



InvestCEC

Replication Plan

Materialia



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1. Introduction

1.1. About the replication plan

The initial replication plan presented here outlines general guidelines for adapting and replicating the InvestCEC model in various cities and regions. It's important to emphasise that this plan will undergo a second round of evaluation, revision, and enrichment, incorporating valuable feedback and insights from project partners and first-hand experiences gained during implementation.

By actively seeking and incorporating feedback, the replication plan will evolve into a comprehensive resource that provides specific and tailored guidance to replication efforts in different urban and regional settings. It will capture the nuances of local regulations; market conditions and available resources cities might have at their disposal.

In essence, this replication plan serves as a starting point, laying the groundwork for future endeavours similar to InvestCEC.

2. Replication Objectives

2.1. The InvestCEC model

The primary objective of the replication plan of the InvestCEC model is to promote and accelerate the transition towards a sustainable, regenerative, and inclusive approach across regions of Europe at local and regional scale together with the Circular Cities and Regions Initiative's Project Development Assistance (CCRI-PDA). **This replication plan will comprise replication activities and tools that will encourage cities and regions across Europe to initiate circular economy projects and facilitate collaboration between entrepreneurs, investors, and policymakers.** Several pivotal factors underscore the significance of employing InvestCEC's forthcoming replication plan:

1. **Advancing Circular Economy:** By replicating the model, cities and regions may be able to establish a framework for implementing circular economy projects, which can lead to reduced waste, enhanced resource efficiency, and improved environmental sustainability. Furthering so the shift towards a sustainable and resource-efficient economy.
2. **Scaling Impact:** Replication allows the InvestCEC project to expand its influence and knowledge beyond its initial implementation. Across various contexts, cities and regions can gain a better understanding of the importance of involving entrepreneurs, investors, and policymakers when undertaking circular economy projects aimed at addressing environmental challenges on a larger scale.
3. **Collaboration and Knowledge Exchange:** Replicating the InvestCEC model encourages collaboration between entrepreneurs, investors, and policymakers. It creates a platform for stakeholders to come together, exchange knowledge, share best practices, and foster innovation in the circular economy domain. Through the model's replication in diverse cities and regions, the groundwork would be laid for creating interconnected networks, partnerships, and collaborations that transcend geographical boundaries, facilitating the cross-fertilisation of ideas and experiences.
4. **Mitigating Funding Challenges:** Circular economy projects are often perceived as high-risk and face challenges in securing funding. Replicating the InvestCEC model provides an opportunity to address these funding challenges by showcasing the potential results of InvestCEC, developing risk mitigation strategies, and providing tools for investors to assess the viability of circular economy projects.
5. **Policy Alignment and Transferability:** Replicating the InvestCEC model in various cities and regions ensures alignment with local policies, regulations, and priorities. It allows for customisation and adaptation of the model to fit the specific needs and contexts of each replication site. The transferability of the model across different locations demonstrates its versatility and applicability,

providing valuable insights and lessons learned for other regions seeking to implement similar initiatives.

2.2. To secure funding for circular economy projects by mitigating the perceived high-risk nature of such initiatives

Securing funding for circular economy projects is of utmost importance due to the perceived high-risk nature associated with such initiatives. The InvestCEC project aims to address this challenge by developing strategies to mitigate risk and attract financial support. This objective holds significance for the following reasons:

- 1. Overcoming Investor Perceptions:** As mentioned before, circular economy projects often face scepticism from investors due to their perceived high-risk nature. By working to mitigate these perceptions, the InvestCEC project seeks to create a conducive environment for funding circular economy initiatives. Addressing investor concerns and providing tools for risk assessment can help unlock potential funding sources, attract investors, and increase the overall investment readiness of circular economy projects.
- 2. Mobilising Financial Resources:** Circular economy projects require significant financial resources to scale their operations and impact. By securing funding, the InvestCEC project aims to mobilise the necessary capital to support the development and implementation of circular economy projects.
- 3. Demonstrating Viability and Impact:** Mitigating the perceived high risk associated with circular economy projects involves demonstrating their viability and potential impact. The InvestCEC will potentially showcase successful case studies, develop robust impact assessment methodologies, and provide evidence of the economic, social, and environmental benefits of circular economy initiatives. By highlighting the tangible benefits and positive outcomes, the project might instil confidence in investors and facilitate funding for similar projects.
- 4. Promoting Risk Mitigation Strategies:** Circular economy projects often involve innovative technologies, new business models, and untested market conditions. The InvestCEC project intends to develop and disseminate risk mitigation strategies and tools that help investors assess and manage risks effectively. By providing guidance on risk management, due diligence processes, and financial instruments, the project can reduce perceived risks and increase investor confidence in funding circular economy projects.
- 5. Catalysing the Circular Economy Transition:** By securing funding for circular economy projects, the InvestCEC project contributes to the broader goal of driving systemic change and fostering sustainable economic practices. The project's efforts to mitigate the perceived high-risk nature of circular economy initiatives can attract more investments, unlock economic opportunities, create jobs, and promote sustainable development.

2.3. To improve collaboration between entrepreneurs, investors, and policymakers in the initiation of circular economy projects

Enhancing collaboration between entrepreneurs, investors, and policymakers in the initiation of circular economy projects is crucial for several reasons:

1. **Cross-Sector Collaboration:** Circular economy projects require the active participation and collaboration of entrepreneurs, investors, and policymakers from various sectors. By improving collaboration among these stakeholders, the InvestCEC project aims to create a multidisciplinary approach to problem-solving and project development. This collaboration allows for the integration of diverse perspectives, expertise, and resources, leading to more innovative and comprehensive circular economy initiatives.
2. **Synergy of Resources:** Entrepreneurs, investors, and policymakers each bring unique resources and capabilities to circular economy projects. Entrepreneurs possess innovative ideas and business acumen, investors provide financial resources and expertise, and policymakers offer regulatory support and guidance. By fostering collaboration, the InvestCEC project seeks to leverage the synergy of these resources, maximising the potential for successful project implementation and scalability.
3. **Knowledge Exchange and Learning:** Collaboration facilitates knowledge exchange and learning between different stakeholders. Entrepreneurs can share their insights on circular business models and technologies, investors can provide expertise in financial evaluation and risk assessment, and policymakers can contribute their understanding of regulatory frameworks and policy incentives. Through improved collaboration, stakeholders can learn from each other, gain new perspectives, and build a collective understanding of the opportunities and challenges in the circular economy domain.
4. **Alignment of Interests and Objectives:** Entrepreneurs, investors, and policymakers often have distinct interests and objectives. However, by improving collaboration, the InvestCEC project aims to align these interests towards a shared goal of promoting circular economy projects. Enhanced collaboration can foster mutual understanding, build trust, and facilitate the identification of common objectives, enabling stakeholders to work together more effectively towards the successful initiation and implementation of circular economy initiatives.
5. **Overcoming Barriers and Challenges:** Circular economy projects face various barriers and challenges, including regulatory barriers, access to finance, market acceptance, and information gaps. Collaboration among entrepreneurs, investors, and policymakers can help identify and address these challenges more effectively. By working together, stakeholders can collectively develop strategies, policies, and financing mechanisms to overcome barriers, enabling the successful initiation and scaling up of circular economy projects.
6. **Systemic Change:** The collaboration among entrepreneurs, investors, and policymakers in circular economy projects has the potential to drive systemic change. By breaking down silos and fostering cross-sector collaboration, the InvestCEC project can create a collaborative ecosystem that supports the transition to a circular economy. This systemic change can lead to long-lasting impacts, influencing

policies, investment practices, and business models beyond individual projects, and ultimately contributing to a more sustainable and resilient economy. Improving collaboration between entrepreneurs, investors, and policymakers in the initiation of circular economy projects is important to leverage the synergy of resources, foster knowledge exchange, align interests and objectives, overcome barriers and challenges, and drive systemic change. By facilitating collaboration, the InvestCEC project aims to demonstrate that the creation of a dynamic and collaborative ecosystem can accelerate the implementation and impact of circular economy initiatives.

Replication Strategy

2.4. Tools and support for cities and regions

While we would like to see a wide spread of the InvestCEC model replicated in many cities and regions, it is clear to us that it may not be relevant in many cases. Interested cities and regions will need to undergo an internal assessment to verify whether they can have the potential for circular economy projects and exhibit a genuine interest in implementing similar investment models. By conducting such an internal assessment, these cities or regions can ensure efficient allocation of time, expertise, and funding on their behalf.

Under this replication plan we intend to offer interested cities and regions the following tools & selection criteria for the said assessment, this one will be updated in the second version of the replication plan in a more detailed-mannered:

1. **Circular economy potential**: Evaluating Circular Economy Potential is essential as it empowers cities and regions to move toward a sustainable, resource-efficient future. Understanding their current standing in terms of waste reduction, resource enhancement, and eco-innovation provides them with the insights needed to identify opportunities proactively. It is advisable to consider the following aspects:

Assessment criteria	Description
1. Relevant Industries Evaluation	Examine sectors supporting circular economy, such as waste management, recycling, renewable energy, sustainable manufacturing, and innovative technologies.
2. Resource Availability Assessment	Analyse the availability of raw materials, waste streams, and renewable resources for circular economy projects.
3. Waste Management Infrastructure Evaluation	Assess waste management infrastructure, including waste collection, sorting, recycling facilities, and the presence of circular economy initiatives like extended producer responsibility schemes.

4. Circular Business Model Potential	Explore potential for circular business models, including product-as-a-service, remanufacturing, sharing platforms, and collaborative consumption.
5. Key Performance Indicators Consideration	Consider key indicators such as recycling rates, renewable energy utilisation, sustainable production practices, and eco-innovation performance.

2. **Policy and Regulatory Environment:** Assessing the policy and regulatory environment is crucial for cities and regions. It enables them to identify and leverage supportive policies, incentives, and sustainable regulations to facilitate their transition and their potential replication of the InvestCEC model. Examining the criteria above is suggested:

Assessment criteria	Description
1. Assess Supportive Policies	Examine the presence of policies and regulations that encourage and support circular economy initiatives, including resource efficiency targets, waste reduction goals, and circular procurement guidelines.
2. Evaluate Incentives	Identify the availability of financial incentives, grants, tax benefits, or subsidies offered by local or national governments to promote circular economy projects.
3. Consider Regulations Promoting Sustainable Practices	Examine regulations related to sustainable production, eco-design, waste management, and extended producer responsibility that contribute to creating a favourable environment for circular economy activities.

3. **Stakeholder Interest and Commitment:** When replicating the InvestCEC model, it is crucial to emphasise the assessment of stakeholder interest and commitment. This process ensures that all relevant parties are actively engaged and aligned with the objectives of the circular economy initiatives. Their interest and commitment are the driving forces behind the model's implementation, shaping policies, investments, and innovation pathways. The following criteria could be regarded:

Assessment criteria	Description
1. Evaluate Local Government Interest	Consider the commitment and interest displayed by local government authorities in advancing circular economy strategies, action plans, and initiatives.
2. Assess Industry Associations	Look for active industry associations and trade organisations that promote and support circular economy practices, indicating sector-wide engagement.
3. Consider Entrepreneurial Interest	Identify the presence of entrepreneurs and start-ups dedicated to circular economy solutions and their participation in relevant networks, incubators, or accelerator programs.
4. Assess Investor Interest	Examine evidence of investments and funding opportunities directed specifically towards circular economy projects, as well as the presence of impact investors keen on supporting sustainable initiatives.

- 4. Readiness for Replication:** Assessing the readiness for replication is a vital step that can significantly impact the success of any initiative. It serves as a strategic compass, offering insights into the strengths and areas needing improvement before embarking on the replication journey. By conducting this assessment upfront, cities and regions can make informed decisions on how to allocate resources effectively.

Assessment criteria	Description
1. Assess Resource Availability	Assess the extent to which the goals and objectives of the InvestCEC project align with the vision and aspirations of the city or region.
2. Evaluate Capacity for Collaboration	Look for existing collaboration platforms, networks, or clusters that focus on circular economy topics, indicating readiness for collaboration and knowledge-sharing.

3. Consider Alignment with Project Goals	Assess the extent to which the goals and objectives of the InvestCEC project align with the vision, agenda and aspirations of the city or region
4. Identify Funding Opportunities	Search for existing funding mechanisms, grants, or programs specifically designed to support circular economy initiatives

In this first version of the replication plan it is intended to show that by considering the criteria above, cities or regions keen on replicating the InvestCEC model can perform a comprehensive assessment to pinpoint viable solutions with the potential for a successful replication process. New insights could appear on the last version of replication plan.

2.5. Establishing partnerships and collaboration with local entrepreneurs, investors, and policymakers.

Establishing partnerships and collaboration with local entrepreneurs, investors, policymakers, and relevant stakeholders for interested cities and regions is crucial for the success of the InvestCEC model replication. Engaging stakeholders ensures their active involvement, fosters knowledge exchange, and promotes collective action towards implementing circular economy projects. It also helps to build a network of support and resources necessary for replication. In the following section we will see the importance of stakeholder engagement, we will show the criteria that have to be looked for in the assessment of stakeholders, we will also give sources to be explored and finish by an example of activities that can be carried to involve the local stakeholder to commit to the InvestCEC model replication.

Engaging with stakeholder early in the process is essential to ensure a successful replication. Engaging stakeholders from the start fosters a sense of ownership and commitment towards the replication process. When stakeholders are actively involved and have a stake in the success of the model, they become invested in its outcomes. This buy-in leads to a shared vision and understanding of the InvestCEC model, which can significantly increase support, participation, and sustainability of the replicated projects. For example, involving local entrepreneurs and investors early on allows them to provide input and shape the investment model to suit their needs and priorities. When stakeholders feel heard and valued, they are more likely to champion the replication efforts within their networks, mobilise resources, and actively participate in the implementation and scaling of circular economy projects.

In addition, establishing partnerships with stakeholders allows to leverage their resources, networks, and influence to support the replication efforts. Collaborating with local entrepreneurs, investors, policymakers, and other relevant stakeholders creates a synergistic environment where each party can contribute their strengths and work together towards a common goal. For instance, partnerships with policymakers can help

align policies and regulations to create an enabling environment for circular economy projects. Engaging with local entrepreneurs and investors can provide access to funding, mentorship, and business networks that can accelerate the replication process. By pooling resources and leveraging networks, the replication strategy can gain momentum, increase its impact, and foster long-term sustainability.

At the end, engaging with local entrepreneurs, investors, and policymakers facilitates the exchange of knowledge, experiences, and best practices related to circular economy projects. Stakeholders bring their unique expertise, insights, and lessons learned from previous initiatives, which can significantly enhance the replication process. For example, local entrepreneurs may have practical knowledge about implementing circular business models, while investors can provide insights on funding mechanisms and financial models for circular economy projects. Policymakers can contribute their understanding of the regulatory landscape and help navigate any legal or policy challenges. Through knowledge sharing, stakeholders can collectively improve the replication strategy, learn from each other's successes and failures, and optimise implementation. In this way, it is advisable to regard the following selection criteria:

2.5.1. CRITERION OF SELECTION

1. **Relevance:**

The relevance criterion focuses on assessing stakeholders based on their direct or indirect influence on circular economy projects and the replication of the investment model. It ensures that the chosen stakeholders can contribute resources, expertise, or decision-making power to support the replication efforts. Engaging stakeholders who are relevant to the replication plan increases the chances of success. Their influence and contributions can accelerate the replication process, provide necessary resources, and help navigate regulatory or institutional barriers. Relevant stakeholders can bring valuable expertise, networks, and support to the project, enhancing its overall effectiveness and sustainability.

- **Influence:** Assess the stakeholder's level of influence over circular economy projects and the replication of the investment model. This can be determined by their role in decision-making processes, access to resources, or their position in relevant industries or sectors.
- **Example:** *Stakeholders who hold key positions in local government departments responsible for sustainability, economic development agencies, or influential industry associations may have the necessary influence to drive circular economy initiatives.*
- **Contribution:** Evaluate the stakeholder's potential to contribute resources, expertise, or decision-making power to support the replication efforts. Consider their financial capacity, technical knowledge, network connections, or access to key stakeholders.
- **Example:** *Stakeholders who have a track record of providing funding for sustainable projects, access to relevant technologies, or partnerships with other organisations can contribute valuable resources to the replication process*

2. Commitment to Circular Economy:

The commitment to circular economy criterion evaluates stakeholders based on their genuine interest and dedication to advancing the circular economy agenda. It considers their past initiatives and policy alignment to determine their level of commitment. Stakeholders who are committed to the circular economy are more likely to actively participate and contribute to the replication plan. Their alignment with circular economy principles ensures shared values and goals, facilitating smoother collaboration and a higher likelihood of success. Their commitment can also create a positive ecosystem that supports the replication of the investment model, encourages innovation, and drives long-term sustainability.

- **Past Initiatives:** *conduct research on the stakeholder's involvement in past circular economy projects, initiatives, or investments. Assess their track record in supporting sustainable practices, circular business models, or environmental stewardship.*
Example: *Stakeholders who have invested in or implemented circular economy initiatives, such as adopting sustainable production practices or promoting recycling programs, demonstrate their commitment to advancing the circular economy agenda.*
- **Policy Alignment:** *Determine if the stakeholder has publicly endorsed or implemented policies that promote the circular economy agenda. This can include policies related to resource efficiency, waste reduction, or sustainable procurement.*
Example: *Stakeholders who have advocated for or implemented policies that align with circular economy principles, such as setting targets for waste reduction or implementing sustainable procurement practices, show their commitment to supporting circular economy projects.*

3. Networks and Connections:

The networks and connections criterion assesses stakeholders based on their existing collaborations and partnerships within the local ecosystem. It considers their ability to facilitate knowledge-sharing and collaboration among different actors. Stakeholders with broad networks and connections play a vital role in the replication journey. Their established collaborations and partnerships can help bridge gaps, foster collective action, and promote cross-sectoral collaborations. These stakeholders can connect the InvestCEC project and/or cities and regions that replicate the InvestCEC model with relevant actors, facilitate knowledge exchange, and leverage their networks to garner support and resources for replication. Their involvement strengthens the replication plan's effectiveness and increases its reach and impact.

- **Collaborative Engagements:** *Assess the stakeholder's history of collaboration with other relevant stakeholders, including local governments, industry associations, research institutions, or community organisations. Consider their involvement in collaborative projects, networks, or platforms focused on circular economy initiatives.*

***Example:** Stakeholders who have actively participated in collaborative projects or initiatives, such as joining circular economy networks or engaging in knowledge-sharing platforms, indicate their willingness to collaborate and share resources.*

- **Partnerships and Alliances:** Look for partnerships or alliances established by the stakeholder with other organisations or actors in the circular economy space. This indicates their ability to facilitate knowledge-sharing and collaboration among different stakeholders.

***Example:** Stakeholders who have formed partnerships with universities, research institutions, or industry leaders to drive circular economy projects demonstrate their commitment to collaboration and their ability to foster collective action.*

4. **Track Record:**

The track record criterion evaluates stakeholders based on their past successes and achievements in supporting sustainable initiatives, circular economy projects, or innovation in the region. It looks at their ability to deliver tangible results. Stakeholders with a proven track record bring credibility and expertise to the replication plan. Their success stories inspire confidence, provide valuable lessons learned, and serve as role models for other stakeholders. Engaging stakeholders with a strong track record increases the chances of replicating successful models, accessing funding opportunities, and building trust among potential collaborators and investors. Their involvement contributes to the replication plan's credibility and enhances its overall impact.

- **Success Stories:** Evaluate the stakeholder's track record in supporting sustainable initiatives, circular economy projects, or innovation in the region. Look for evidence of successful partnerships, investments, or projects that have achieved positive environmental or economic outcomes.
 - **Example:** Stakeholders who have successfully implemented circular economy projects, received recognition for their sustainability efforts, or achieved measurable environmental benefits can contribute valuable knowledge and experience to the replication strategy.
 - **Recognition and Awards:** Assess any recognition or awards received by the stakeholder for their contributions to the circular economy field. This can demonstrate their credibility and expertise in implementing sustainable practices.
- Example:** Stakeholders who have been recognised through awards, certifications, or industry acknowledgments for their commitment to circular economy principles signify their track record and dedication to sustainable practices.*

2.5.2. SUGGESTED ACTIVITIES

To help the involved parties to disseminate the model, the following list of activities have been gathered. It can be carried out to involve stakeholders in the replication of the InvestCEC model. The following activities will potentially be updated in the final version of the replication plan:

1. **Stakeholder Mapping**: Conduct a comprehensive stakeholder analysis to identify key individuals, organisations, and institutions relevant to the circular economy and investment model replication. Categorise stakeholders based on their roles, influence, and level of interest.
2. **Stakeholder Workshops**: Organise workshops or roundtable discussions with stakeholders to present the InvestCEC investment model, its benefits, and the potential for replication. Facilitate interactive sessions to gather input, feedback, and suggestions from stakeholders regarding the adaptation and implementation of the model in their specific context.
3. **Networking Events**: Host networking events that bring together entrepreneurs, investors, policymakers, and other stakeholders in a casual and interactive setting. These events provide opportunities for stakeholders to connect, share experiences, and explore potential collaborations.
4. **Expert Panels and Webinars**: Organise expert panels or webinars featuring industry experts, policymakers, and successful entrepreneurs in the circular economy field. These events can focus on specific topics related to circular economy projects, investment opportunities, or policy frameworks. They provide valuable insights and stimulate discussions among stakeholders.
5. **Site Visits and Demonstrations**: Arrange site visits to existing circular economy projects or demonstration sites to showcase successful examples and best practices. This hands-on experience allows stakeholders to witness the impact and feasibility of circular economy initiatives and encourages their active involvement.
6. **Collaborative Working Groups**: Establish working groups or task forces composed of stakeholders representing different sectors and expertise. These groups can be responsible for developing action plans, identifying barriers and solutions, and fostering collaboration among stakeholders.
7. **Online Platforms and Communities**: Create online platforms or communities where stakeholders can connect, share knowledge, and collaborate virtually. These platforms can facilitate ongoing discussions, resource sharing, and updates on the replication process.

Once the potential stakeholders have been identified through the assessment process, the next step is to engage and support them in the replication process of the InvestCEC model. One effective way to achieve this is through organising workshops and collaborative events that foster knowledge exchange, collaboration, and collective action. While we provide an example workshop format here (below), it is important to note that each replication effort should tailor the workshop to the specific characteristics of the local ecosystem, actors involved, and challenges they face. This adaptation ensures the workshop's relevance and effectiveness in addressing the specific needs of the identified cities and regions.

The objective of the participatory workshop is to actively engage stakeholders and create a collaborative environment where their input, feedback, and suggestions can be gathered. The workshop serves as a

platform for stakeholders to contribute their insights and expertise towards the successful replication of the InvestCEC model. By engaging stakeholders in the workshop, we aim to achieve several key objectives. Firstly, we seek to gather stakeholder input, allowing them to share their perspectives, experiences, and knowledge related to circular economy projects and investment models. This input is crucial for understanding the local context, identifying potential challenges and opportunities, and exploring innovative approaches for replication. Secondly, the workshop provides an opportunity to obtain feedback and suggestions from stakeholders on the proposed replication plan, strategies, and implementation approaches. This feedback is essential for refining and improving the investment model. The workshop also aims to foster collaboration and partnership among stakeholders. By encouraging dialogue, networking, and relationship-building between different actors, including local entrepreneurs, investors, policymakers, and community representatives, we can leverage their resources, expertise, and influence to support the replication of the investment model. Finally, the workshop plays a vital role in enhancing stakeholder buy-in and commitment. By involving stakeholders from the early stages, we can create a sense of ownership and commitment towards the replication process. Their active participation fosters a shared vision and understanding of the model, leading to increased support, participation, and sustainability of the replicated projects. It is important to note that the specific objectives of the workshop may vary depending on the goals and priorities of the InvestCEC project and the unique context of the replication efforts. The workshop should be carefully designed to align with the desired outcomes and facilitate meaningful stakeholder engagement, ensuring that their perspectives and insights are integrated into the replication plan. Below are the actions to be carried out in order to organise such a workshop divided into three timeframes, before, during and after the workshop:

1. Pre-Event Planning:

- Determine the target audience and invite key stakeholders, including entrepreneurs, investors, policymakers, industry associations, and local government representatives.
- Identify a suitable venue that can accommodate the expected number of participants and facilitate group discussions.
- Develop an agenda outlining the workshop objectives, session topics, and desired outcomes.
- Prepare materials, including presentations, handouts, and visual aids.

2. Workshop Structure:

- Introduction: Provide an overview of the InvestCEC model, its objectives, and the importance of stakeholder engagement.
- Presentation: Present the investment model, its key features, and success stories from the original implementation.
- Interactive Sessions: Conduct breakout group discussions or interactive exercises to gather stakeholder input on adaptation, challenges, and potential opportunities for replication.
- Panel Discussion: Host a panel discussion with experienced stakeholders who can share their insights, lessons learned, and recommendations.
- Q&A and Feedback: Allocate time for questions, feedback, and open discussion.
- Wrap-up: Summarise the main takeaways, outline next steps, and thank the participants for their contributions.

3. Follow-up Activities:

- Compile the workshop outcomes and feedback gathered from stakeholders.
- Share a workshop summary report with participants, highlighting the key discussion points and action items.
- Establish channels for ongoing communication and engagement with stakeholders, such as newsletters, online platforms, or working groups.

The suggested activities are examples of event organisation for replicating the InvestCEC model. However, it's important to customise each event to suit the specific needs and context of the stakeholders involved. This way, stakeholders can use this replication plan as a guide while being creative and adapting the proposed actions. It is advisable to pay attention to selecting activities that resonate with the main intention of replication.

2.6. Transferring knowledges:

As part of the InvestCEC project, a strong focus is placed on knowledge transfer, capacity building, and confidence building among stakeholders involved in circular economy projects. This is achieved through developing a replication toolkit that includes detailed guidelines, best practices, and lessons learned from the initial implementation of the InvestCEC project. The replication plan of the InvestCEC project encompasses two key aspects: the provision of replication materials and the supporting replication activities at both the national Austrian level and the European level by other stakeholders, cities, and regions.

2.6.1. Replication Materials:

The project will develop a later stage in the project a comprehensive set of replication materials, including guidelines, templates, procedures, and additional content that supports the replication of the project in other urban or regional settings. These materials will serve as practical resources for stakeholders seeking to replicate the InvestCEC model. By providing detailed guidance and standardised templates, the project aims to facilitate the adaptation and implementation of successful circular economy practices in diverse contexts.

The replication materials will cover various aspects of the InvestCEC project, ranging from the conceptualisation and development of circular economy initiatives to the operational procedures involved. These materials will include guidelines that outline the key principles, strategies, and considerations for implementing circular economy projects, ensuring that stakeholders have a solid foundation to replicate and adapt the model effectively.

Additionally, the project will provide templates that have been developed and tested during the implementation of InvestCEC. These templates will cover different aspects of the project, such as needs assessment, entrepreneurs' profiles, and other relevant documentation required for the replication process.

By offering these templates, the project aims to streamline and accelerate the replication process, providing stakeholders with ready-to-use resources that have proven effective in the initial implementation.

2.6.2. REPLICATION ACTIVITIES:

The replication plan includes specific activities to support replication efforts at both the national Austrian level and the European level. At the national level, InvestCEC intends to participate in local Austrian events and establish an informal "helpdesk" with the collaboration of the city of Klagenfurt to provide assistance and guidance to stakeholders interested in replicating the InvestCEC model within Austria.

At the European level, the project aims to participate to Circular economy related events and facilitate an end-of-project inspiration event that brings together stakeholders from various European regions. These events will showcase the achievements, best practices, and lessons learned from the InvestCEC project, inspiring and motivating stakeholders to replicate similar circular economy initiatives in their respective regions.

In addition, the project will develop a European replication manual, which will provide guidance and insights into replicating the InvestCEC model at the European level. This manual will address the specific challenges and opportunities that arise when implementing circular economy projects across diverse European contexts. It will offer valuable insights into policy frameworks, funding mechanisms, stakeholder engagement strategies, and other relevant considerations.

By combining the provision of replication materials with targeted replication activities at the national and European levels, the InvestCEC project aims to maximise the impact and scalability of its model. Through knowledge transfer, capacity building, and the establishment of collaborative networks, the project seeks to facilitate the widespread replication of successful circular economy practices, contributing to the transition towards a more sustainable and resilient future.

2.7. Tailoring the replication approach

In order to ensure successful replication of the InvestCEC project in different cities or regions, a crucial aspect is the adaptation and customisation of the replication approach to the specific characteristics and needs of each location by the relevant stakeholders. This involves tailoring the implementation strategy to accommodate local regulations, market conditions, and available resources. This customisation ensures that the circular economy project can be effectively implemented and integrated within the local context.

When tailoring the replication approach of the InvestCEC project to each region, there are several ways to customise the implementation strategy. Here is a suggested approach that can be taken for each of the candidate to replication:

- **Conduct a region-specific needs assessment:** Begin by conducting a thorough needs assessment in each region to understand the unique challenges, opportunities, and priorities related to circular economy initiatives. This assessment can involve engaging with local stakeholders, conducting surveys, and analysing existing data to gather insights into the specific requirements of the region.
- **Collaborate with local stakeholders:** Engage with local authorities, policymakers, industry representatives, and community organisations to involve them in the replication process. By understanding their perspectives and incorporating their feedback, the replication approach can be tailored to address the specific interests and concerns of the region.
- **Customise the business models:** *Adapt the circular economy business models developed in the InvestCEC project to align with the local market conditions and industry structures. This may involve modifying pricing strategies, supply chain configurations, or revenue models to suit the specific needs and dynamics of each region.*
- **Address regulatory variations:** Take into account the variations in local regulations and policies related to circular economy initiatives. Work closely with local authorities to ensure compliance with regulatory requirements while also identifying opportunities for policy advocacy or collaboration to further support the replication efforts.
- **Leverage local resources and capabilities:** Identify and leverage the existing resources, infrastructure, and technical capabilities available in each region. This may involve collaborating with local research institutions, industry clusters, or entrepreneurship networks to tap into their expertise and facilitate knowledge transfer.
- **Customise communication and outreach strategies:** Tailor the communication and outreach strategies to effectively engage with the local community, businesses, and stakeholders. This includes translating project materials into local languages, organising region-specific events and workshops, and utilising local media channels to raise awareness and foster participation.

In summary, the adaptation and customisation of the replication approach are crucial to the success of the InvestCEC model in different cities or regions. By tailoring the implementation strategy to accommodate local regulations, market conditions, and available resources, the stakeholders implementing the InvestCEC model can effectively address the unique characteristics and needs of each location. This flexibility ensures that this circular economy model can be seamlessly integrated into diverse contexts, maximising its impact, and contributing to sustainable development on a city or regional level.

2.8. Involvement of sister projects

In our commitment to foster collaboration and maximising the impact of the InvestCEC project, we recognise the importance of engaging with other sister CCRI-PDA projects. Our aim is to establish meaningful connections with these projects, with the shared goal of advancing the circular economy transition in cities and regions across Europe.

To achieve this, we aim at reaching out to such fellow projects and explore opportunities for joint workshops and knowledge-sharing events. By bringing together the expertise, experiences, and insights of multiple projects, we can collectively build on each other's successes and learn from challenges encountered during the replication process.

These collaborative workshops can serve as platforms for open dialogue, allowing us to exchange best practices, innovative approaches, and lessons learned from the implementation of our respective replication plans. Through these interactions, we can identify common themes, address common obstacles, and jointly develop solutions that will enhance the effectiveness of our replication efforts.

Furthermore, these workshops can facilitate networking among project teams, creating a community of practice focused on advancing circular economy initiatives. We aim to encourage fruitful discussions on diverse topics, such as legal frameworks, financial models, stakeholder engagement strategies, and sustainable business practices, among others.

By leveraging the collective knowledge and experience of InvestCEC sister projects, we can enhance the quality and adaptability of our own replication plan. The insights gained from these collaborative workshops can enable us to fine-tune our approach, ensuring that it resonates with the unique characteristics and needs of each city or region where replication is undertaken. We firmly believe that this collaborative spirit will amplify the positive effects of our individual replication plans, paving the way for a stronger and more interconnected circular economy network.

2.9. Capacity building & Networking

Capacity building lies at the core of the InvestCEC project's mission, aiming to empower local stakeholders, including entrepreneurs, investors, and policymakers, with the knowledge and understanding of circular economy principles and the InvestCEC model. This strategic endeavour encompasses a range of initiatives designed to enhance stakeholders' competencies and confidence in circular economy projects.

2.9.1. NATIONAL LEVEL CAPACITY BUILDING

To foster replication within Austria, the project will focus on supporting interested Austrian cities, drawing on the Klagenfurt experience. Information and networking events will potentially be organised specifically for

representatives of municipal and regional public bodies across the country with the lead of the Austrian partner (STW) and the rest of the consortium. During these events, participants will gain insights into the Klagenfurt circular economy project, its outcomes, and the replicability of the model in their respective jurisdictions.

The national level capacity building initiatives should encourage collaborative learning and peer support among Austrian cities and regions. Stakeholders will have the opportunity to share their own experiences, challenges, and success stories, fostering a vibrant community of practice. These interactions will enhance stakeholders' collective expertise and create an environment where stakeholders can learn from each other's insights.

Moreover, the City of Klagenfurt will establish an informal "helpdesk" to provide on-demand advice and support to neighbouring cities and regions. This dynamic support system will ensure stakeholders have access to expert assistance, aiding them in overcoming challenges and optimising the replication process.

2.9.2. EUROPEAN LEVEL CAPACITY BUILDING

At the European level, the InvestCEC project is dedicated to promoting replication through robust knowledge exchange activities. These efforts include hosting thematic webinars to exchange knowledge and knowhow with and between circular economy practitioners and stakeholders, active event engagement in exposure and networking events (World Venture Form, World Circular Economy Forum, ECOMONDO fair), information days, and Q&A sessions. These activities will be conducted in collaboration with other CCRI-PDA projects and the CCRI initiative (CCRI General Conferences, Thematic Workshop Group events, Circular Investment Readiness Network events, CCRI Intranet interactions) emphasising the significance of cross-project collaboration and the sharing of best practices.

To enable effective replication across Europe, a comprehensive guidebook will be developed, translated into all official European languages. This guidebook will offer detailed insights on replicating the InvestCEC model and employing associated tools in diverse cities and regions. By providing invaluable knowledge and resources, the guidebook will enable stakeholders to make informed decisions throughout their replication journey.

Furthermore, the project will introduce an array of tools to facilitate the comprehensive selection process for replication initiatives. This includes templates that cities can use to present their required solutions and objectives to entrepreneurs, as well as templates for entrepreneurs to showcase themselves as potential suppliers. General guidelines will also be provided, empowering municipal and regional bodies to assess and select suitable solutions based on predefined criteria.

Through capacity building initiatives, the InvestCEC project strives to empower stakeholders at both national and European levels with the expertise and resources necessary to drive successful circular economy projects. By fostering collaboration, knowledge sharing, and skill development, InvestCEC seeks to build a resilient and sustainable circular economy ecosystem throughout Europe.

2.10. Evaluation & Feedback

In the pursuit of fostering sustainable and circular economies across cities and regions in Europe, the InvestCEC project places significant emphasis on continuous improvement and learning. As part of this commitment, the "Evaluation and Feedback" component plays a vital role in enhancing the effectiveness and impact of the replication efforts. Through a systematic evaluation approach, the project seeks to develop the tools that will enable to gather valuable insights, measure progress, and identify areas for improvement in the replication process.

The evaluation process encompasses various elements, including data collection and analysis, stakeholder feedback, identification of lessons learned and best practices, and the refinement of the replication plan. By collating data from multiple sources and actively seeking feedback from all stakeholders involved, the consortium aims to paint a comprehensive picture of the replication projects' achievements and challenges.

Through this process, the consortium aims to create a culture of continuous improvement, where all stakeholders contribute to the project's growth and success. Lessons learned from successful replication initiatives will be shared to facilitate knowledge exchange and enable stakeholders to make informed decisions. This collaborative and adaptive approach will ensure that the replication plan remains relevant, effective, and tailored to the diverse needs of different settings. With a focus on scalability and replicability, the evaluation process will identify opportunities to scale up successful projects within their respective jurisdictions and scale out to other cities and regions. By embracing a feedback-driven approach, the InvestCEC project seeks to create a lasting impact on circular economy initiatives, promoting sustainable practices and fostering economic, environmental, and social well-being.

In this section, we delve into the details of the "Evaluation and Feedback" process, outlining the strategies and methodologies that will enable the consortium to continuously improve and refine the replication plan. This will be done 1-2 time during the project's executions phase. Once the final replication plan has been finalised, stakeholders won't find this section, but instead already developed tools by InvestCEC ready to be used by those interested in embarking on a journey of setting up circular economy in a determined region.

1) Data Collection and Analysis:

The evaluation process will involve comprehensive data collection to assess the progress and outcomes of the replication initiatives. Key performance indicators (KPIs) will be identified to measure the success of each replication project and be defined with the consortium partners. These KPIs may include the number of circular economy projects initiated, the level of investment mobilised, the environmental impact achieved, and the level of stakeholder engagement. Data will be collected through surveys, interviews, and analysis of project documentation, providing valuable insights into the effectiveness and efficiency of the replication efforts.

2) Stakeholder Feedback:

Stakeholder feedback is a critical aspect of the evaluation process. Hence, the need of seeking input and feedback from all stakeholders involved in the replication projects, including entrepreneurs, investors, policymakers, and the public. Feedback will be collected, focus groups, and direct communication. This feedback will serve as a valuable source of information on the challenges faced during replication, the strengths and weaknesses of the replication plan, and areas for improvement.

3) Lessons Learned and Best Practices:

Through the evaluation process, the lessons learned and best practices from successful projects will be studied. These insights will be documented and shared among some stakeholders to facilitate knowledge exchange and learning. Lessons learned could include successful strategies, innovative approaches, and solutions to common challenges encountered during replication. This knowledge-sharing approach will empower stakeholders with valuable information to enhance their replication efforts and avoid potential pitfalls.

4) Refinement of the Replication Plan:

Based on the data collected, stakeholder feedback, and lessons learned, **the replication plan will be refined and updated a second time to then provide the final version**. A collaborative approach, involving stakeholders in the revision process will take place. The aim is to create an adaptive and dynamic replication plan that can be tailored to different contexts while maintaining its core principles. This iterative approach to plan refinement will enable the consortium to respond to changing needs and circumstances, ensuring that the replication efforts remain relevant and effective.

5) Continuous Improvement Culture:

The InvestCEC project will foster a continuous improvement culture, encouraging all stakeholders to embrace the feedback-driven approach. Lessons learned and best practices will be shared through workshops, webinars, and knowledge-sharing platforms, promoting a collective learning environment. This culture of continuous improvement will contribute to the long-term sustainability of circular economy initiatives and support the development of robust replication plans for future projects.

To sum up, the evaluation and feedback process will be a cornerstone of the InvestCEC project, ensuring that the replication efforts are guided by evidence-based insights, stakeholder input, and best practices. By continuously refining the replication plan and adapting it to the unique characteristics of each replication setting, the project will optimise the impact of circular economy initiatives.

2.11. Relation to other activities

This Table depicts the main relationship of this deliverable to other activities and deliverables developed within the InvestCEC project and that should be considered along with this document for further understanding of its contents.

Deliverable N°	Contributions
D2.1	Initial model and tools for urban/regional circular economy projects
D2.3	Demonstration report – first version
D2.4	Demonstration report – second version
D2.5	Demonstration report – final version
D2.6	Model and tools for urban/regional circular economy projects
D3.2	Circular economy investments - Financial barriers and potential measures to address them
D3.3	Summary of support and facilitation measures and activities – Mid project
D3.4	Summary of support and facilitation measures and activities – End of project

3. Conclusion

In conclusion, the first version of this deliverable represents a pivotal step in the project's endeavour to empower Europe's transition towards a sustainable circular economy. As part of the InvestCEC project, the consortium is committed to fostering collaboration, knowledge exchange, and capacity building among stakeholders to drive the adoption of circular economy practices in cities and regions across Austria and Europe.

The replication plan serves as a dynamic framework, carefully designed to evolve, and improve continuously. While it provides essential general guidelines for replication, its strength lies in its adaptability and responsiveness to feedback and experiences gathered throughout the project's implementation. At its core, the replication plan aims to achieve three interconnected objectives. Firstly, the project endeavours to support the replication of the InvestCEC investment model in diverse urban and regional settings, enabling circular economy projects to flourish. By facilitating collaboration between entrepreneurs, investors, and policymakers, the consortium creates a robust ecosystem that fosters innovation and sustainable growth. The replication strategy is based on thoughtful selection of target cities and regions, ensuring tailor-made approaches to meet specific local needs and regulations. Collaborations with local stakeholders, including entrepreneurs, investors, and policymakers, will drive successful adaptation and implementation of circular economy initiatives. Knowledge transfer is integral to the replication efforts, and the development of replication materials, activities, and the InvestCEC website will serve as valuable resources for stakeholders. By sharing best practices, lessons learned, and innovative ideas, the consortium cultivates a culture of continuous learning and improvement.

In parallel, the project recognises the significance of collaboration with sister projects under InvestCEC. Joint workshops and knowledge-sharing events will harness collective expertise and experiences, elevating the impact of the replication plans.

Capacity building and networking efforts at the national and European levels will empower stakeholders with the necessary knowledge and skills for successful circular economy projects. By creating a network of informed and empowered stakeholders, the consortium envisions a model where Europe thrives on innovation, sustainability, and resilience.

Throughout the replication journey, evaluation and feedback mechanisms will guide targeted refinements, ensuring the replication plan remains agile and effective. As the consortium gathers insights and experiences, the plan will adapt and evolve, becoming a comprehensive resource for future circular economy initiatives throughout Europe.

In conclusion, this replication plan embodies the consortium's commitment to facilitate the transition toward a sustainable, circular future for Europe.