



SESSION 2

ENABLING CIRCULAR ECONOMY INVESTMENTS

EIB ADVISORY SUPPORT FOR CORPORATES AND MUNICIPALITIES



CONTENT

What cities and member states need: Key findings from the 2024 capacity- building needs assessment by JASPERS

From needs to action: supporting SME-focused calls for EU funding

The role of cities in enabling the circular transition

The Circular City Centre - C3: What we offer cities in practice

WHAT CITIES AND MEMBER STATES NEED:

**KEY FINDINGS FROM THE 2024
CAPACITY- BUILDING NEEDS
ASSESSMENT BY JASPERS**



JASPERS NEEDS ASSESSMENT IN 2024

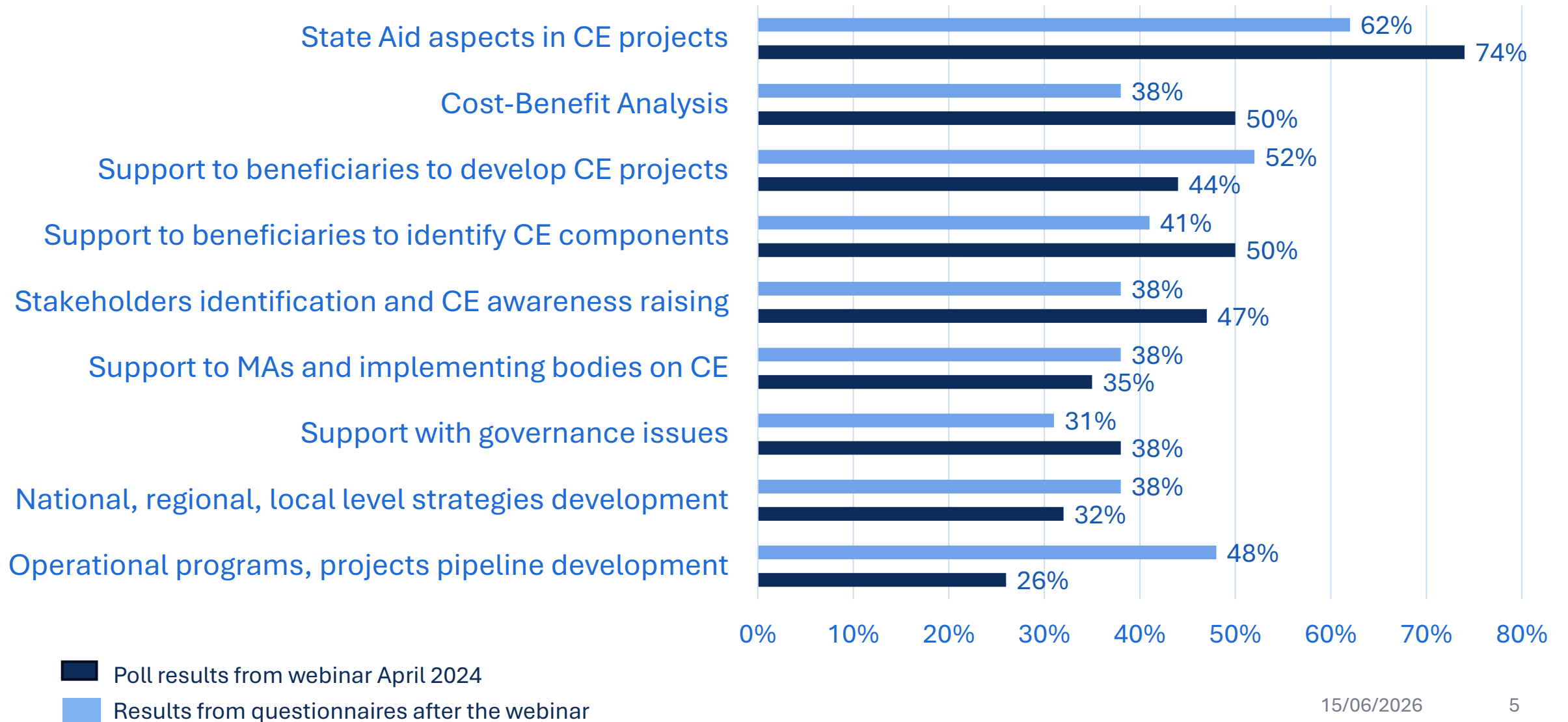
WEBINAR ON 23RD APRIL

- Over 100 participants from 21 countries
- **Slido poll** during the webinar and **online survey** after the webinar to identify capacity building needs
- topics of importance to participants: state aid, indicators, circular economy project pipeline development and project development
([link](#) to all presentations and recordings)

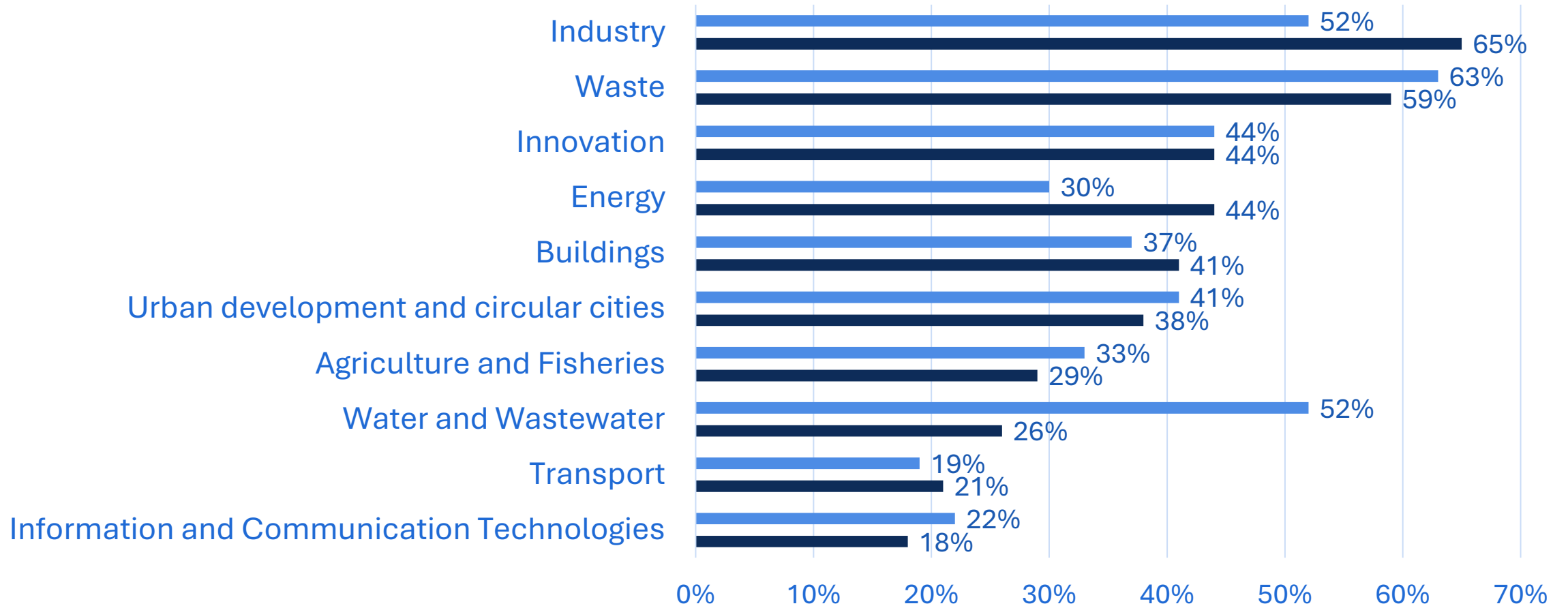
WORKSHOP IN BRUSSELS, 20TH JUNE 2024

- 15 participants on-site and 15 participants online
- Focus groups on key topics (project identification, state aid, indicators)

AREAS FOR CAPACITY BUILDING ACTION



SECTORS OF INTEREST



■ Poll results from webinar April 2024

■ Results from questionnaires after the webinar

END-USERS AND FORMAT

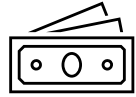
Type of end-users/beneficiaries:	Format of the capacity building offer
<ul style="list-style-type: none">• Small and medium enterprises• Public administration• Large enterprises	<ul style="list-style-type: none">• Case studies, best practice & lessons learnt (i.e. guidance documents)• Webinars• E-learning tools

FROM NEEDS TO ACTION:

**FROM NEEDS TO ACTION: SUPPORTING
SME-FOCUSED CALLS FOR EU FUNDING**



EIB SUPPORT FOR CIRCULAR SME AND ECOSYSTEM DEVELOPMENT



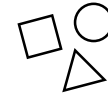
EIB Financing

Direct and intermediated financing, design of policy driven financial instruments



Palette of financing

Direct and intermediated financing, design of policy driven financial instruments



Blended finance

Financing compatible with EU funds and can be blended with additional sources of financing



Signaling effect

EIB's financing is often seen as a quality stamp, helping to attract other investors



EIB Advisory

Expertise in the financial and technical aspects of preparing a project



Circular Economy Advisory to FI

Benchmarking financial instruments, policies, eligibilities, developing origination for the FIs and the EIB



Circular Economy Advisory to SMEs in FI's portfolios

Circular economy maturity, potential, opportunities, business cases, advice to chambers of commerce



Circular Economy Advisory to EU fund MA (JASPERS)

Framework development (strategy, OP, rationale, indicators, links to policy objectives), SME project preparation, SME project quality assessment, reporting and monitoring indicators

FOCUS: STRENGTHENING CIRCULARITY ASSESSMENT IN SME PROJECTS

- 01** Screening projects for circular economy relevance

- 02** Ensuring alignment with EU Policy and regulation

- 03** Classifying circular projects under EU Frameworks

- 04** Demonstrating measurable circular economy impact

- 05** Measuring the share of circular expenditure



EXAMPLE 1: ELEMENTAL

1 Circular economy relevance

Production/ manufacturing

- Innovative technologies for the recovery of metals such as lithium, cobalt and platinum from the used batteries of all types of electric vehicles and electronic devices.

End of life

- Recycling of scrap and end-of-life lithium-ion batteries from electric vehicles and other electronic devices
- Recovering platinum metals from automotive waste.
- Contributing to recovery rates for raw materials

2 EU policy and regulation

- Lithium, cobalt and platinum are among the critical and strategic raw materials defined in the European Union's **Critical Raw Material Act**.
- **Important Projects of Common European Interest** for batteries, which is part of the **EU Strategic Action Plan on Batteries**





EXAMPLE 1: ELEMENTAL

3 EU Classification Frameworks

Substantial contribution to circular economy according to EIB Green Finance Criteria

4 Measurable Circular Economy Impact

- Facility processes 4,000 tonnes of lithium-ion batteries annually (~7.6% of EU 2025 end-of-life volumes)
- Recycling platinum group metals cuts greenhouse gas emissions by 92–98% compared to primary mining

5 Share of Circular Expenditure or Activity

Full



FOCUS: DEMONSTRATING MEASURABLE CIRCULAR ECONOMY IMPACT

Is it possible to provide one or more quantitative reporting indicators and/or a qualitative assessment to evaluate the contribution to a circular economy?

Link to OP indicators important

Examples:

Financial benefits (on company level)	Example indicators
Operational cost saving from reduced material use or reduced taxed	Unit cost savings expected
Generation of new revenue streams	Revenue increase expected
Economic, environmental and social benefits	Example indicators
Job creation	Number of jobs
Strategic independence, economic security	Imported virgin material avoided
Reduced environmental footprint	Secondary materials used, waste reduced, product life extended
GHG reduction	CO2 reduction



EXAMPLE 2: SWAPPiE

52-STEP INSPECTION PROCESS



>1M
customers

11 operating
markets
in Europe

1 Circular economy relevance

Consumption

- In-house refurbishment of end-of-life iPhones
- Resale of refurbished iPhones, extending product lifetimes
- High resource efficiency through parts reuse and renewable energy use

End of life

- Reverse supply chain enabled by incentivising consumers to return used iPhones
- Recycling of non-functional components and electronic waste at end of use

2 Alignment with EU policy and regulation

- Waste Electrical and Electronic Equipment Directive.
- Delegated Regulation (EU) 2025/606 (recycling efficiency and the recovery of materials from waste batteries)
- Future EU rules "right to repair."
- Intervention fields: 071 and 075



EXAMPLE 2: SWAPPIE

52-STEP INSPECTION PROCESS



>1M
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3 EU Classification Frameworks

Substantial contribution to circular economy according to EIB Green Finance Criteria

4 Measurable Circular Economy Impact

- The life of smartphones is extended by 3 years on average.
- The carbon footprint of refurbished smartphones is, on average, 78% smaller than new smartphones.

5 Share of Circular Expenditure or Activity

Full

FOCUS: CLASSIFYING CIRCULAR PROJECTS UNDER EU FRAMEWORKS

Highest level of ambition: EU Taxonomy

Example of how EU Taxonomy principles can be operationalised within an institution's eligibility framework:

EIB Green Finance Criteria: Criteria used by the EIB Group to identify activities that significantly contribute to one or more of the six taxonomy objectives, including substantial contribution to the circular economy.

The EIB's green finance criteria are informed by and increasingly aligned with the EU Taxonomy.



[European Investment Bank Group Green Finance Definitions - Version 3.0](#)

WHAT CITIES AND MEMBER STATES NEED:

THE ROLE OF CITIES IN DRIVING THE CIRCULAR TRANSITION



CITIES TODAY... ..ARE LINEAR = NOT SUSTAINABLE!

Consume 70% of global resources and 70% of all energy

Underutilise assets, products, space

Suffer from air/water/noise emissions

House 50% of global population and generate 85% of GDP

Waste resources, energy and water

Inefficient transport, traffic congestions

Emit 70% of all greenhouse gases



HOW CAN A CITY GO CIRCULAR?

Coach and communicate

Build circular awareness, confront inertia and communicate on progress

Connect and collaborate

Involve all relevant stakeholders and learn from other circular cities

Facilitate and enable through regulation/incentives, circular testing, procurement, ICT tools

Chart the course –

Look at options and define vision and strategy

Close loops – connect producers and users of materials, heat, water etc.

Maximise life and utility of all buildings, assets and products – sharing/leasing where possible



Cities can be cradles and catalysts for circular change

CIRCULAR CITIES TOMORROW...

... are regenerative, resilient, clean, prospering, liveable and attractive!

Assets/products are *shared/leased* with end-of-life *recovery*

Urban bio-economy with organic by-product/waste recovery and urban farms

Reverse logistics to facilitate re-use, repair and remanufacturing

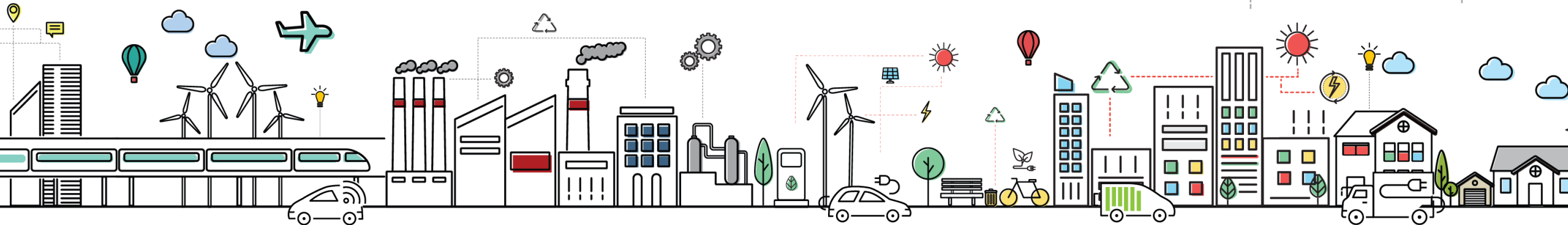
Digital tools facilitate sharing/recovery applications

Mobility systems are clean and shared

Production with local value loops and industrial symbiosis

Energy production is renewable and local

Buildings are modular, shared, and designed for disassembly



WHAT CITIES AND MEMBER STATES NEED:

**THE CIRCULAR CITY CENTRE - C3:
WHAT WE OFFER CITIES IN PRACTICE**



The Circular City Centre - C3



To support EU cities in their transition to a circular economy, **the European Investment Bank** created **the Circular City Centre - C3**, which is a **competence and resource centre**

C3 is **co-funded** by the **European Commission (DG RTD)** for the **2024-27 period**, in the framework of the Commission's **Circular Cities and Regions Initiative**, with **external support** from a consortium comprising **Circle Economy, Arup, ICLEI and ECORYS**

C3 supports cities in 4 ways:



Circular City Advisory vs Circular Project Advisory



Overview and comparison of the C3 advisory programmes

Aspect	Circular City Advisory (CCA)	Circular Project Advisory (CPA)
Programme structure	<p>4 online workshops over 4-6 months</p> <p>Preparatory work and homework are expected</p>	<p>Tailored support to develop circular aspects and/or fill gaps in project documentation</p> <p>Activities are scoped based on the project's needs.</p>
Target outcome	<p>Supports cities in developing:</p> <ul style="list-style-type: none"> - CCA 1: a circular strategy - CCA 2: a circular project pipeline - CCA 3: a circular project towards funding/financing and implementation 	<p>Helps public sector promoters develop relatively mature and large projects (> EUR 20m) towards funding/financing and implementation</p>
Level of support	<p>C3 experts engage with the city team during the 4 workshops to co-create customised solutions and help the city progress in their circular transition</p>	<p>The amount of support varies depending on project scope, size, needs and circularity ambitions (~100 person-days)</p>

Where is C3 working?



58 cities in
20 EU countries



Cities



Country	Number of cities
Austria	1
Belgium	5
Bulgaria	1
Cyprus	1
Denmark	2
Finland	3
France	6
Germany	4
Greece	1
Hungary	1
Ireland	1
Italy	2
Latvia	1
Netherlands	5
Portugal	4
Romania	3
Slovakia	1
Slovenia	1
Spain	6
Sweden	2

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How to apply



To apply for the C3's advisory support, fill in the **expression of interest form** for the programme that best aligns with level of progress and needs

- Fill in [this form](#) to apply for the **Circular City Advisory (CCA)** programme
- Or use [this form](#) for the **Circular Project Advisory (CPA)** programme

Send the form to C3@eib.org and cca-info@circle-economy.com



More C3 information



- The [C3 webpage](#)
- The C3 advisory programmes:
 - [Circular City Advisory \(CCA\) programme](#)
 - [Circular Project Advisory \(CPA\) programme](#)
- The C3 [FAQs](#)
- Follow C3 on [LinkedIn](#)
- Contact the C3 team: C3@eib.org

On-line Q&A session

- 17 June 11:00 – 12:00 CEST
- Register [here](#)



THANK YOU





ADDITIONAL READING MATERIAL



STRENGTHENING CIRCULARITY ASSESSMENT IN SME PROJECTS

- 01** Screening projects for circular economy relevance


- 02** Ensuring alignment with EU Policy and regulation

- 03** Classifying circular projects under EU Frameworks

- 04** Demonstrating measurable circular economy impact

- 05** Measuring the share of circular expenditure

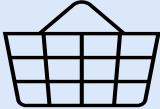
1 SCREENING PROJECTS FOR CIRCULAR ECONOMY RELEVANCE



Circular design and production




Does the project improve product circularity by design or material sourcing?



Consumption



Does the project extend product lifetime or shift to a service-based use?



Circular value recovery



Does the project help to recover material value from products after use, excluding energy recovery?



14 circular categories with specific criteria for a more detailed assessment: [Categorisation system for the circular economy - Publications Office of the EU](#)

THERE IS NO ONE SINGLE CLASSIFICATION...

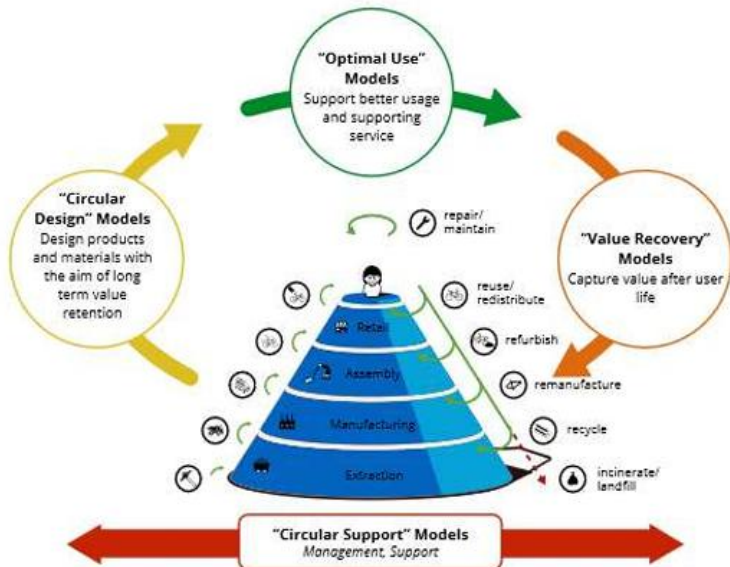
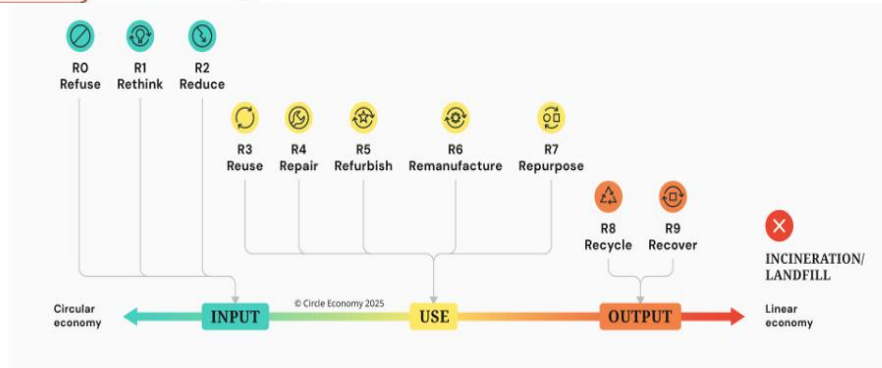
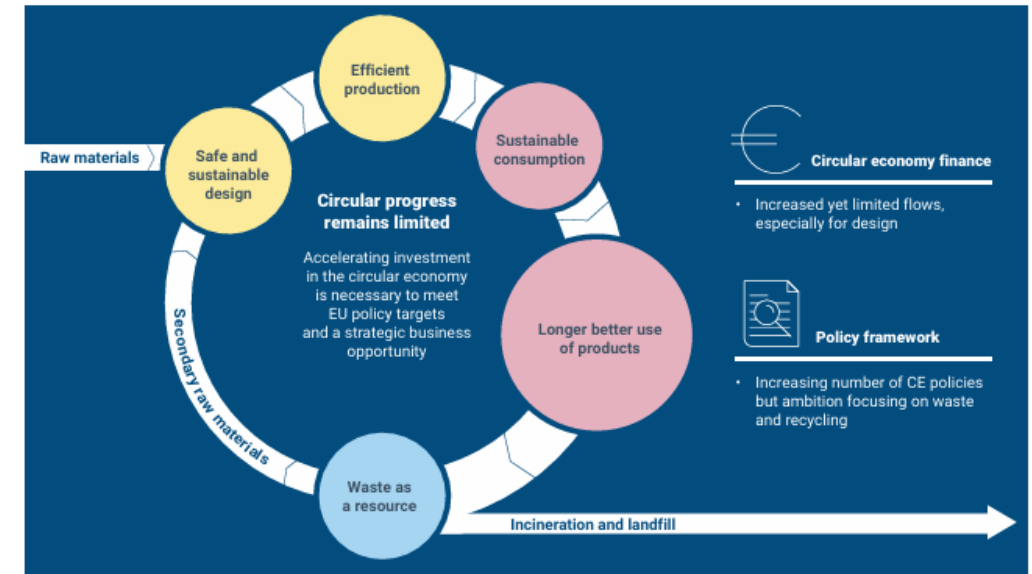


Figure 1: Business Model Categories

[Employment in the circular economy: Leveraging circularity to create decent work | International La...](#)



[Categorisation system for the circular economy - Publications Office of the EU](#)



Examples of limited circular progress along the value chain

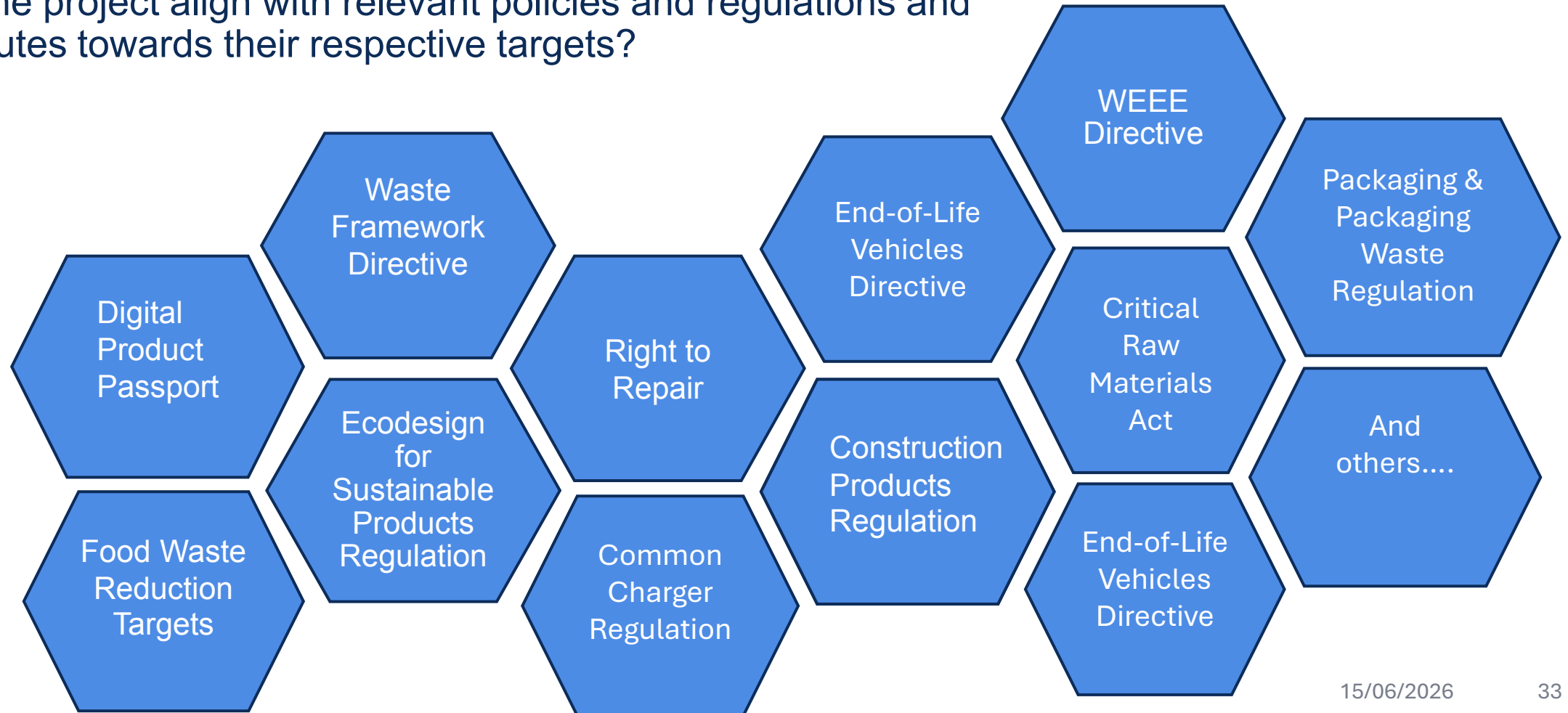


Sources: EEA elaboration based on EEA, 2024b, 2024c, 2026c.

[Unlocking the circular economy: investment needs, barriers and enabling conditions](#)

2 ENSURING ALIGNMENT WITH EU POLICY AND REGULATION

Does the project align with relevant policies and regulations and contributes towards their respective targets?



2 ENSURING ALIGNMENT WITH EU POLICY AND REGULATION

EU FUND INTERVENTION FIELD RELEVANCE

Can the project or activity be coded under a circular economy-relevant intervention field in the applicable EU fund?

Also see: [Proposal for a Regulation establishing a budget expenditure tracking and performance framework and other horizontal rules for the Union programmes and activities](#)

Circular Economy-Related Intervention Codes (Annex I, Regulation (EU) 2021/1060)

- 030 Research and innovation processes, technology transfer and cooperation between enterprises, focusing on circular economy
- 064 – Water management and water resource conservation (including river basin management, specific climate change adaptation measures, reuse, leakage reduction)
- 067 – Household waste management: prevention, minimisation, sorting, reuse, recycling measures
- 068 – Household waste management: residual waste treatment
- 069 – Commercial, industrial waste management: prevention, minimisation, sorting, reuse, recycling measures
- 070 – Commercial, industrial waste management: residual and hazardous waste
- 071 – Promoting the use of recycled materials as raw materials
- 072 – Use of recycled materials as raw materials compliant with the efficiency criteria
- 075 – Support to environmentally-friendly production processes and resource efficiency in SMEs
- 076 – Support to environmentally-friendly production processes and resource efficiency in large enterprises

3 CLASSIFYING CIRCULAR PROJECTS UNDER EU FRAMEWORKS

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3 CLASSIFYING CIRCULAR PROJECTS UNDER EU FRAMEWORKS

Do no significant harm (DNSH) as a minimum requirement:

Has the project or activity been designed to reasonably manage the risk of significant negative impact on the EU's climate, environmental and objectives?

CE – but not at any cost – e.g.:

Water & Marine Resources	Biodiversity & Ecosystems
Sustainable use & protection	Protection & restoration

4 DEMONSTRATING MEASURABLE CIRCULAR ECONOMY IMPACT

Is it possible to provide one or more quantitative reporting indicators and/or a qualitative assessment to evaluate the contribution to a circular economy?

Link to OP indicators important

Examples:

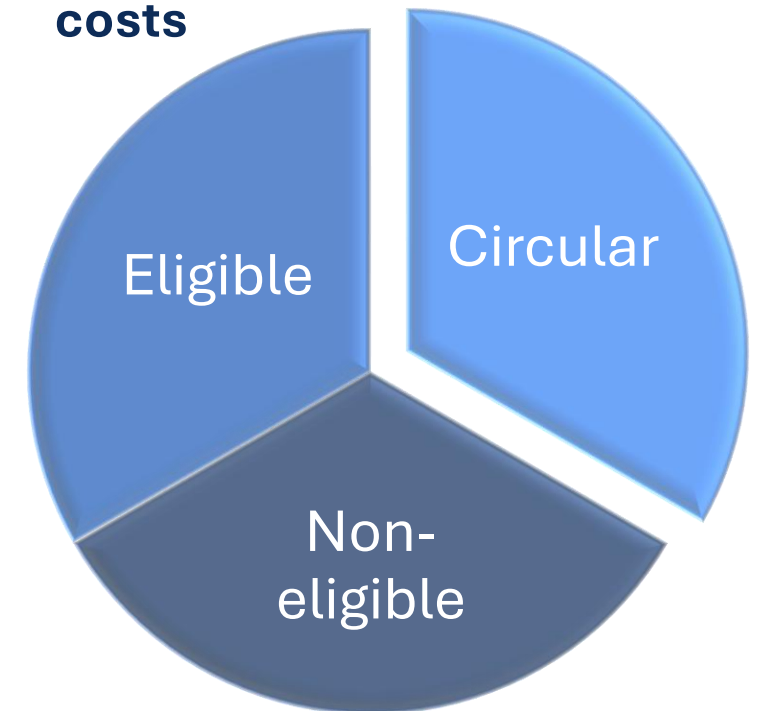
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GHG reduction	CO2 reduction

5 MEASURING THE SHARE OF CIRCULAR EXPENDITURE

What share of the project can be considered circular economy-relevant?

Either full investment costs or pro-rata based on the investment amount that contributes to circular economy.

Shares of overall investment costs

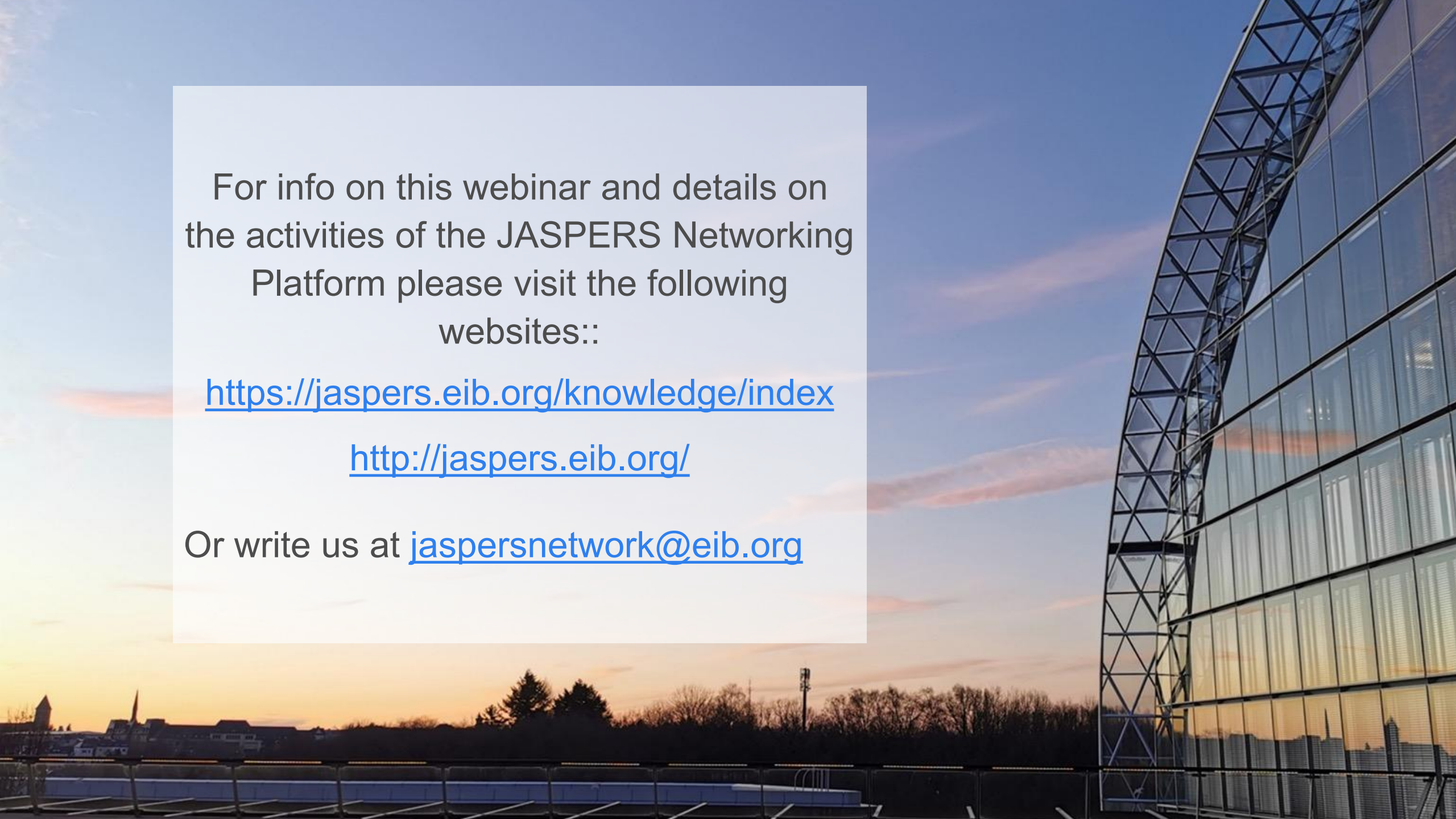


RECOMMENDED READING

[EIB \(2026\), TRANSITIONING TO A CIRCULAR ECONOMY: CLOSING THE INVESTMENT GAP IN EUROPE](#)

[EIB \(2025\), THE CIRCULAR ECONOMY IN MOTION](#)

[IFC \(2025\), HARMONIZED CIRCULAR ECONOMY FINANCE GUIDELINES](#)

A photograph of a modern glass skyscraper at sunset. The building's curved facade and steel framework are visible on the right side. The sky is a mix of blue and orange, with a few wispy clouds. In the foreground, there's a dark silhouette of a city skyline and some trees.

For info on this webinar and details on the activities of the JASPERS Networking Platform please visit the following websites::

<https://jaspers.eib.org/knowledge/index>

<http://jaspers.eib.org/>

Or write us at jaspersnetwork@eib.org