

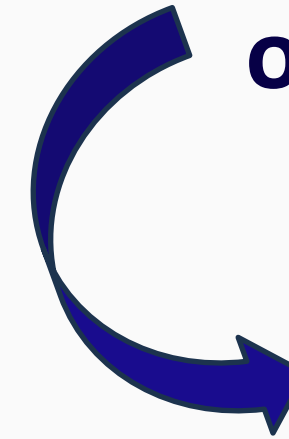
**CIRCULAR INVESTMENT
READINESS NETWORK**

**While you wait, join
our network here!**

Accelerator Session WCEF

Attracting investors: The power of circular impact

Starting at 08.30!



CIRCULAR INVESTMENT READINESS NETWORK

Accelerator Session WCEF

Attracting investors: The power of circular impact

17.04.2024

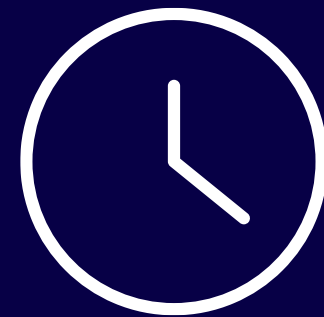
circular
invest



Agenda

- 08:30** Welcome and introduction
- 08:35** Understanding Circular Impact
- 08:45** Scaling up circularity investments
- 08:55** Q & A
- 09:00** Success stories sharing impact insights
- 09:20** Q & A
- 09:30** Interactive session
- 09:55** Closing & Next Steps

Housekeeping



The webinar
will last 1.5
hours



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

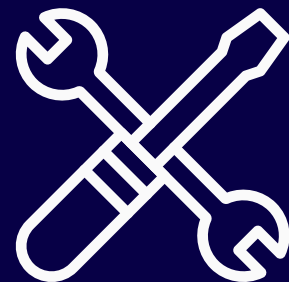


This session
will be
recorded

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.

3rd call for CircularInvest is now open!



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

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

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 2 upcoming sessions this year, learn about **Investment** and **Pitching** your project to a jury!
- Be part of our **LinkedIn Page** to be up-to date with all events.
- Interact with other stakeholders, as project owners, investors and circularity experts.



What is the purpose of today's session?

Objectives

The session aims to provide an overview of how to measure impact of circular projects.

This session will explore:

- Measuring impacts to maximise circular benefits and attract investments.
- Navigating EU regulations: compliance, ESG, taxonomy, and KPIs for the circular economy.
- Success stories – how circular project leveraged impacts to reach investments.

Understanding Circular Impact

Understanding Circular Impact: Social, economic and environmental benefits



Marvin Nusseck
Senior Finance Strategist
Circle Economy Foundation

UNDERSTANDING CIRCULAR IMPACT



Social, Economic &
Environmental Impact

| UNDERSTANDING CIRCULAR IMPACT

1 Why the circular economy?

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

***Investing** in circular economy projects*

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

***Investing** in circular economy projects*

3

What is needed next?

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

***Investing** in circular economy projects*

3

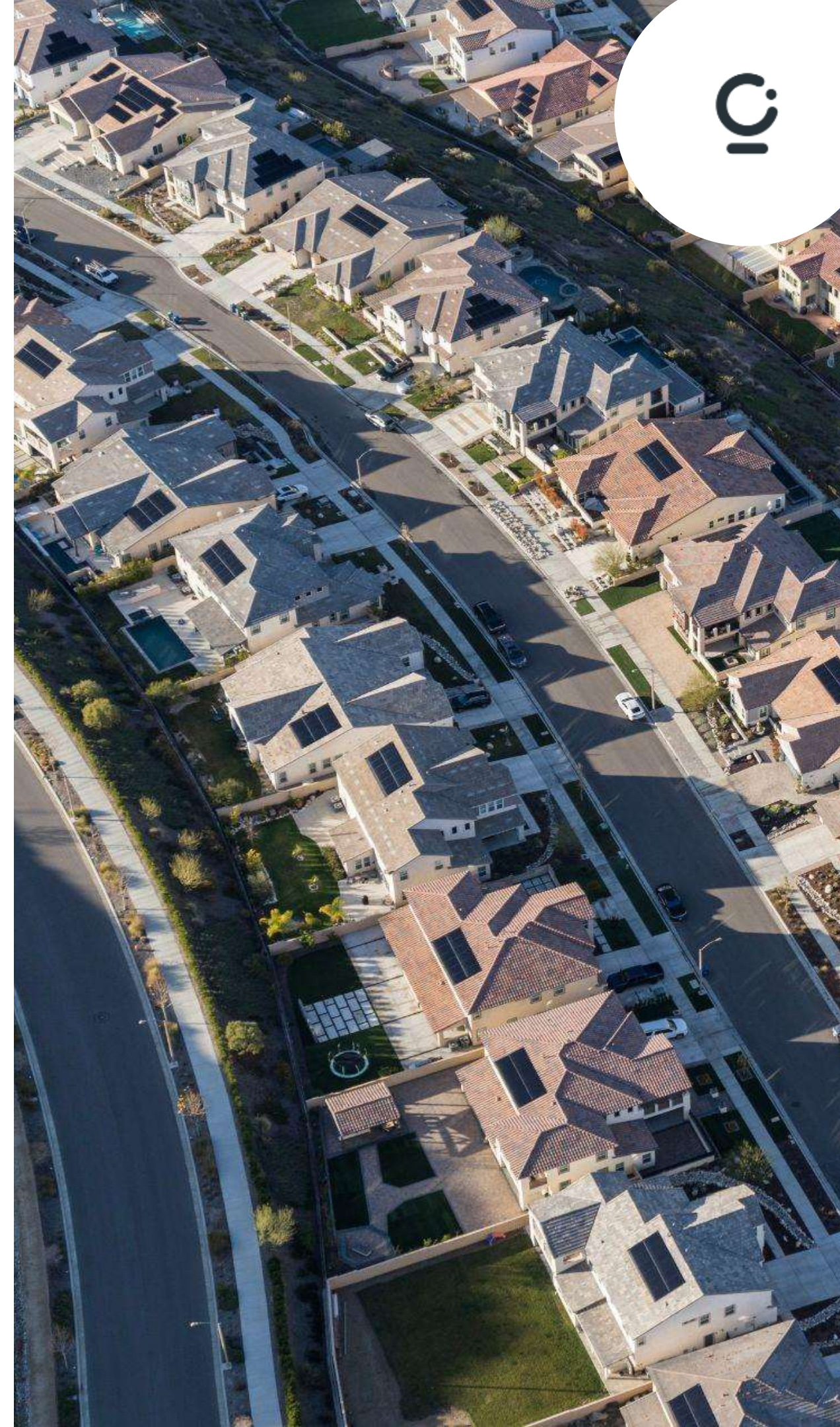
What is needed next?

***Measure** impact*



ENVIRONMENTAL IMPACT

Less material extraction protects and regenerates ecosystems and supports biodiversity

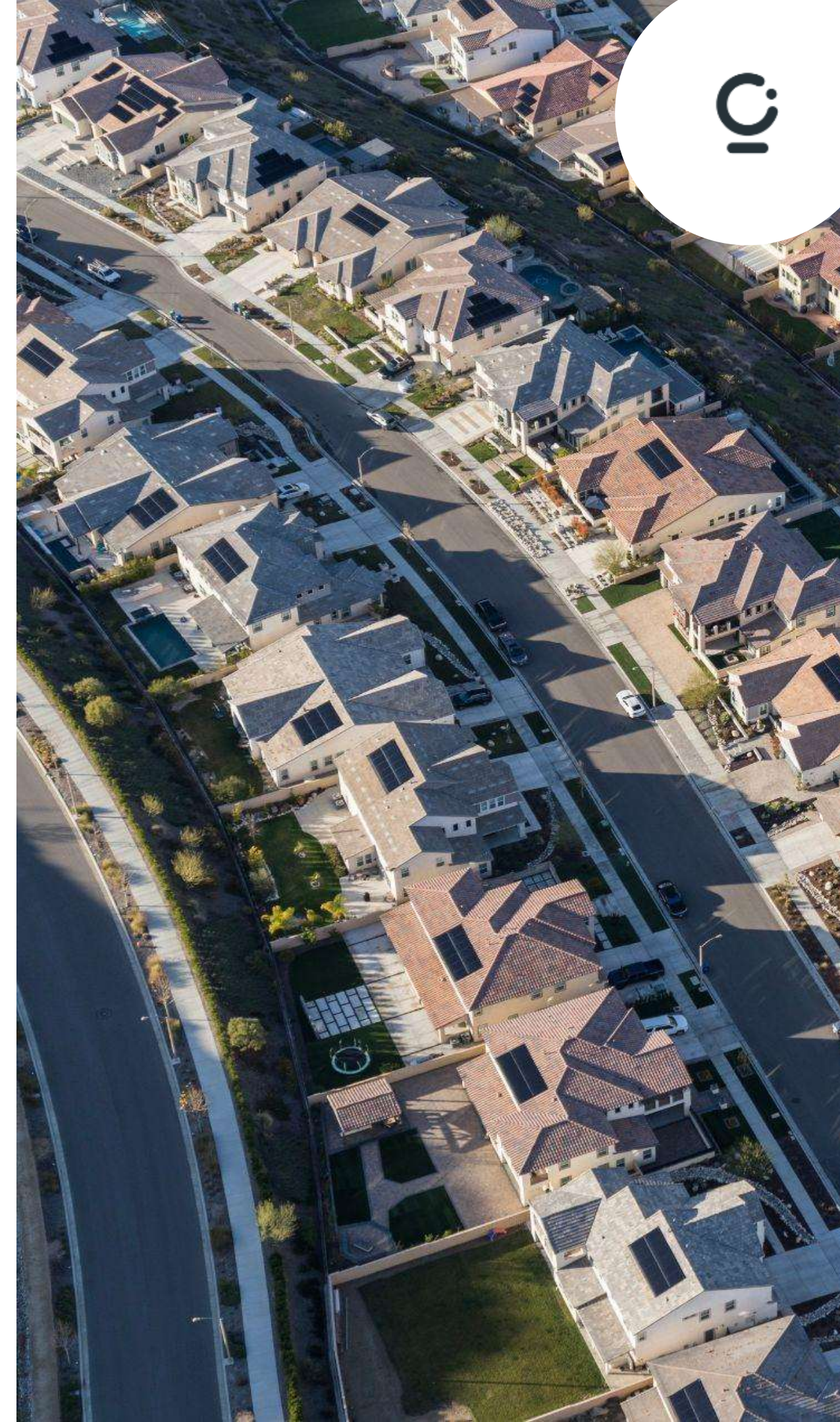




ENVIRONMENTAL IMPACT

Less material extraction protects and regenerates ecosystems and supports biodiversity

- **70%** of global greenhouse gas emissions are linked to material handling

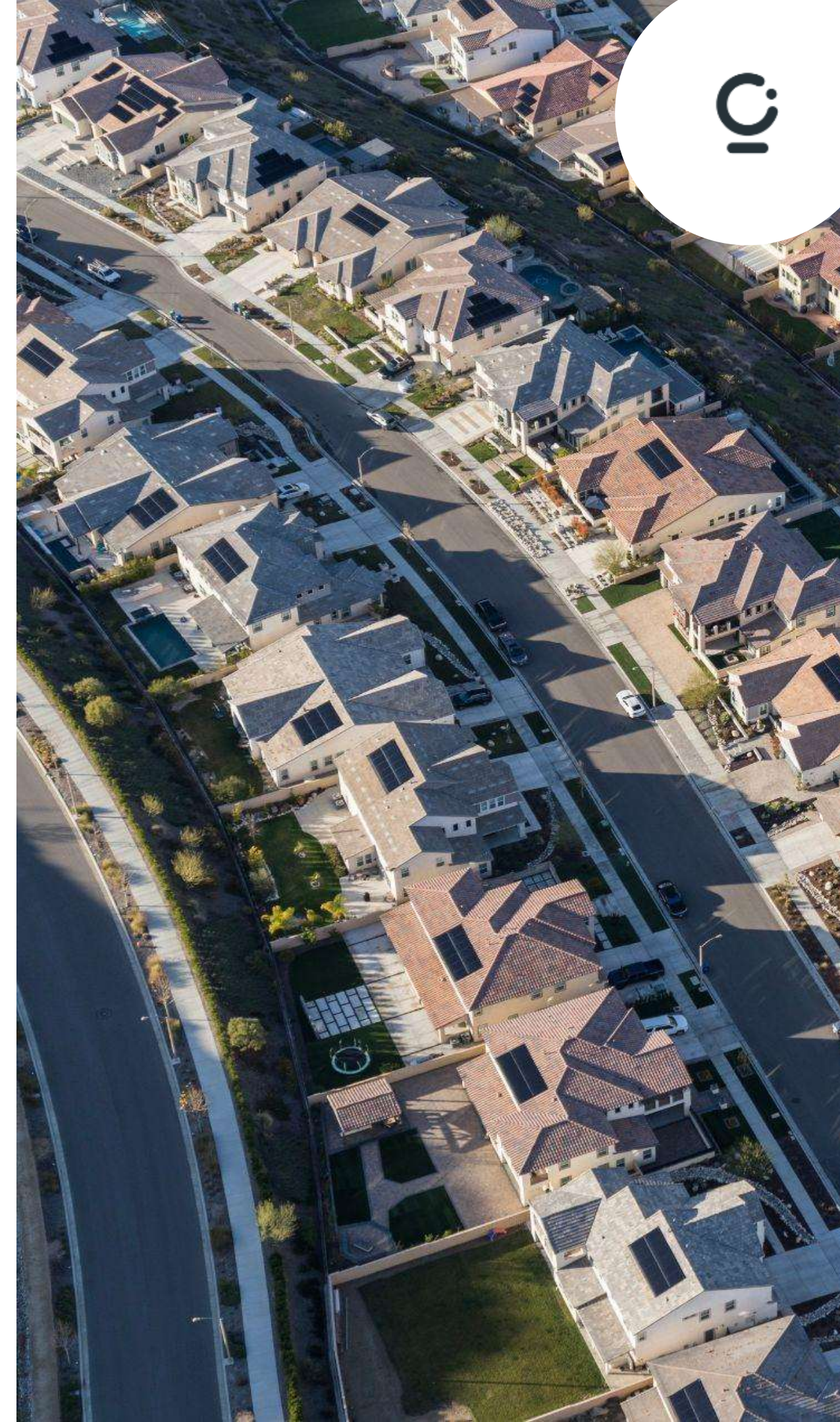




ENVIRONMENTAL IMPACT

Less material extraction protects and regenerates ecosystems and supports biodiversity

- **70%** of global greenhouse gas emissions are linked to material handling
- Cutting virgin material use by 28% will **reduce emissions by 39%** while still satisfying people's needs





SOCIAL IMPACT

Circular economy isn't socially just by default, but we can make it that way!





SOCIAL IMPACT

Circular economy isn't socially just by default, but we can make it that way!

- Shifting away from material-intensive and towards **labour-intensive activities**





SOCIAL IMPACT

Circular economy isn't socially just by default, but we can make it that way!

- Shifting away from material-intensive and towards **labour-intensive activities**
- Circular practices can create a net total of 7 - 8 million new jobs by 2030





SOCIAL IMPACT

Circular economy isn't socially just by default, but we can make it that way!

- Shifting away from material-intensive and towards **labour-intensive activities**
- Circular practices can create a net total of 7 - 8 million new jobs by 2030
- Jobs created per 10,000 tons of goods:
 - 1-6 for end-of-life activities (e.g. landfilling)
 - 36 for recycling activities
 - **300** for high-value (e.g. reuse, refurbishing)





ECONOMIC IMPACT

The circular economy is an economic **opportunity** for a new kind of **resilient** growth with sustainable production and consumption habits.





ECONOMIC IMPACT

The circular economy is an economic **opportunity** for a new kind of **resilient** growth with sustainable production and consumption habits.

- New markets through innovative business models “not the product but the **service**”





ECONOMIC IMPACT

The circular economy is an economic **opportunity** for a new kind of **resilient** growth with sustainable production and consumption habits.

- New markets through innovative business models “not the product but the **service**”
- Less materials means **cost reduction**





ECONOMIC IMPACT

The circular economy is an economic **opportunity** for a new kind of **resilient** growth with sustainable production and consumption habits.

- New markets through innovative business models “not the product but the **service**”
- Less materials means **cost reduction**
- **Resilient value chain** fluctuations in terms of resource quality and supply



| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

***Investing** in circular economy projects*

| UNDERSTANDING CIRCULAR IMPACT

2

How can we create circular impact?

Investing in circular economy projects

What is missing?

- Linking funders and projects
- Investment-ready projects
- New risk assessments

Far **more capital** is needed to scale the circular economy and fully seize its opportunity

WORLD BANK (2022)

| UNDERSTANDING CIRCULAR IMPACT

1

Why the circular economy?

*Circular impact means **environmental, social and economic** impact*

2

How can we create circular impact?

***Investing** in circular economy projects*

3

What is needed next?

***Measure** impact*

| UNDERSTANDING CIRCULAR IMPACT

3

What is needed next?

Measure impact

Attracting investment through measuring impact

- Measuring ensures serving the right end
- Collecting data is not a waste
- Compliance will require data soon

—> The Circular Investment Readiness Network is here to help

I TAKEAWAYS

- 1** **SYSTEMIC:** The circular economy serves environmental, social and economic ambitions
- 2** **FINANCE:** Increasing investment volume is key to the transition
- 3** **MEASURE:** reporting on impact attracts investment

QUESTIONS?

WANT TO KNOW MORE? CONTACT US!



MARVIN NUSSECK

Finance

Programme

marvin@circle-economy.com

+49 151 21 20 94 40



Scaling up circularity investments

Scaling up circularity investments: compliance with EU sustainable finance legislation (EU Taxonomy & CSRD)



Guido Moavero Milanesi
**Policy Expert on
Sustainable Finance**
European Commission DG FISMA



The EU Taxonomy for Sustainable Finance

Accelerator Session WCEF Attracting investors: The power of circular impact

Guido Moavero Milanesi, European Commission

EU Sustainable Finance framework

EU Taxonomy

- Climate Delegated Act
- Environmental Delegated Act
- Disclosures Delegated Act

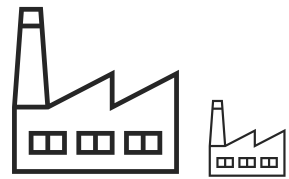
Disclosures

- Corporate Sustainability Reporting Directive (CSRD)
- Sustainable Finance Disclosure Regulation (SFDR)
- Sustainability preferences

Tools

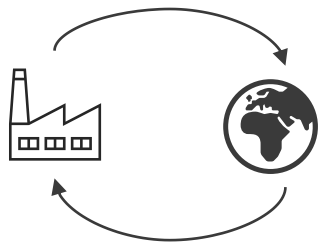
- Climate Benchmarks
- European Green Bond Standard (EUGBS)

CSRD to provide clarity and certainty on companies' sustainability info



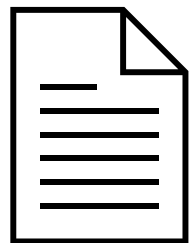
Who?

All large and all listed companies, incl. SMEs (+ certain non-EU companies) report on sustainability information in their annual financial reports



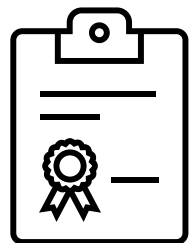
What?

The reporting takes a double materiality approach, i.e. how does the company affect its environment and vice-versa



What is included?

- It includes the mandatory European Sustainability Reporting Standards (ESRS), which build on and contribute to global standards, incl. ISSB
- It includes companies' transition plans



How is it verified?

- The CSRD introduces an assurance (audit) requirement

EU Taxonomy to define environmentally sustainable activities



- Classification system for environmentally sustainable economic activities
- Measures the degree of sustainability of an investment and proportion of green activities of a company
- Helps investors and companies plan and report on their transition



- Mandatory list to invest in
- Rating of the “greenness” of companies
- Judgement on financial performance of an investment
- What’s not included is not necessarily unsustainable

Make a substantial contribution

to at least one of 6 environmental objectives



Do no significant harm

To any of the other 5 environmental objectives



Meet minimum safeguards

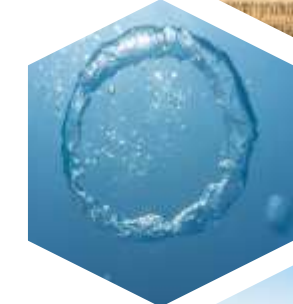
comply with international minimum safeguards



Climate Change Mitigation



Climate Change Adaptation



Water and marine resources



Circular Economy



Pollution prevention and control

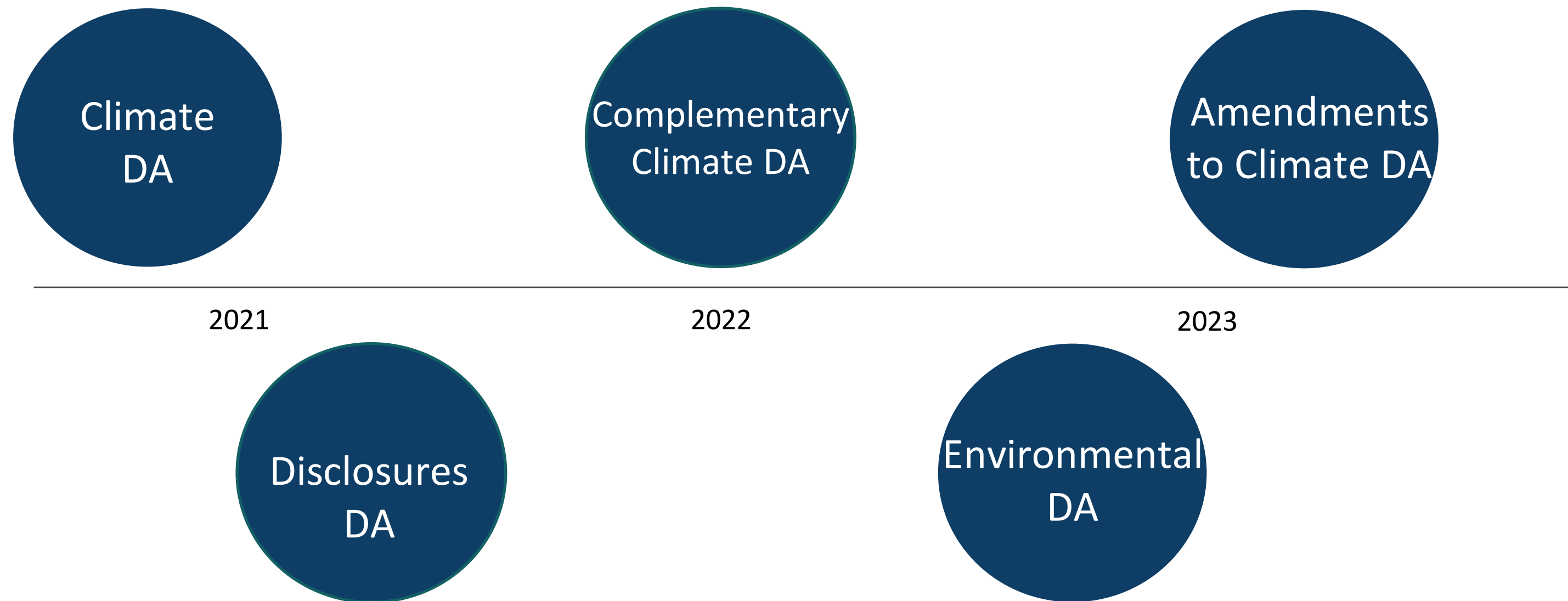


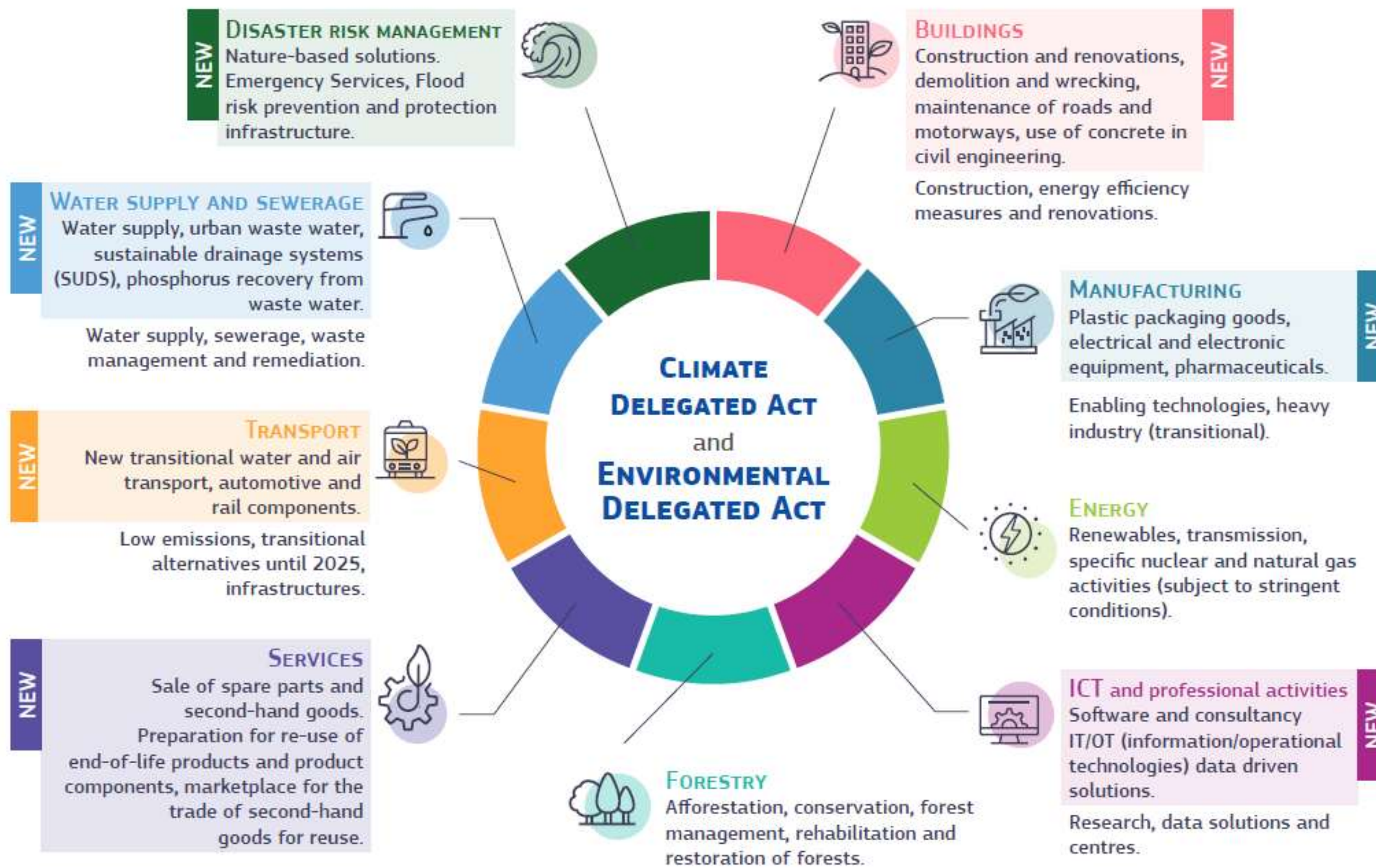
Biodiversity and ecosystems



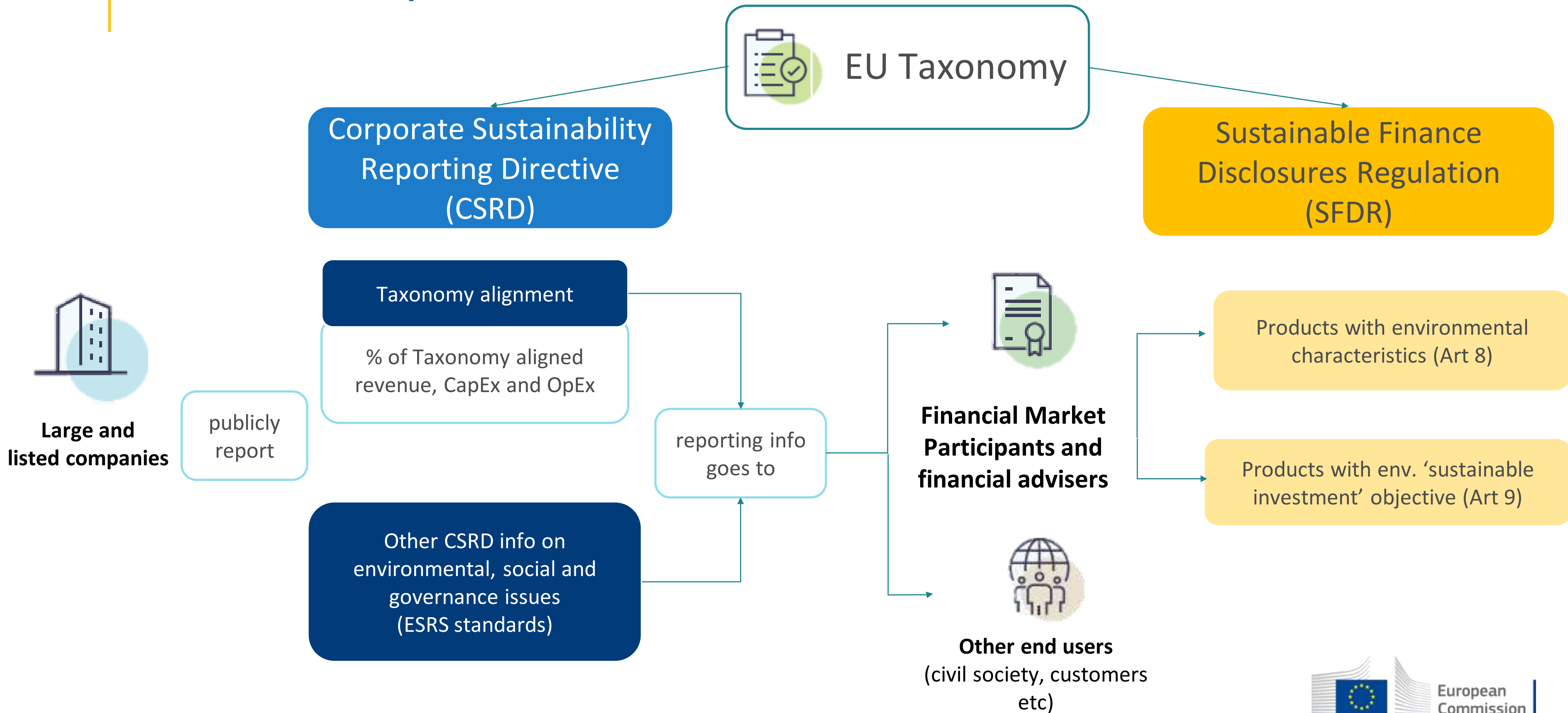
European Commission

EU Taxonomy Delegated Acts

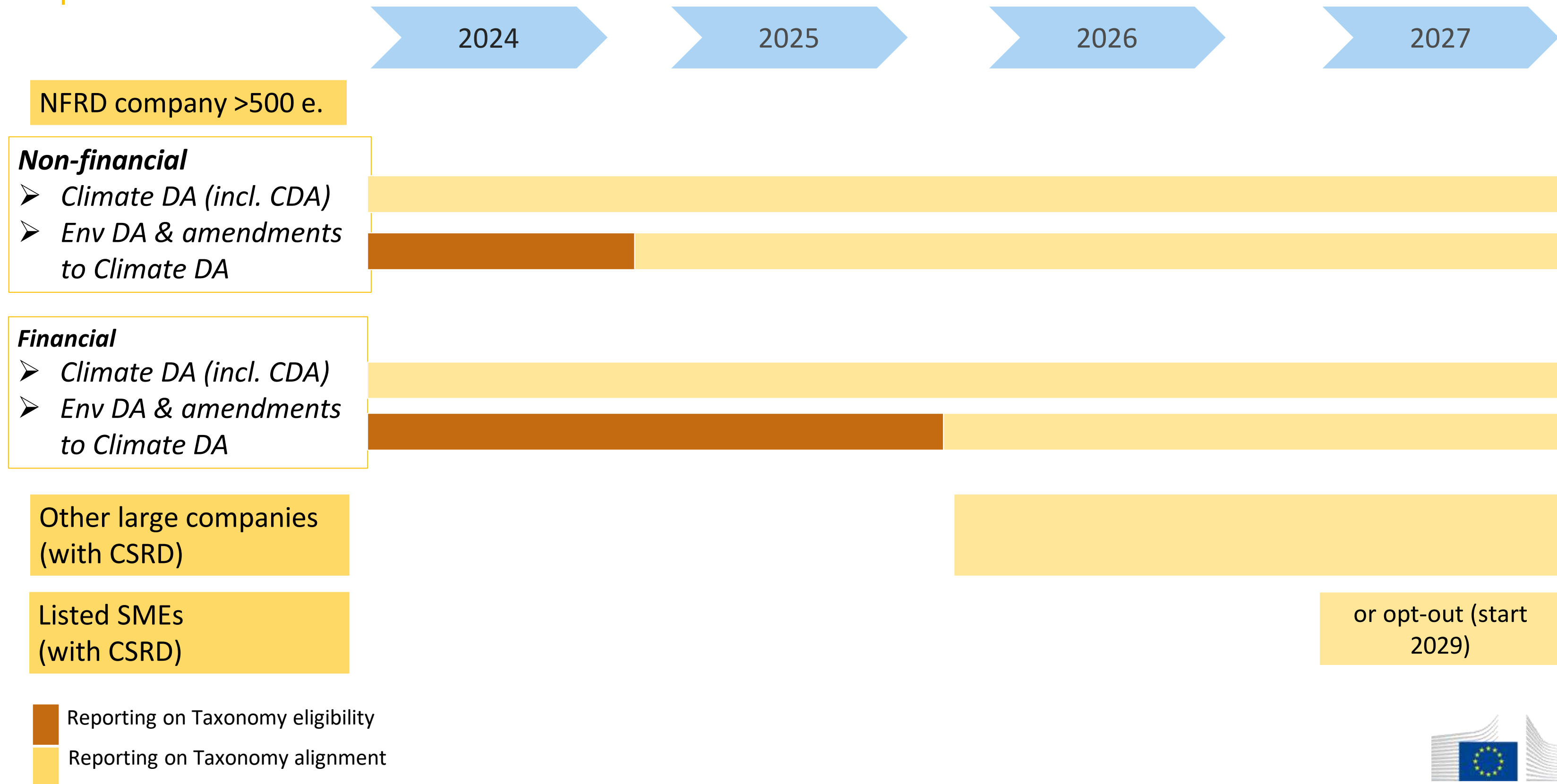




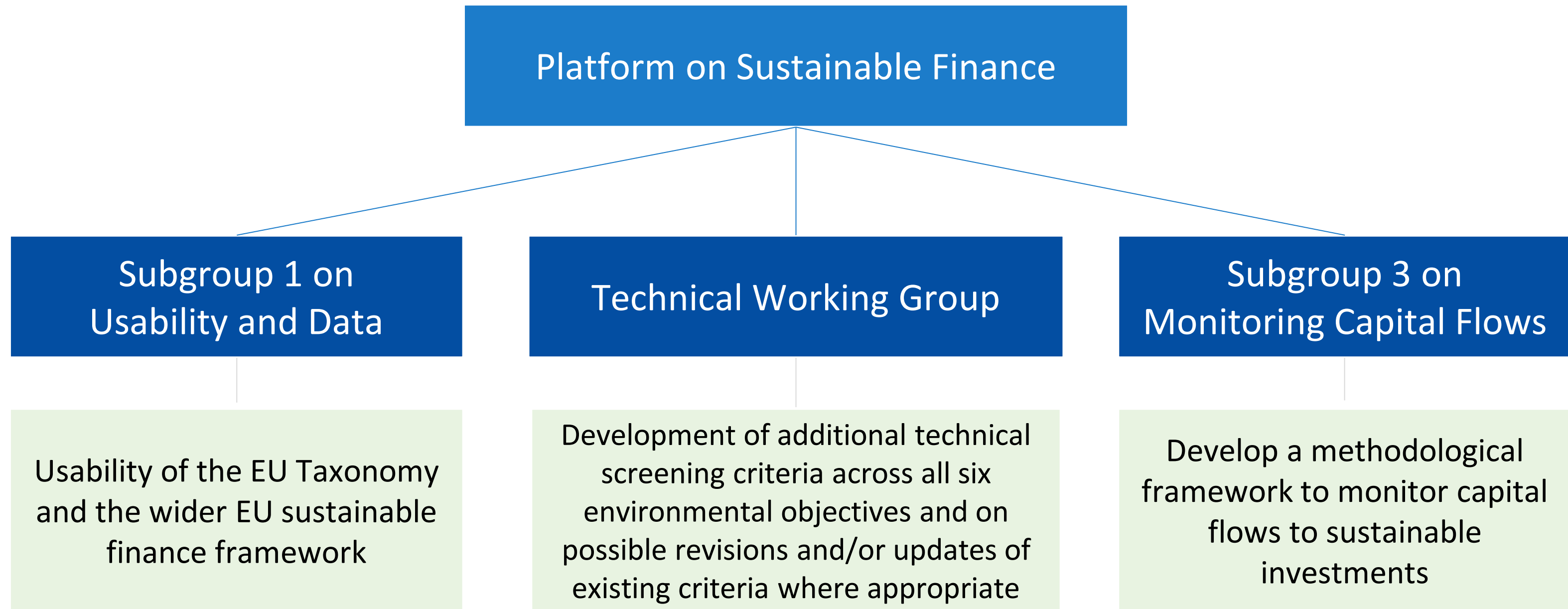
EU Taxonomy disclosures



EU Taxonomy disclosures timeline



Future work around the EU Taxonomy



Thank you



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Q & A

Successful circular projects and their impact

Success story – Matter Industries



Adam Root
CEO & Founder Matter



Michael Smith
**Co-Founder
Regenerative VC**



Matter.

Pioneering Plastic Capture

Ingestion

Starvation of organisms food chain from inedible particles

Chemical Problem

Toxic pills – transfer of chemicals to fatty tissue of organism

Research has identified around 10,000 chemicals associated with the production of plastics

Human health

Microplastic has been found in blood, our lungs and can breach the blood brain barrier.

Carrying chemicals that are
“Causing cancer, Mutations to DNA, have toxic reproductive effects, metabolic disorders, effect neurodevelopment, endocrine disruption and can effect the nervous system.”

NewScientist

Matter.



Matter.

We develop technology solutions to
capture and recycle microplastics for the
good of our planet

Partnership Opportunity

Our expertise with understanding the
problem and providing circular solutions
at source

Matter.

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Textile
Production



Laundry

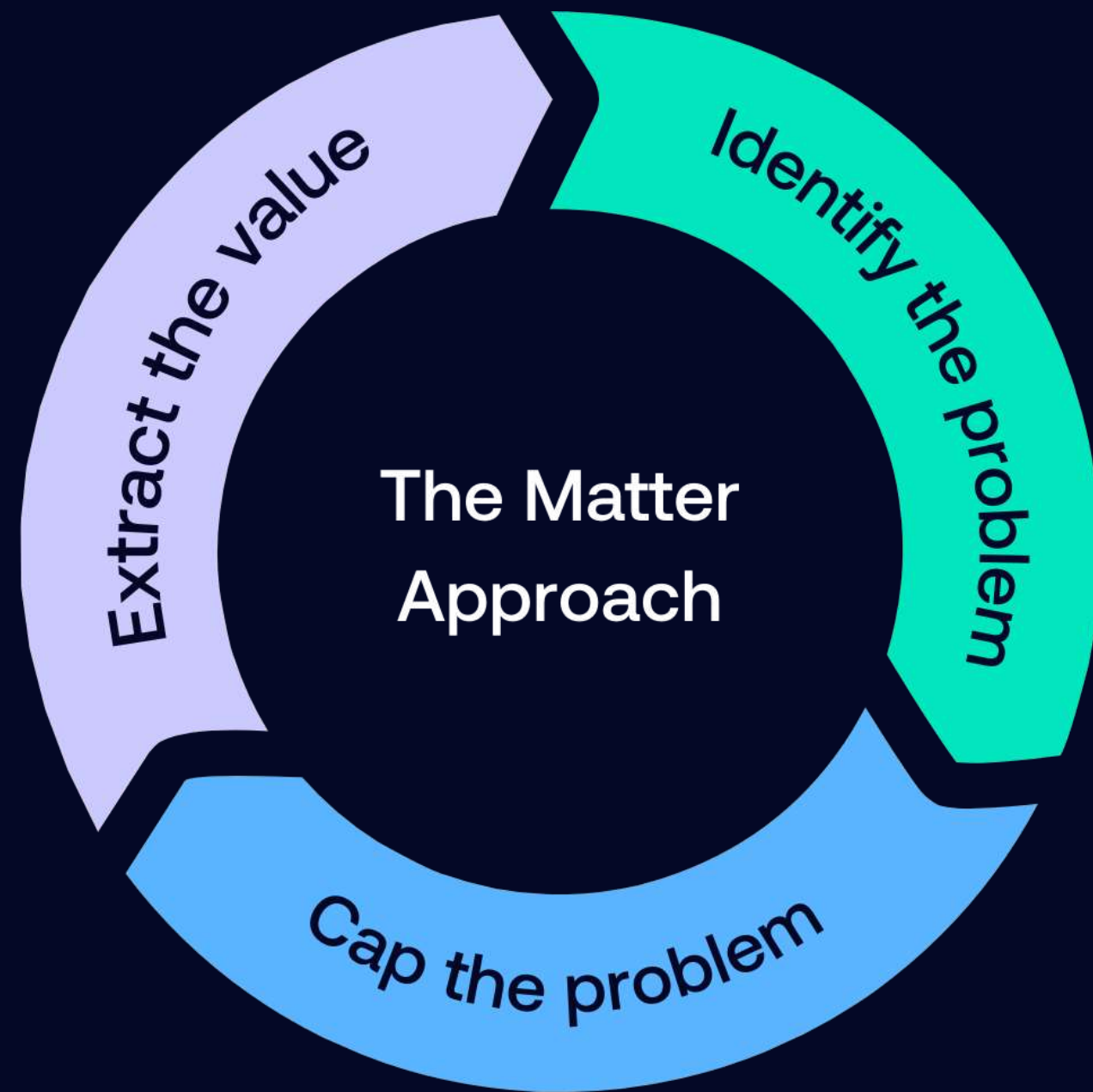


Waste Water



Material
Recycling

Focus on textile production



Matter has a three-point circular approach to supporting industry to capture and return value from pollution.

1. Identify the problem

Identify the presence and nature of microfibres in your production facility with our bespoke Microfibre Assessment Programme (MAP)

2. Cap the problem

Capture microfibres at source with our filtration technology and expertise

3. Extract the value

Recycle and return value from the material captured





Gulp

1/6th of all domestic drinking water is used for running a washing machine.

60% of all fabric is synthetic. We see 1g of material shed from textiles per wash. On average 240g per year per household.

This material can be removed from Gulp and returned to the circular economy.

Material circularity

Our first product is the use of microfibres from domestic laundry as **insulation**. This is a **direct replacement** for existing materials.



Matter proprietary insulation material based on recovered laundry effluent.

Validated thermal and acoustic properties.



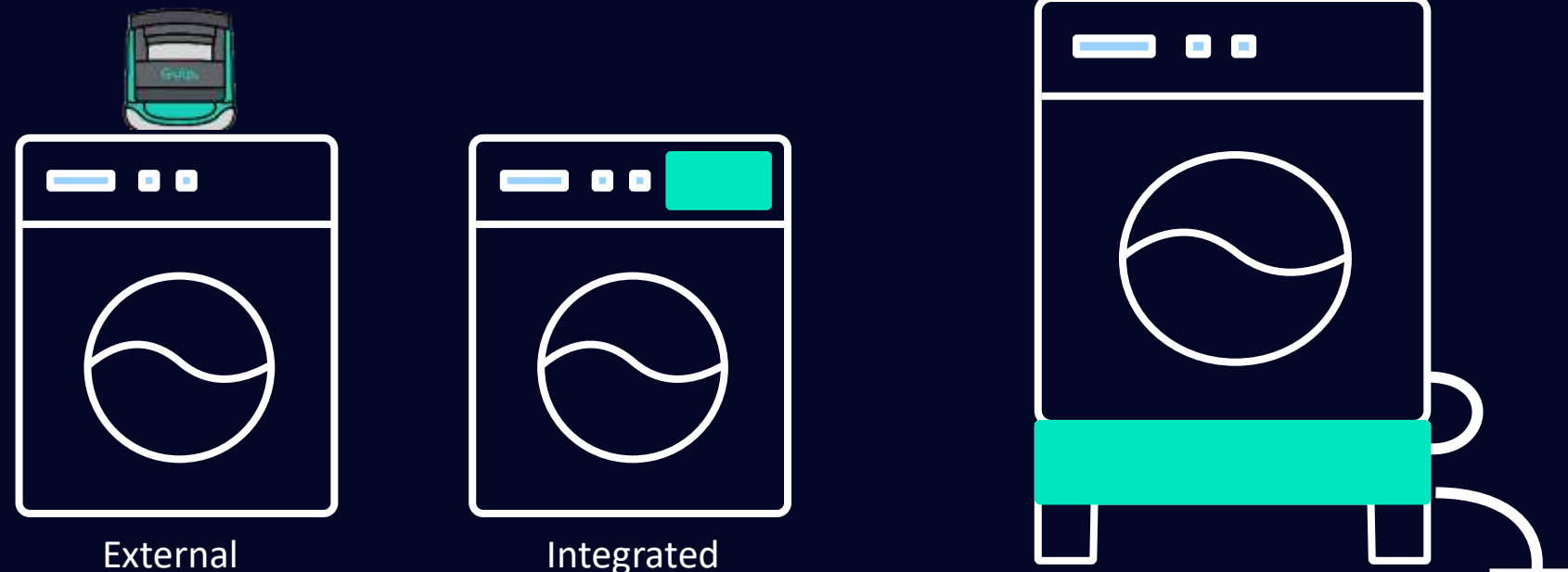
Generic acoustic insulation material removed from the inside of a domestic washing machine.



Capturing at source

If we don't capture at source, microfibres become pollutants, and we lose them as a resource

Laundry



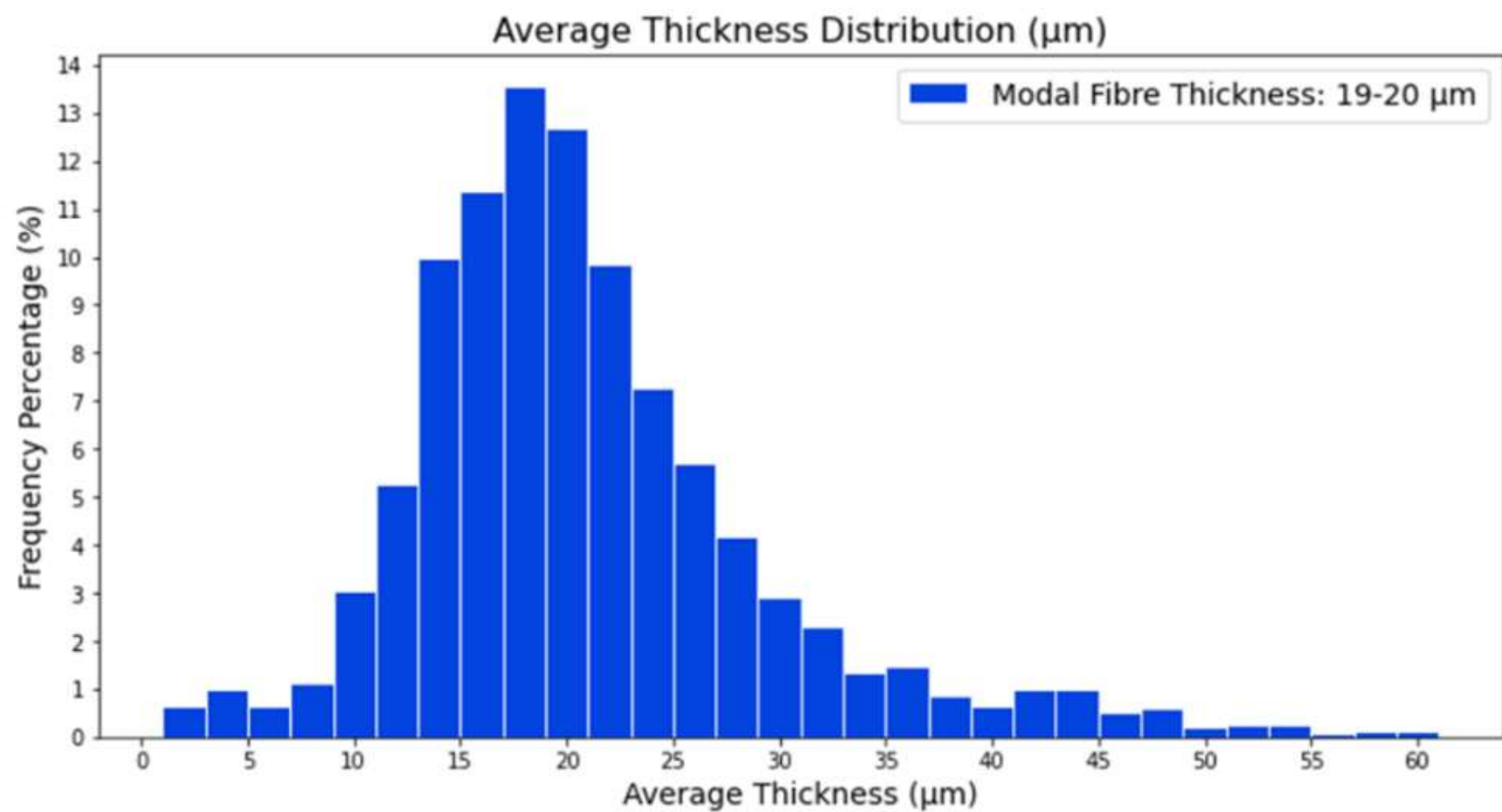
Affordable, viable, near-term technology
for laundry exists today

Textile Production

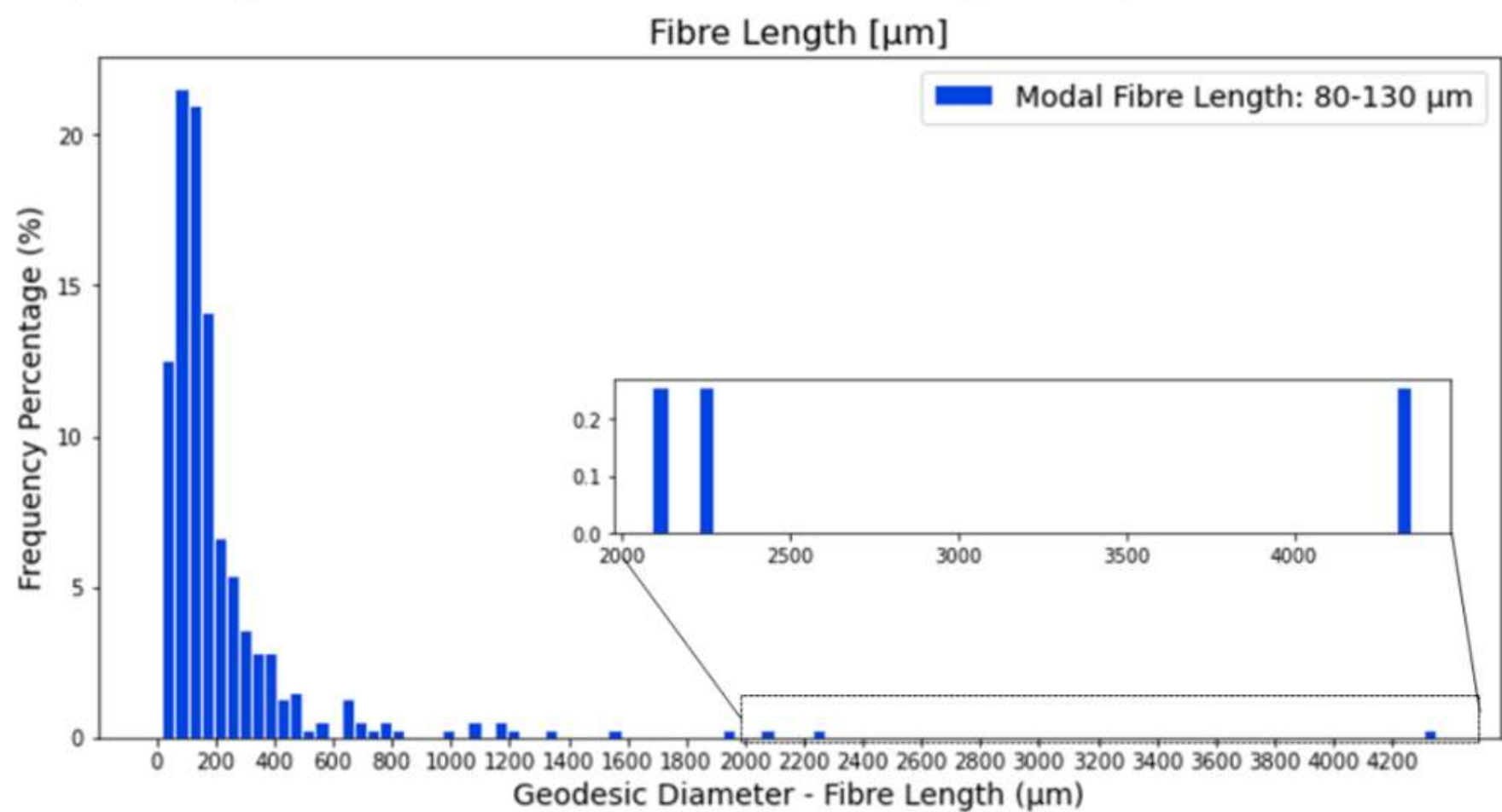


We want to offer the same opportunity to the
textile industry

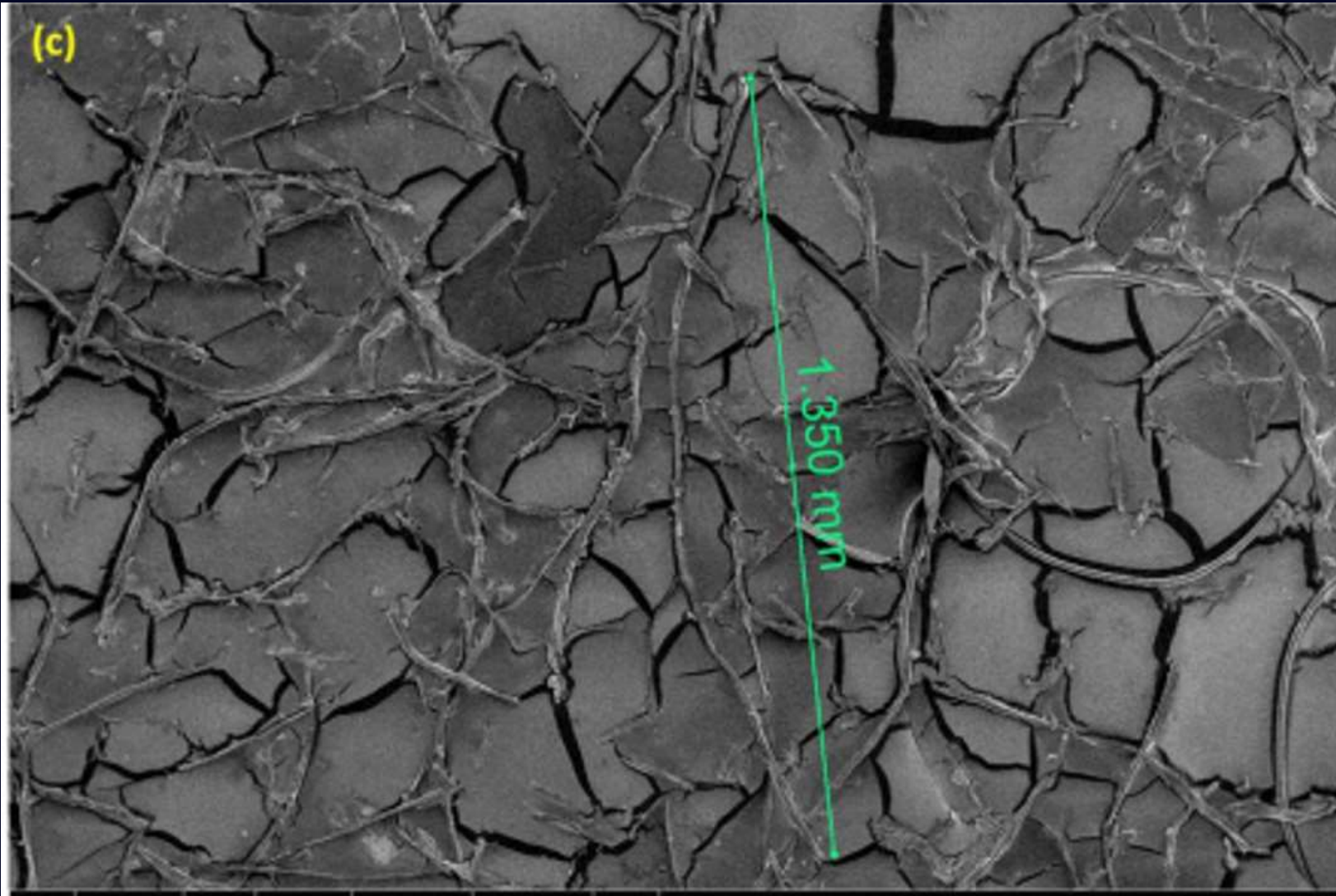
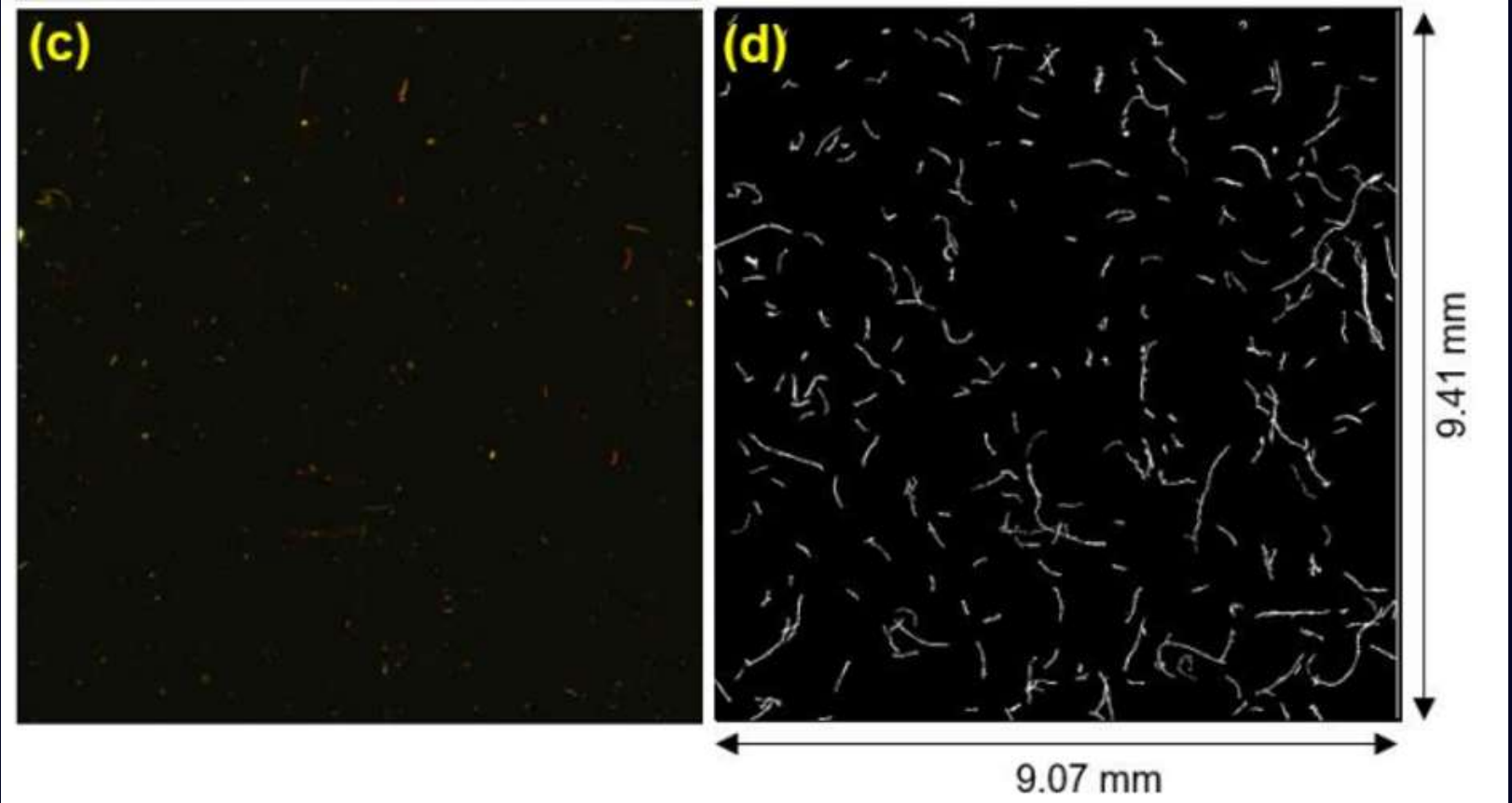
Textile production is the best opportunity to
return impact and value at scale



Graph 4. Average thickness distribution of fibres in Test 2 Sample 11 10 μm filter



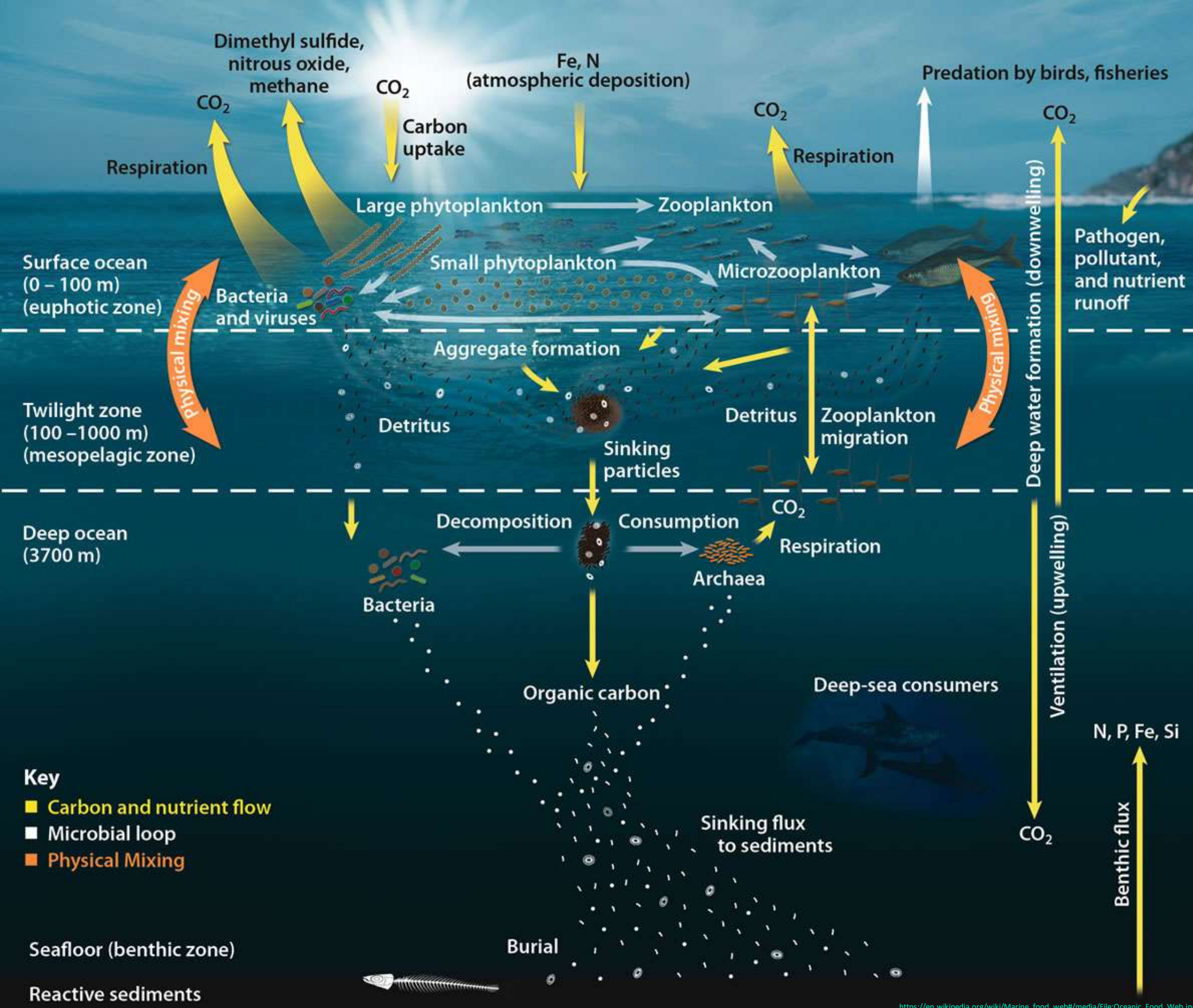
Graph 5. Fibre length of Test 2 Sample 11 2 μm filter.



Example scenario

					
	Textiles Produced	Water	Air	Est. Waste Cost	Est. Recycled Fabric Value
Factory	10,000 metric tonnes pa	100 metric tonnes pa	100 metric tonnes pa	-\$10,000 per annum	\$500,000 per annum
Brand	100,000 metric tonnes pa	1000 metric tonnes pa	1000 metric tonnes pa	-\$100,000 per annum	\$5,000,000 per annum
Industry	100 million metric tonnes pa	1 million metric tonnes pa	1 million metric tonnes pa	-\$100 million per annum	\$5 billion per annum

*Data from Matter MAP insights & research



The Ocean absorbs **more carbon** than all the plants on earth combined

It produces the majority of **Earth's Oxygen**

Matter.

Scaling Sustainability.

The problem of microplastics persists but so does Matter. As we scale, sustainability isn't just a checklist it's a strategic imperative.

Our view of 2023 offers transparency into our initiatives and sets the stage for the continued integration of sustainable practices into every aspect of our operations.

In 2023 we built on our previous Environmental and Sustainability Policy to be more specific and targeted with our ambitions and direction, creating a new policy which informs our approach alongside Matter's five year sustainability plan. We continue to strive to meet the standards and framework laid out in 2002 work Cradle to Cradle³ written by William McDonough and Michael Braungart and use their circular approach to translate our sustainability practices into five pillars at Matter.

The 5 pillars and how we will measure our success:



Material Health

The speed at which microplastics are banned globally.



Material Circularity

Our ability to not add technical nutrients to the biosphere.



Energy Stewardship

Our ability to operate a carbon neutral business.



Water Stewardship

The amount of micropollutants filtered by Matter technology.



Social Fairness

Our ability to certify as a BCorporation and continuously improve.

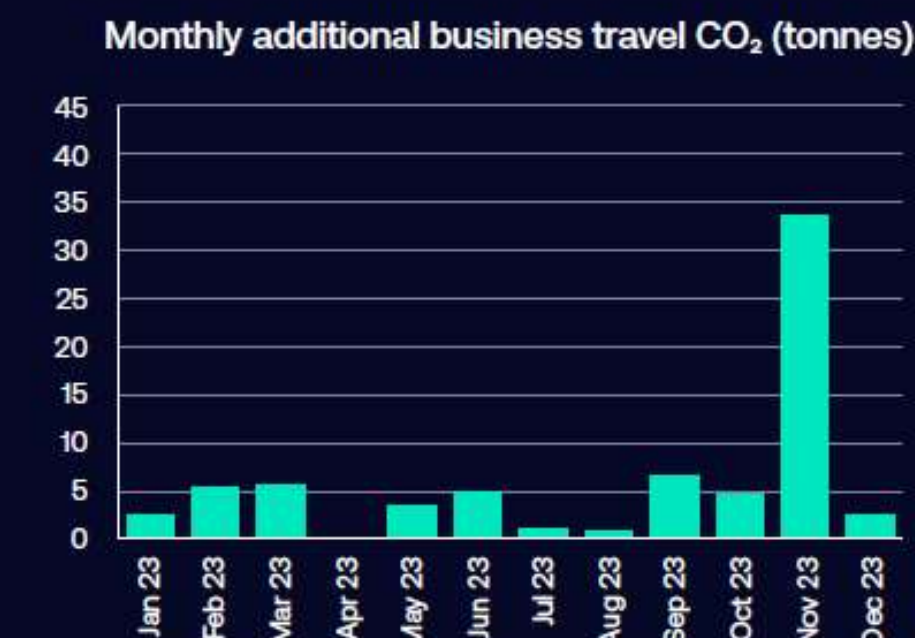
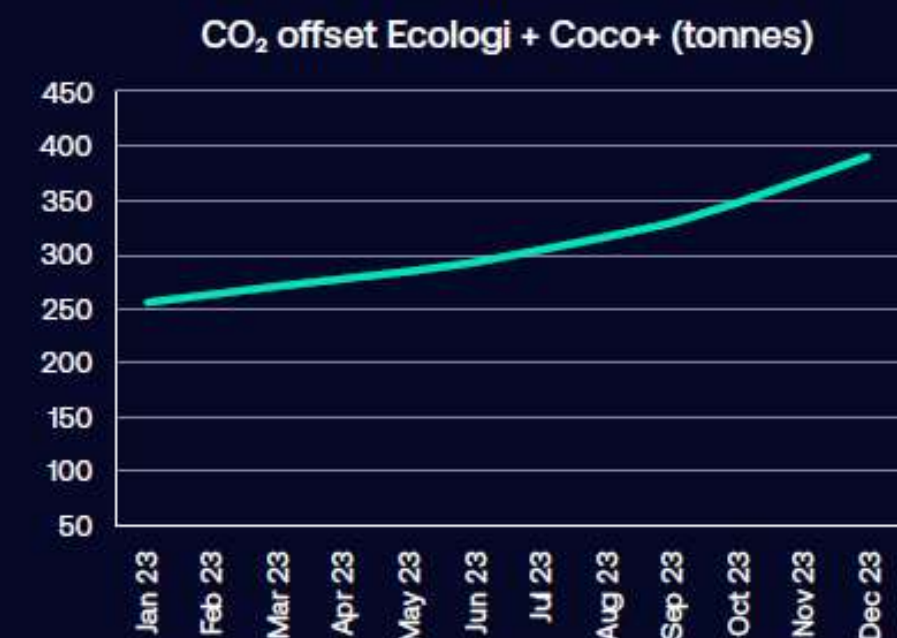
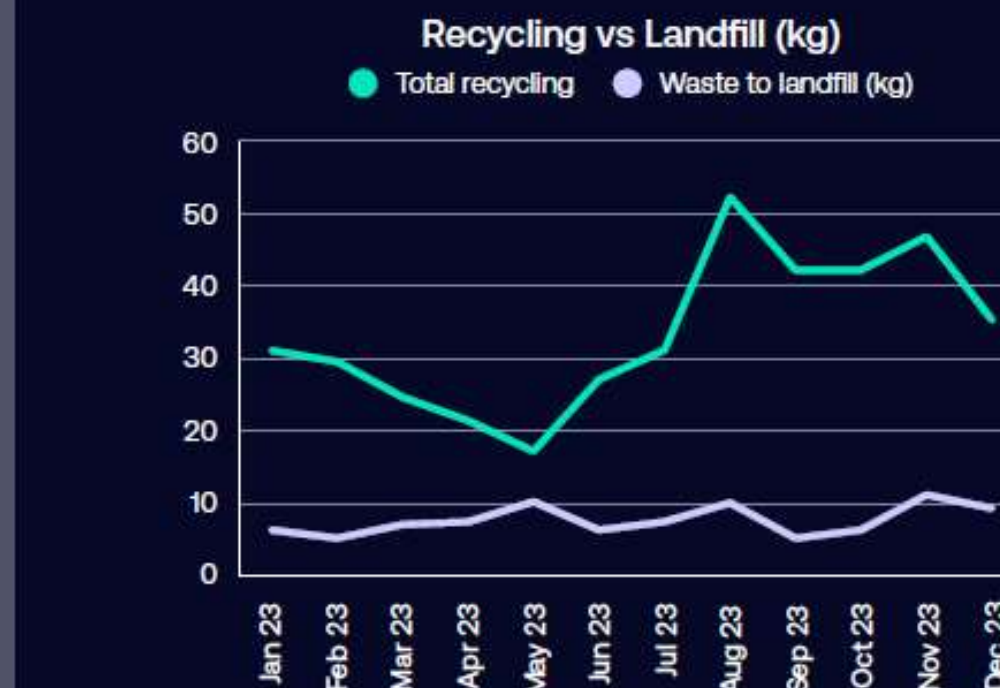
Measuring and monitoring.

We continue to measure our footprint in order to monitor our CO₂ emissions across scopes 1, 2 and 3.⁴

We record our utilities, recycling and waste levels on a weekly basis. We capture data on both commuting and business related travel, alongside an average distance of deliveries to HQ.

The recycling rate for 2023 was 80.4% on average, our monthly target is 80%. This is an improvement of nearly 9% from 2022 where our rate was 72%.

We are committed to recycling and have incorporated more ways to collect and reduce our landfill waste by utilising Terracycle⁵ collection boxes at our HQ. Hard to recycle items including those with mixed materials can now be collected and fully recycled. We hope this will further improve our recycling rate and bring us closer to our material circularity objective.





Thank you

Matter.

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Success story – MEC Ghana



Angeline Rousseau
Project Manager
Business Partnership
Facility – LuxDev



Carine Oberweis
Architect and Project Owner
Honorary Consul
of the Republic of Ghana in
Luxembourg



Sann Carrière
Founder & Director
Material Innovation Centre

MEC GHANA

Innovative Building Solutions

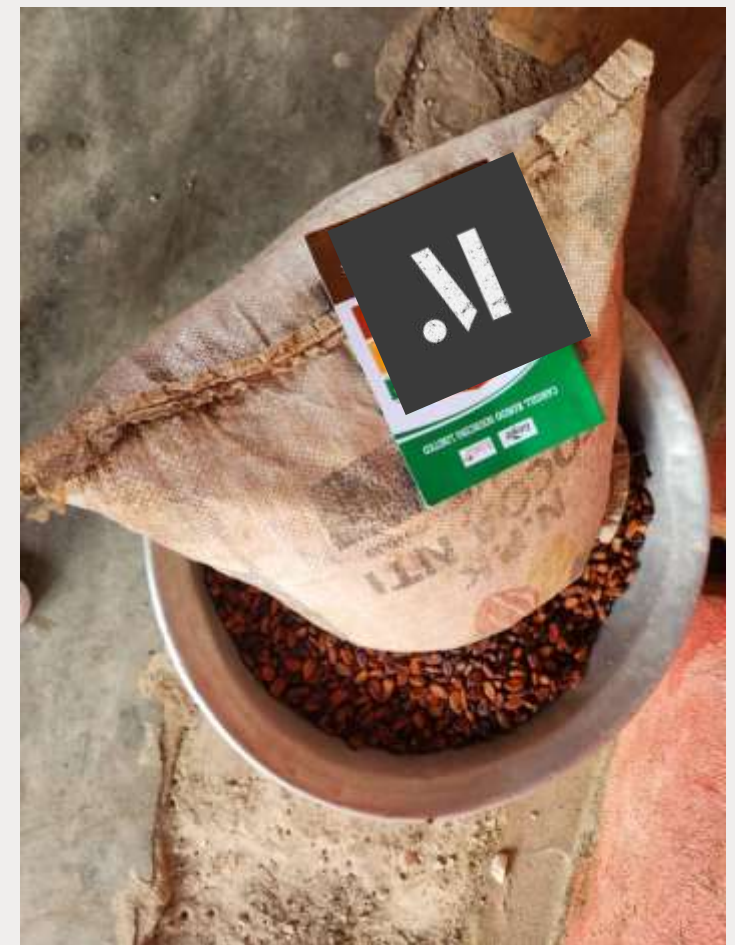


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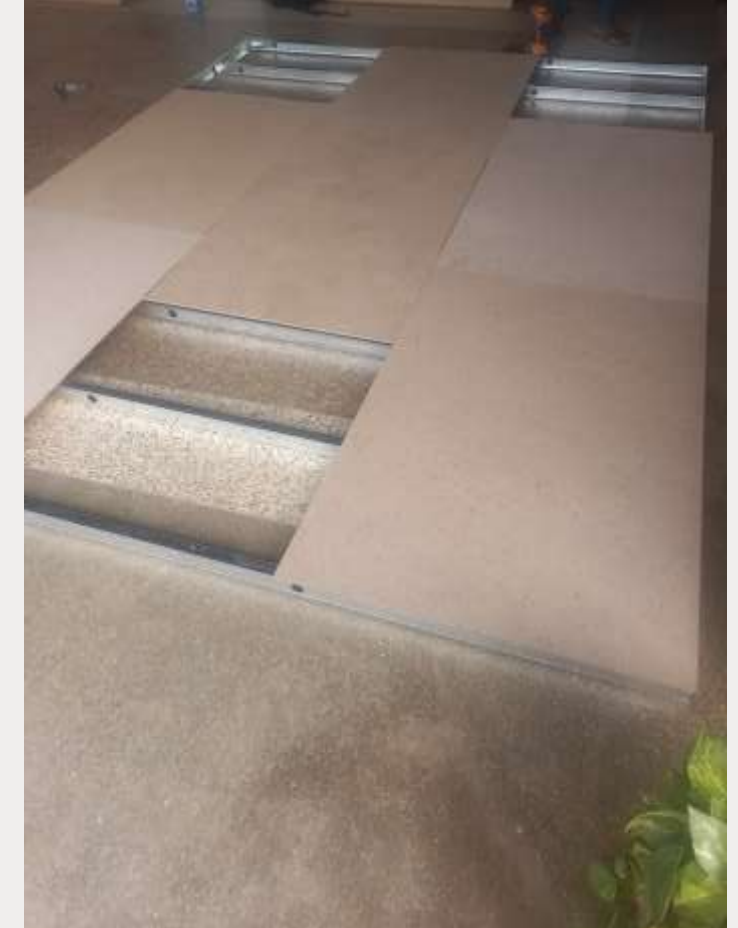
INTRODUCTION

- Realizing **SDGs** versus:
 - Demographic growth
 - Environmental Risks
 - Economic Resilience
- Affordable Housing, Healthy Building Materials
- Cocoa Production & Residual Streams



IMPACT

- **SDG 3:** Good Health & Wellbeing
- **SDG 11:** Sustainable Cities & Communities
- **SDG 13:** Limit & Adapt to Climate Change
- Waste Prevention, Soil Health & Climate Impact
- Carbon Capture
- Reduced Toxic Materials and Emissions
- Job Creation, Increased Livelihood
- Economic Resilience & Climate Change
- Creating a Circular Economy in Ghana



LUXAID PRIVATE SECTOR ENGAGEMENT FUNDS



OUR IMPACT VISION ON CIRCULAR ECONOMY



CO-INVESTORS ALONG THE MISSING MIDDLE

- SMEs are catalysts for sustainable and inclusive growth
- Maturing investment pipelines targeting pioneers gap
- 70-90% of social impact enterprises are unable to raise capital (British Council)



PRIVATE SECTOR AS CHANGE MAKER

- Private sector driving innovations for the SDGs
- Innovations in circularity key for resilience and risk mitigation
- Circular economy could represent markets worth 4.1 trillion between now and 2030 (WEF, Accenture).



IMPACT

- Circularity as an **employment creation motor** and systems sustainability, reduce waste generation and Co2 emissions.
- Proven benefit for the most vulnerable population



INTEREST IN CIRCULAR PROJECTS

LUXEMBOURG
AID & DEVELOPMENT



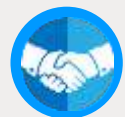
LUX
DEV
Luxembourg Development
Cooperation Agency



UPCYCLING OF RESIDUAL COCOA STREAMS
FOR THE GHANAIAN BUILT ENVIRONMENT



Partnership



Technical and Commercial Feasibility Study (2023 - 2024)

- COCA S.à.r.l (LU)
- Foundation Material Innovation Center (NL)
- Multiple partners (GH & EU)



Identified and clear development problems

- Building material scarcity in Ghana
- Large availability of unused cocoa residuals



Measurable impact and impact value chain

- High potential of carbon reduction
- Job and revenue generation in Ghana
- Improve inhabitants' lives by offering access to local, affordable and low emissions building materials
- Safer alternative to toxic materials



Long-term approach

- Viability : relevant partnership, revenue generation
- Ability to involve other actors and to inspire additional initiatives
- Resilience and adaption to future trends

LESSONS LEARNED

- Unreliable or non-existent Supply Chains
- Currency Volatility
- Meeting Industry & Market Expectations
- Volume of Scale
- Reluctance to Change





NEXT STEPS

- Secure Funding
- Develop Distribution Channels
- Expand Residual Streams & Product Applications

MARKET OPPORTUNITY

- Access the Ghanaian Market for Building Materials
- Local Production, Upcycle Agricultural Waste
- Integrate your Operations/Supply Chain
- Create Impact: Sustainability Reporting, Credits





Q & A



For further information, please get in touch:

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bpf@luxdev.lu

- **Angeline Rousseau** - Project Manager BPF
- **Marigold A. Adu** - Project Management
- **Carine Oberweis** - Architect
- **Sann Carrière** - Circular Economy System Builder
- **Eric Logtens** - Circular Economy Business Design



Q & A

Interactive Session: Circular Library Network, Iceland

Case project – Circular Library Network

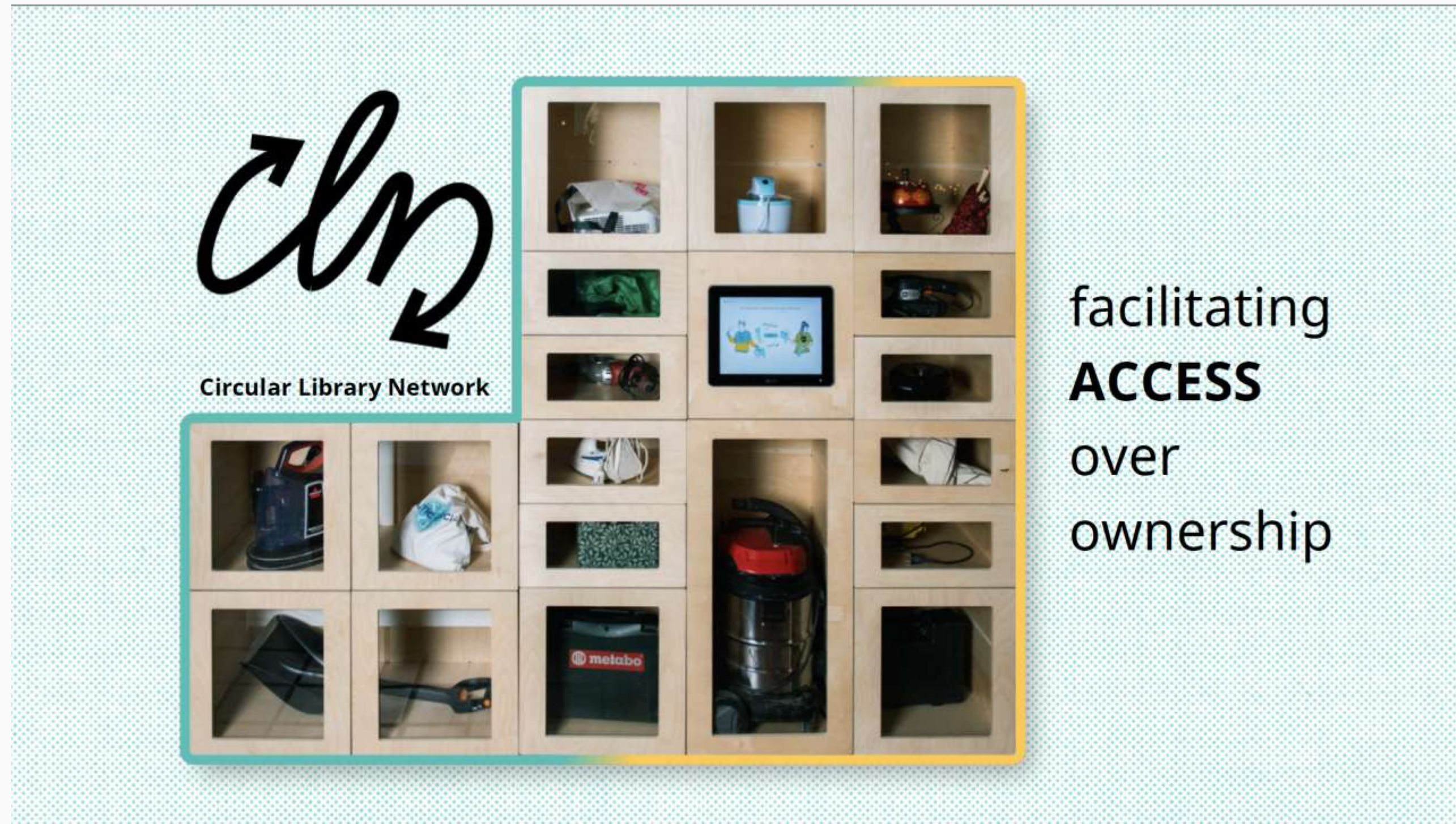


Anna de Matos
CEO & Founder
Circular Library Network



Evi Makri
Research Associate
National Technical University of Athens
(NTUA)

Circular Library Network



Circular Library Network



Breidholt



Grofinni



Buchom



Vancouver



Vancouver



Buchom



Buchom

Circular Library Network

OUR CUSTOMER

"The way the CLN works is very staff friendly – little extra work but lot of great responses from happy users that we are adding this service in our libraries."

Guðrún Lilja Gunnlaugsdóttir
*Head of Media & Innovation
of Reykjavík City Library*

THEIR CUSTOMERS

"Trouble - free and smooth software, intuitive and easy-to-use UI and well-curated selection of quality tools makes it a great solution for everyone, from tinkerer to gardener"

Igor Klimer
*Reykjavík City Library &
CLN Member*

Closing and Next Steps

Thank you!

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