Unlocking finance for the circular economy
The circular economy is one of the core principles of the EU’s Green Deal. But a significant hurdle in getting circular economy projects off the ground is funding, as these projects are often classified as high-risk.

InvestCEC will develop a replicable model for the initiation of circular economy projects in cities and regions, that will improve collaboration between entrepreneurs, investors and policy makers.

1. Needs definition
   The city/region defines the objectives of the circular economy project

2. Selection process
   Selection of entrepreneurs that can deliver the desired circular economy solution

3. Investment readiness
   Supporting entrepreneurs in the process of making their solution investment ready

4. Investment model
   Setting up an investment fund supported by private and public investors

Feedback and monitoring
The effectiveness of the model will be tested in Klagenfurt am Wörthersee. The largest city in southern Austria, Klagenfurt is constantly seeking new ways to make the city more sustainable. It is represented in the project by Stadtwerke Klagenfurt, the municipal service provider.

As well as fostering the circular economy in Klagenfurt, InvestCEC aims to have a Europe-wide impact. A number of activities – including the creation of openly accessible guidelines, tools and materials – will foster replication of the InvestCEC model in other cities and regions.
The InvestCEC project will run from November 2022 to October 2025. The consortium consists of seven partners, coordinated by Enspire Science.

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