

## FINANCING CIRCULAR BUSINESS THROUGH THE PANDEMIC

CBA Webinar & workshop, 21<sup>st</sup> May 2020 at 10.30 (Part I) & 15.30 (Part II)

**What is the role of banks in the time of the pandemic? How can sustainable firms, which are developing circular business models, pursue their course in the uncertain economic conditions? Have opportunities for investors in circular and sustainable businesses improved with the pandemic? If yes, why and in what terms?**

We kindly invite you to join our CBA Webinar organised in partnership with our distinguished guests.

### Speakers

- **Violeta Bulc**, European Commissioner for Transport (2014-2019), entrepreneur, manager, advisor, lecturer and author
- **Francesco Ferrero**, Head of EIB Group Office for Slovenia
- **Slaven Mičković**, Experienced risk manager, Abanka.
- **Karin Huber Heim**, Academic Programme Director, MSc Sustainability and Responsible Management at the University of Applied Sciences BFI Vienna
- **Jurij Giacomelli**, Founder and Managing Director of Gm, the holder of Circular Business Academy (moderation and methodological inputs)
- **Luigi Amati**, CEO, Meta Group
- **Peter Groznik**, CEO, MSIN and Partner at NorthGrant



## Purpose of the webinar and key questions

I. How does the pandemic and the global economic downturn affect the financing of circular opportunities? Will the social and economic consequences of the pandemic accelerate the adoption of a sustainable business practices? How is the EU prepared?

II. What is the role of the banking system in this pandemic? How does the short-term liquidity management interfere with the financing of sustainable (and circular) innovation?

III. How should companies engaged with circular business models continue their development in uncertain economic conditions through 2020 and 2021? How can they finance circular transformations and new ventures during a pandemic?

IV. Internal governance of sustainability: what is the role of board members, top and middle management in steering circular transformations?

V. How to communicate with banks and other financial intermediaries in general and present your sustainable / circular business project?

We will focus on challenges that circular transformation and development of circular business models face in the times of the pandemic. What are the challenges and particularities for companies and banks? How do the pandemic and global economic repercussions influence financing of circular opportunities?

Participants will learn to use a new tool, **Circularity Assessment Score, or CAS**, which helps the companies in defining their level of circularity and the type of a business model from the point of departure in managing risks and searching for the most appropriate forms of financing. Participants will be invited to complete a QuCAS questionnaire available from the CBA website (<https://bit.ly/3bSDhzF>) prior to the seminar to receive their QuCAS Report in a timely manner.

More about CAS is available here: <https://www.circularbusiness.academy/> .



## **Programme**

### **Part 1**

#### **The pandemic, resilience and sustainable development**

- **Violeta Bulc**, European Commissioner for Transport (2014-2019), entrepreneur, manager, advisor, lecturer and author

How does the pandemic and the global economic downturn affect the financing of sustainable and circular opportunities? - - Will the social and economic consequences of the pandemic accelerate the adoption of a sustainable management concept? - - How is the EU prepared for such a crisis? What makes the EU more resilient, what makes it less responsive than other world economies?

#### **Investment commitment by the ECB and the role of the banking sector in this pandemic?**

- **Francesco Ferrero**, Head of EIB Group Office for Slovenia
- **Sibil Svilan**, CEO, (or another representative of) SID Banka (TBC)

#### **A view of a risk manager**

- **Slaven Mičković**, Experienced risk manager, Abanka

What will a bank want to know about your business model? - Recommendations to present your sustainable / circular project

#### **Sustainability governance – Elements of a new business excellence**

What is the role of board members, top and middle management in steering circular transformations? What brings real commitment to the implementation of sustainable innovation and a circular business model? How a direction to going circular is translated into a consistent action? How do we monitor progress?

- **Karin Huber Heim**, Academic Programme Director, MSc Sustainability and Responsible Management at the University of Applied Sciences BFI Vienna

#### **Getting ready for investment readiness by the use of CAS (Circularity Assessment Score)**

(Introduction to the workshop and the 2<sup>nd</sup> part, methodological inputs and moderation)

- **Jurij Giacomelli**, Founder and Managing Director of Gm / Circular Business Academy



## Part 2

### QuCAS Feedback

Looking into the early aggregate results QuCAS and general feedback to those participants who have compiled the on-line questionnaire.

- **Jurij Giacomelli**, Founder and Managing Director of Gm / CBA

### The role of the angel investor in pioneering circular opportunities: three hardest questions asked to the entrepreneurs

#### Here's my selection of best practices

A selection of best practices by an experienced investor and finance professional

- **Luigi Amati**, CEO, Meta Group

### Crisis management and circular investment opportunities

When do circular businesses become recognised as undervalued investment opportunities? - Observations of a rigorous finance professional

- **Peter Groznik**, CEO, MSIN and Partner at NorthGrant

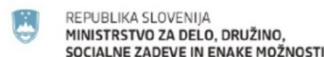
Moderated discussion and conclusions:

### Recommendations for relations with investors and financial intermediaries in the future

## Registrations

The webinar will take place via Zoom. Registrations are admission-free. Each registered participant will receive a link to connect to the videoconference.

Please, [click here](#) to apply free of charge.



The workshop is co-financed by the Ministry of Labour, Family, Social Affairs and Equal Opportunities and the European Union from the European Social Fund.