

## **Unleash Circular Potential: Empower Your Vision with InvestCEC's EU Backing!**

**Klagenfurt, December 18, 2023 — InvestCEC, a project funded by the European Commission, is calling upon visionary startups and entrepreneurs to drive circular economy solutions in Europe. The Horizon Europe project InvestCEC, started in 2022, will develop a replicable model for implementing circular economy projects in cities and regions. This initiative presents a unique opportunity for collaboration with public entities (mostly utilities), policy makers, venture capitalists, and funding experts. The aim is to foster advancements in circular economy solutions and support innovative entrepreneurs in overcoming financial barriers to expand their market reach.**

InvestCEC gains momentum. Following intensive preparatory work in collaboration with the pilot city of Klagenfurt and its utility Stadtwerke Klagenfurt, the needs definition has been completed. Members of the consortium were present at numerous events, spoke about InvestCEC, and learned from best practices in Europe and even beyond.

Entrepreneurs are now invited to seize the opportunity to present their circular economy solutions to the pilot city, learn how to deal with public sector regulation, tenders, and eventually also gain invaluable funding through the private market partners of the projects consortium like Venionaire Capital AG

### **Opportunity Beckons: Why Apply?**

Selected candidates will have the chance to present their circular economy solutions and receive detailed expert feedback from experienced business consultants, venture capital experts, and the public sector at no cost.

This opportunity extends to in-depth discussions with representatives of the public sector, aiming to generate valuable insights on the most effective ways to collaborate with public sector entities. Topics include considerations regarding the regulatory framework, the political background and understanding the differences in collaboration with the public sector compared to corporate funding. Through intense coaching by long-standing experts, selected candidates get the chance to refine their business model and in the long run potentially secure funding from the investment programs developed within the project.

### **Who Should Apply?**

Entrepreneurs engaged in Greentech, Renewable Energy, Waste Management, Smart City Logistics, and related fields are encouraged to contact InvestCEC. While the primary focus is on solutions in waste management, energy and water treatment, specifically applicable for the pilot city Klagenfurt represented by Stadtwerke Klagenfurt, innovative circular projects from across Europe are also welcome to apply.

The evaluation of interesting business cases will be based on their feasibility, experience, commercial potential, funding needs, and circularity of the proposed solutions. Applicants should be aware that they must be past concept stage and should already be able to offer a product.

### **Deadline for Applications: Act Now!**

Complete the InvestCEC Call for Entrepreneurs Form by January 15, 2024:

<https://investcec.enspire.science/entrepreneurs/>

Applying is straightforward—submit essential details about your circular economy business case, product or solution, including a brief description, target customers, audience, current progress, needs, and the level of circularity offered.

Following the submission, our expert team will review all applications, shortlisting potentially relevant candidates for further engagement.

Join InvestCEC to Shape the Circular Future!

#### **For inquiries and further information, please contact:**

Coordination: Andrea Ratkošová, Enspire Science ([andrea.ratkosova@enspire-science.com](mailto:andrea.ratkosova@enspire-science.com))

Communication: Merel Leithaus, Greenovate! Europe ([m.leithaus@greenovate-europe.eu](mailto:m.leithaus@greenovate-europe.eu))

Stay informed about the InvestCEC project's progress by subscribing to the newsletter at [www.investcec.eu](http://www.investcec.eu) or following us on LinkedIn ([InvestCEC project](#)) or Twitter ([@InvestCEC](#)).

#### **About InvestCEC**

InvestCEC, a Horizon Europe project, pioneers a replicable model driving circular economy projects' implementation across European cities and regions. Focused on enhancing collaboration among entrepreneurs, investors, and policymakers, the project aims to facilitate sustainable transformations.

This initiative unfolds in four key stages: analyzing local conditions to identify priority sectors, selecting innovative entrepreneurs, providing targeted coaching for investment readiness, and launching an investment program with a venture capital fund. In tandem, a custom stakeholder platform fosters streamlined communication among all involved parties.

Klagenfurt am Wörthersee serves as the testing ground, while subsequent activities aim to create accessible guidelines and tools for widespread adoption. With a budget of €1,961,575, this EU-funded project spans 36 months, partnering with entities like Enspire Science Ltd, Venionaire Capital AG, Fundacion Cartif, Greenovate! Europe, InvestorNet-Gate2Growth Aps, Materialia, and Stadtwerke Klagenfurt Aktiengesellschaft.

InvestCEC stands at the forefront of advancing circular economy models, uniting diverse stakeholders to propel sustainable development throughout Europe. Find more information here: <https://investcec.eu/>