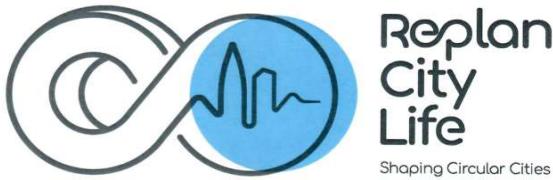




EUROPEAN TYRE RECYCLING ASSOCIATION



Financing local Circular economy initiatives

On 10th May in Brussels, organized by the European Circular Economy Stakeholder Platform, it was held an interesting event to discuss of how to face the high upfront investment costs of many circular economy initiatives.

The two **Horizon Europe** projects [Deciso](#) and [Hoop](#) address this issue by providing project development assistance, including the development of financing solutions and business plans for local circular economy initiatives with the ultimate aim of leveraging further public and private investment.

The Brussels event on **10 May 2023** served as a platform to exchange advice and share best practices on financing circular economy initiatives, as well as to foster cooperation between financiers and project developers.

From high-level keynotes to individual matchmaking opportunities between investors and project developers, this event has been developed with and for public authorities, private investors and innovative solution providers and project developers to answer pressing questions such as:

- What funding opportunities exist for circular economy initiatives?
- How can public authorities attract innovative solutions to solve their local challenges?
- How can we engage private investors to bridge the huge public funding gap?

With the aim of creating a diverse overview of pilots addressing different thematic areas and challenges faced by cities and regions, the **afternoon session** provided an opportunity for project developers to **pitch their ideas**.

This was followed by a **matchmaking and networking session** to bring projects and investors together – an opportunity for companies to get feedback and for investors to meet innovative players in the circular economy ecosystem.

It was a good occasion to introduce ETRA and to share information about Replan project which matched well with the type of event and profile of attendee.

Some good new contacts were established with the aim to start cooperation or explore possibilities of new projects.