

Maximising Your Investment Potential:

Understanding Financial Opportunities and Key Considerations for Your Project

Starting at 10:30!

Join us here!



circular
invest



IN COLLABORATION WITH:



Maximising Your Investment Potential: Understanding Financial Opportunities and Key Considerations for Your Project

27.06.2024



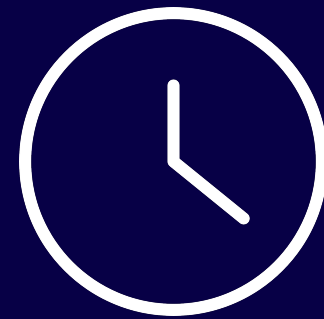
Agenda

- 10:30** Welcome and introduction
- 10:40** Key Considerations for Project Owners to Attract Investors:
A Comprehensive Checklist
- 10:50** Exploring Financial Opportunities for your Circular Project
- 11:00** Practical Tools from Hoop Project to unlock investments
- 11:20** Success stories: Chi Impact
- 11:50** Closing and Next Steps

Afternoon Session

- 13:00** HOOP circular valuation tools for enhancing project bankability
- 14:00** Key considerations for public-private cooperation: stimulating competitiveness in innovation
- 15:00** Entrepreneurs and public investors in dialogue: assessing the state of the art to prepare viable bioeconomy investment plan in Porto
- 15:45** Closing Remarks

Housekeeping



The webinar
will last 1.5
hours



Questions can be
asked in the chat
or during our
Q&A slot

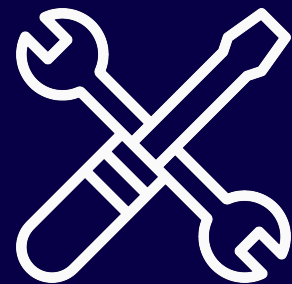


This session
will be
recorded

Introduction to PDAs



Developers of new circular solutions often face several challenges and barriers that hinder their progress in making circularity a reality (e.g. regulatory issues, market, investment/financial difficulties).



PDA is a tool to help overcome challenges and barriers that hinder the investment into circular projects.



Our projects help local and regional circular economy projects from across Europe become investment-ready and access financial resources.

IN COLLABORATION WITH:



What is the Circular Investment Readiness Network about?

Joint initiative

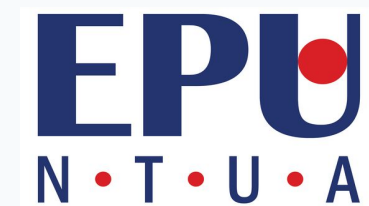
With joined forces we are developing a shared community of practice – bringing more circular projects together and reaching a **wider EU network of stakeholders**.

CircularInvest consortium

INOVA+



DEFINITE-CCRI consortium



Purpose

Supporting circular economy projects in **overcoming challenges** related to development and investment readiness.

How?

- **Sharing best practices and insights** on attracting investment to circular projects.
- Fostering **collaboration** among projects, industry experts, leaders, companies, and change-makers across Europe and associated countries.



Join our Community of Practice!

- Attend our upcoming sessions, learn about how to **Pitch** your project to investors and a **summary of learnings** from DEFINITE-CCRI!
- Be part of our **LinkedIn Page** to be up-to date with all events.
- **Interact** with other stakeholders, such as project owners, investors and circularity experts.



3rd call for CircularInvest is now open!



The 3rd Call is open now and will close on
13 September 2024

<https://www.circularinvest.eu/>



HOOP at a glance

3rd HOOP Circular Investors Day

Elisa Gambuzzi

elisa.gambuzzi@cetenma.es

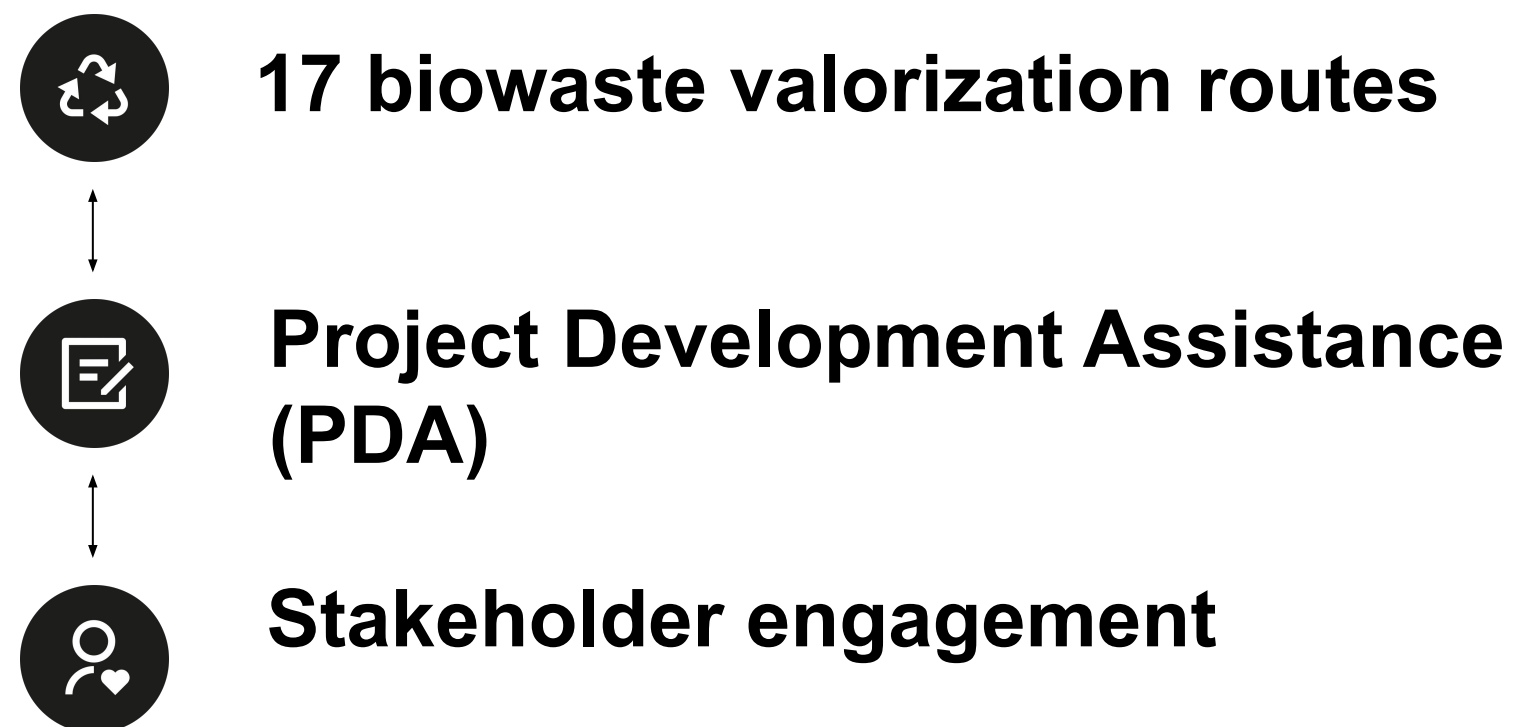


What's HOOP?

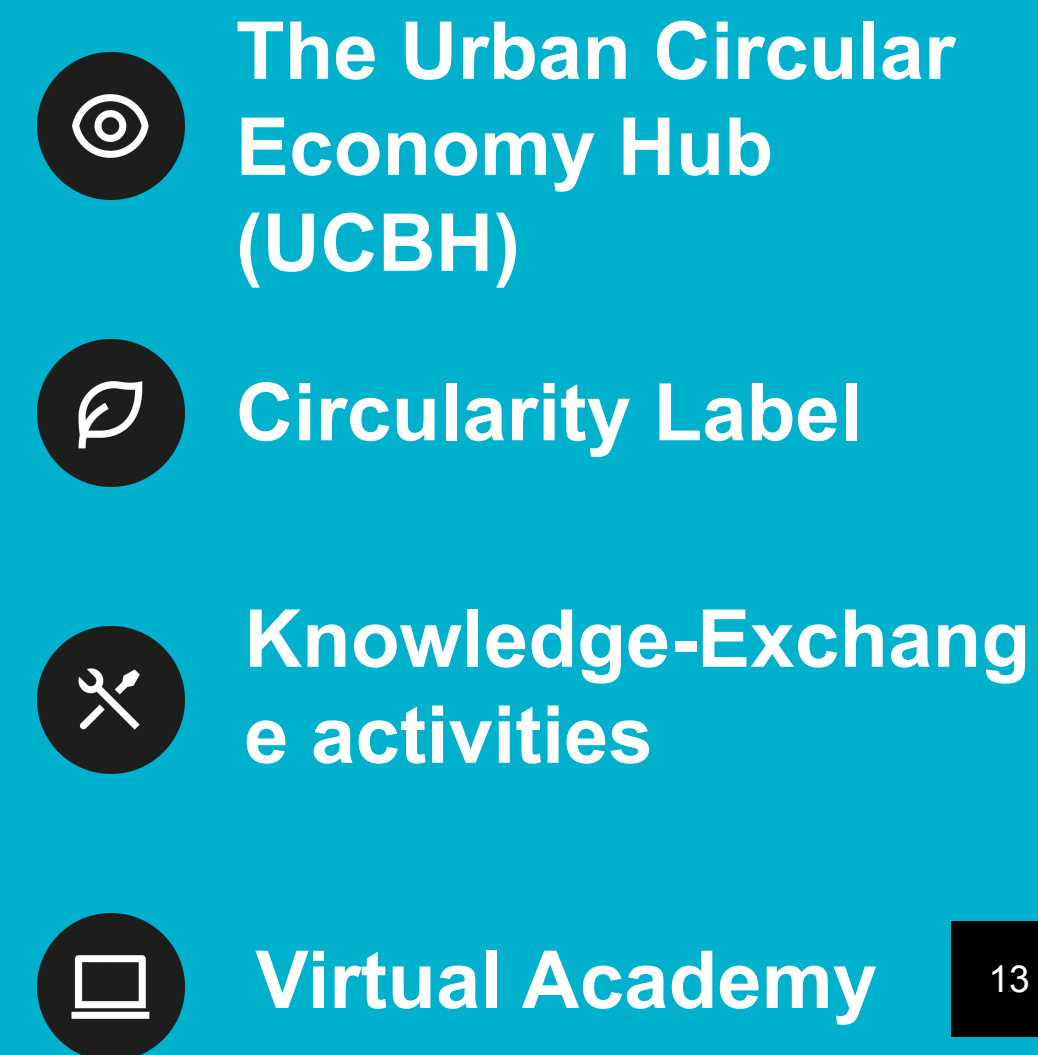


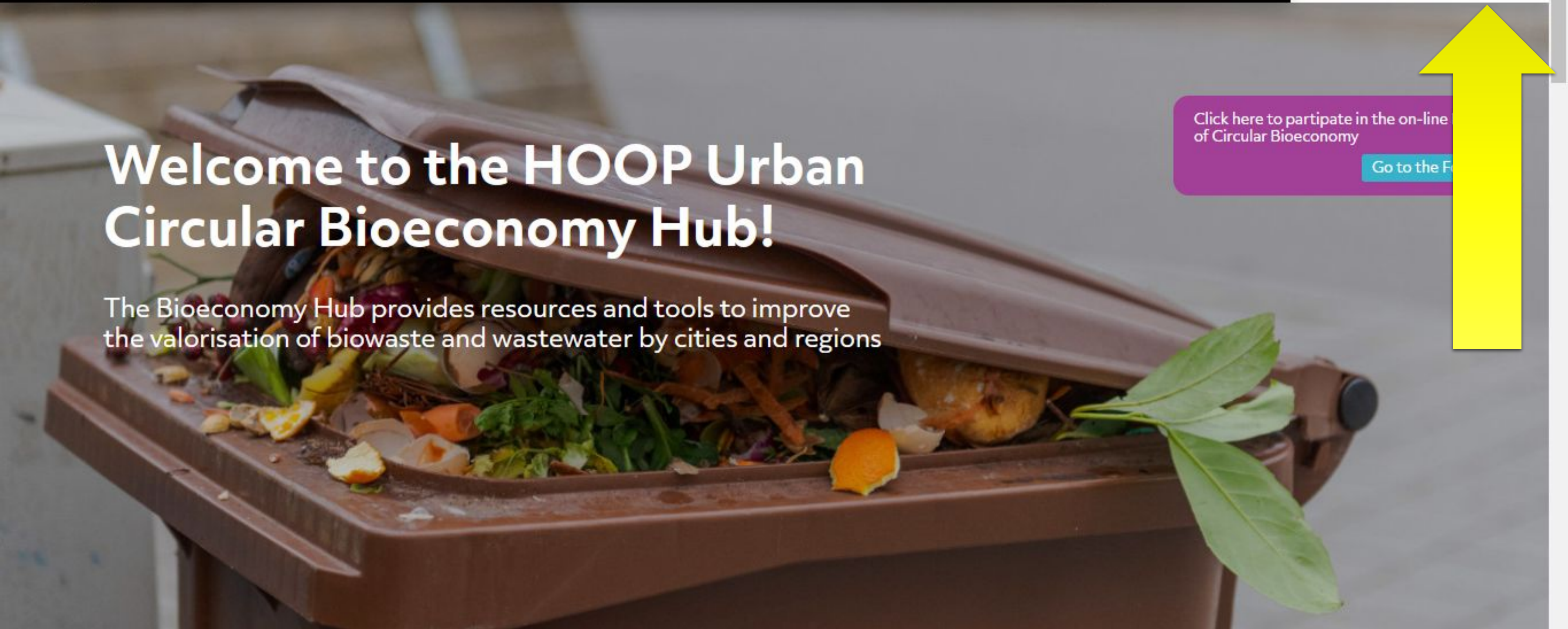
**8 Lighthouse cities & regions:
the HOOP demonstrators**

HOOP Network of cities & regions



Replication Strategy





Welcome to the HOOP Urban Circular Bioeconomy Hub!

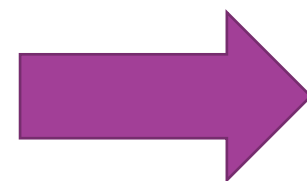
The Bioeconomy Hub provides resources and tools to improve the valorisation of biowaste and wastewater by cities and regions

HOOP PDA, a unique approach

**Identify a
feasible Project**

and

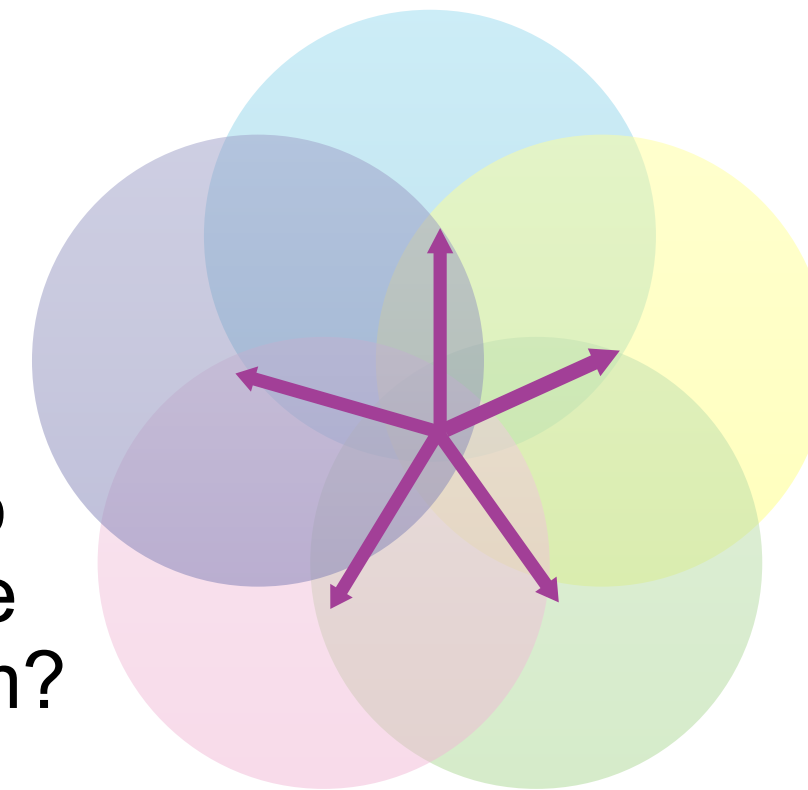
**Provide the
needed capital**



Stakeholder
engagement

Where do
we get the
money from?
Funds?
Private
capital?
Etc...

Know the city
and region,
select
technologies



Techno-econo
mic PDA: is it
feasible? Is it
legal?..

Business
models and
plans:
customers?
Selling
volumen,
etc..

The HOOP Impact!

- 18 UCBE investment Projects identified
- 12 UCBE investment Projects ongoing
- 25 Technologies evaluated
- 37 Technical & 11 Environmental studies
- >50 Reports & Manuals elaborated
- 7 UCBE evaluation tools produced
- 33 Biowaste Clubs
- 758 Stakeholders engaged
- 3 OMC processes (1 in preparation)
- 30 Webinars on UCBE
- 2 Policy Conferences
- 4 Study Tours (1 upcoming)
- >110 Members in the HOOP Network

114 M€
of investments in UCBE
mobilised in LHCRs

x14
leverage obtained



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836



**Thank you very much for
your attention!**

Elisa Gambuzzi

elisa.gambuzzi@cetenma.es

What is the purpose of today's session?

Objectives

The session aims to provide a clear overview of the **various financing avenues** available to your circular projects.

In this session you will:

- Gain a deep understanding of **financial opportunities for circular projects**.
- Learn how to make your project **investment-ready**.
- **Network** with like-minded professionals and potential investors.
- Be **inspired** by successful case studies.

Now it's your turn!

- Take your phone or open a new tab on your browser
- Go to www.menti.com
- Insert the code: **7817 7165**



What are your main challenges to combat when looking for investments for your circular project/business?

Mentimeter code: 7817 7165

**circular
invest**



IN COLLABORATION WITH:



Key Considerations for Project Owners to Attract Investors: A Comprehensive Checklist



Elisa Achterberg
Co-Founder
Circular Finance Lab

A black and white photograph taken from a low angle looking up at two massive skyscrapers. The buildings are covered in a dense grid of windows and balconies, creating a strong sense of scale and height. In the center, a person is seen rappelling, suspended by ropes between the two buildings. The sky is filled with soft, white clouds. The overall mood is one of challenge, risk, and reaching for the heights.

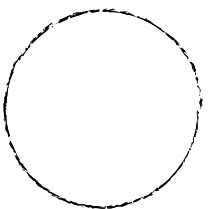
Financing the
circular economy

FinanCE

ONLINE
27.06.24

TODAY

- ⚡ Circular Financing 101,
- ⚡ The 7 circular revenue models and why they are difficult to finance,
- ⚡ Why financing does *not* follow with a solid business case,
- ⚡ The 6 steps that lead to a financeable circular company,
- ⚡ One technique with which you can organize your circular value chain and spread risks and returns,
- ⚡ Why this makes it easier to finance the growth of your company!

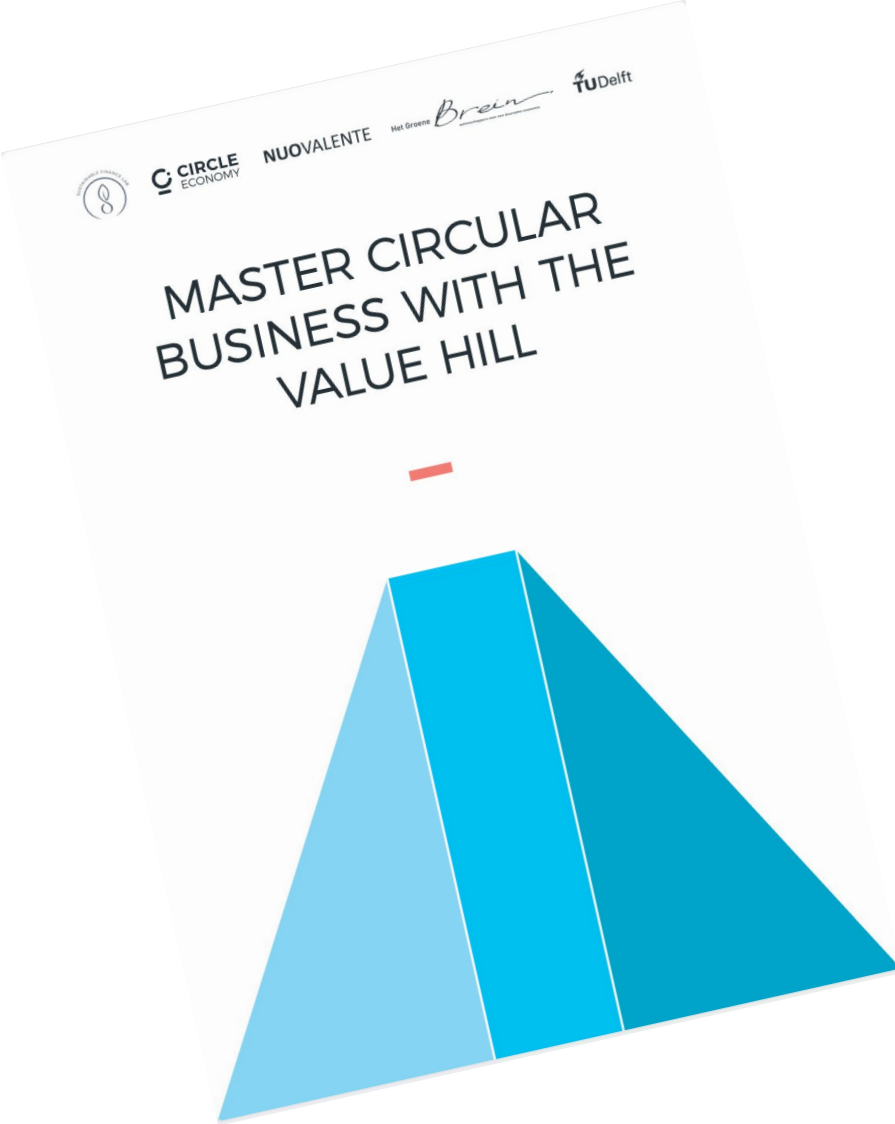


When I started on this topic in 2015.... there was nothing....

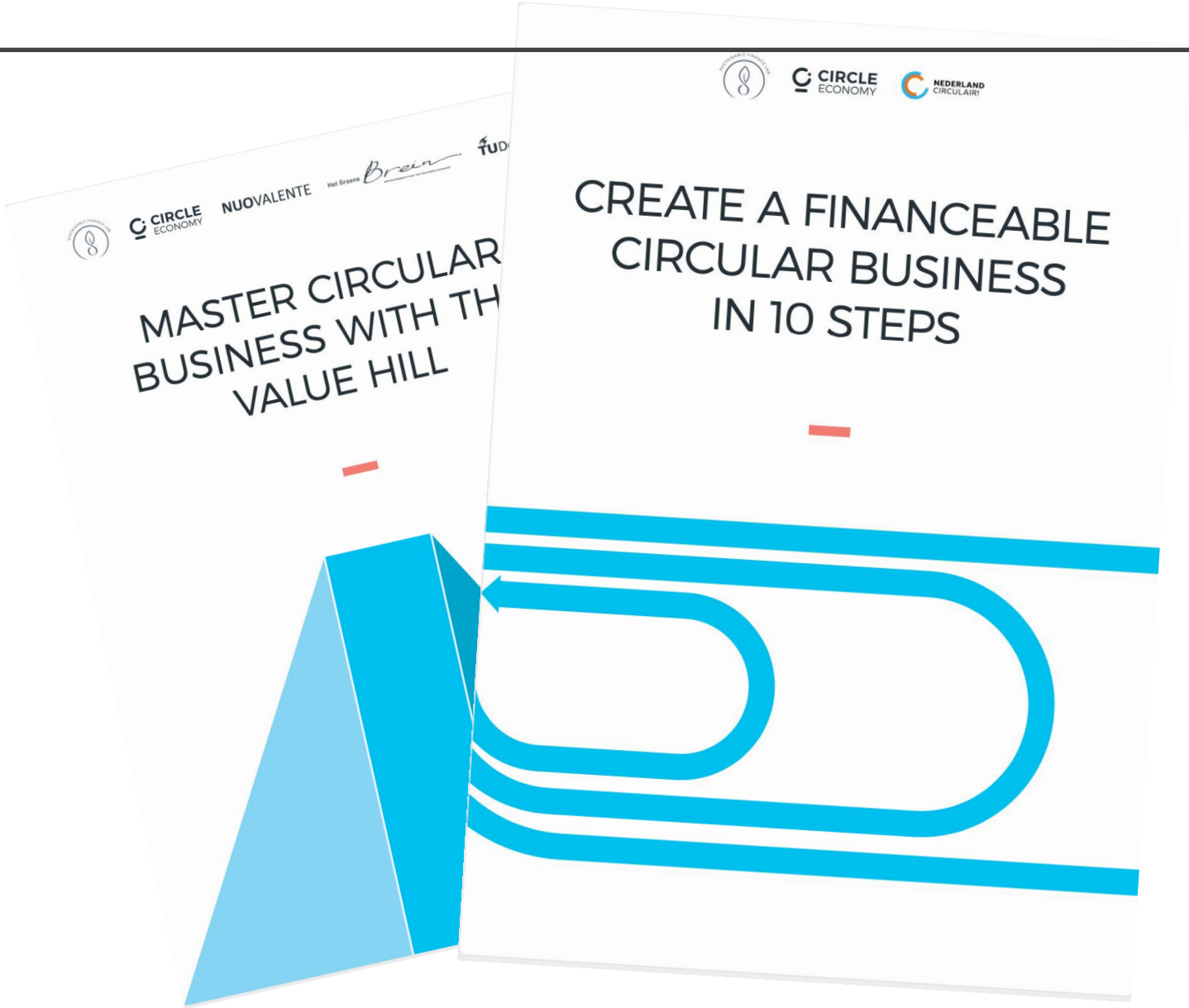
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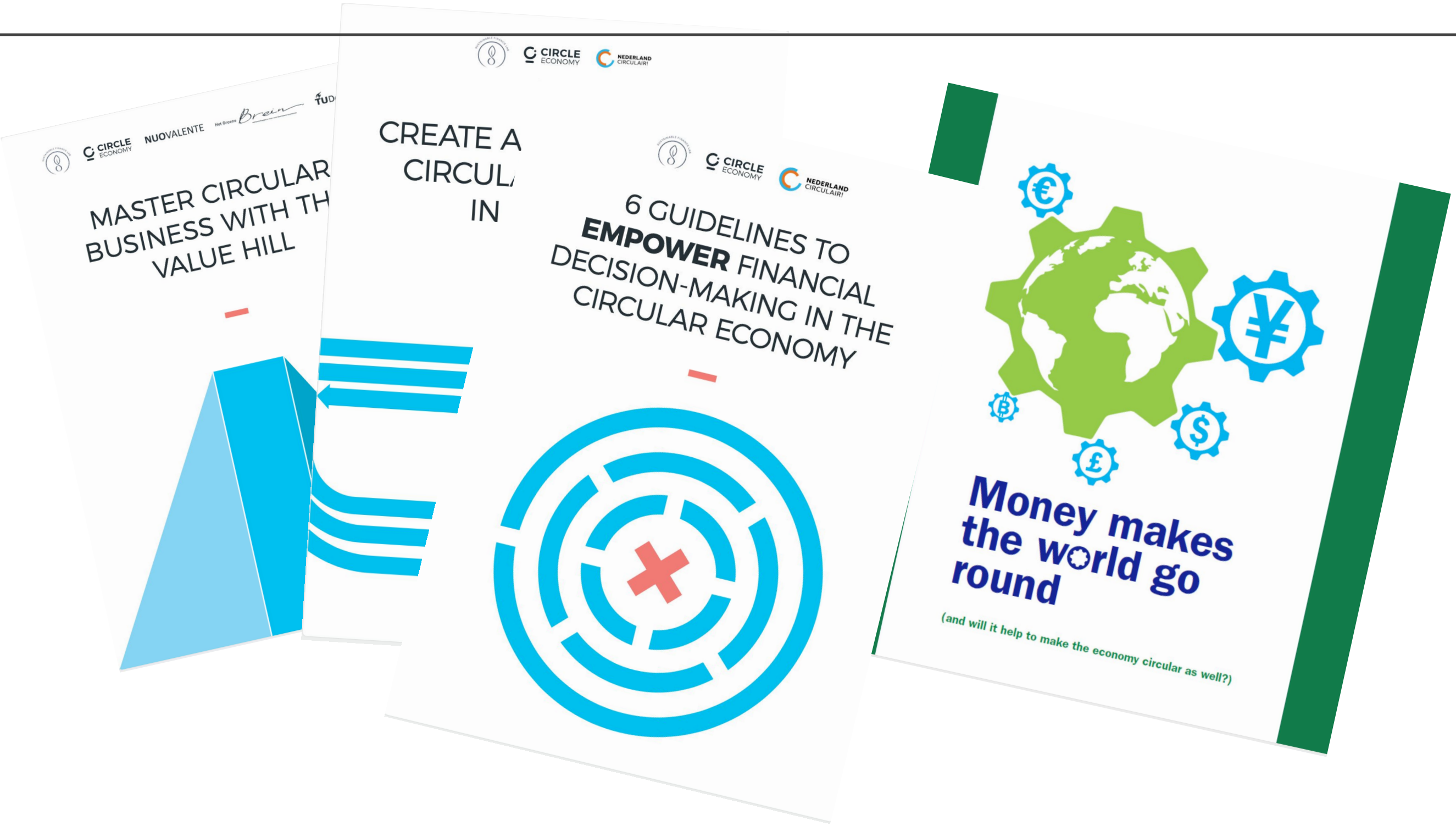
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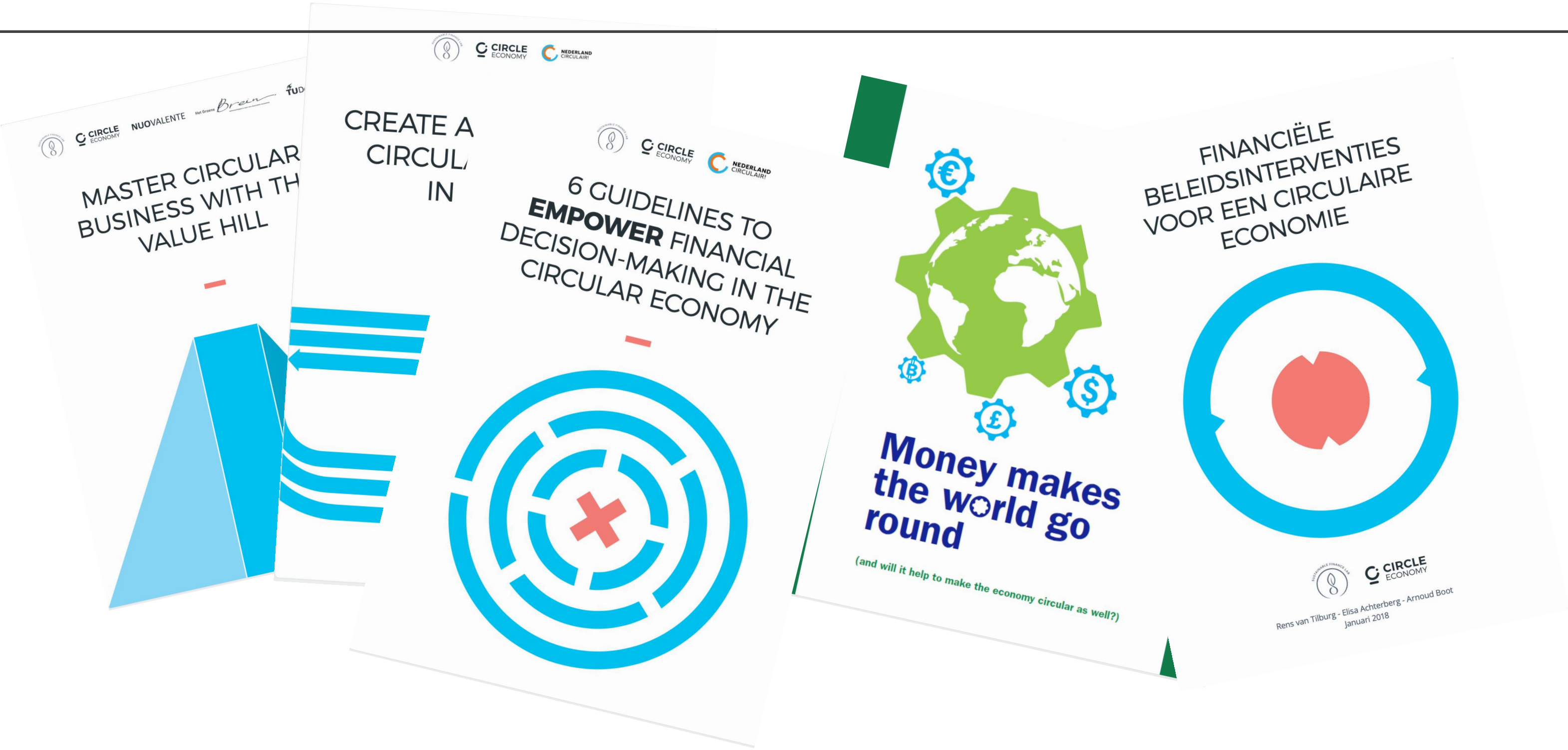
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KNOWLEDGE PRODUCTION: 2015-2021



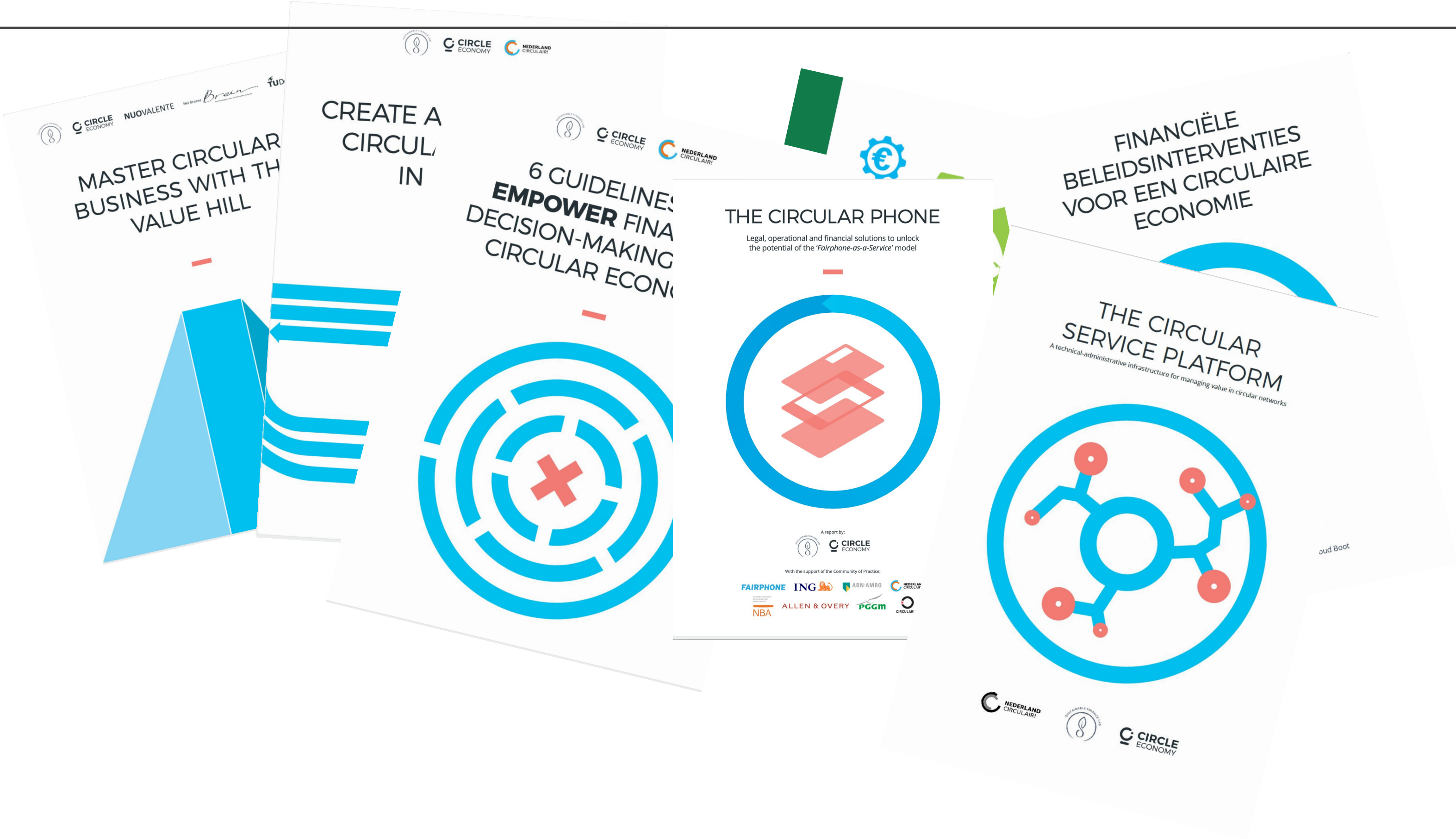
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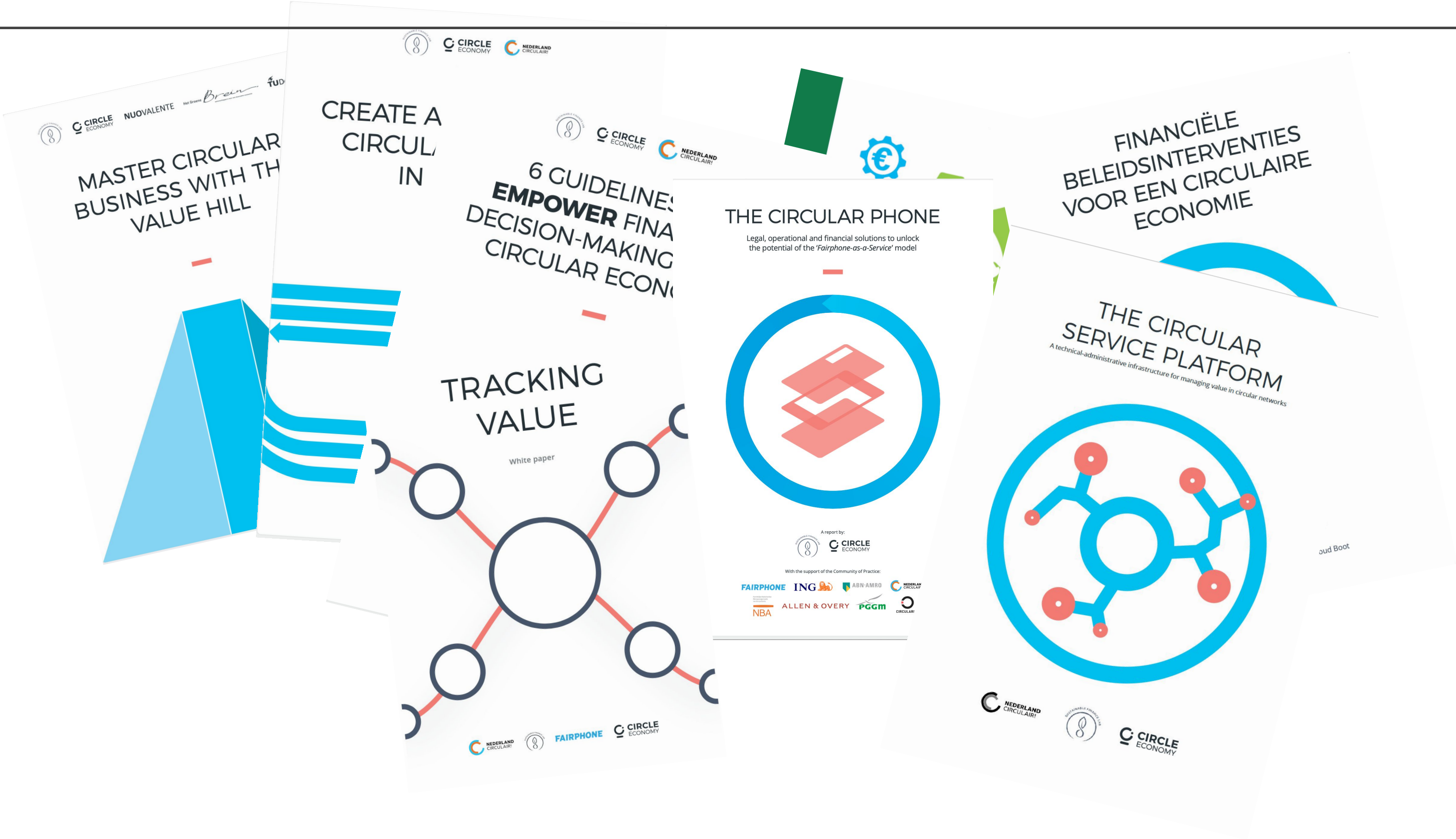
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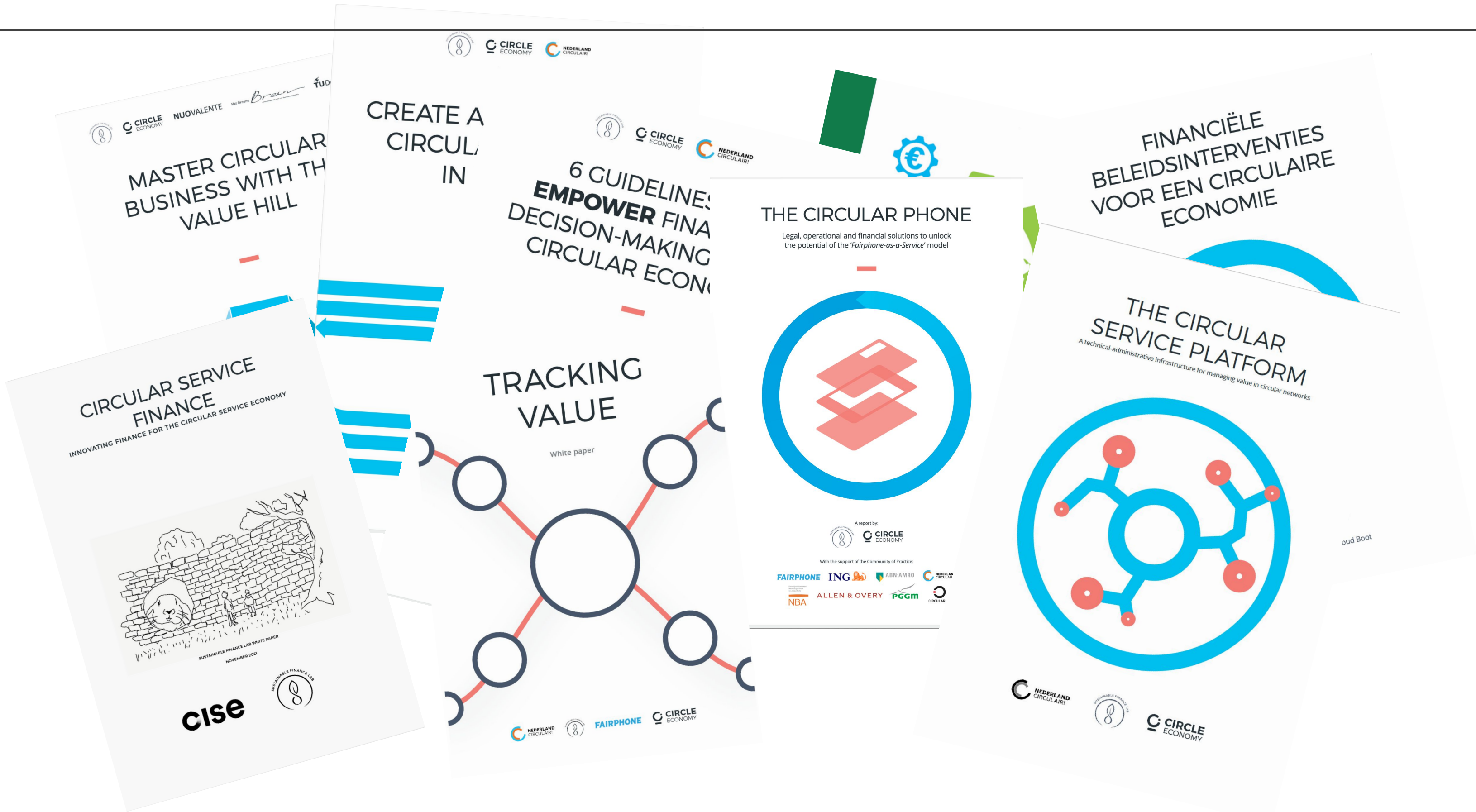
KNOWLEDGE PRODUCTION: 2015-2021



KNOWLEDGE PRODUCTION: 2015-2021



KNOWLEDGE PRODUCTION: 2015-2021



KNOWLEDGE PRODUCTION: 2015-2021



YES YES WE NOW KNOW ENOUGH: LET'S SOLVE THE PROBLEM!



Elisa Achterberg
Multi-passionate entrepreneur

- + Founder Circular Finance Lab
- + Co-founder CiSe Network
- + Project Office Kopgroep Circulair Financieren

MSc in Econometrics | Risk Management

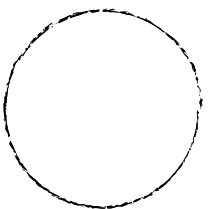
**PFFFFF A CIRCULAR BUSINESS MODEL
WAAY TOO COMPLICATED #\$\$%^&***

**GRRRRRRR FINANCE?!! WHAT IS THIS AL
ABOUT???**

Financial part of the business case (price, turnover, profit, loss, etc.)
≠
Financing your business case

Equity = investor provides capital in exchange for a share in the company (part of the ownership). For example, venture capital for unproven, untested technology. Impact investors invest in circular companies that realize returns *and* make a demonstrable impact.

Debt = loan incl. interest, bank loan, crowdfunding, lease, impact loan



THROUGH THE EYES OF THE FINANCER| Impact investor



Through the eyes of the impact investor

An impact investor invests in companies and projects where **impact and earning capacity go hand in hand** and will strive to make that impact transparent, measure it and assess it.

In the absence of historical figures, an impact investor mainly looks at qualitative aspects:

- What problem does the company solve?
Is this a painkiller (really necessary) or a vitamin (nice-to-have)?
- What is the positive impact on people & the environment?

- Entrepreneur & team: Is the right entrepreneurial DNA present, vision
- Business model: scalable, *competitive edge*
- Market: Is there already a market or does this still need to be developed?
Can the company demonstrate a positive track record?

Financial figures that *are* available and forecasts for at least 3 years in the future will always be requested. The assumptions behind the forecasts are particularly interesting for the impact investor.

An impact investor usually invests with **equity** and in some cases a (convertible) loan is provided.

THROUGH THE EYES OF THE FINANCER| Banker



Through the eyes of the banker

A banker mainly looks at:

- What kind of company is it and what is the company's financial position?
 - Type of company
 - Management competencies
 - Financial health check:
 - a. EBITDA (what is the turnover after deduction of costs?)
 - b. Solvency (can the company meet its obligations in the long term?)
 - c. Liquidity (can the company meet its obligations in the short term?)

- d. Profitability (what is the (expected) profitability?)
- e. How is the company financed now?

- What do I need to finance? Will I get my loan repaid?
 - What is the revenue model? What is the company's track record? What are the historical turnover figures?
 - What is the forecast of future cash flow? And how realistic are those forecasts?
- Collateral: What is the underlying product? Is this product suitable as collateral? Or can comfort be obtained from pledging debtors (rights from PaaS contracts)?

- Phase of the business: A banker typically finances when a product is on the market and you are growing (scale-up) and finances its further development.

A banker provides debt (a loan). Ideally, with investors (equity) already on board (Private Equity/Venture Capital/Strategist), sometimes in combination with other debt capital, or government-guaranteed instruments, and sometimes on the basis of achieving *milestones*. The financing is then made available in parts when a milestone is achieved.

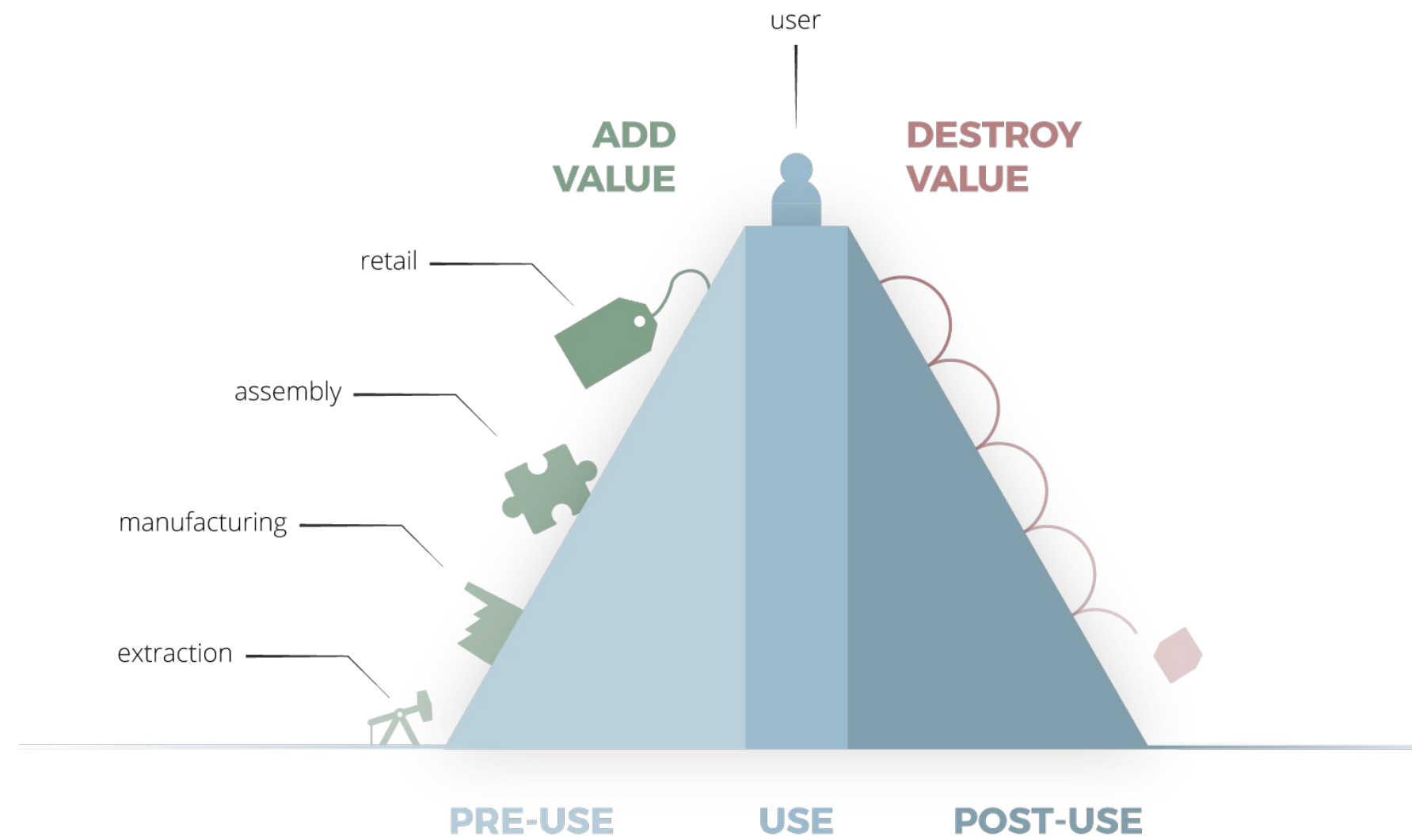
*But if your business case is solid, financing follows automatically,
right?*

~~***But if your business case is solid, financing follows automatically,
right?***~~

Work to be done:

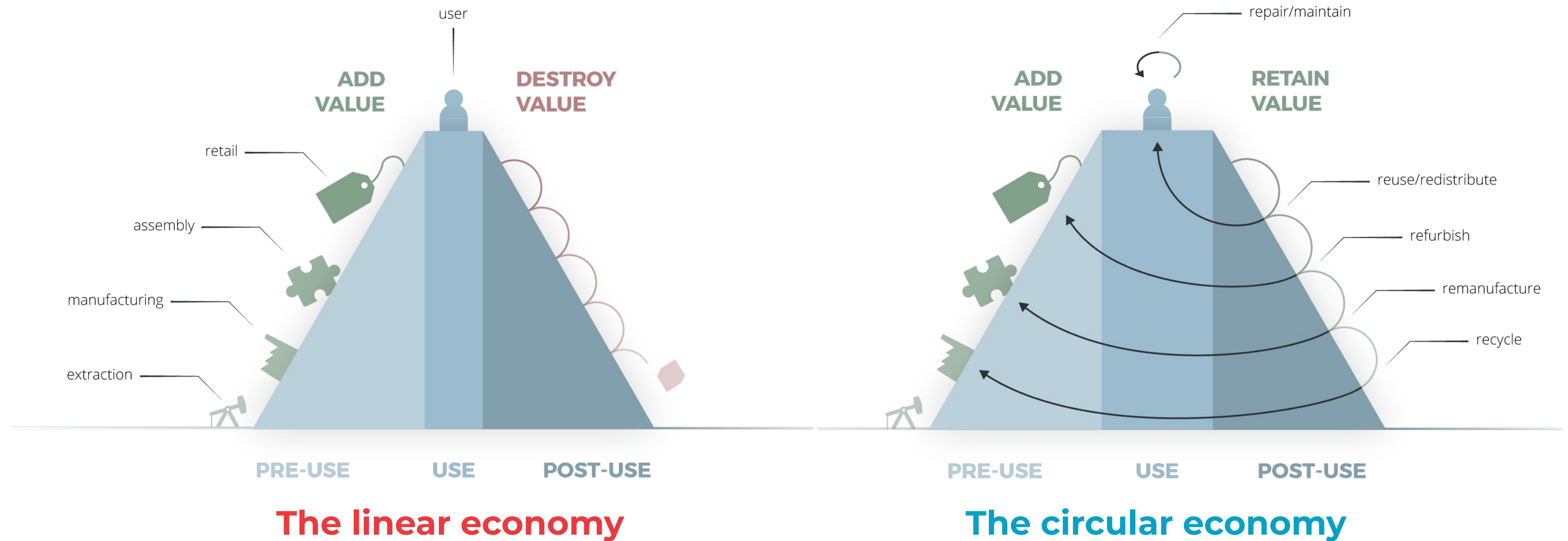
- ***Entrepreneurs:*** *know how to present their (financial) value to help financiers understand the circular economy in their own language.*
- ***Financiers:*** *adapt by developing financial instruments and risk models that better estimate value and risks!*

WHAT IS CIRCULAR BUSINESS?

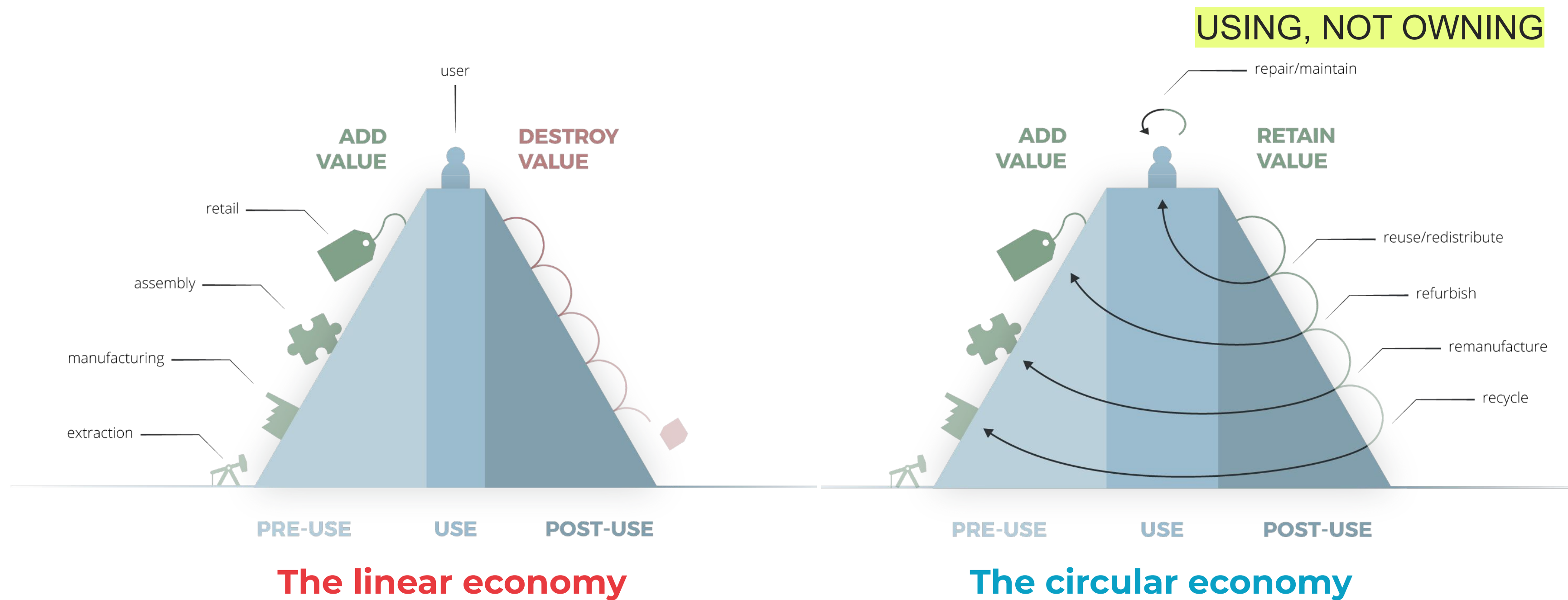


The linear economy

WHAT IS CIRCULAR BUSINESS?



WHAT IS CIRCULAR BUSINESS?

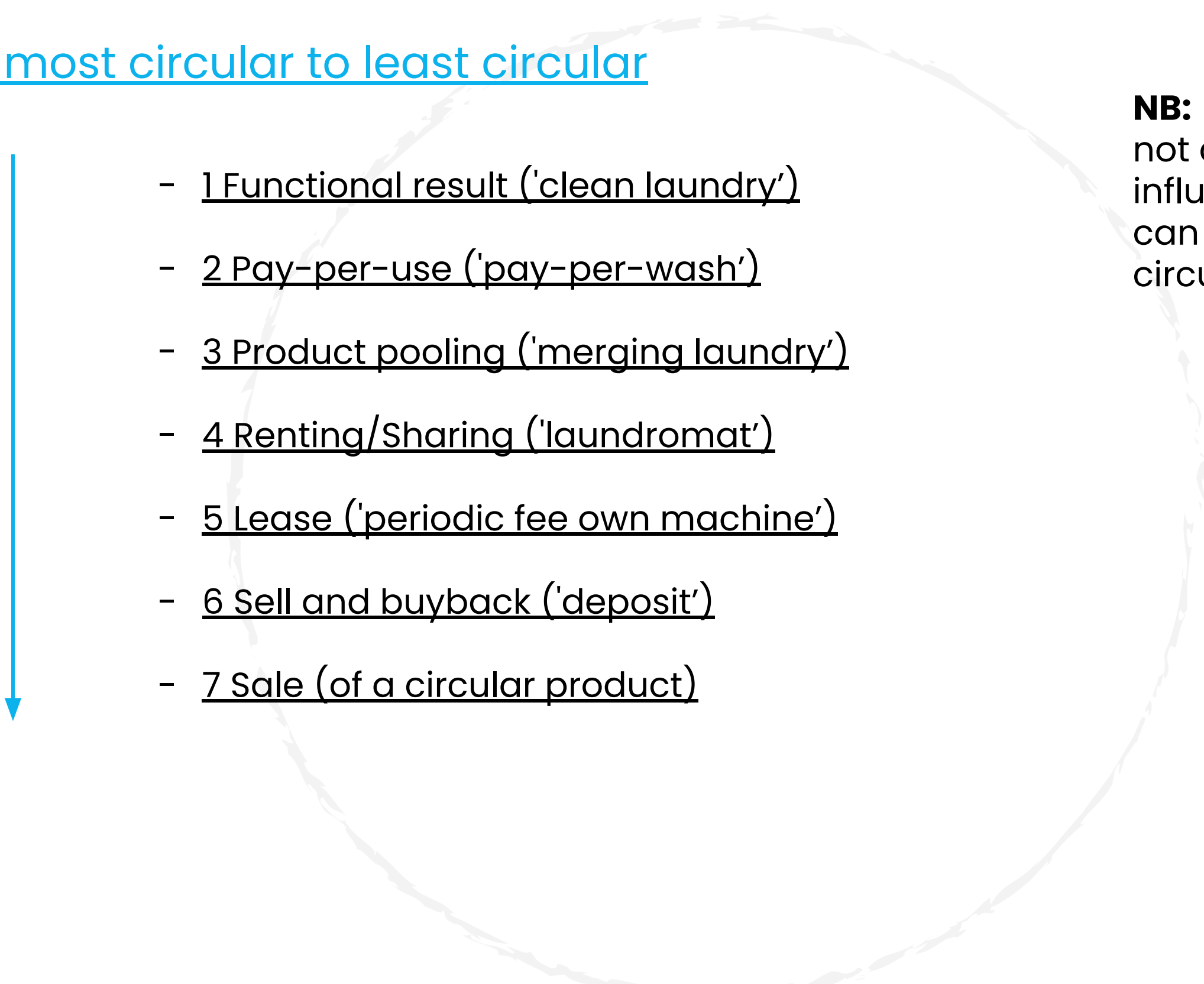


STOP. #Refuse.

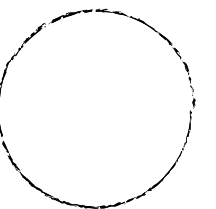
Do we really need what you offer or want to offer? Does it really add something that improves our lives, that is innovative, that really makes a difference?

CIRCULAR REVENUE MODELS

Ordered from most circular to least circular

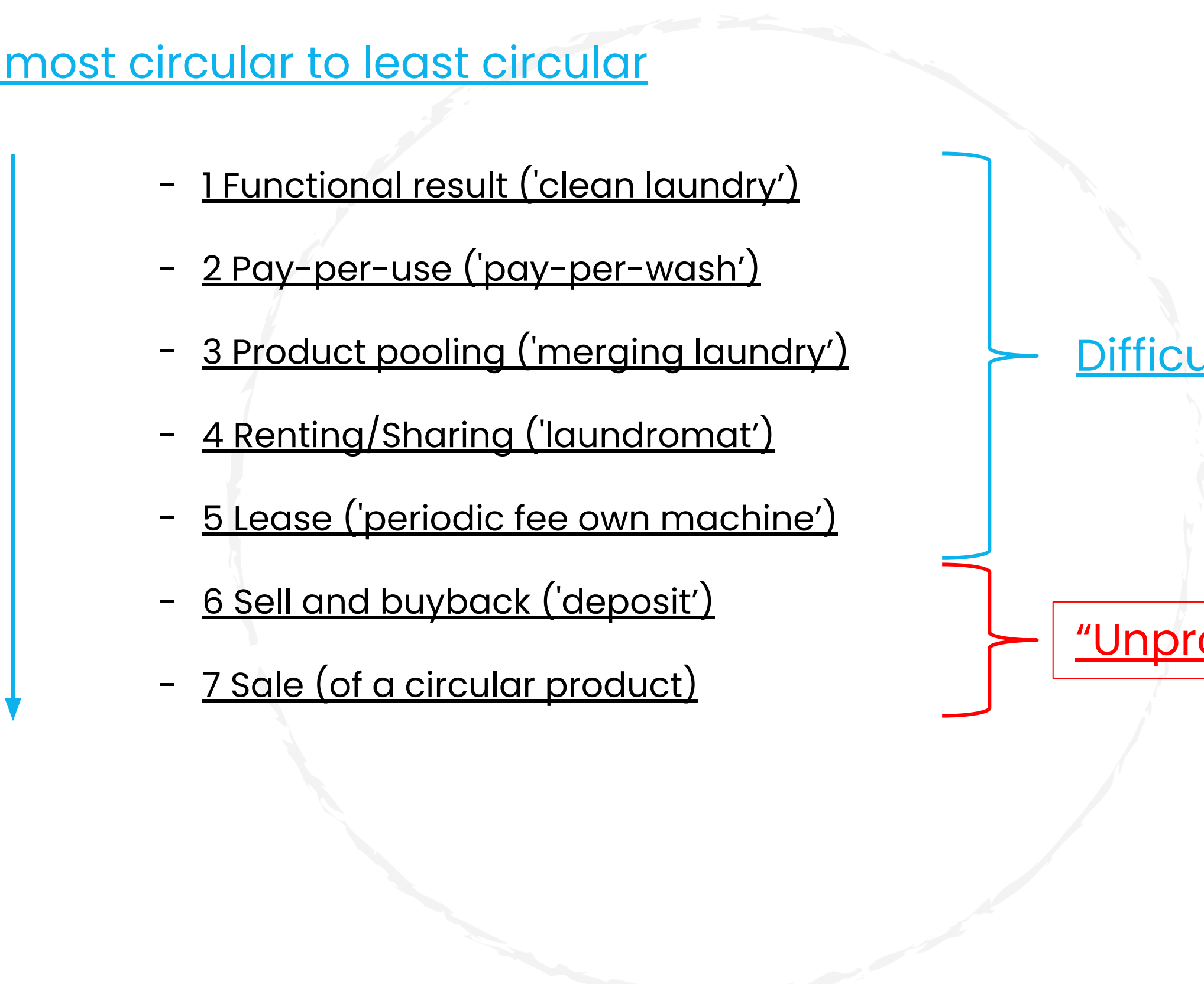
- 
- 1 Functional result ('clean laundry')
 - 2 Pay-per-use ('pay-per-wash')
 - 3 Product pooling ('merging laundry')
 - 4 Renting/Sharing ('laundromat')
 - 5 Lease ('periodic fee own machine')
 - 6 Sell and buyback ('deposit')
 - 7 Sale (of a circular product)

NB: A revenue model in itself is not circular or linear, but influences responsibilities and can provide incentives for circular behavior.



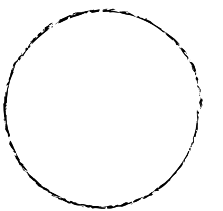
CIRCULAR REVENUE MODELS

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 - 7 Sale (of a circular product)

Difficult to finance!

"Unprofitable top"



Tough tough tough..

PREFINANCING ASSETS

- High **working capital** requirements
- Blown up **balance sheets** as those assets stay on their balance sheets for a long time

COLLATERAL VALUE

- Circular products are often of **low collateral value** (for example smartphones, washing machines or mopeds)
- Difficult to estimate **residual value**

OPERATIONAL RISK

- Perceived as high as **cash flows** come in on a usage /periodic basis, sometimes even per minute, and are therefore **uncertain**. Contracts can be very **flexible** with rather short notice period
- Etc etc etc



Tough tough tough..

>> Financiers are looking with a linear lense....!



Circular Risk Scorecard

>> Link to the [Circular risk Scorecard](#)

The background features a stylized illustration of a person in mid-jump, clearing a globe. The globe is depicted with a circular outline and some internal shading to represent continents. The person is rendered in a simple, dark silhouette. The entire scene is set against a light, textured background that resembles a cloudy sky. A horizontal band of solid light green color runs across the middle of the image, serving as a backdrop for the text.

FAIRPHONE

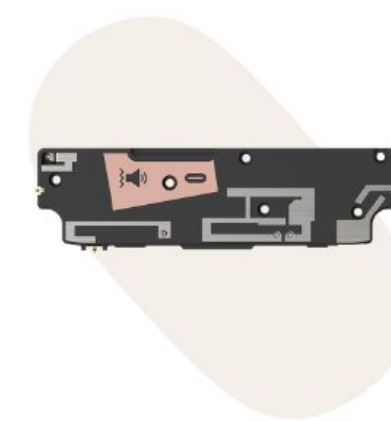
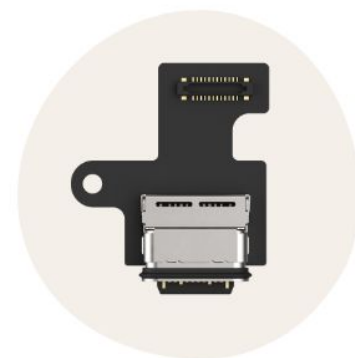
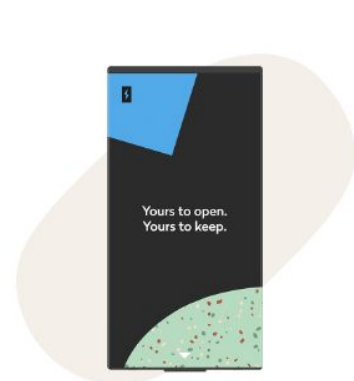
From a circular product to a circular revenue model

FAIRPHONE

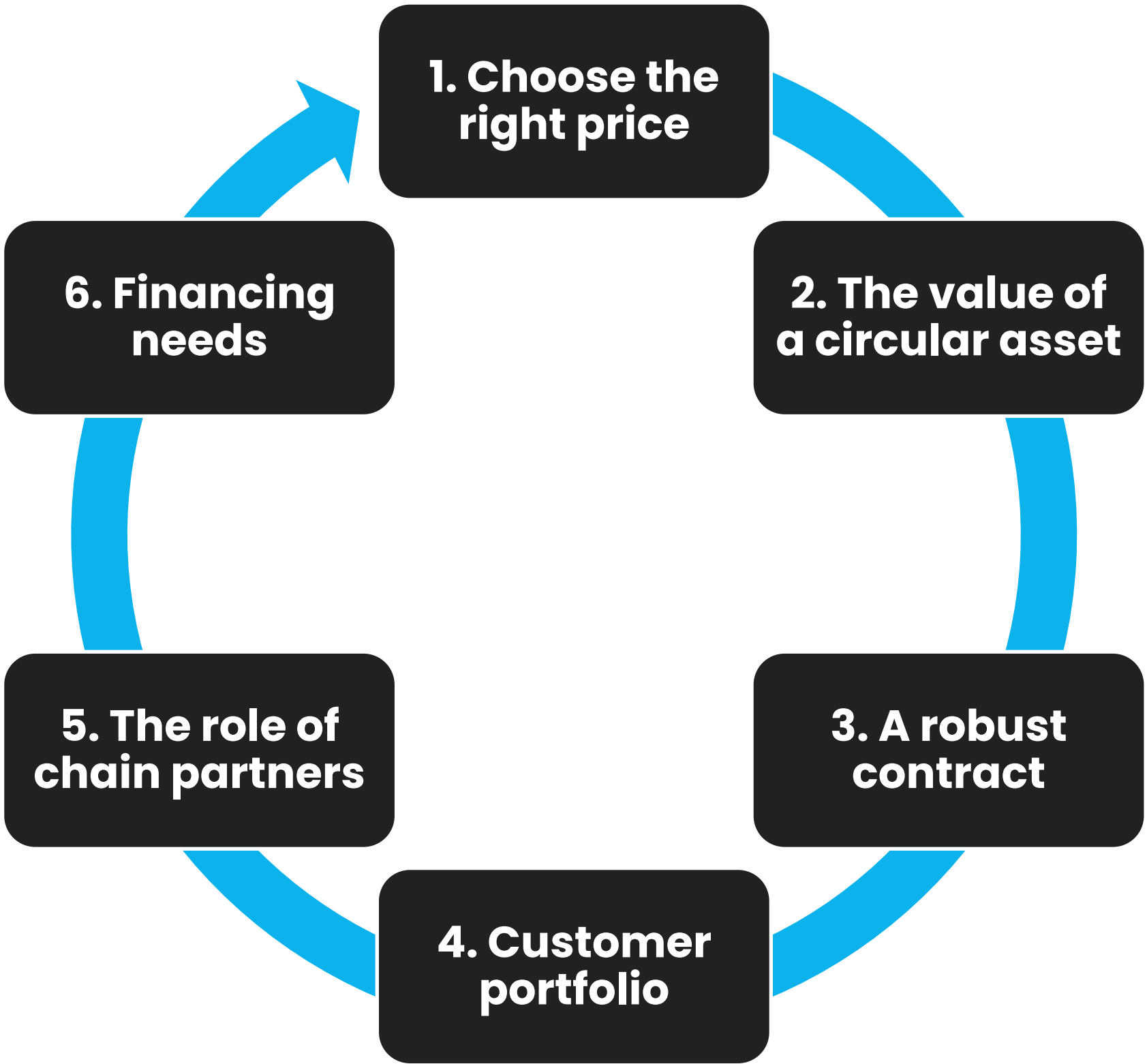


A circular telephone, now what?

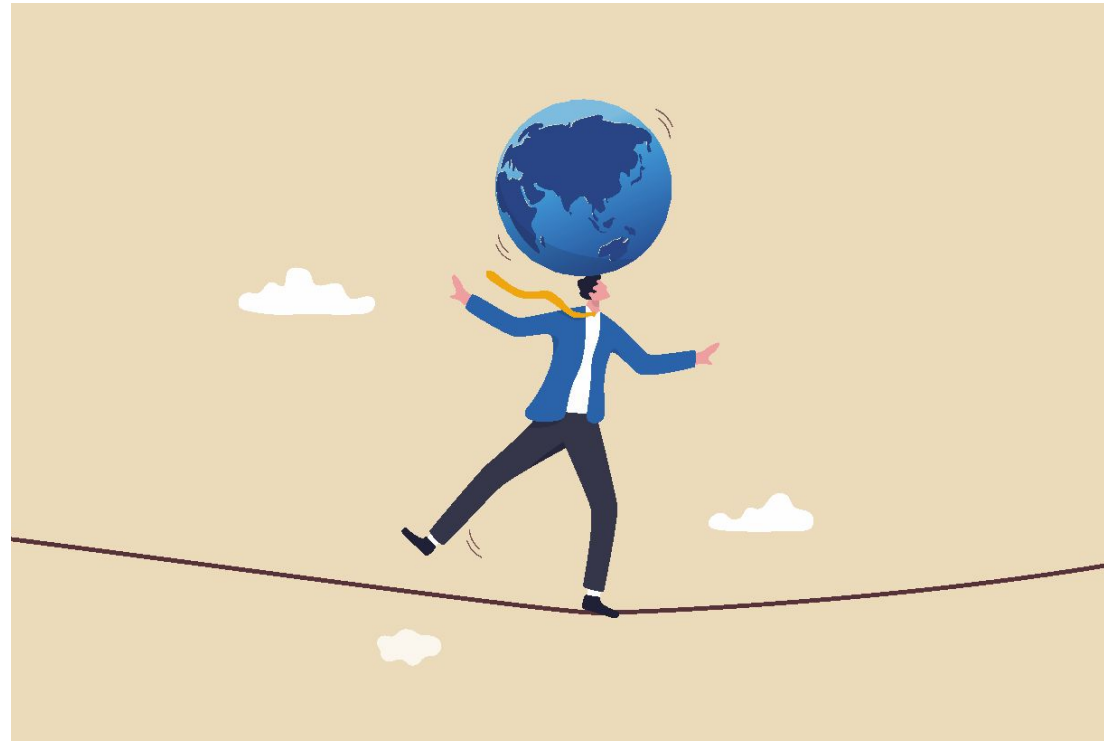
- How do you remain owner and earn money by extending the lifespan?
- How do you build a PaaS business case?



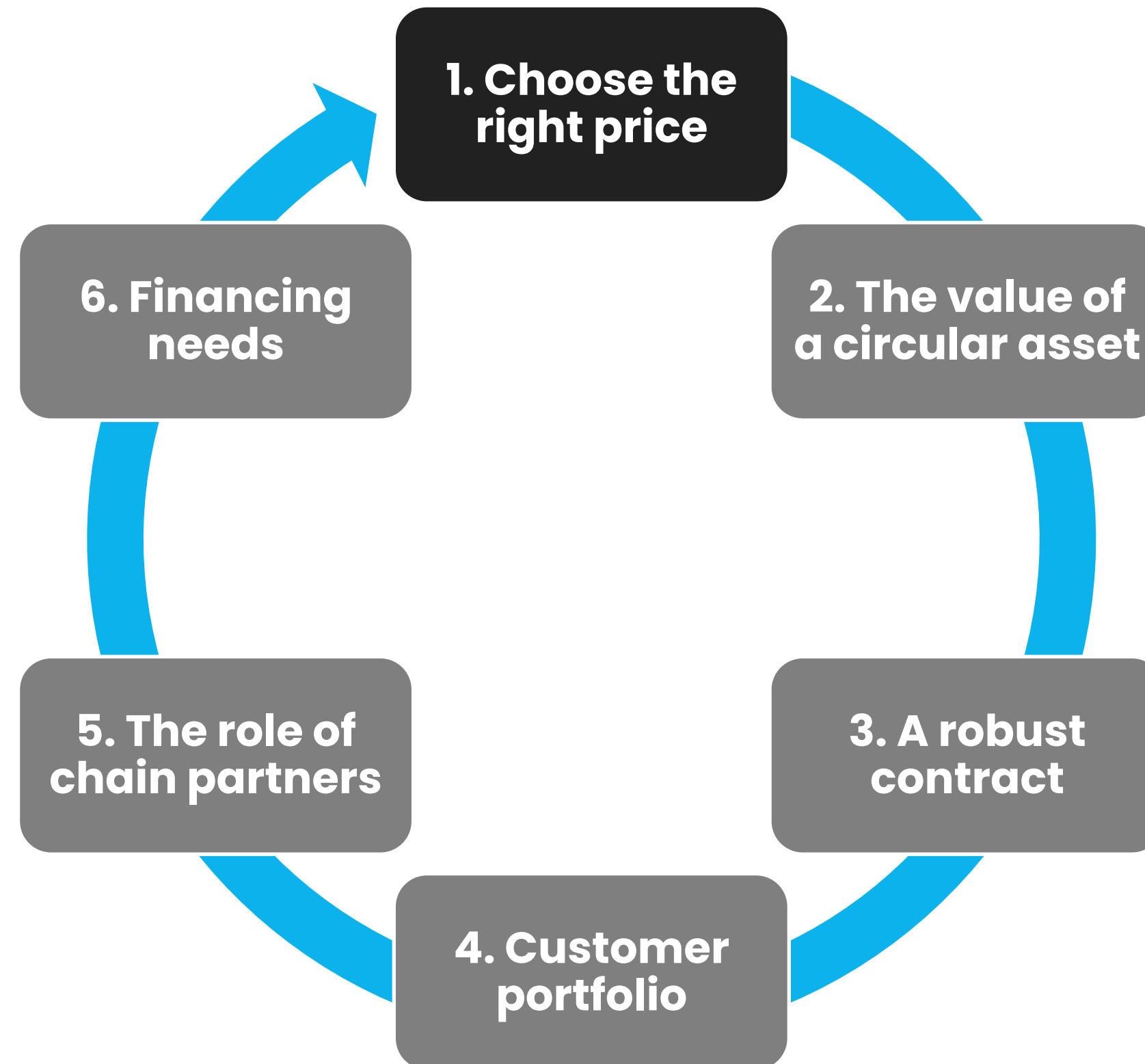
FAIRPHONE | A bankable business case



FAIRPHONE | Choose the right price



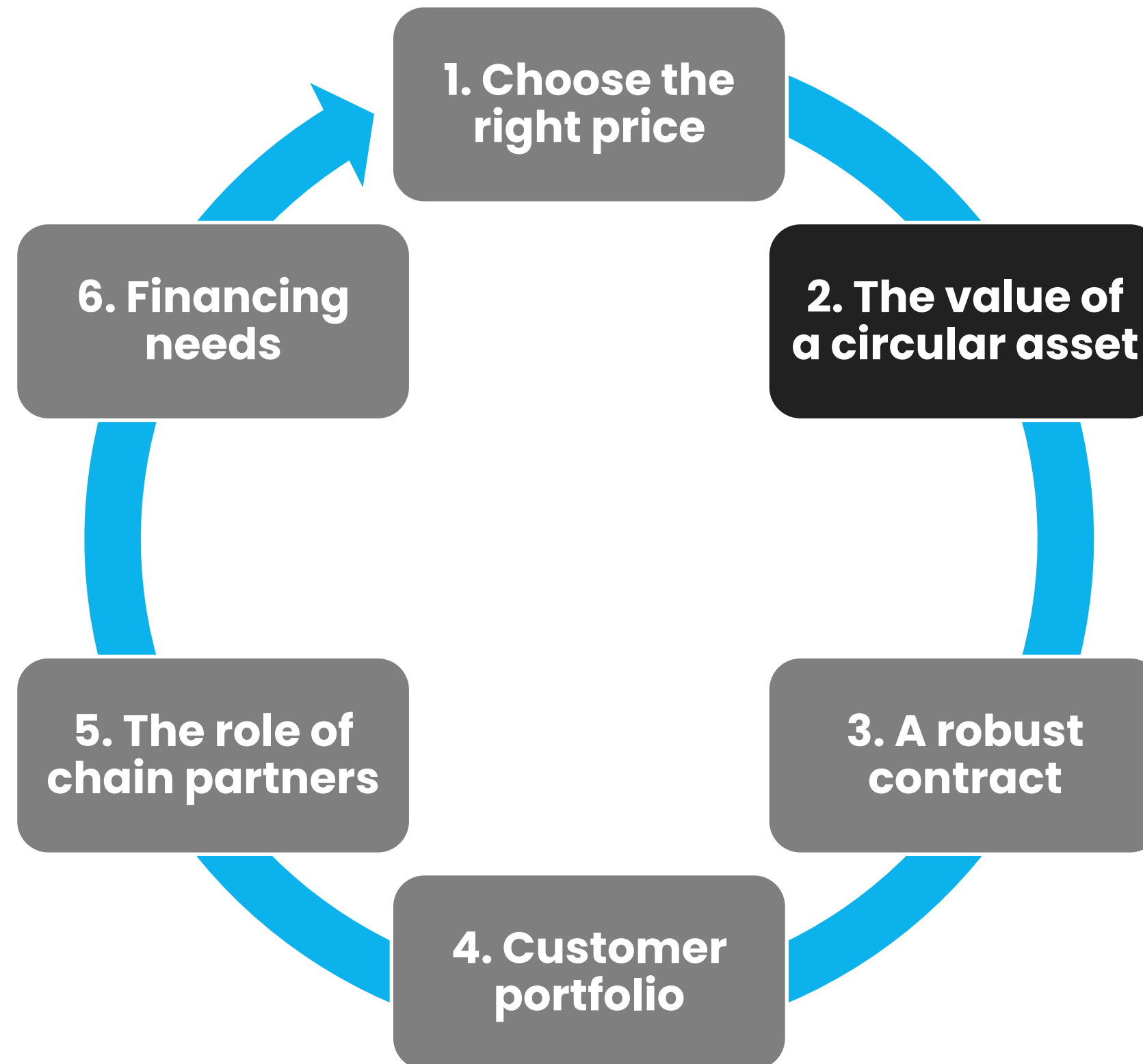
- A low price is not cheap!
- Show hidden costs!
- Capitalize on value between economic/technical lifespan
- Scenarios: costs, reuse



FAIRPHONE | Asset value

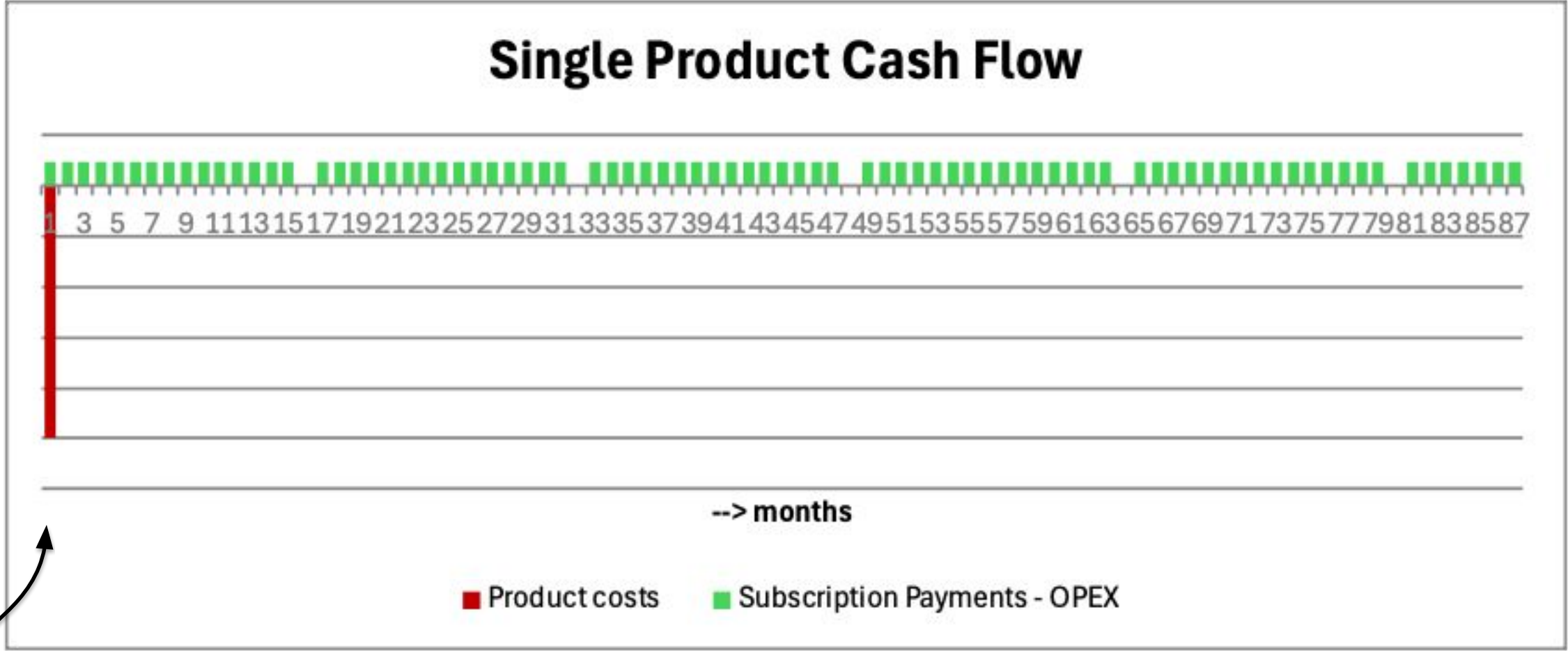
- **Lease** versus **circular service**

- + Increase the market value of your product through buyback or take-back guarantees with chain partners
- + Increase your market value through circularity of the asset (possibility of upgrades, adaptability, ease of repair, modularity)
- + Increase the comfort of financiers by **'remarketing' the product in a new contract** and ensuring that products stand still for as short a time as possible between two contracts.



ATTENTION
!
ATENCIÓN
ATTENZION
E
LET OP!

KEY INSIGHT: “Cashflow generating capacity” of your product!



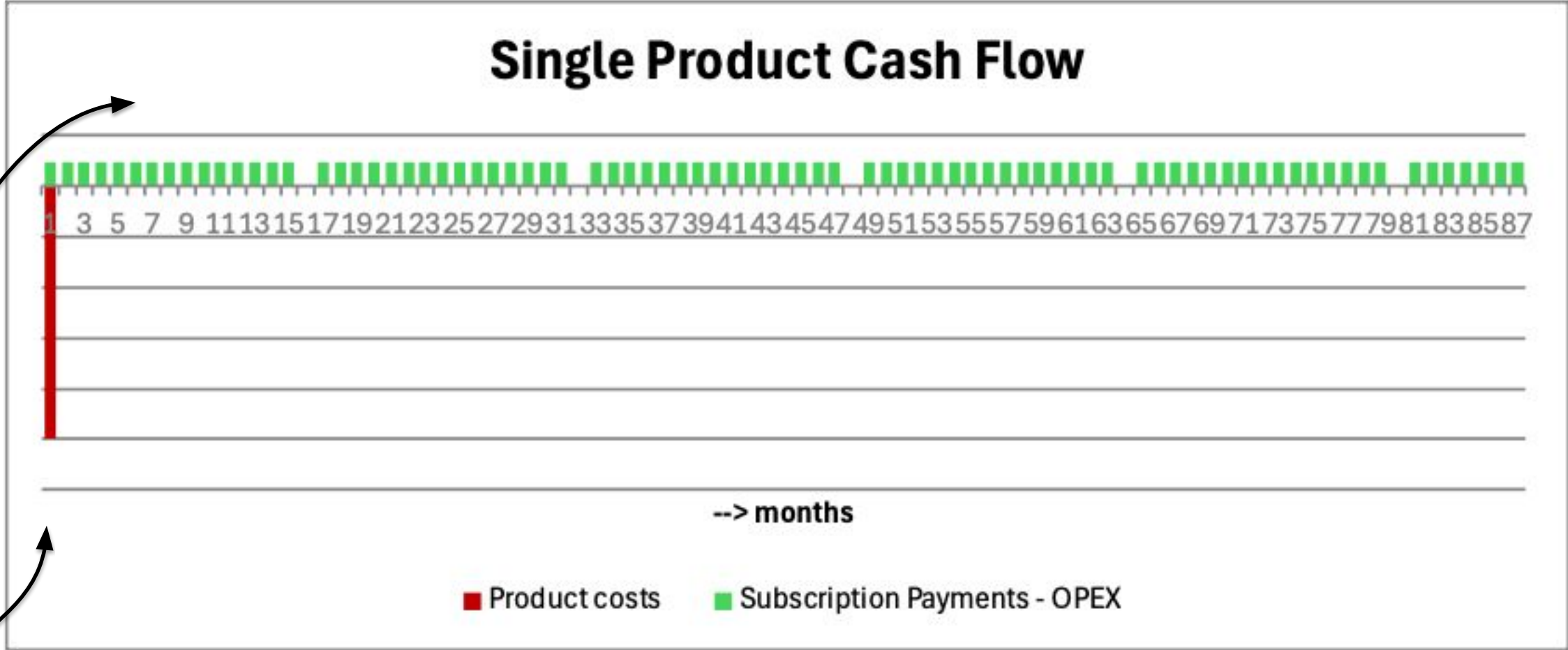
! The value is not in the 'sales' (=linear!)

But in the cash flows that your product can continue to generate in the long term!

>> Drivers:

+ Product cost

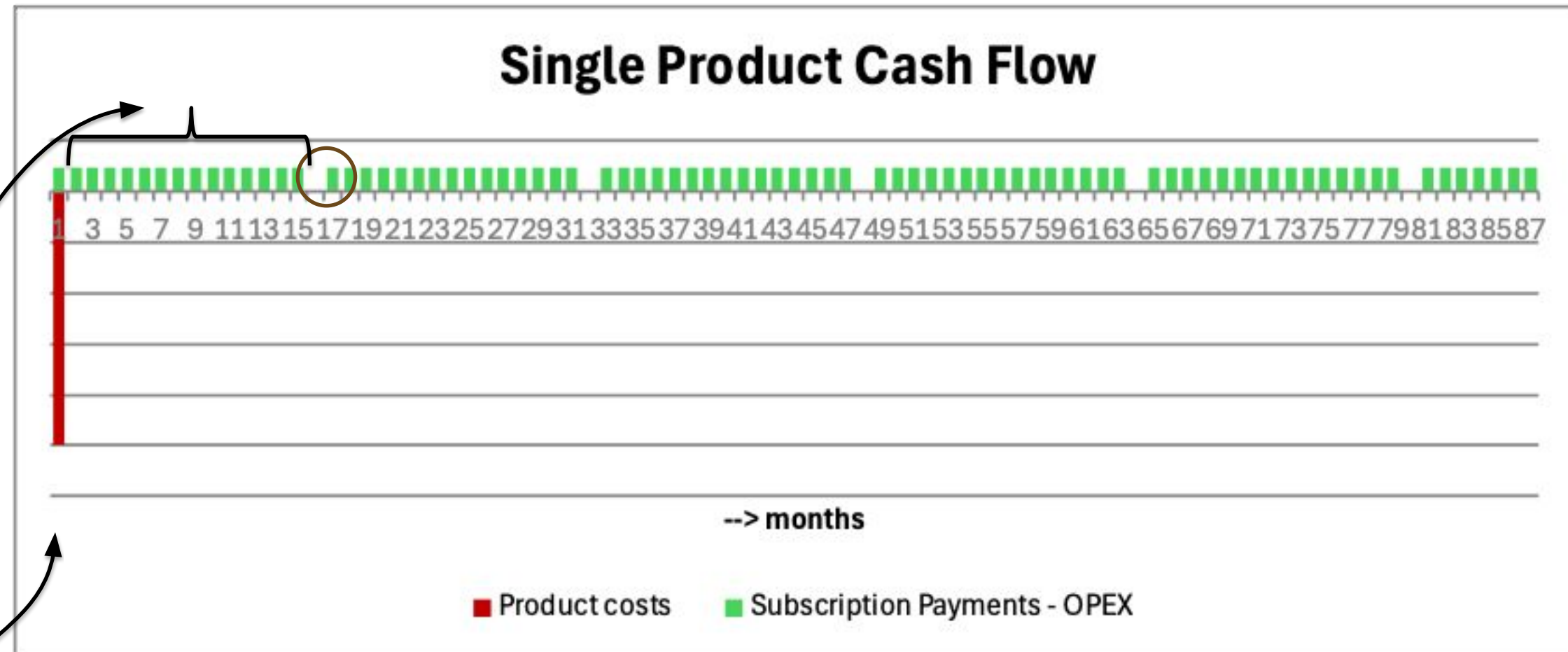
KEY INSIGHT: “Cashflow generating capacity” of your product!



>> Drivers:

- + Product cost
- + Revenue - OPEX

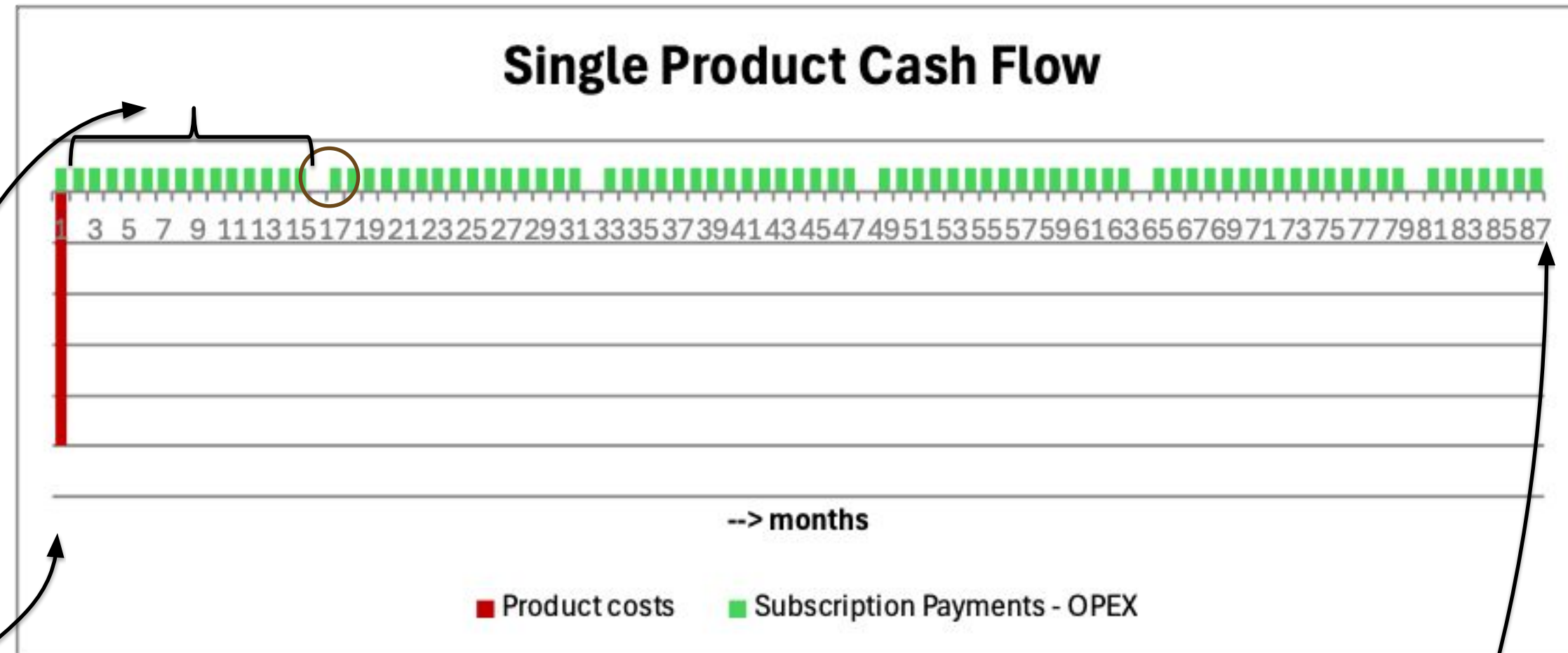
KEY INSIGHT: “Cashflow generating capacity” of your product!



>> Drivers:

- + Product cost
- + Revenue - OPEX
- + Time *in-use* and time *idle* in-between users

BELANGRIJKSTE INZICHT: “Cashflow generating capacity” van de fiets!



>> Drivers:

- + Product cost
- + Revenue - OPEX
- + Time *in-use* and time *idle* in-between users
- + Average lifetime of the product given use

FAIRPHONE | A robust contract

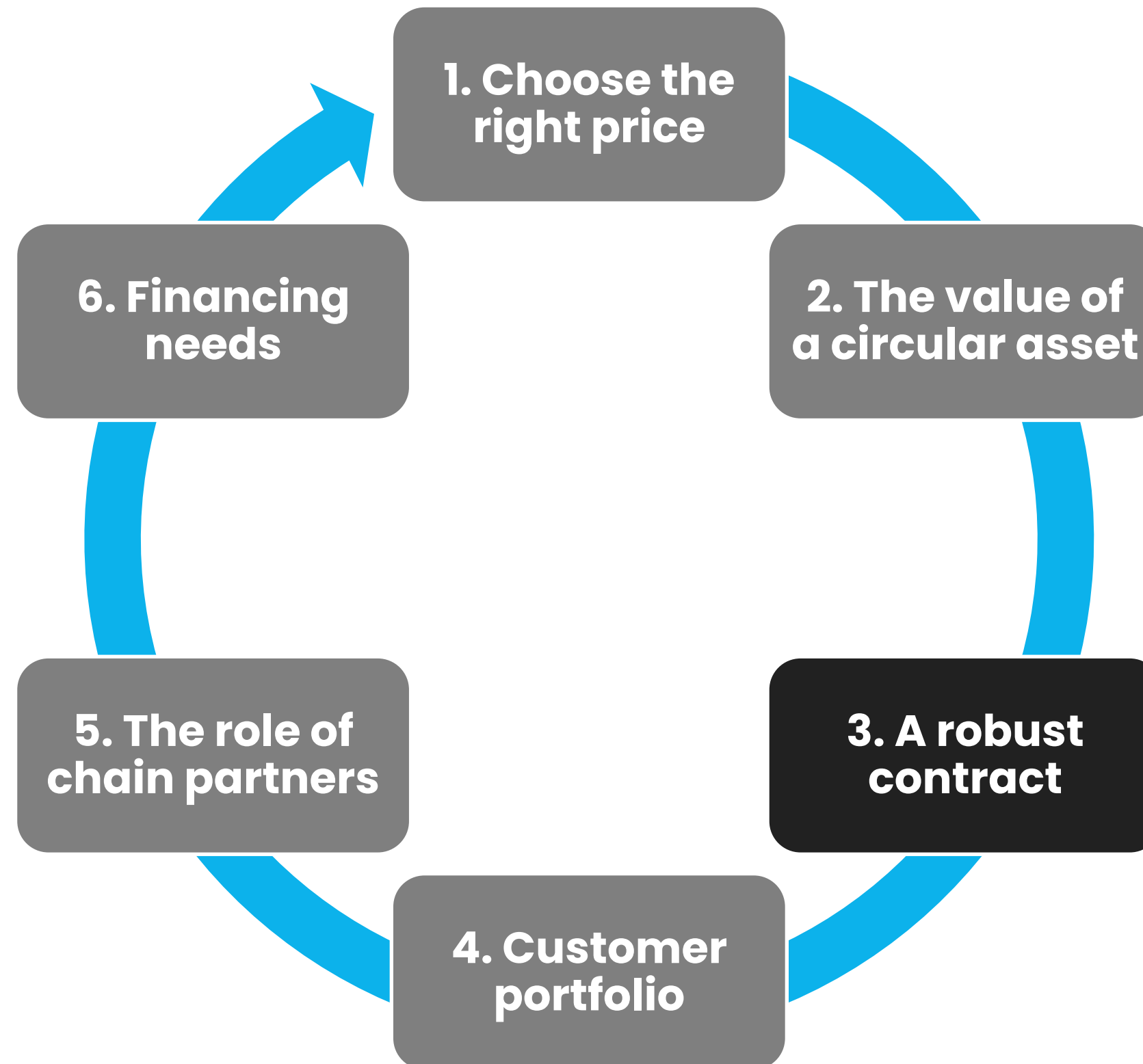


Download het contact template

<https://circularfinancelab.nl/wp-content/uploads/2023/01/Template-Circular-Services-Contract.pdf>

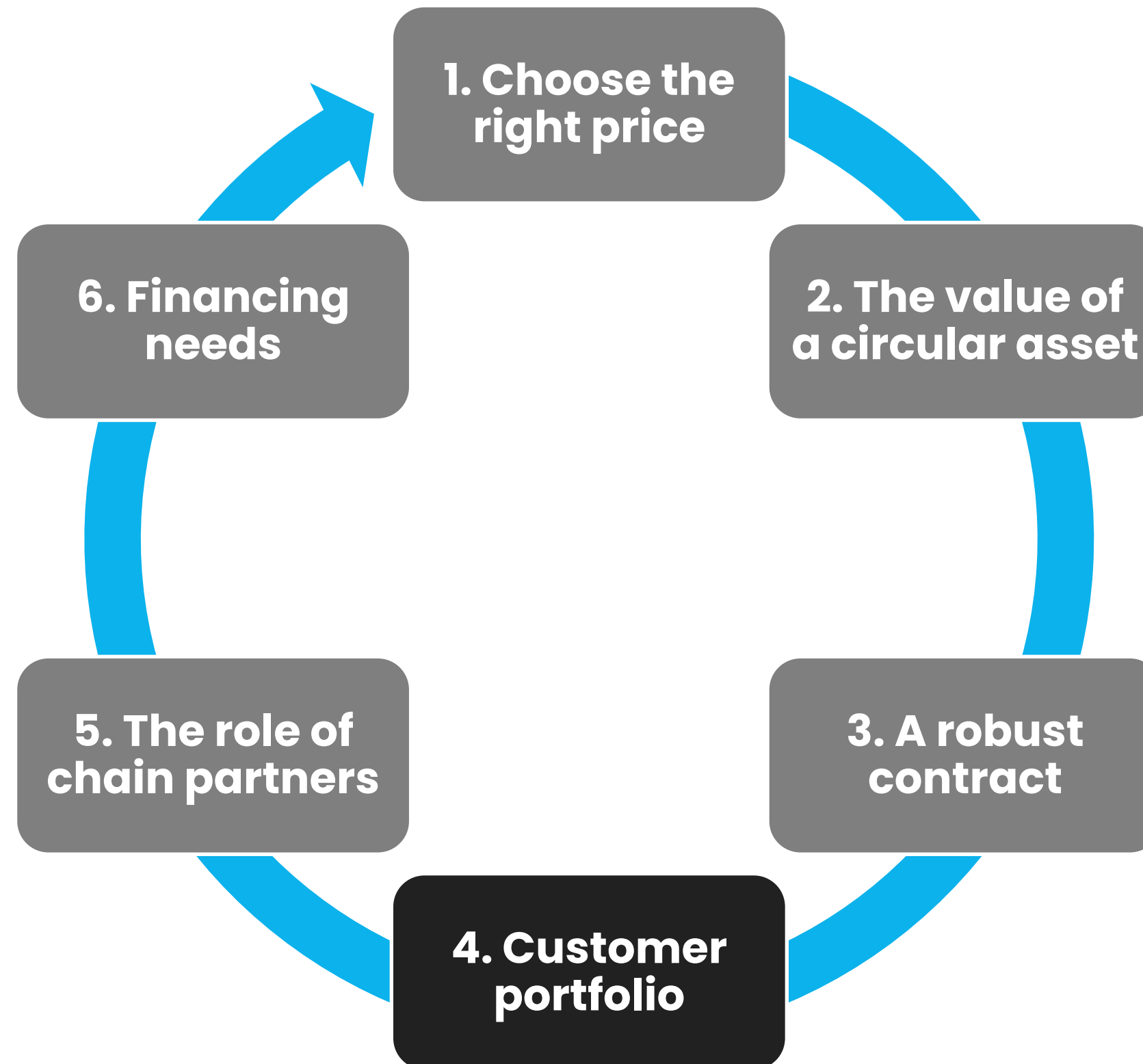
The contract can be an important instrument to stabilize cash flows

Choices:
flexibility,
Incentives for contract continuation and other clauses that influence the quality and stability of the cash flows

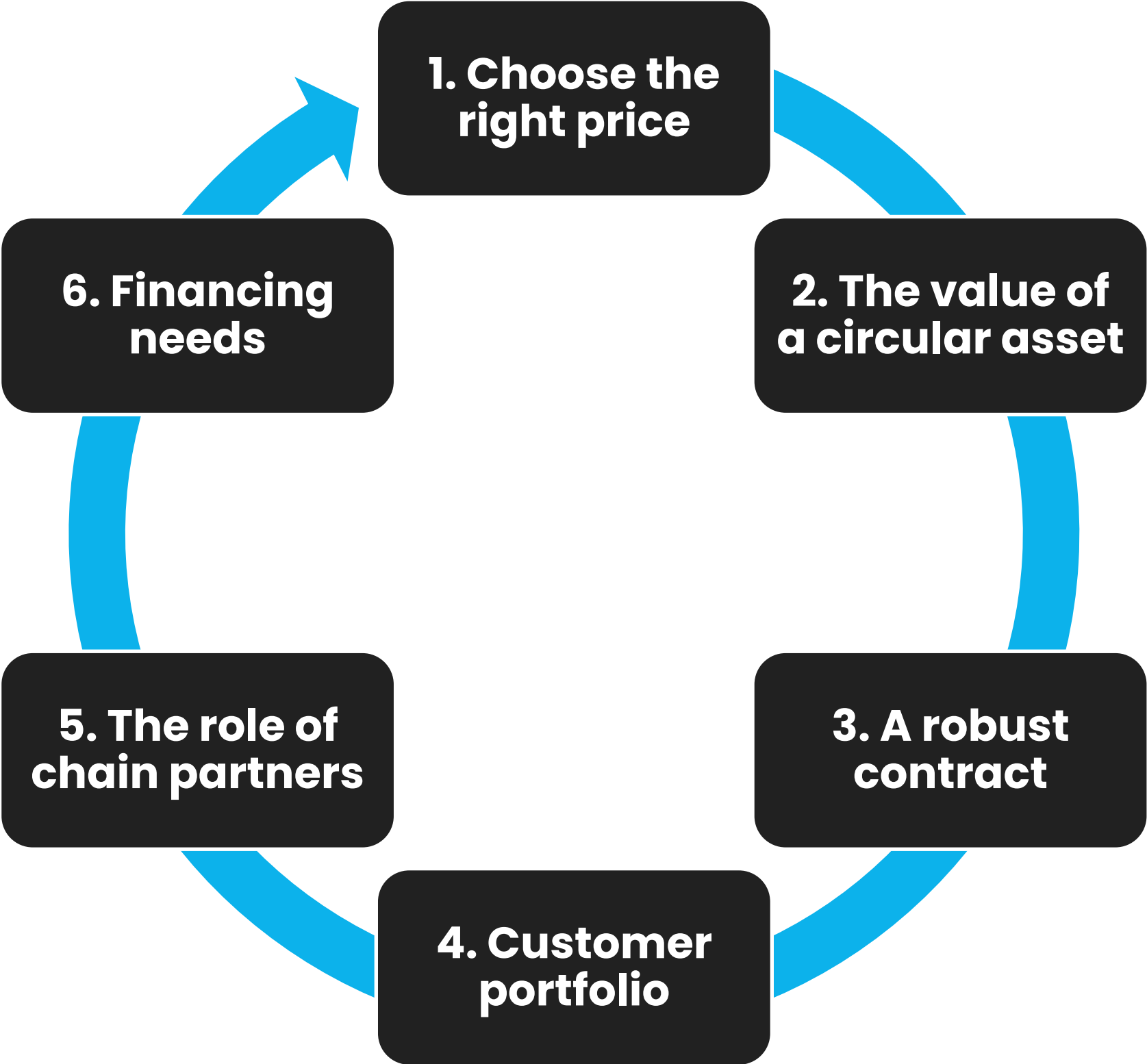


FAIRPHONE | Customer portfolio

- + **Ensure diversification:** concentration is a risk
- + Make sure you have insight into the **creditworthiness** of your customers.
- + Encourage good **payment behavior** by, for example, a deposit or a down payment.



I'll get back to this!



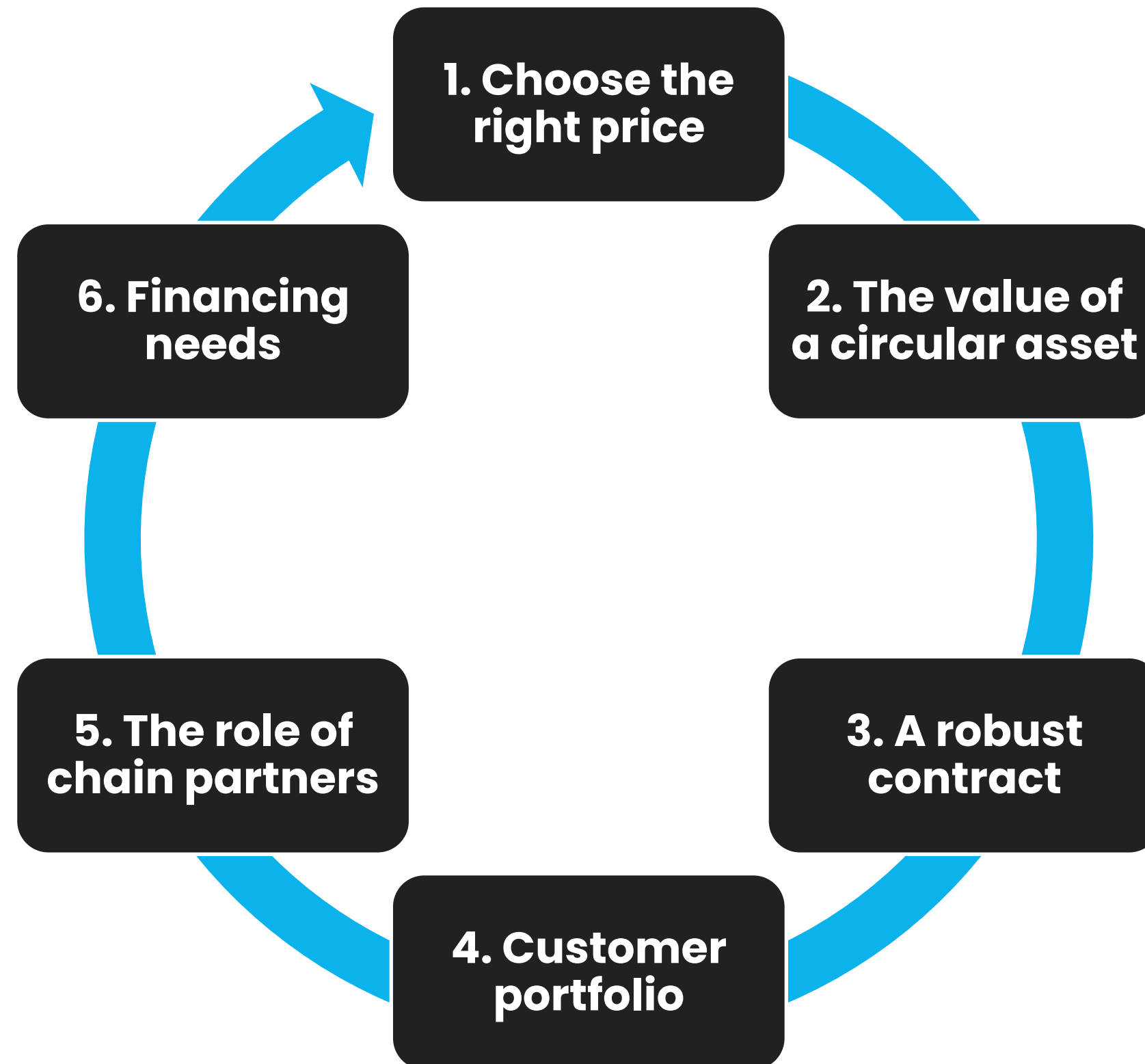
FAIRPHONE | Financing needs

⚡ Reward caring users!

⚡ Make (self-)repair easy, reduce your costs

⚡ With used parts you reduce the costs required for new parts.

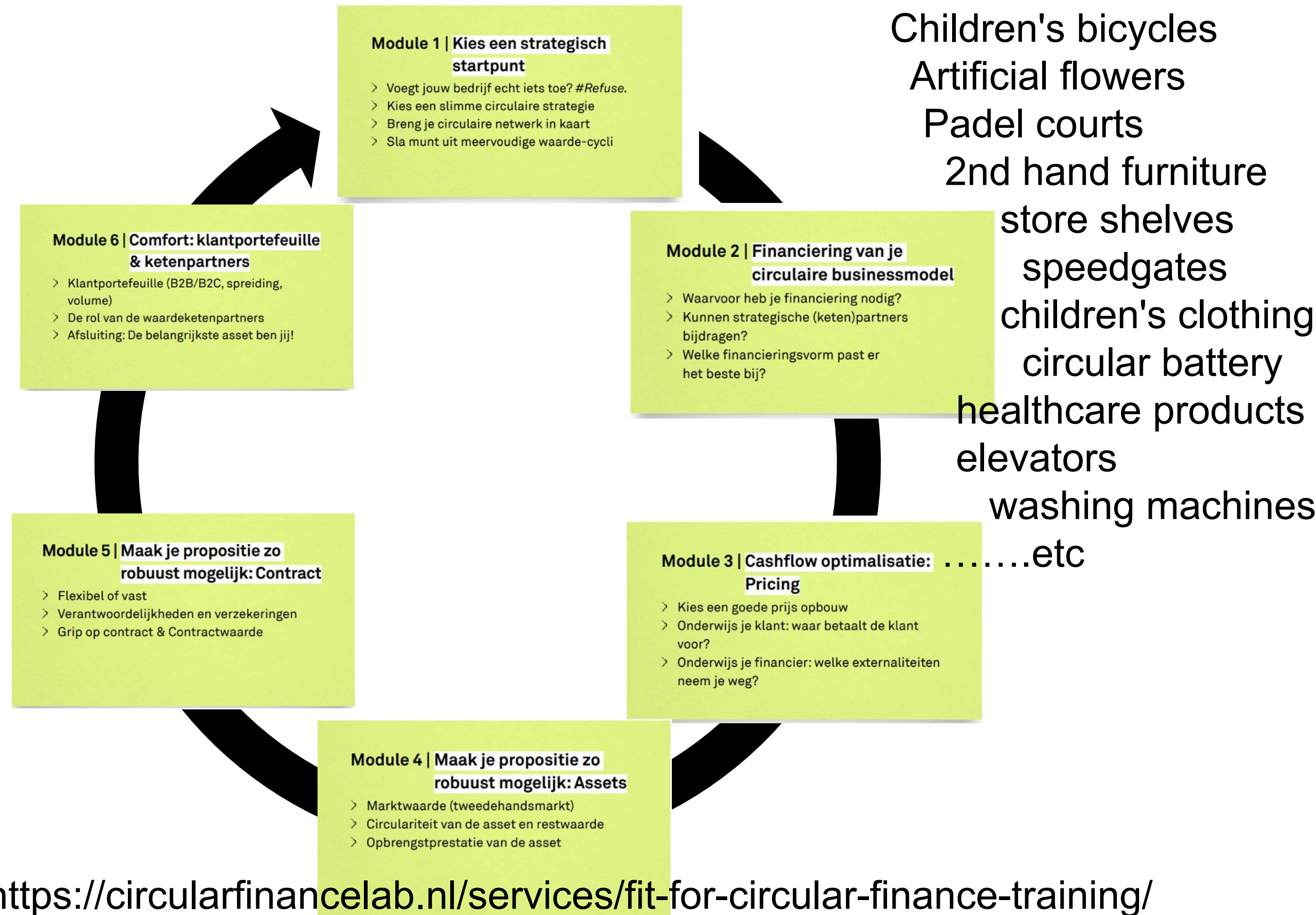
⚡ Make your financing needs concrete!



6-WEEK ONLINE *FIT FOR FINANCE* TRAINING

THE TRAINING

- + Make your circular PaaS proposition robust and financeable.
- + Online materials & live coachings with experts from: ABN Amro Bank, Rabobank, DOEN Foundation, Fair Capital Partners, Allen & Overy, ROM Utrecht, Bikeflip, Fairphone, HTC Speedgates, Mitsubishi M-Use, Reflower, Tiny Library and Chainable.
- + Lifelong access to materials, upgrades and live coaching.





CHAINFINANCE: SWAPFIETS

From circular revenue model to circular product

The Pilot project: Swapfiets, Nowos and Vittoria



“In the short term there is no financial need, but in the long term there is. For swapfiets, one of the important lessons from the journey with the CCA (Coalition Circular Accounting) was:

- Integrating component-suppliers into the business model*
- Focus on cash flow financing instead of looking at new depreciation models.”*

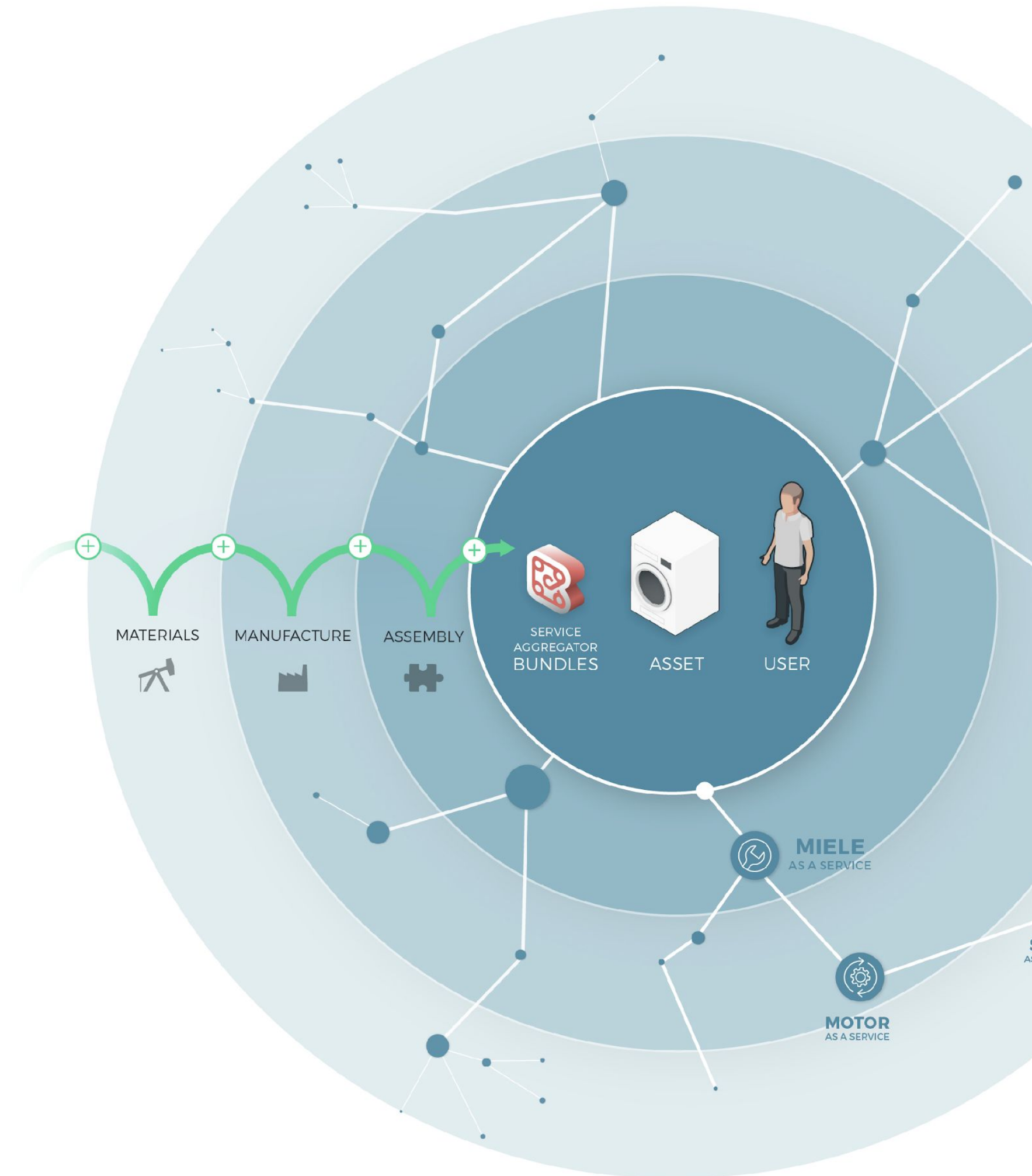


The circular chain is only as strong as its weakest link

Whether a product is suitable for maximum use depends largely on the quality and replaceability of its parts and thus on the entire chain.

→ need long-term collective revenue model

CiSe Network makes chain collaboration **feasible, scalable and financeable!**



The Case: Swapfiets, Nowos and Vittoria



Swapfiets

Chain director

NOWOS

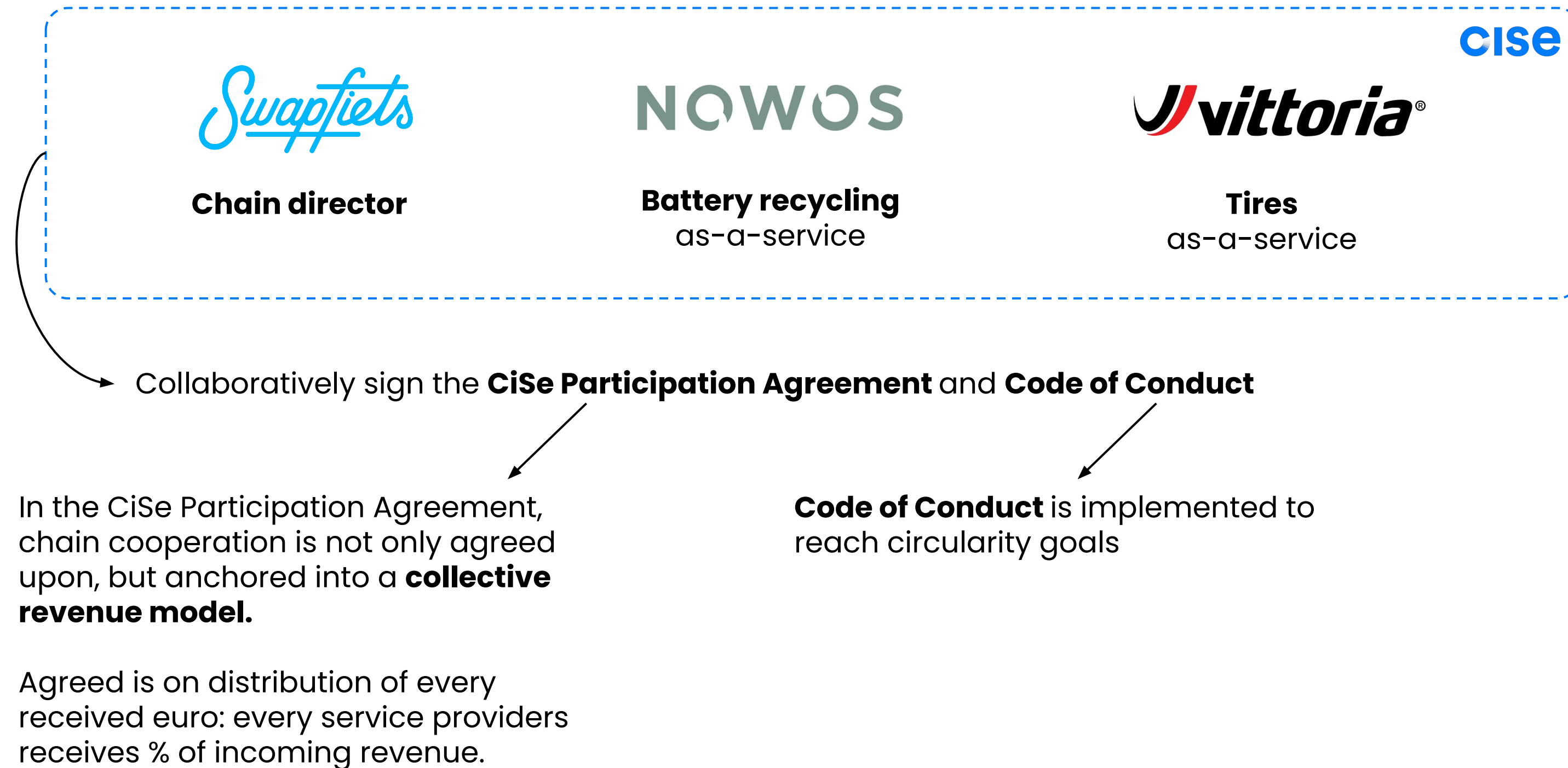
**Battery recycling
service**

vittoria®

**Tires
as-a-service**

Crucial for the functioning of a bike:
expensive and deteriorating

The process & insights: distribution of fees



Finance: money-as-a-service



A financier can join the participation agreement and provide "money-as-a-service".

The income and recovery of investments are limited to cashflows that is generated by this specific asset.

Financier also receives % of incoming revenue. (can be anyone)

Typically **Project Finance** – adapted for circular chains

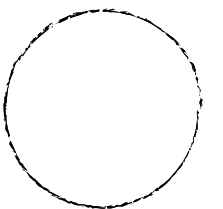
WHY IS IT EASIER TO FINANCE THIS WAY?

⚡ “Individual financing requests are often risky, a CiSe participation ensures distribution to a complete project”, - Product-as-a-Service Expert Corporate Banking ABN AMRO Bank

⚡ “The risk profile of the project is lower, because the cash flows first flow into CiSe before flowing into the underlying business (lower credit risk)” – financing specialist Rabobank,

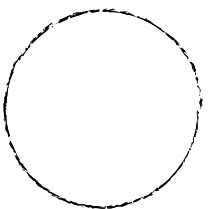
⚡ “Financing is provided directly on the product/project, which means the collateral position is strong” – financing specialist Rabobank,

⚡ However, this requires another perspective 👁👁 you shift your focus from one company to a collaboration of companies.



TODAY

- ⚡ Circular Financing 101 (business model versus external debt & equity),
- ⚡ The 7 circular revenue models and why they are difficult to finance (service models, in particular, are difficult, or unprofitable at the top),
- ⚡ Why financing does *not* follow with a solid business case (it just depends on how you present your business case!),
- ⚡ The 6 steps that lead to a financeable circular company (price, asset, contract, customer portfolio, chain partners and financing needs),
- ⚡ One technique with which you can organize your circular value chain and spread risks and returns (the CiSe model, in which collaboration is agreed and anchored in a multistakeholder revenue model),
- ⚡ Why this makes it easier to finance the growth of your company! (by spreading and working with known securities for financiers)





CONTACT!

www.circularfinancelab.nl

<http://cise.network>

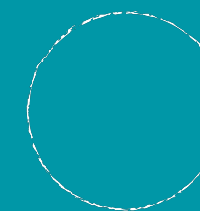
Contact:

Elisa Achterberg

Elisa.Achterberg@circularfinancelab.nl

Take the free quiz:

<https://circularfinancelab.outgrow.us/howcircularisyourbusiness>

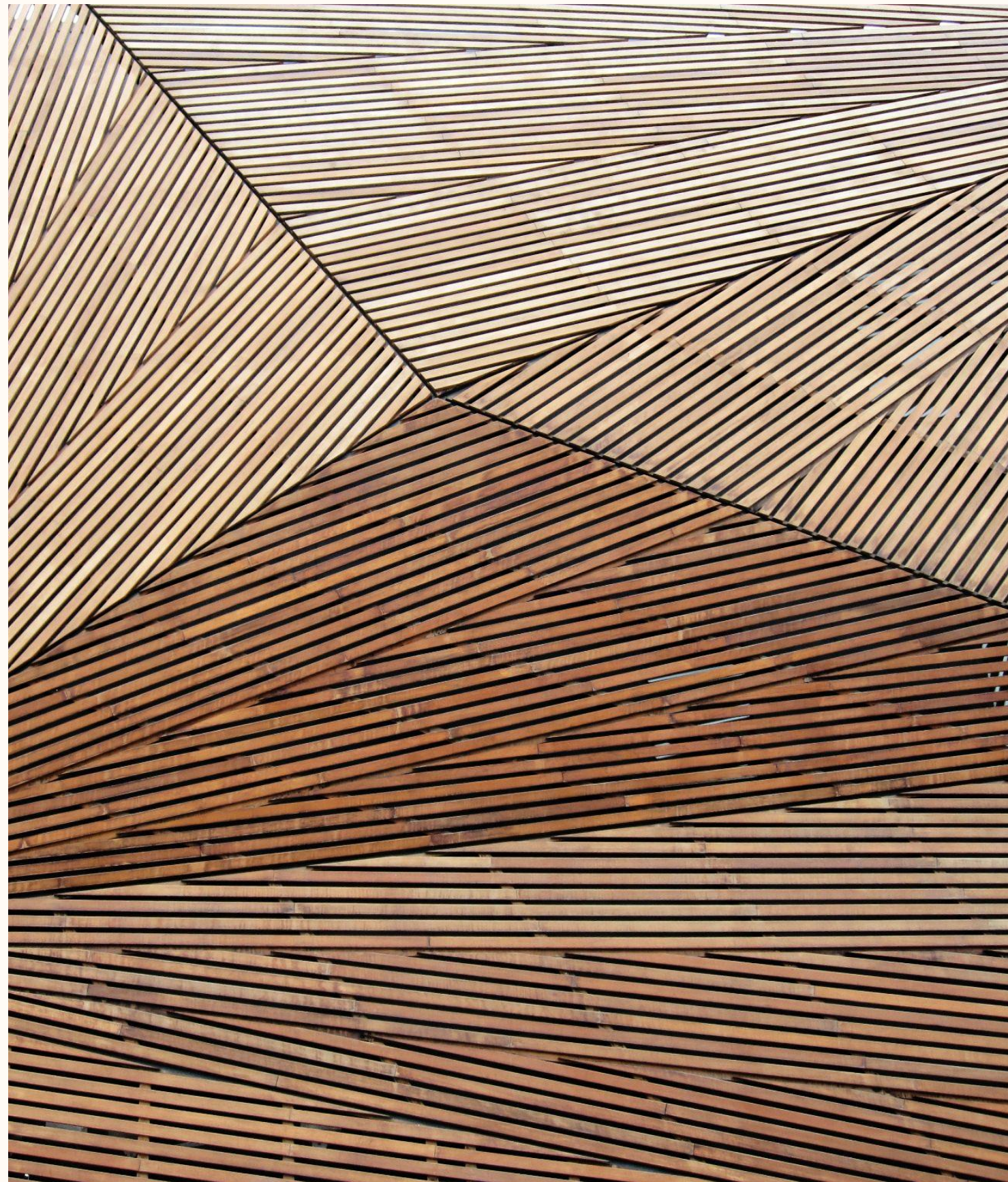


CIRCULAR FINANCE LAB

Exploring Financial Opportunities for your Circular Project



Zac Mitchell
Consultant
Sustainable Finance Metabolic



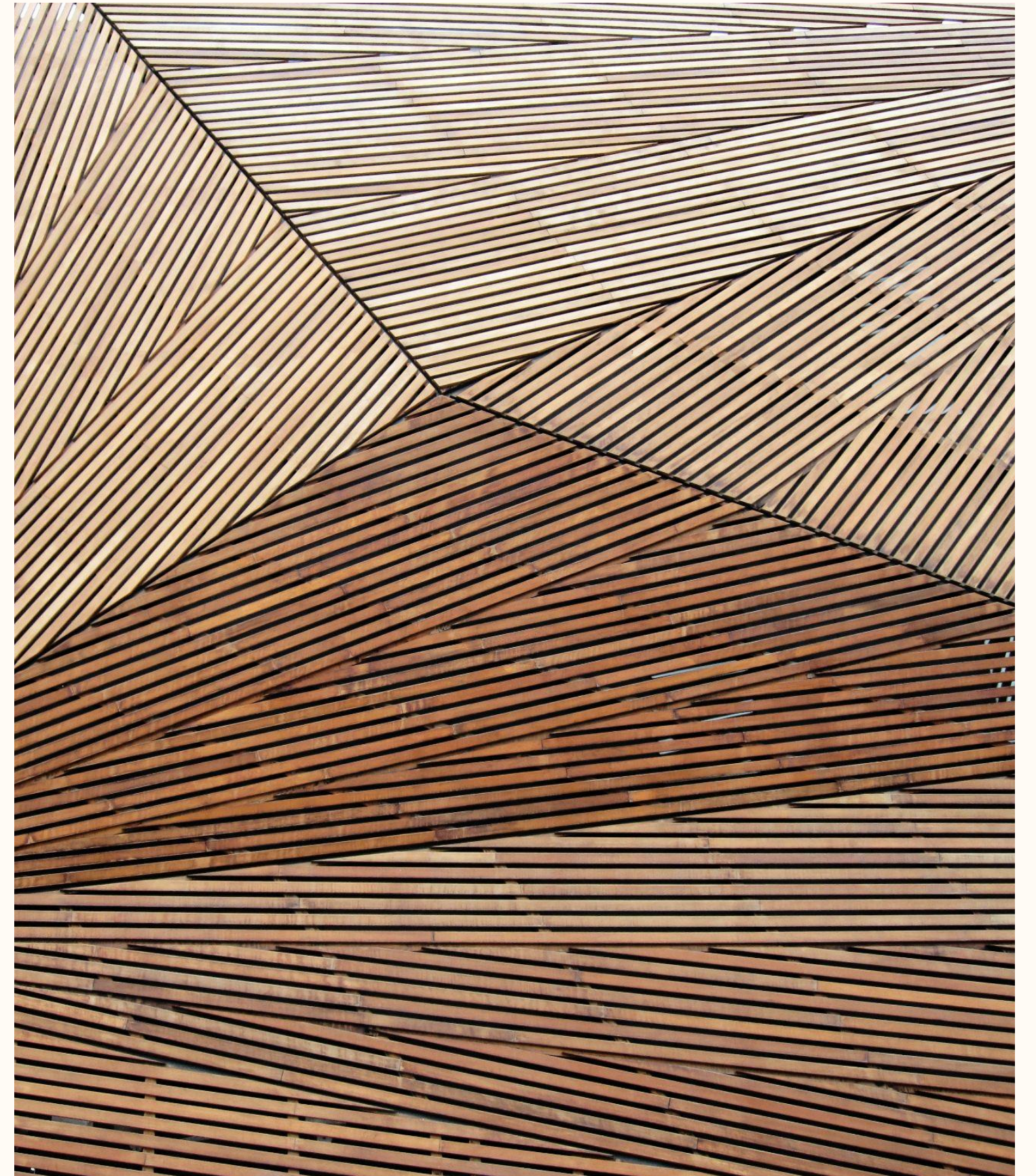
Circular Economy Finance

**Case Study of the Circular
Innovation Collective**

Zac Mitchell
Sustainability Consultant – Finance
Metabolic

Agenda

1. **Metabolic**
2. **Circular Innovation Collective**
3. **Financing the Cohort
of CIC Ventures**



Metabolic is an ecosystem of organizations

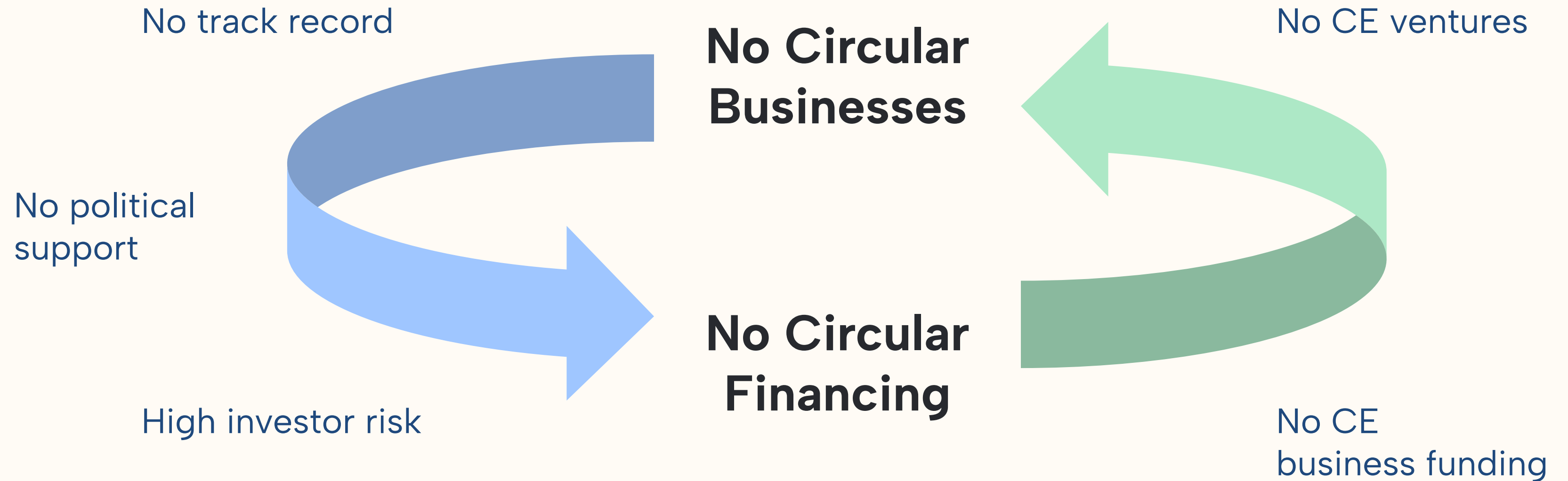
Our mission is to transition the **global economy** to a fundamentally **sustainable state**.

We work with governments, businesses, NGOs, and academia to drive global **systems change**.



Circular Innovation Collective

Inhibiting Loop



The Circular Innovation Collective



The Circular Innovation Collective creates blueprints for **scaling circular ventures** and **creating circular value chains** one place-based sector at a time.

➤ Create a collaborative innovation ecosystem

➤ Unlock capital for circular businesses

➤ Design for replication and scale

Circular Textiles in Amsterdam

(Nov 23 – Nov 2024)

Pilot's Goals:

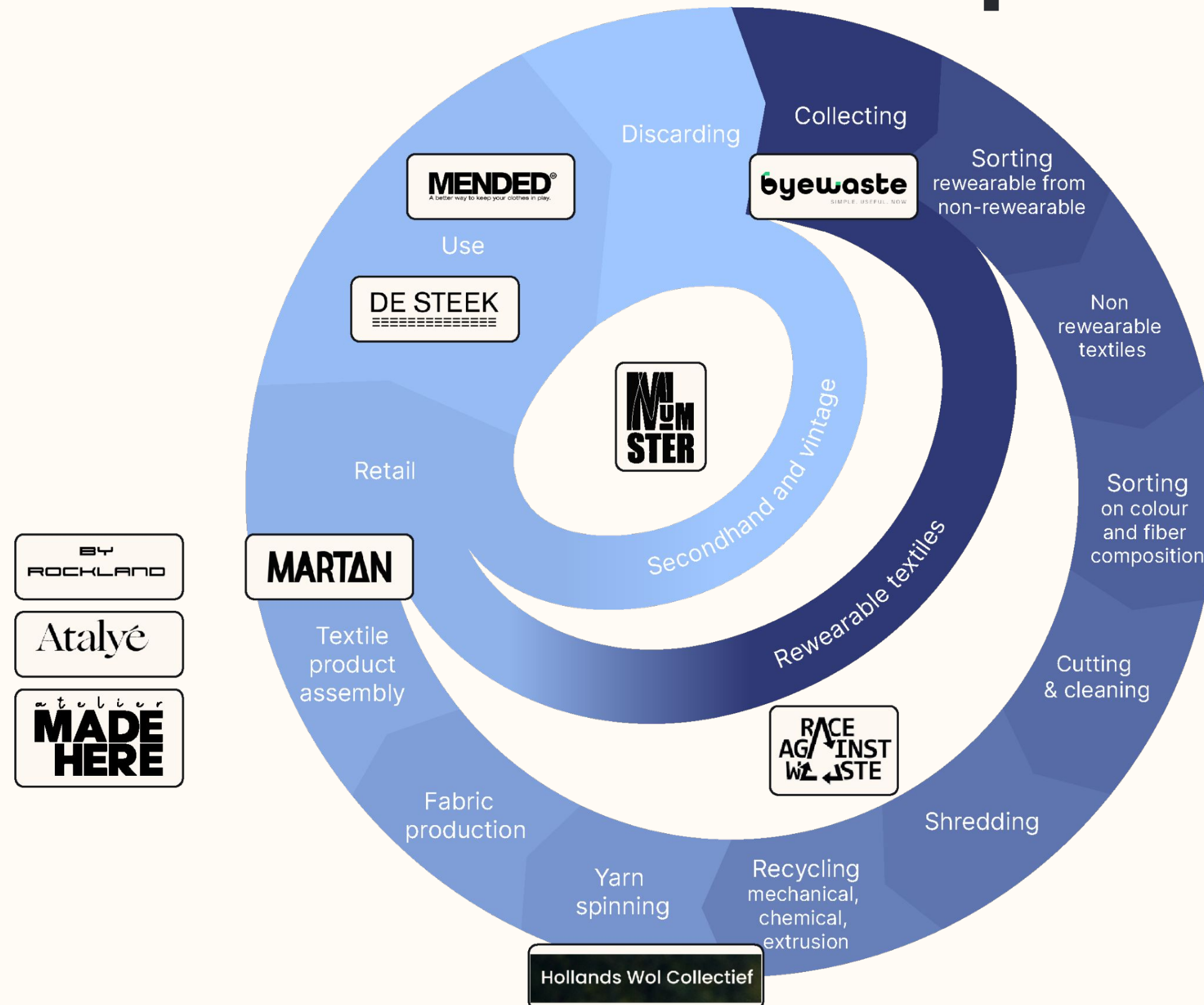
- Create a regenerative and circular textiles industry in Amsterdam
- Helping the municipality of Amsterdam achieve 50% circular textiles by 2030



Cohort of Ventur

Atalyé	Made-to-measure and locally-produced fashion
MADE HERE	Dutch made-to-order textiles
BY ROCKLAND	Sustainable corporate clothing
byewaste	Used clothing pickup service
DE STEEK	Textile craft workshops and classes
Hollands Wol Collectief	Netherlands-based wool processing
MARTAN	Making designer clothing from waste textiles
MENDED.	Clothing repair platform
MUMSTER	Conscious clothing campaign
RACE AGAINST WASTE	Textile waste education

Filling CE Value Chain Gaps



Financing the CIC Ventures Cohort

Our Approach



Funding Results

	Undisclosed amount invested by Anthon Jurgens Fonds
	€ 1.25 million total investment from SAFE, Rabobank, and DOEN Foundation
	€ 20k from local municipality
	€ 100k from Stichting Doen
	€ 200k from Semillia
	€ 105k from Sotecn Factory, Wyesminds

Lessons Learned

1. Balancing ROI with Sustainable Objectives

- Long Investment Horizon
- Diversified Revenue Streams

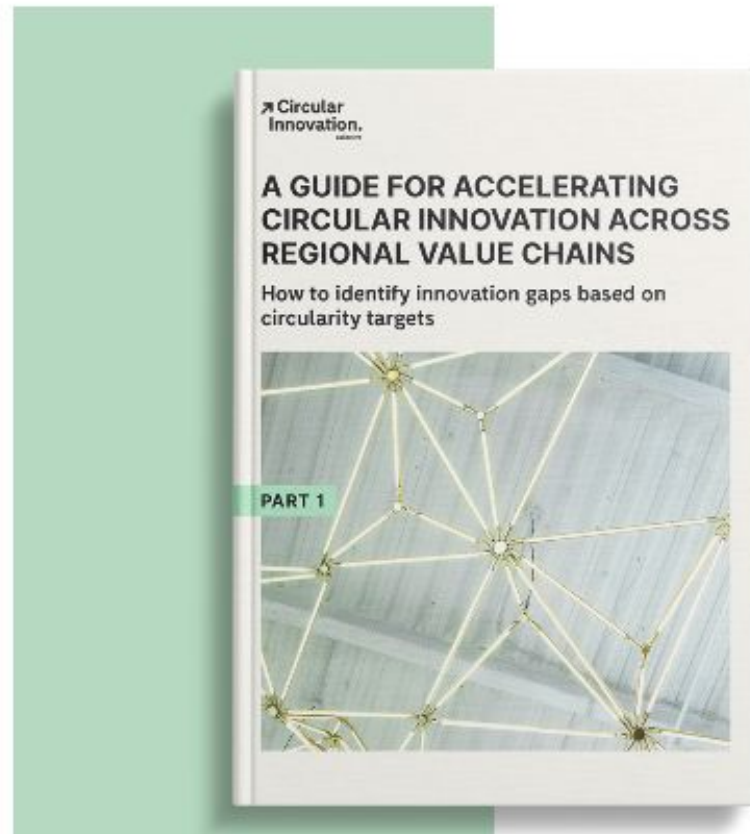
2. Navigating Risks and Regulation

- Intricate supply chains
- Uncertain consumer readiness
- Variable regulatory environment

3. Value-chain focus creates collaboration

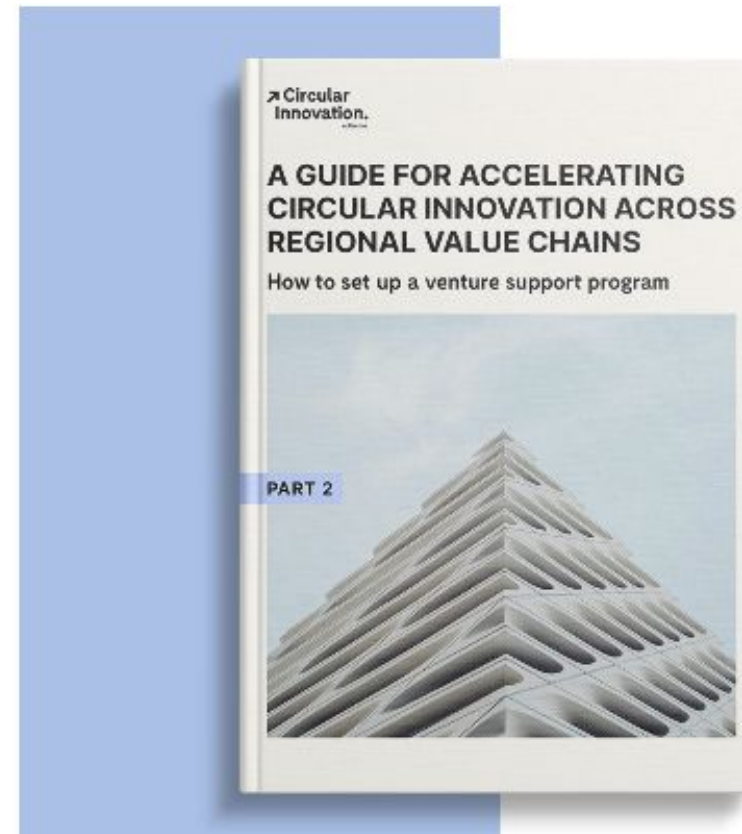
- Ventures need each other to thrive
- Takes a systems-wide investment approach
- Systemic Portfolio design over picking winners

CLC Guides



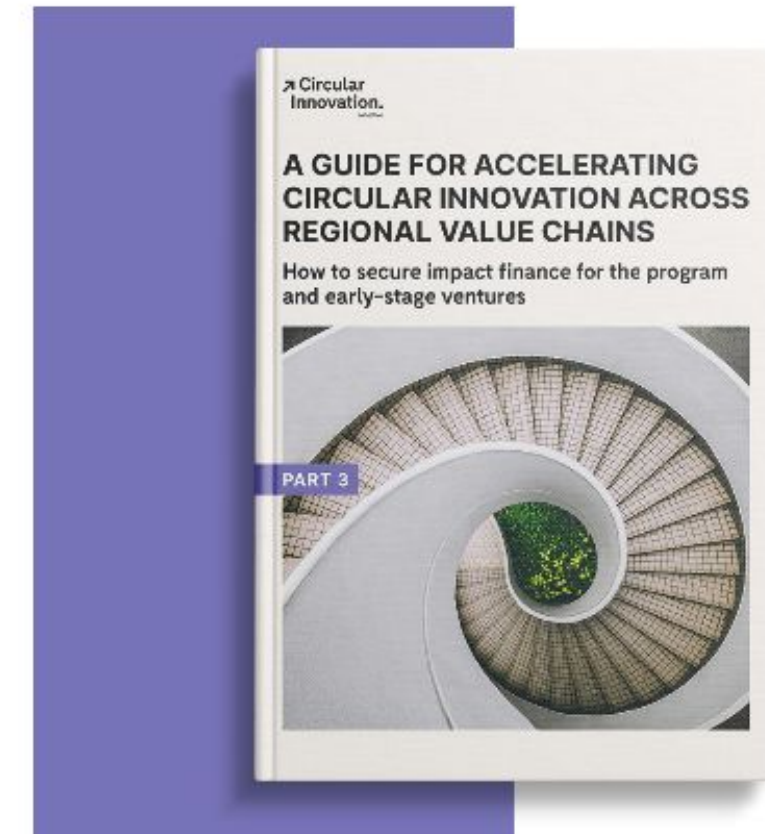
➤ Part 01

How to Identify Innovation Gaps based on Circularity Targets



➤ Part 02

How to set up a Venture Support Program



➤ Part 03

How to secure Impact Finance for the Program and Early-stage



Metabolic

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www.metabolic.nl

Practical Tools from the Hoop Project



Jorge Rodrigues de Almeida
Founder and Managing Partner
RdA Climate Solutions



Practical tools from HOOP to unlock investments

Jorge Rodrigues de Almeida

almeida@rda.pt



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836

RdA
CLIMATE SOLUTIONS



**Independent advisory boutique
specialised in climate change
mitigation and adaptation
strategies**

An aerial photograph of a multi-lane highway bridge spanning a wide river. The bridge has several lanes in each direction, with a central median. A few cars are visible on the bridge. The surrounding landscape includes green trees on the left bank and a grassy area on the right bank.

**We bridge project developers with
leading investors**

Financial gap

We've got projects,
but... we're looking
for money!

project developers



MIND THE GAP

We've got money,
but... we're looking
for projects!

Financial sector



How do investors see innovative circular projects?





CAUTION

**UNCHARTED
TERRITORY**

STAY BACK





Why?

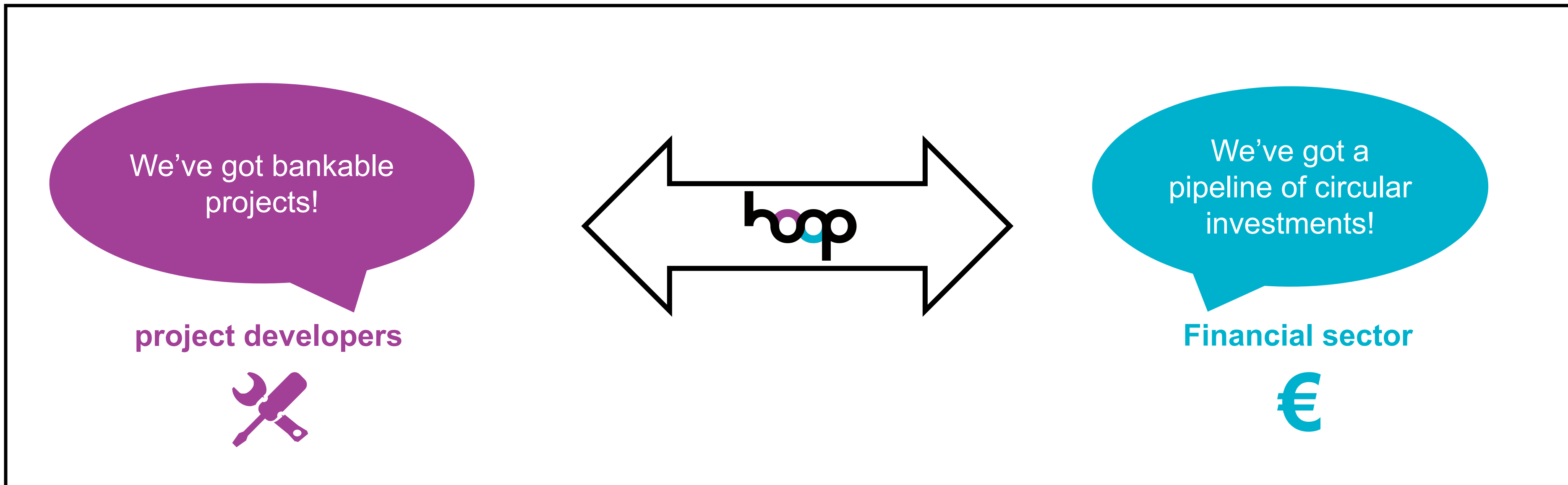
Circular business model innovation

Lack of financing tools in the market

The sustainable finance puzzle



Financial gap



Circular Investor Board

A group of **20 European banks, financiers, investors**, etc. as a sounding board for the development of tools for valuing and prioritising initiatives, projects and business plans.

Organisation	Website
Enerfip	www.enerfip.fr
European Circular Bioeconomy Fund	www.ecbf.vc
European Energy Efficiency Fund	www.eeef.lu
European Investment Bank	www.eib.org
FomentInvest SGPS	www.ecoambiente.pt
3xP	www.3xpglobal.eu
Grow Venture Partners	https://growventurepartners.com/
Horizon Flevoland	www.horizonflevoland.nl
LIOF	www.liof.nl
Polestar Capital	www.polestarcapital.nl
Portugal Ventures	www.portugalventures.pt
SDGx	www.sdgx.io
Ship2B Ventures	www.ship2bventures.com
Smart City Infrastructure Fund	www.smartcityinfrafund.com
Suma Capital	www.sumacapital.com
Pioneer Point Partners	www.pioneerpoint.com
Unconventional Ventures	www.unconventional.vc
Irish Bioeconomy Foundation	https://bioeconomyfoundation.com/
Invest-NL Business Development B.V.	www.invest-nl.nl
Archipelago Eco Investors	https://www.aei.finance



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HOOP project: resources



Network

with municipalities and waste and wastewater management companies around Europe

Join the HOOP Network



Evaluate

the progress of your city or region towards biocircularity

Explore our evaluation tools



Learn

about state-of-the-art technologies, strategies and best practices

Browse our Virtual Academy



Matchmake

with project developers and investors to mobilise green financing

Try our Matchmaking tool

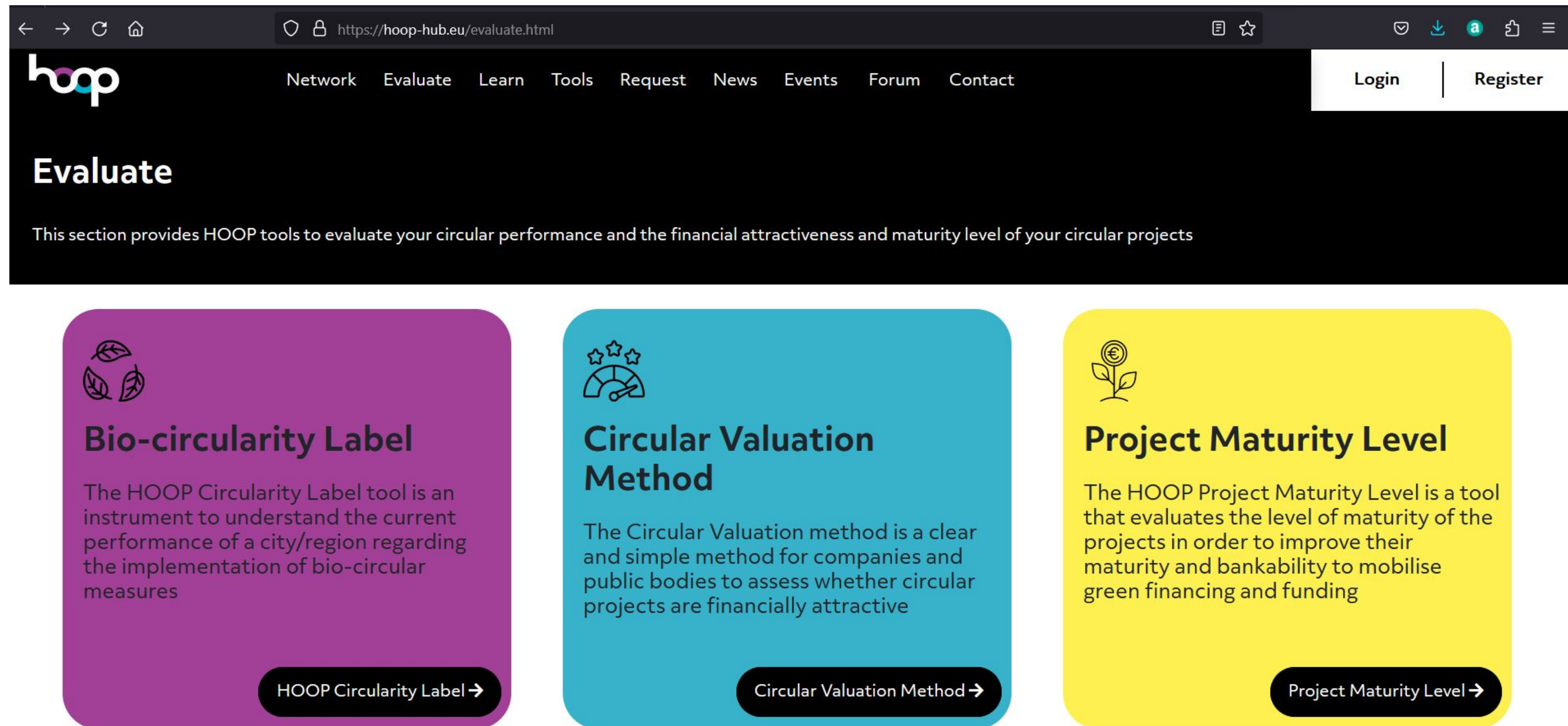
<https://hoopproject.eu/>



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Tools for self-assessment of the Projects | HUB



The screenshot shows a web browser at the URL <https://hoop-hub.eu/evaluate.html>. The page has a dark header with the HOOP logo and navigation links: Network, Evaluate, Learn, Tools, Request, News, Events, Forum, and Contact. On the right, there are 'Login' and 'Register' buttons. The main content area is titled 'Evaluate' and includes a subtitle: 'This section provides HOOP tools to evaluate your circular performance and the financial attractiveness and maturity level of your circular projects'. Below this, there are three colored cards: a purple card for 'Bio-circularity Label', a blue card for 'Circular Valuation Method', and a yellow card for 'Project Maturity Level'. Each card contains a brief description and a button with a right-pointing arrow to access the tool.

Bio-circularity Label

The HOOP Circularity Label tool is an instrument to understand the current performance of a city/region regarding the implementation of bio-circular measures

[HOOP Circularity Label →](#)

Circular Valuation Method

The Circular Valuation method is a clear and simple method for companies and public bodies to assess whether circular projects are financially attractive

[Circular Valuation Method →](#)

Project Maturity Level

The HOOP Project Maturity Level is a tool that evaluates the level of maturity of the projects in order to improve their maturity and bankability to mobilise green financing and funding

[Project Maturity Level →](#)



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<https://hoop-hub.eu/evaluate.html>



Project Maturity Level (PML)

The PML allows to evaluate if a **project** is investment-ready or needs development, contributing to improving the maturity and bankability

PML 1

PML 2

PML 3

PML 4

PML 5

PML 6

Click on the boxes to answer the questions

Missing indicators: 43

19 - Are the investment costs (CAPEX) indicatively estimated?

20 - Are options for business models identified, including the identification of the bioproducts and services, the business plans to sell, identification of target markets, and anticipation of expenses?

21 - Are potential funding sources identified (e.g., grants, donations, subsidies, alternative funding as crowdfunding and others)?

☐ Yes, totally

☐ Yes, partially

☐ No

☐ Not aplicable

22 - Are potential financing sources identified (e.g., loans, equity, quasi-equity, bonds, lease, guarantees, venture capital, alternative finance)?

23 - Are potential blended finance sources identified (e.g., PPP, revolving funds, etc.)?

Name of the project

PML Ranking

PML6			
PML5			
PML4			
PML3			
PML2			
PML1			
	0	10	20

Project Maturity Level (PML)

- PML 1** - Potential project identified (project or technology apparently suitable for intervention).
- PML 2** - Project potential quantified (via audit, study, benchmarking, etc.).
- PML 3** - Project investment estimated and suitable business models identified.
- PML 4** - Technical project and business case developed.
- PML 5** - Investment-Ready (business case and tender model confirmed).
- PML 6** - Investment offer or tendering requirements created (ready to sign or launch the tender).



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Due Diligence Standard Procedure

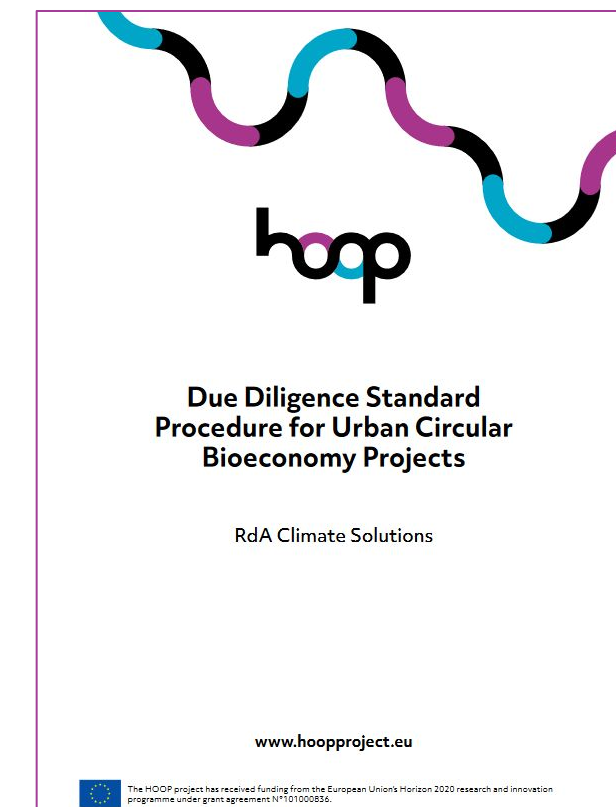
With the application of this due diligence (25 risk areas), a **risk assessment** and **allocation** are performed, impacts are identified, and the respective **mitigation and risk management plan** are defined.

*Public edition
available at the
HOOP Library!*

https://hooproject.eu/wp-content/uploads/2024/04/HOOP_D5_5_Due_Diligence_public_vfinal.pdf

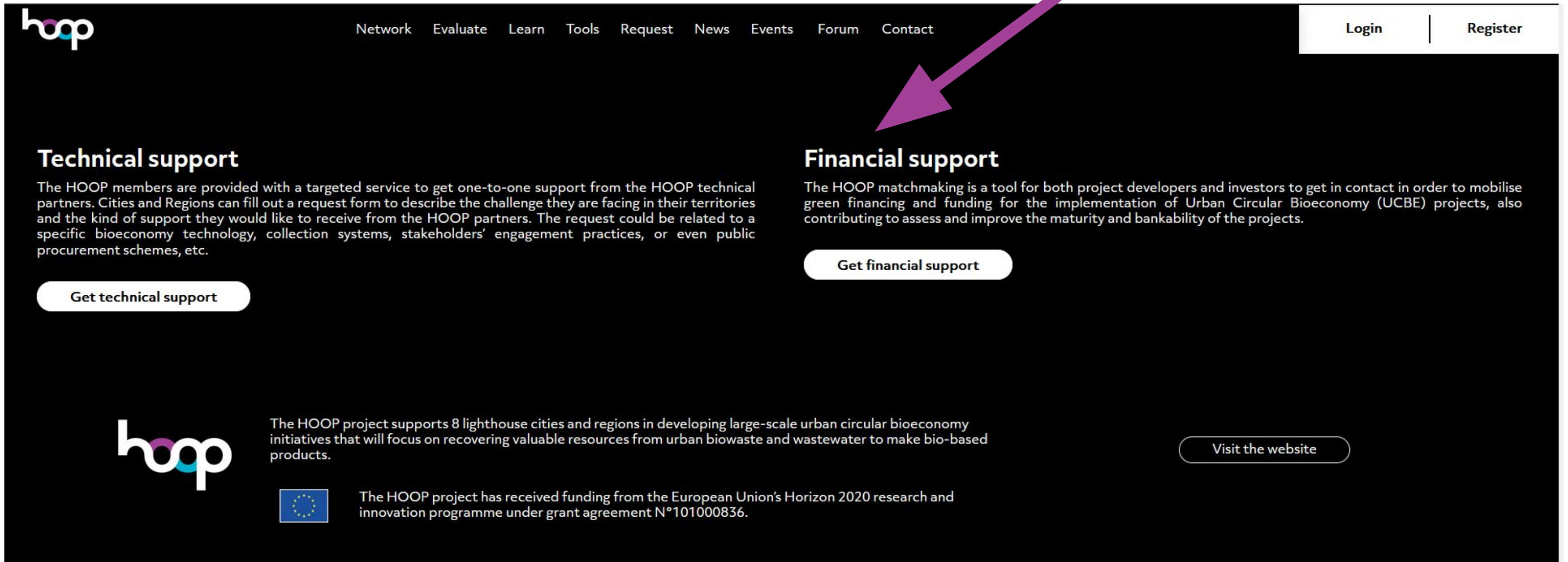


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HOOP Hub support

https://hoop-hub.eu/call_for_projects.html



The screenshot displays the HOOP Hub website interface. At the top, a navigation bar includes links for Network, Evaluate, Learn, Tools, Request, News, Events, Forum, and Contact. On the right side of the navigation bar are buttons for Login and Register. The main content area is divided into two columns. The left column is titled 'Technical support' and describes a targeted service for one-to-one support from HOOP technical partners. It includes a button labeled 'Get technical support'. The right column is titled 'Financial support' and describes a matchmaking tool for project developers and investors to mobilize green financing. It includes a button labeled 'Get financial support'. A large purple arrow points from the URL above to the 'Financial support' section. At the bottom of the page, there is a section with the HOOP logo, a paragraph about supporting 8 lighthouse cities and regions, the European Union flag, and text about funding from the Horizon 2020 research and innovation programme. A button labeled 'Visit the website' is also present.

Technical support

The HOOP members are provided with a targeted service to get one-to-one support from the HOOP technical partners. Cities and Regions can fill out a request form to describe the challenge they are facing in their territories and the kind of support they would like to receive from the HOOP partners. The request could be related to a specific bioeconomy technology, collection systems, stakeholders' engagement practices, or even public procurement schemes, etc.

Get technical support

Financial support

The HOOP matchmaking is a tool for both project developers and investors to get in contact in order to mobilise green financing and funding for the implementation of Urban Circular Bioeconomy (UCBE) projects, also contributing to assess and improve the maturity and bankability of the projects.

Get financial support

Visit the website

The HOOP project supports 8 lighthouse cities and regions in developing large-scale urban circular bioeconomy initiatives that will focus on recovering valuable resources from urban biowaste and wastewater to make bio-based products.

The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836.



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Other public HOOP tools

- ✓ State-of-the-art of technologies and processes
- ✓ Novel Circular Business Models
- ✓ Investment Package Manual (3 volumes)
- ✓ Bio-Circularity Label
- ✓ Circular Valuation Method

Join us on afternoon session “HOOP circular valuation tools for enhancing project bankability”



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836

https://hoop-hub.eu/virtual_academy.html





Thank you

Jorge Rodrigues de Almeida
almeida@rda.pt

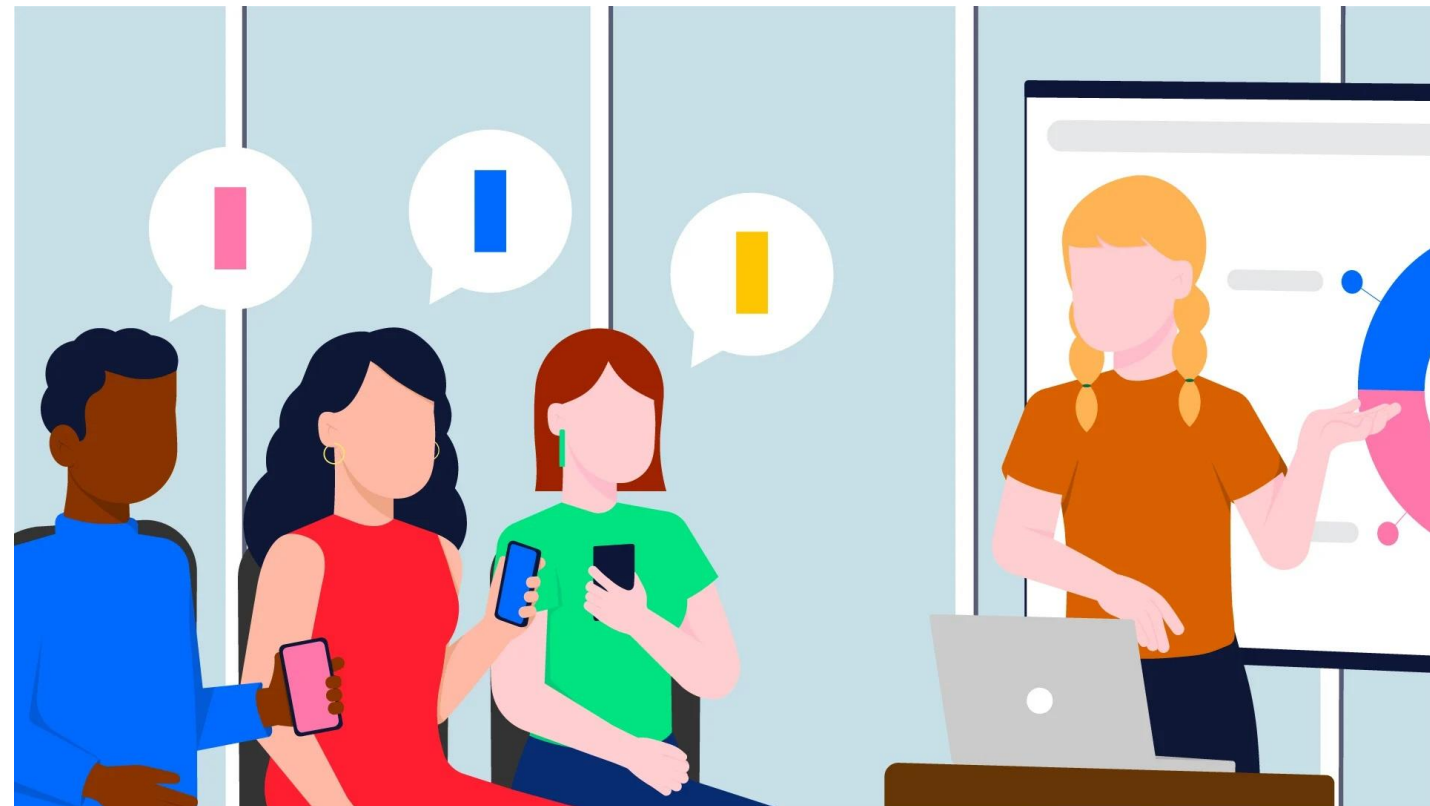


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RdA
CLIMATE SOLUTIONS

Q & A

Mentimeter poll results:



What are your main challenges to combat when looking for investments for your circular project/business?

Join at menti.com | use code 7817 7165



What are your main challenges to combat when looking for investments for your circular project/business?

26 responses

can't find early stage vc
find investors
talk to politicians
investor-ready presentati
reluctant public funds
knowing where to go
business case and roi
conscience
find partners
capital
regulatory
value alignment
grants
funding
payt
immature proposal
feasibility
fill grant applications
biowaste
legal
market recognition
fundingdiversity
reluctant investors
long-term orientation
find the right investor
traction and cash catch22



Success Stories

Chi Impact

CIRCULAR INVESTMENT
READINESS NETWORK



Christin ter Braak-Forstinger
Founder, CEO
Chi Impact

circular
invest



IN COLLABORATION WITH:



Q & A

Closing and Next Steps

Did you join the CIRN
network already?



Afternoon Session

Join us at 13:00

Thank you!

**Hope to see you all again
next time.**