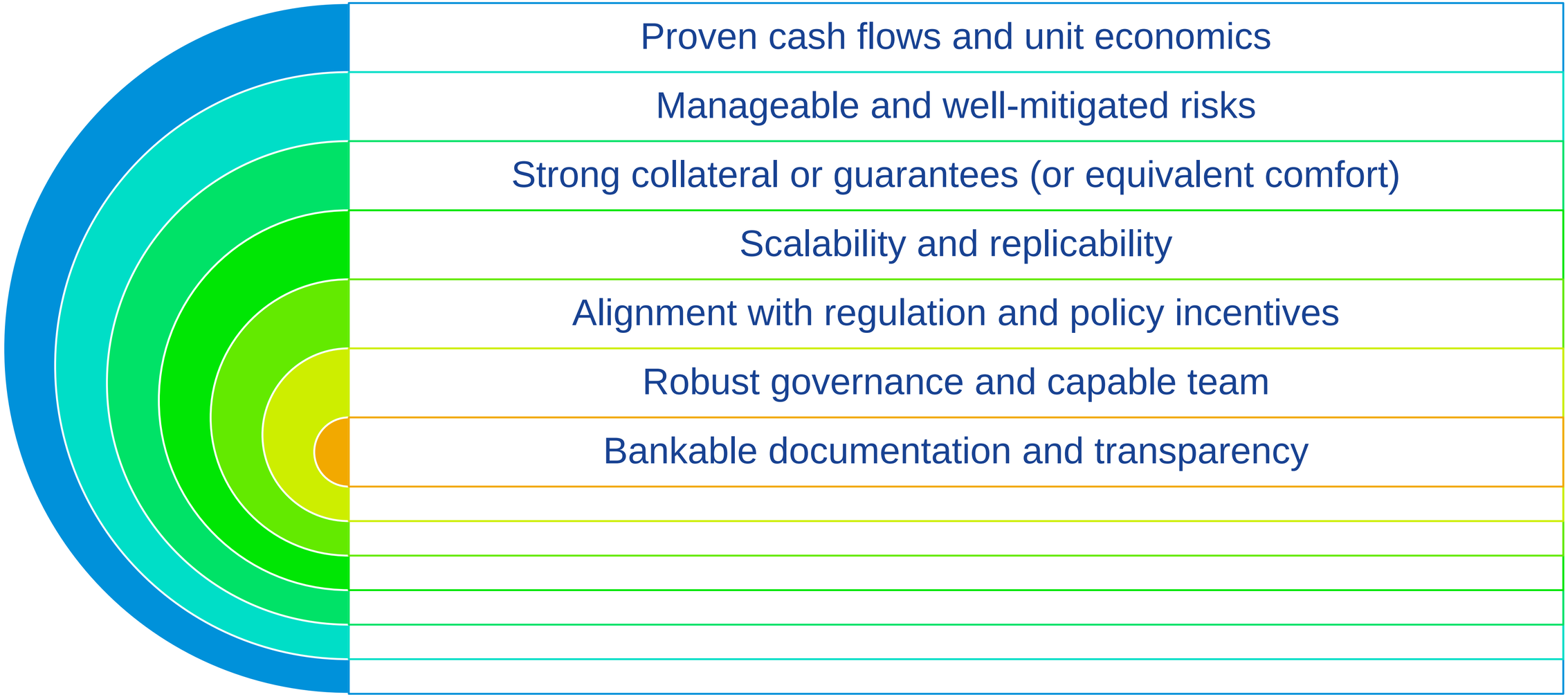
Key Factors



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Self-Assessment Tools

- CIRCO / Circle Economy tools (business model readiness)
- Circle Assessment (Circle Economy) – circular business maturity
- “Circle Scan” / “Circle Assessment”
- Circular Transition Indicators
- EU Taxonomy & ESG/impact tools

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Self-Assessment / Monitoring tools: what are they for?

- Let circular projects **self-score their investment readiness** on key dimensions: business model, revenues, costs, risks, and impact.
- Translate **circularity features into financial drivers** (CAPEX, OPEX, lifetime value, residual value, cost savings, new revenue streams).
- Provide a **checklist of investor expectations** (governance, market validation, unit economics, scalability, data for impact/ESG reporting).
- Track progress over time with a **simple dashboard** (baseline vs. current vs. target; red/amber/green per dimension).
- Generate a short, structured **“investor-ready summary”** (one-pager or slide) you can share with funders to show where you are and what you still need.

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Available tools

- **Circular Economy Business Model Canvas (various providers, e.g., Circle Economy, TU Delft)**
  - Not a “calculator,” but a structured template to map value creation, revenue, cost, and risk for circular models.
  - Good for early-stage financial logic and identifying where you still lack numbers.
- **Circle Economy – “Circle Scan” / “Circle Assessment”**
  - Online tools and consulting methodology give you a maturity and potential score.
  - Can be linked to investment needs, risk reduction and value retention (e.g., product life extension, residual value).
- **Links**
  - Overview: https://www.circle-economy.com
  - TU Delft circular canvas: https://www.tudelft.nl/en/ide/research/research-labs/circular-product-design/tools
  - CIRCO (business models & tools): https://www.circonl.nl/en (see “Tools” / “Training”)

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Available tools

- **WBCSD – Circular Transition Indicators (CTI)**
  - Framework + online tool to measure circular performance (material flows, value recovery).
  - You can connect CTI outputs to cost savings / avoided costs / revenue from secondary materials, which investors usually want.
- **EU Taxonomy & ESG/impact tools (for investor alignment)**
  - Tools like Impact Calculator, Sustainalytics, or ESG reporting templates help you show that your circular project is aligned with the EU Taxonomy and reduces environmental risk
- **Links**
  - https://www.wbcsd.org/programs/circular-economy/cti
  - CTI online tool: https://ctitool.com
  - EU Taxonomy overview: https://finance.ec.europa.eu/sustainable-finance/tools-and-standards/eu-taxonomy-sustainable-activities_en
  - (This is more for alignment and reporting than a project “self-checker,” but useful for investor-facing readiness.)

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Key Assessment Criteria

- **Financial viability**
- **Scalability potential**
- **Revenue model clarity**
- **Resource requirements**

Financial Viability

What: It is the circular project's ability to generate sufficient cash flows to cover costs, repay financing, and deliver acceptable returns.

Evidence for financing and banking

- Audited or at least reviewed projections and assumptions.
- Benchmarks vs. comparable projects/industries.
- Historic financials (if existing business) and pilot results.

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Financial Viability

Key Questions

- Are revenues realistic, based on evidence (pilots, contracts, market data)?
- Do projected margins stay positive under conservative assumptions?
- What is the payback period and IRR?
- How sensitive is the project to changes in volume, price, and costs?

Assessment Criteria

- Solid 3–5+ year financial model (P&L, cash flow, balance sheet).
- Sensitivity and scenario analysis (best/base/worst).
- Clear CAPEX vs. OPEX breakdown, including circular-specific costs (reverse logistics, refurbishment, tracking).
- Clear path to breakeven and positive cash flow.

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Scalability Potential

What: It is the project's ability to grow in volume, geography, and/or product range without losing quality or profitability.

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Evidence for financing and banking

- Pilot outcomes + early replications or rollout cases.
- Pipeline of new customers/sites (LOIs, MoUs, tenders).
- Capacity plans and capex roadmap for scaling.

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Scalability Potential

Key Questions

- Can the model be replicated in other locations or markets?
- Are input materials and reverse flows available on a larger scale?
- Does unit cost decrease, stay stable, or increase with scale?
- Are there operational bottlenecks (logistics, technology, skills)?

Assessment Criteria

- Clear growth plan with milestones (pilot → roll-out → scale).
- Access to sufficient feedstock/returns and customer base at scale.
- Modular, standardised processes and technology.
- Partnerships that enable expansion (suppliers, municipalities, brands).

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Revenue Model Clarity

What: How clearly and reliably the project converts its circular activities into predictable revenues.

Evidence for financing and banking

- Contracts, framework agreements, or LOIs with customers/partners.
- Historic or pilot revenue data and conversion rates.
- Clear unit-economics sheet: revenue per unit vs. total cost per unit.

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Revenue Model Clarity

Key Questions

- What exactly are customers paying for (use, performance, product, service, recovered material)?
- Who pays, how much, how often (one-off, subscription, pay-per-use, take-back fee)?
- How does the circular offer compare in price and value to linear alternatives?
- How dependent is revenue on subsidies, credits, or volatile markets (e.g., secondary materials)?

Assessment Criteria

- Simple, well-explained revenue logic (1–3 main streams, not 10).
- Evidence of willingness to pay (pilots, surveys, contracts, repeat use).
- Pricing strategy that covers full lifecycle costs, including circular activities.
- Identified key risks (price volatility, volume risk, customer churn) and mitigation.

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Resources requirements

What: It is the financial, human, material, and technical resources needed to start, operate, and scale the circular project.

Evidence for financing and banking

- Detailed capex/opex budget and use-of-funds table.
- Staffing plan and organigram with key roles filled or identified.
- Contracts/MoUs for key inputs and partnerships (suppliers, municipalities, tech providers).

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Resources requirements

Key Questions

- What total investment (CAPEX) and working capital (OPEX, inventory, logistics) are needed?
- What skills, staff profiles, and partners are essential?
- Are critical inputs (returned products, secondary materials, data, tech) reliably available?
- What support (grants, guarantees, technical assistance) is required at each stage?

Slide – Assessment Criteria

- Clear breakdown of resources by phase (pilot, rollout, scale-up).
- Realistic costing of circular-specific needs (reverse logistics, refurbishment, IT tracking, quality control).
- Identified resource gaps and a plan to fill them (financing mix, hiring, partnerships).
- Alignment between requested finance and actual absorption capacity.

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A simplified assessment framework

- **Maturity level**
- **Customer value and resources circular strategy**
- **Scalability and risk-sharing perspectives**

3 MAIN (BASIC) ELEMENTS

Maturity level. A business model must leverage robust **circular-economy-enabling solutions** (products, technologies, services, etc.).

Customer value and resources circular strategy. Define ***why*** customers choose your offering (*ground for any viable business model*), and ***how*** you deliver that value sustainably and efficiently (*your core competitive advantage*)

Scalability and risk-sharing perspectives. Essential to understand stakeholders' flexibility in **allocating resources** and the business model's potential to ensure adequate **roles** for each participating actor.

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Maturity: Operational Readiness & Technology Maturity

Check if you **possess or have secure access to** the necessary operational capabilities, key partnerships, and technologies (at an appropriate Technology Readiness Level - TRL) required to implement and effectively manage your circular business model.

What key operational processes, partnerships, or technologies are undeveloped, missing, or not yet at a sufficient readiness level?

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TRL explanation
TRL 1: Basic principles are observed, and research results are documented.
TRL 2: Concept and application are being formulated.
TRL 3: Experimental proof-of-concept is being developed in the lab.
TRL 4: Technology is validated at a laboratory level.
TRL 5: Technology is being validated in a relevant environment.
TRL 6: System or subsystem representation is demonstrated in a relevant environment.
TRL 7: System demonstration in an operational environment.
TRL 8: Technology is proven to work in its final form.
TRL 9: Technology is fully operational and proven in an operational environment

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Maturity: Impact Measurement & Transparency

Check and list your key environmental (e.g., CO2, waste reduction), social (e.g., job creation, inclusion), and economic **performance indicators**.

Also, analyse how **consistently you track**, measure, and communicate the positive impact of your circular initiative.

Which impact metrics are hard to track, where is data collection inadequate, or where is reporting transparency or verification lacking?

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A SIMPLIFIED ASSESSMENT FRAMEWORK

Kind	Name
Environmental Impact Metrics	Carbon Footprint
	Waste Reduction
	Life Cycle Assessment (LCA)
	Resources Depletion
	Other (specify)
Social Value Indicators	Job creation
	Community Benefits
	Social Inclusion
	Health and safety
	Other (specify)
Economic Viability Factors	Revenue streams
	Scalability
	Profitability
	Cost savings
	Other (specify)
Multi-dimension metrics	Social Return on Investment (SROI)
	Integrated reporting
	Other (specify)

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CUSTOMER and RESOURCES: Value & Traction

Your circular offering shall provide a **clear, measurable benefit** to customers (e.g., cost savings, performance, convenience, unique value proposition) that significantly outweighs linear alternatives.

Also, you should have **evidence** of strong customer demand or adoption

What specific customer needs are not fully met, what aspects of your value proposition are unclear, or what evidence of market adoption is lacking?

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CUSTOMER and RESOURCES: Circularity & Resources

Ensure robustness of the circular design principles (e.g., durability, repairability, modularity) embedded in your product/service, and do you have defined, actionable strategies and infrastructure for resource recovery and loop closure (e.g., reuse, remanufacturing, recycling)

Which design elements are missing, which resource loops are not yet defined or implemented, or what infrastructure/partnerships are needed?

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SCALABILITY AND PERSPECTIVES: VIABILITY & SCALABILITY

Identify financially **sustainable revenue streams**, positive unit economics, and a path to scalability, considering the full costs and value capture from circular operations (including reverse logistics and processing)

What financial assumptions are weakest, where are cost structures unclear, or what are the primary barriers to achieving positive unit economics or scaling efficiently?

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SCALABILITY AND PERSPECTIVES: Stakeholder Alignment & Risk/Reward Sharing

Roles, responsibilities, resources, and potential risks/rewards shall be clearly defined and equitably shared among all critical stakeholders (e.g., partners, investors, customers) to ensure long-term commitment and successful implementation of your circular model, including ownership sharing.

Where are there ambiguities or imbalances in stakeholder engagement, resource contributions, risk sharing, or reward distribution that could hinder success?

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RISK SHARING

Loan loss protection
Performance-based bonuses
Governance rights
Insurance
Technical assistance
Guaranteed offtake agreements
Other (to be defined case by case)

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INTEGRATED ASSESSMENT

Scoring Matrix	Weight	Score
Maturity level.	**40%**	
Operational readiness	30%	
Performances indicators	10%	
Customer value and resources circular strategy	**35%**	
Value and traction	25%	
Circularity and Resources	10%	
Scalability and risk-sharing perspectives.	**25%**	
Viability and scalability	15%	
Roles and risks	10%	

Investment Ready	**(75-100%)**	**4-5**
Needs Enhancement	(50-74%)	3
Requires Development	(<50%)	1-2

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02.

Real projects, real challenges

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Experiences from Thematic Projects

- 2B BLUE
- GREENSMARTMED
- CARBON FARMING MED
- SUCCESS FACTORS
- Q&A

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Today we will deepen knowledge about 3 projects:

2B-Blue “Boosting the Blue Biotechnology community in the Mediterranean “

- strategic alliances and improve regional policies on BBt, promoting new forms of collaborative experimentation.

GREENSMARTMED “Green and Resilient European Excellence Network for Smart MED SMEs”

- *methodology that can make a significant contribution to "green growth*

CARBON FARMING MED “Accelerating Carbon Market Development for climate change mitigation and adaptation in Mediterranean agriculture”

- Development of science-based, business-oriented solutions to enhance the profitability and bankability of carbon farming

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10’ presentations about + 5’ Q&A

Business Model

Value proposition

Road to investment readiness

Main barriers

Questions and feedback from the community

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2B-BLUE

•**BIOREMED ALGAE** uses •**algae to cleanse water.**	**Higher Efficiency** **Price competitive**	**TRL5-6** **Closing agreements with ports**	**Technical issues** **Competitors already in the market**	**Other solutions** **How to set agreements for tests**

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2B-BLUE:
Boosting the Blue Biotechnology Community in the Mediterranean

Case Study:
Bioremed Algae

- ***Marine resources***
- ***Blue Biotechnologies***
- ***https://2b-blue.interreg-euro-med.eu/***

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THE PROJECT AT A GLANCE

- **Port waters** increasingly contain more and more **pollutants.**
- **BIOREMED ALGAE** is a Circular Economy Integration system, **using algae to cleanse water.**
- The solutions can be used in **waters all over the world.**
- The potential users are **ports, marinas, marine areas managers and even inland aquaculture facilities.**

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VALUE PROPOSITION

- **The solution is price competitive**. This will allow the price to increase in the future when the differentiation is evident and valued by the customer without ceasing to be competitive.
- **Circular economy approach** because of the sale of the by-product, the macroalgae. This strong **sustainability component** will be used as a differentiating factor.
- **Higher efficiency** than other water treatments (nutrient absorption, energy consumption, etc..)

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THE BUSINESS MODEL

- The revenue streams will surge from the **lease, sale and /or maintenance of the BIOREMED modules.**
- Thanks to the modular system, the solution can be **easily tailored** to each client adding as many modules as necessary.

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INVESTMENT READINESS

- The first pilot is ongoing (Alicante Port, Spain), **TRL 5-6.**
- Closing agreements with other ports and companies to **test the module next year in another port and one aquaculture facilityText.**
- The current **operative cost** are close to **20.000€/year.** (Algae sales not included)
- **KPIs** being measured:
  - Nutrient Removal Efficiency (NO_3 and P)
  - Water Quality & Purification Performance (Turbidity and $O_{2)}$
  - CO_2 Emissions Management (Produced vs Captured)
  - Biomass Production (For commercial applications)
  - Many more: social indicators, biodiversity increase, etc..

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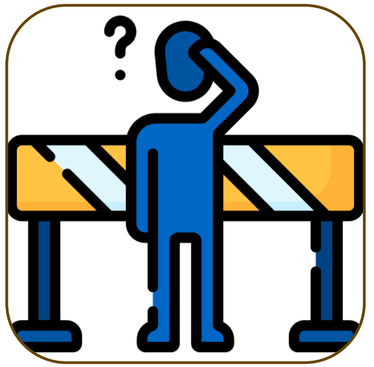
BARRIERS (TO OVERCOME OR SOLVED)



- **Is a Hard-to-reach market.** But once it’s validated in one port, the rest usually follows.
- **Alternative solutions** like Bans, antifouling regulations or fees policies **are widely known and easy to develop.** Dissemination activities are needed.
- Pilot is still in progress (Medium TRL), so **Technical issues** are faced, and cost structure and efficiency level are not definitive yet. The partnership with research centre, university and high technology provider is helping to overcome them.

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DISCUSSION

*You can **discover more about this pilot and other Blue Biotechnology solutions** developed thanks to the project in the 2B-Blue website:*

https://2b-blue.interreg-euro-med.eu/

Thank you very much for your time.

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GREENSMARTMED

4-helix methodology

Guides SMEs to select suitable financial tools

RIS3–centered strategy

De-risks innovation

Capability assessment

pre-validated stage

Concrete outcomes (Greek Pilot)

actors' feedback for fine-tuning

Initial hesitation

Lack of

1) knowledge
2) structure

3) Financial capacity

Methodology transfer

Turn proven results into regional policy and competitive advantage

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GREENSMARTMED: Green and Resilient European Excellence Network for Smart MED SMEs

- **Sector:** *Agri-food systems*
- ***Sub-sector:*** *Green Manufacturing*
- **Link to the website:** *https://greensmartmed.interreg-euro-med.eu/*

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THE PROJECT AT A GLANCE

- ***The problem:*** *SMEs often lack the organizational structure and financial capacity to invest in R&I, leading to limited participation in collaborative activities*
- ***What it does:*** *GREENSMARTMED Methodology for Regional/Transregional Cooperation Initiative Design*
- ***Geographic areas:*** *Lombardy (Italy), Catalonia (Spain), Stara Zagora (Bulgaria), Rhône-Alpes (France),* ***Western Macedonia (Greece)***
- ***Target stakeholders:*** *4-helix (SMEs, Policy Makers, BSOs, Academia & Research)*

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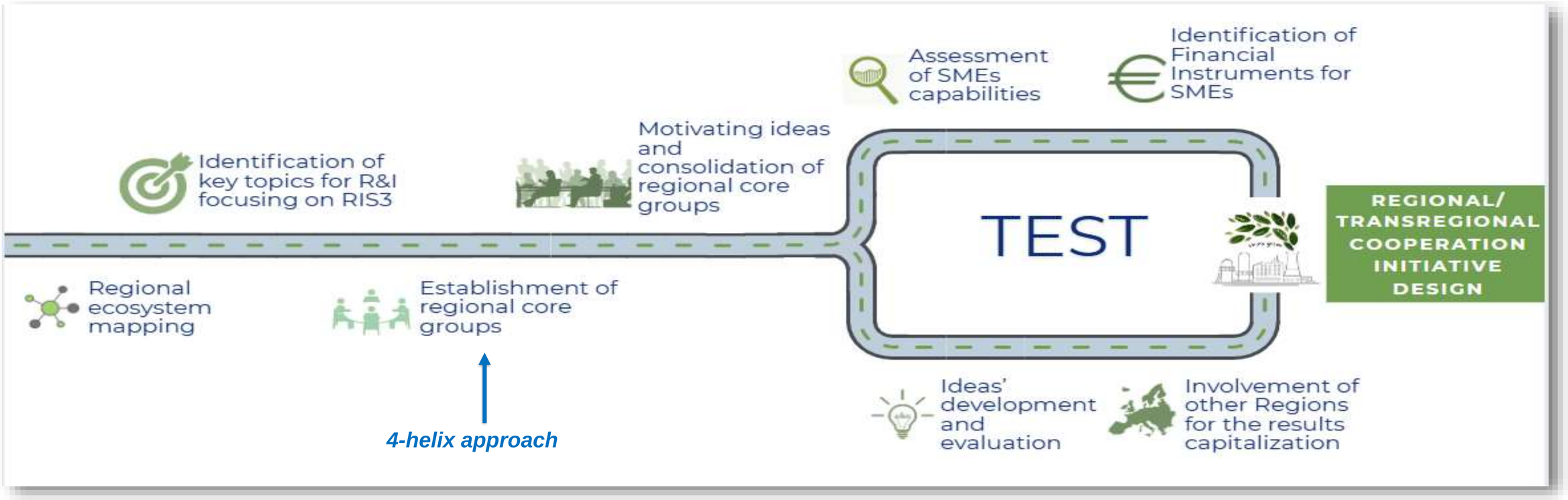
The GREENSMARTMED Methodology



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VALUE PROPOSITION

- **RIS3-Focused Innovation Strategy:** *Ensures R&I efforts are regionally relevant and target high-potential sectors for greater market success*
- **4-Helix Co-Design & Core Groups:** *De-risks innovation and guarantees practical, market-aligned solutions*
- **Capability Assessment & Identification of Financial Instruments:** *Offers tailored capability enhancement and funding opportunities*
- **Involvement of other Regions:** *Transregional collaboration, market expansion & access, knowledge transfer, improves SMEs' potential to participate in cross-border or European funding programs*
- *The Methodology **prioritizes circularity principles**, guiding SMEs to adopt customer-centric circular business models and greener manufacturing practices starting from the design phase until the last step of the creation of a solution*

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THE BUSINESS MODEL

- **Economic Viability:** *The Methodology guides SMEs to select the most suitable financial tools based on their needs and capabilities and develop economic viable solutions*
- **Roles and Responsibilities among Stakeholders:**
  - *Research & Academia serve as knowledge providers*
  - *Public Authorities function as the enabler and strategist, ensuring alignment with RIS3 and facilitating access to relevant financial instruments*
  - *BSOs serve as facilitator and mobilizer, providing administrative support, technical assistance and networking*

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INVESTMENT READINESS

- *Methodology at **pre-validated** stage (maturity level)*

- ***Assessment** of the Methodology based on SMEs', other 4-helix actors' and Partners' feedback*

- ***Fine tuning** of the Methodology (validated version) to improve it and transfer it in other regions*

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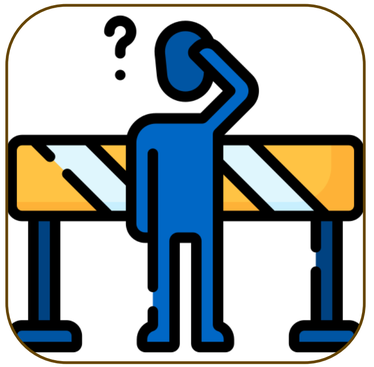
BARRIERS (TO OVERCOME OR SOLVED)



Difficulty Encountered	→	How it was Overcome
Initial hesitation to participate in Regional Core Groups (perceived as time-consuming or overly academic, lacking guaranteed, immediate results)	→	One-to-one meetings, emphasis on the Assessment of SMEs Capabilities, demonstrating the Methodology as directly responsive to SMEs specific needs and weaknesses
Lack of knowledge in ESG and Innovation Aspects	→	One-to-one meetings & targeted capacity-building sessions in collaboration to other 4-helix actors (Research and Academia, BSOs)

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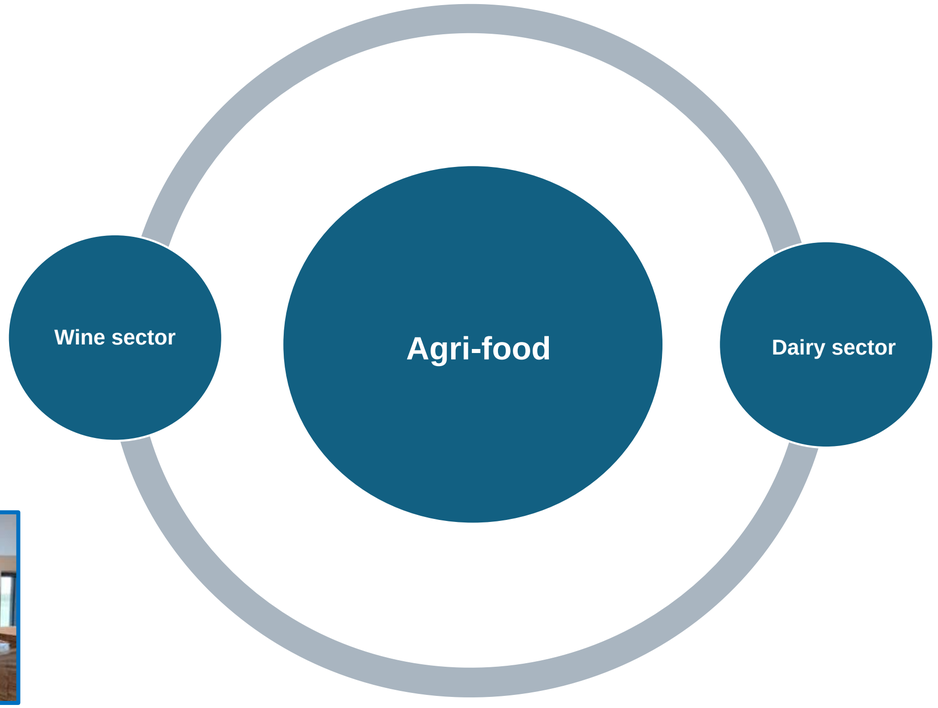
Regional Core Groups – The Greek Case

Identification of SMEs needs

Assessment of SMEs capabilities



Ideas development with a regional impact

Matching with appropriate financial tools

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Regional Core Groups – The Greek Case

Why Agri-food?

- **Strategic importance** for the region of Western Macedonia
- Dominant position and dynamics within the context of the **region's RIS3**
- **Key pillar of the Territorial Just Transition Plan**, recognized as critical sector for the economic reconstruction of the region after the coal phase-out
- Presence **of two Clusters** in the region one for wine making, one for dairy

Our Core Groups in Numbers

- **SMEs (#26)**
  - 14 Wineries & 12 Cheese Factories
- **Public Authorities (#2)**
  - Region of Western Macedonia
  - Green Fund
- **Business Support Organizations (#5)**
  - Chamber of Commerce and Industry
  - Regional Development Agency of West Macedonia
  - RIS3 Support Structure, Western Macedonia
  - Geotechnical Chamber, Department of Western Macedonia
  - Cluster of Bioeconomy and Environment, Western Macedonia
- **Academia and Research (#1)**
  - University of Western Macedonia

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OUTCOMES SO FAR & NEXT STEPS

Regional Level

Wine Sector	Dairy Sector
• Creation of a composting unit for the valorization of the wineries' biowaste (compost will be used as a natural soil improver) • Bio-refinement to produce by-products with high added value	• Utilization of whey for the production of new products and biogas

Transregional Level → Partners will work on designing collaborative initiatives

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DISCUSSION

- **Transferring the Methodology**

Join us to unlock green innovation across the MED area, turning proven results into regional policy and competitive advantage!!!

- **5-minute Q&A discussion**

Questions?

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CARBON FARMING MED

Platform service fees

Commission on carbon credit

Modular, scalable model

Voluntary carbon markets

Long-term profitability

Reduces complexity

TRL 6-7 (pilots)

Financial model to be refined

KPIs tracked

Data harmonisation

Align with EU frameworks

Limited interest

Policy gaps

Med market maturity

Feasibility

Attract and sustain buyers

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Carbon Farming MED

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CARBON FARMING MED

- **Sector** *Agri-food systems*
- **Sub-sector** *Carbon Farming*
- **Link to the website*:***

  https://carbonfarmingmed.interreg-euro-med.eu/

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THE PROJECT AT A GLANCE

Project Idea

• Develop a science-based, business-oriented framework enabling farmers to adopt regenerative practices through digital tools and access to carbon credit markets.

What it is for

• Climate vulnerability, soil degradation, and low farm profitability.
• Farmers lack incentives, tools, and access to carbon certification.

What it does

• **CF-MED IT Platform for Carbon Market Access**
Simplifies participation in voluntary carbon markets, integrating certification, monitoring, and carbon accounting.

• **Techno-Economic Model**
Assesses long-term profitability of regenerative practices.

To Whom

• Project developers (Farmers & cooperatives)
• Carbon market actors & advisors
• Financial institutions & policymakers

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VALUE PROPOSITION

- **Empowers Mediterranean farmers** with digital tools to access carbon credit markets.
- **Simplifies certification & monitoring** through one integrated platform.
- **Demonstrates profitability** of regenerative practices via techno-economic modelling.
- **Creates circular value** by turning farm data into carbon credits and reinvested benefits.
- **Delivers measurable impact:** environmental, economic & social.
- **Pilot success in Spain & Italy** shows strong market potential.

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THE BUSINESS MODEL

- **Modular, scalable model** adaptable across Mediterranean crops & regions.
- **Revenue:** platform services
- **Shared value:** partners share risks; farmers gain profitability & market access.
- **Stakeholder synergy:** research, digital, advisory & farming sectors co-develop solutions.

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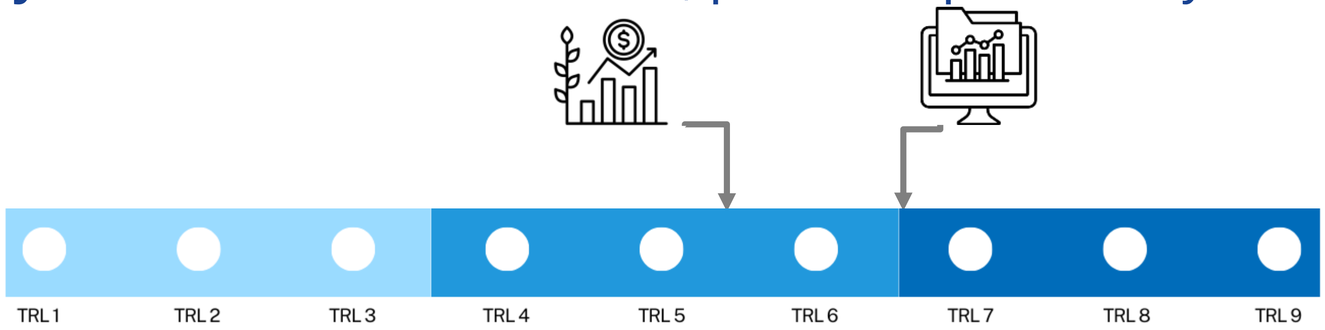
INVESTMENT READINESS

- **Maturity:** TRL 6–7 – validated tools, pilots in Spain & Italy.



- **Financial model:** To be refined (service fees).
- **KPIs:** CO_2 sequestration & reduction in GHG emissions
  - Farm profitability
  - Farmer engagement.

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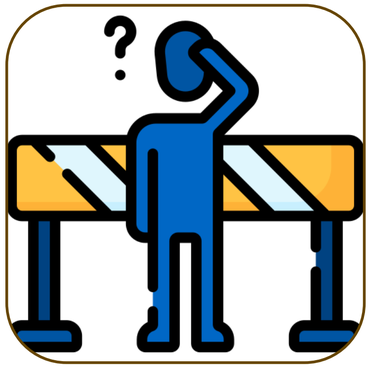
BARRIERS (TO OVERCOME OR SOLVED)



Technical / Technological

- Harmonising data from diverse farm systems → solved via modular, interoperable platform architecture

Methodological

- Need for standardized carbon accounting methods across regions → addressed through alignment with EU and voluntary market frameworks.

Economic

- Limited current interest in carbon finance within agriculture

Policy & Governance

- Lack of a unified model for certified carbon removal units → EU CRCF Regulation (2025)

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DISCUSSION

- How mature is the voluntary carbon market in the Mediterranean?
- What makes carbon farming schemes feasible in this regional context?
- How can we attract and sustain buyer interest to grow these markets?

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03.

DEFINITE-CCRI TOOL WALKTHROUGH

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Sharing experiences from the DEFINITE-CCRI project

- **Lessons learned on supporting local circular businesses**
- **the DEFINITE assessment tool to identify gaps and prioritise actions.**

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The DEFINITE-CCRI PROJECT

- Brings together high-impact circularity projects and funding institutions to **boost the transition to a circular economy**
- Provides assistance and guidance to circular-economy project developers to increase the likelihood of **attracting investment**.

https://definite-ccri.eu/

Channelling Material Flows
LEUVEN, BELGIUM

Circular Economy Incubator Hub
NOKIA, FINLAND

Circular Library Network
REYKJAVIK, ICELAND

Plastics Unchained
LEUVEN, BELGIUM

Rewrap
GHENT, BELGIUM

Tissel
ROUBAIX, FRANCE

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THE CIRCULARITY TOOL

Helps develop your circular venture.

Assesses your progress in developing your venture

Provides guidance and recommendations

Provides a connection with the **Project Evaluation Guidebook**

https://tool.definite-ccri.eu/

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04.

YOUR VOICE: MEDITERRANEAN CHALLENGES

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Have your say!

- **Some stats and considerations from previous feedback**
- **Open discussion**

What is the biggest challenge in making your CE project investment-ready?

- Funding
- human resources
- Prices
- Perception of the product
- Funding
- environmental issues
- Consumer’s behaviour
- Planning/time allocated
- finding a market niche
- The structuring at the beginning
- market needs
- Finding customers with a willingness to pay and use our value proposition

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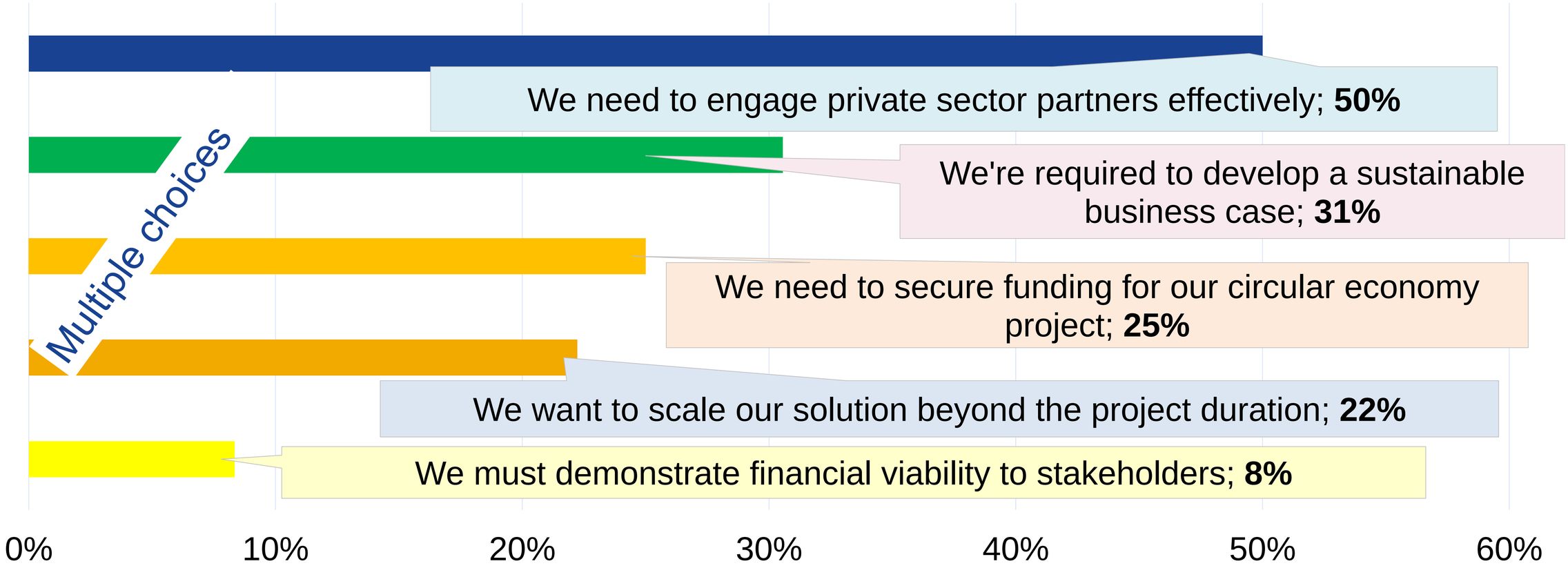
Primary training needs and interests



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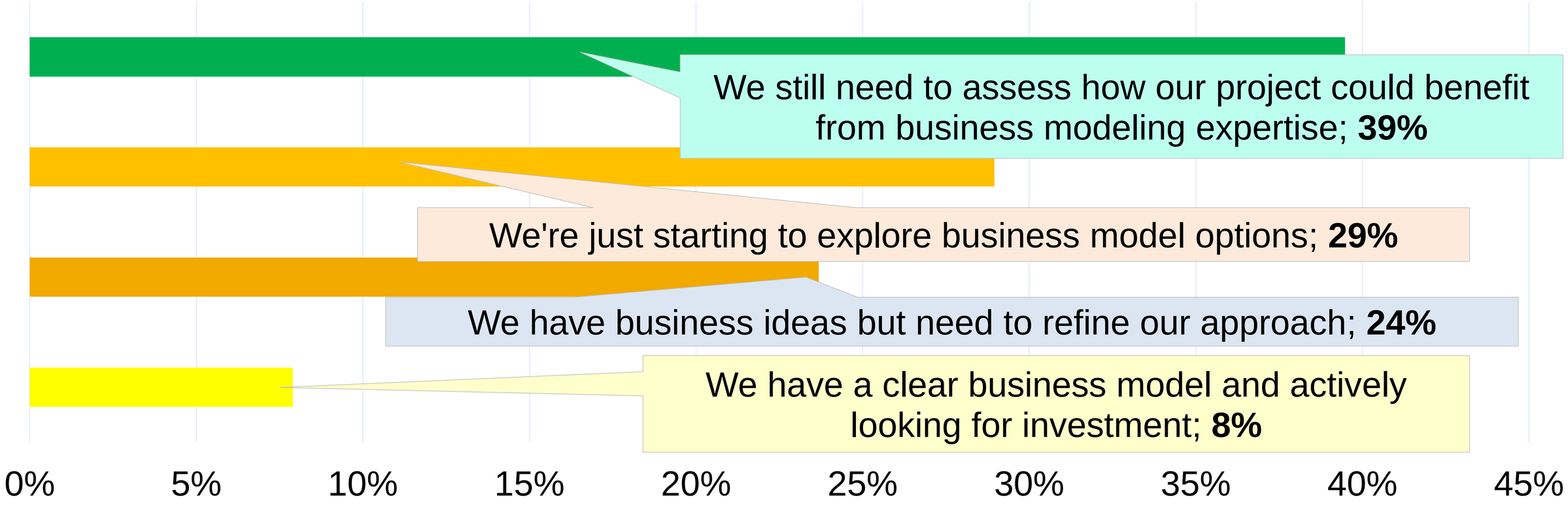
Where does your project stand with business model development?



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HIGHLIGHTS: 3 most occurring cases

We need to engage private sector partners effectively

(but)

We still need to assess how our project could benefit from business modelling expertise

We're required to develop a sustainable business case

(but)

We're just starting to explore business model options

We're required to develop a sustainable business case

AND

We have business ideas, **but** need to refine our approach

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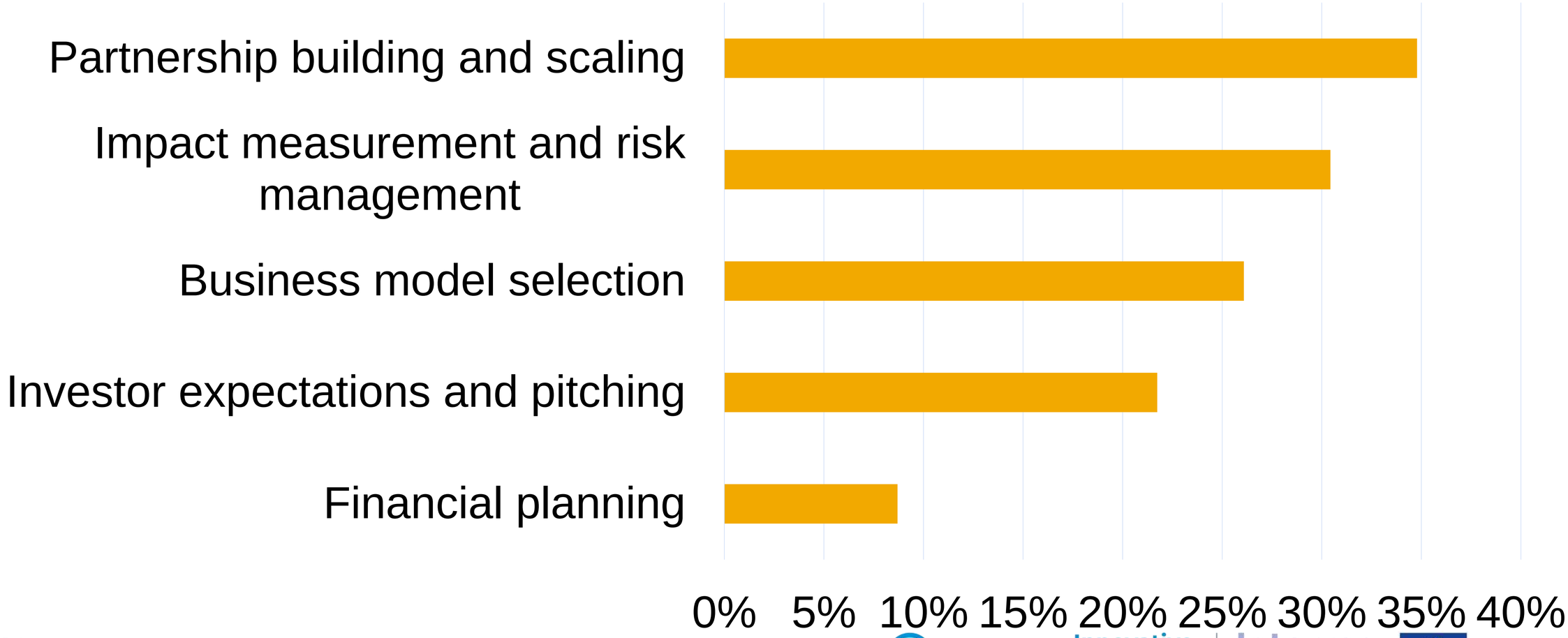
Identified areas of more support needed



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Difficulties in defining Criteria and Parameters

PARAMETERS

- economic parameters
- social parameters (how to measure community ownership?)
- Risk analysis
- Policy / regulatory impact
- The market analysis
- Socials
- social
- Quality standards
- Environment certificate

CRITERIA

- Financial plan
- Financial and policy alignment with country priorities

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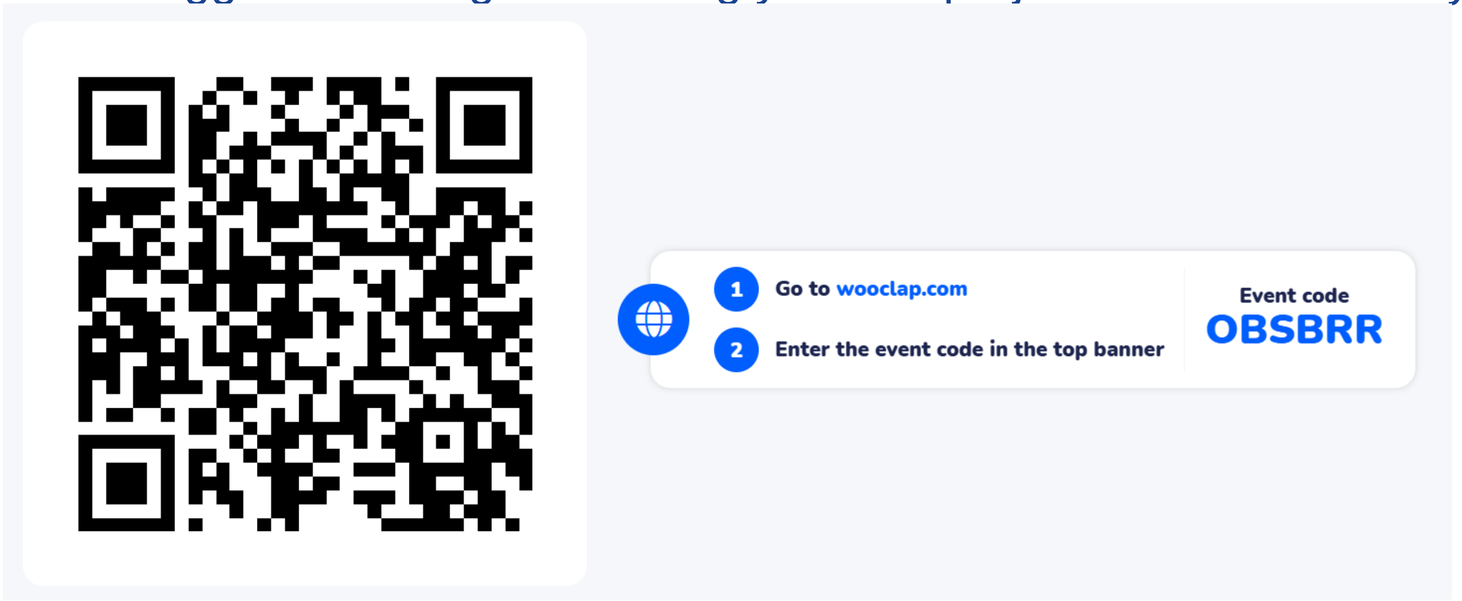
Polling interactive session: Wooclap

- Are you aware of any internal or external barriers that could hinder the business implementation of your project?
- In your opinion, what is the biggest challenge in making your CE project investment-ready?



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TOPICS TO BE DEEPENED IN FUTURE SESSIONS

- Technology transfer and innovation management
- Circular procurement
- Digital tools for the circular economy
- Regional policies
- S3 strategies
- Citizen’s engagement
- Monitoring impact on SDGs
- Other (please specify):

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Conclusions
and
Key Takeaways

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Thanks!

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