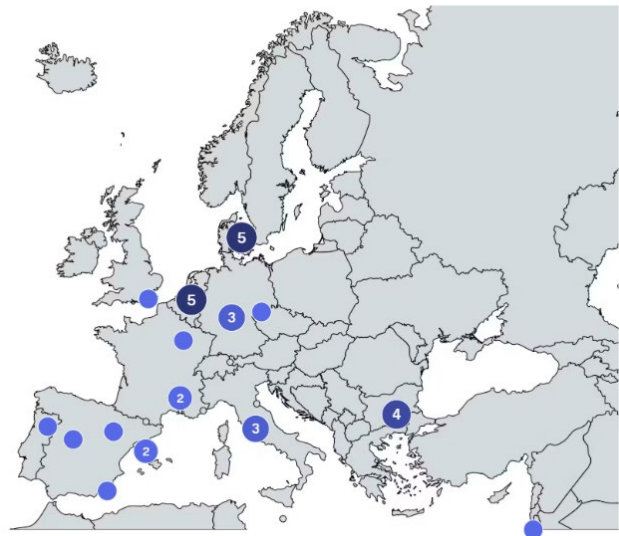


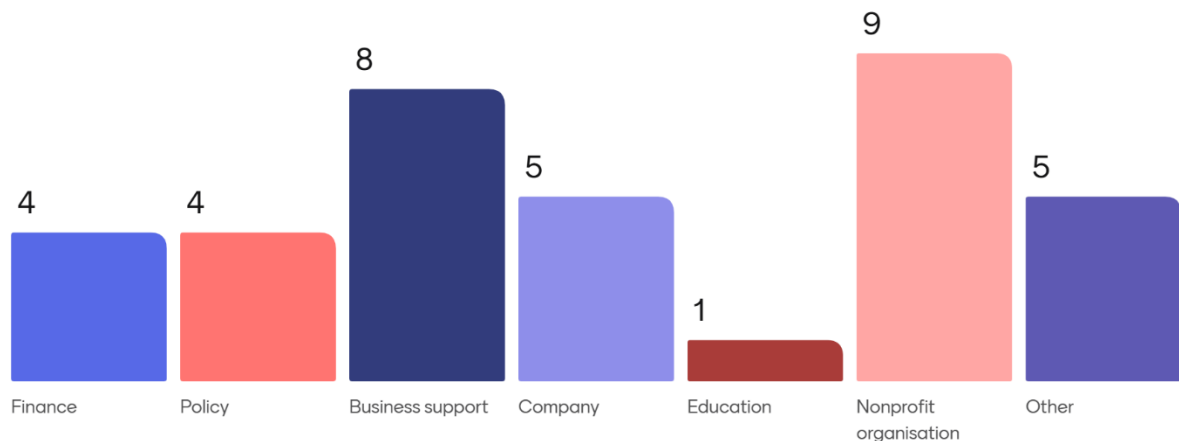
Experts Gathered to Address Investment Gaps in Circular Economy at Policy Workshop

Where are you based?

Sophia-Antipolis, April 3, 2025 – Over 60 policymakers, industry leaders, and circular economy practitioners convened for the e-Workshop "Boosting Investment Readiness in the Circular Economy through Policies," organized by the InvestCEC and RESOURCE projects. The online session focused on developing policy recommendations to accelerate investments in circular business models across Europe.



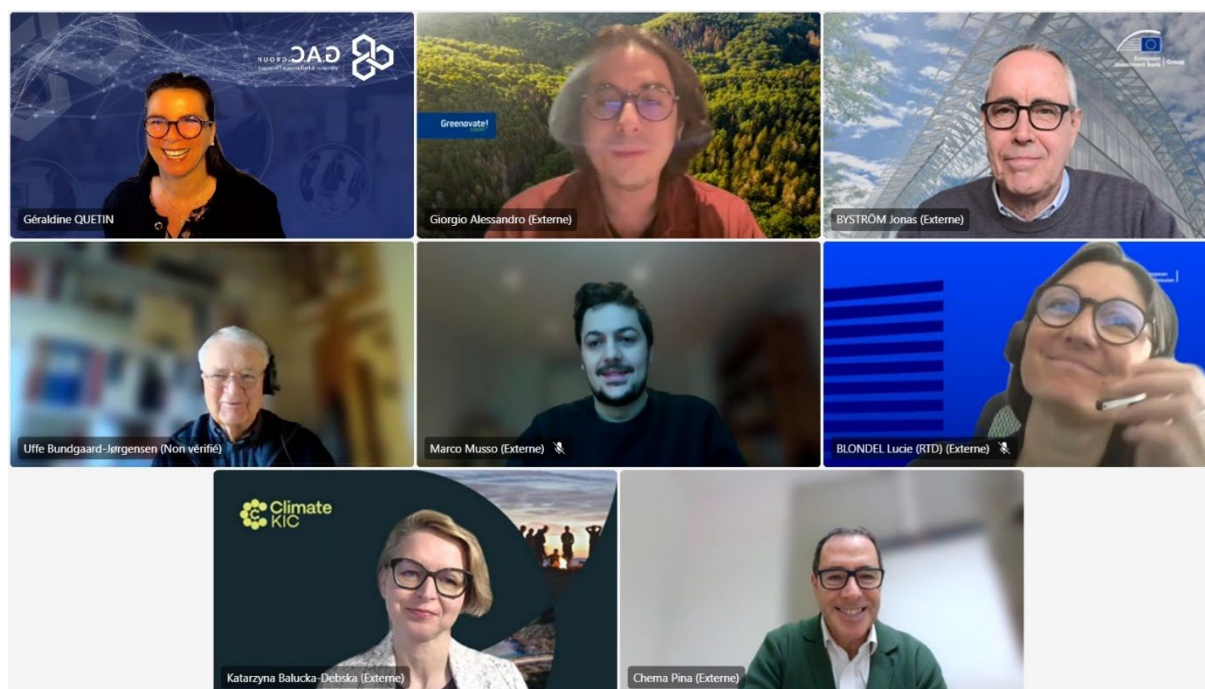
What is your sector?



Lucie Blondel from the European Commission's DG Research and Innovation delivered a keynote address highlighting EU policy priority for advancing circular economy initiatives. She showcased the impact of the Circular Cities and Regions Initiative (CCRI) projects in fostering sustainable practices across Europe.

The event also featured a distinguished panel of experts, including Katarzyna Balucka-Debska (Climate KIC), Jonas Byström (European Investment Bank), Marco Musso (European Environmental Bureau), and Chema Pina Sánchez-Mariscal (Aptki Global Partners and Fork

Capital). The panel discussion was moderated by Uffe Bundgaard-Jorgensen, CEO and Founder of Gate2Growth, member of the InvestCEC project.

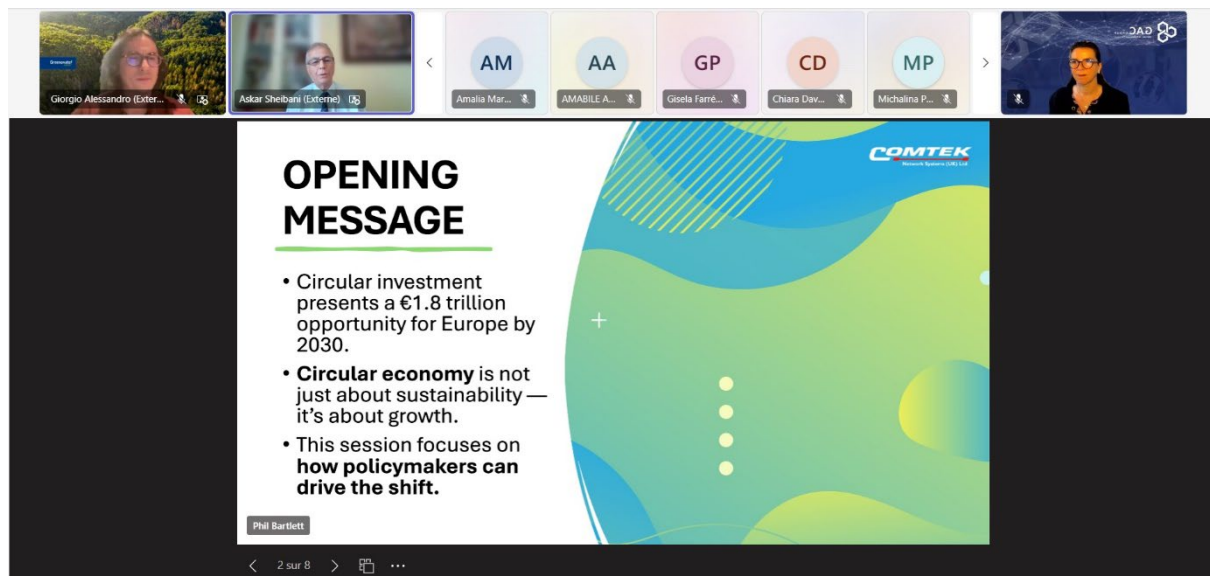


Workshop's panellists, moderator and keynote speaker

Experts underscored the untapped potential of circular projects, which currently represent only 1% of overall financing despite their ability to generate millions of jobs across Europe. "This indicates both a challenge and substantial room for growth" noted the organisers of the workshop and Masters of Ceremonies Giorgio Alessandro and Geraldine Quetin respectively from InvestCEC and RESOURCE projects.

Jonas Byström emphasized that investments must be "credible, feasible, and bankable," while Chema Pina highlighted that clearer communication on benefits is essential to reduce perceived risks among investors. Katarzyna Balucka-Debska advocated for systemic integration of circular economy policies, particularly place-based systems aligned with regional initiatives. Regarding the EU Taxonomy, Byström observed that it doesn't comprehensively cover all sectors, with some criteria being too ambitious to achieve, suggesting frameworks should be more obtainable to reduce investor risk. Marco Musso argued for simplifying the EU Taxonomy without reducing ambition, recommending broadening its scope while avoiding burden shifting.

A highlight of the session was Askar Sheibani, CEO of Comtek Network Systems, offering valuable real-world perspective on policy mechanisms that have successfully enhanced investment in his company's circular business model that's revolutionizing the network equipment industry through sustainable supply services. He stated, "We talk a lot, but action is not there. We need to give more incentives to investors—they have the money and want to spend it. They can create wealth, growth, and jobs... We need to be encouraging and engaging with them, showing the main benefits of investing in the circular economy, to help them shift their investments and engaging us in PPP [public-private partnerships] to build together the ecosystem needed to boost circularity."



Participants actively engaged through polls during the workshop (moderated by H  l  ne Dworak, Public Policy Expert at G.A.C. Group, member of RESOURCE project) providing valuable insights into policy priorities and investment barriers. When rating preliminary policy recommendations proposed by RESOURCE and InvestCEC, attendees identified circular taxation systems and mandatory circular public procurement as top priorities for driving systemic change. Regarding obstacles to private investment in circular businesses, participants highlighted high perceived risk, lack of clear regulatory frameworks, and insufficient financial incentives as key challenges. To address these challenges, their proposed solutions included streamlined administrative processes, standardized certification systems, and blended finance mechanisms combining public and private capital.

While the replay is available online at <https://youtu.be/2Heobicrplc>, stay tuned for the release of comprehensive policy recommendations from RESOURCE and InvestCEC in the coming weeks!

Contacts:

- G  r  ldine QUETIN (RESOURCE) gquetin@group-gac.com
- Giorgio Alessandro (InvestCEC) g.alessandro@greenovate-europe.eu

About RESOURCE project

The RESOURCE project (Resource Efficient Solutions for Circular Economy Uptake and Regional Collaborative Environments) is an EU-funded initiative focused on accelerating the transition toward circular economy investments across European regions. Since its launch in 2023, RESOURCE has been working to bridge the gap between circular business models and financial institutions by creating networks of circular economy stakeholders, and by supporting 9 circular pilot projects in accelerating their investment readiness, designing a structured methodology for

investment readiness acceleration. The project initially focused on Aragon Region is now extending its activities towards European countries.

About InvestCEC project

InvestCEC (Investments in Circular Economy Catalysts) is a pioneering European initiative designed to mobilize private capital toward circular economy ventures. Launched in 2022, the project addresses key investment barriers through a combination of risk mitigation strategies, investor education, and policy advocacy. InvestCEC has created a digital marketplace connecting circular entrepreneurs with suitable investors and has developed a proprietary circular business assessment tool used by over 200 enterprises to date. The project consortium includes financial institutions, regional development agencies, and academic partners from twelve European countries working together to mainstream circular economy financing.