

MOVECO

Mobilising Institutional Learning for Better Exploitation
of Research and Innovation for the Circular Economy

CIRCULAR ECONOMY INNOVATION TOOLS

Investor Day

Description of Concept

Biz-Up | June, 2018



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MOVECO Concept for Investor Day

1 Introduction

This concept is part of the circular economy toolbox of the MOVECO project. These tools aim at establishing new innovative collaborations along the value chain in the circular economy as well as at drawing attention to the topic of circular economy in general.

Facing climate change and growing problems with waste, sustainability issues are becoming increasingly important. The general public is also becoming more and more interested and informed about such topics. More and more investors are willing to invest in sustainable alternatives. Financing via crowdfunding can be an interesting alternative for sustainable companies. The chances to gain a share of the financing via crowdfunding or crowd investing are on the rise. More and more platforms are being launched to offer companies that operate sustainably the opportunity to seek investors. Against this backdrop, the topic of crowdfunding/crowd investing has become quite interesting as a focus of an investor day. In the following concept, the topics of crowdfunding/crowd investing were therefore included. Of course, the main topics of the Investor Day can be adapted to the branch and requirements of the participants.

Due to the background of the MOVECO project, the topic of circular economy was chosen as a focal point. The aim of the Investor Day must also be to integrate the topic of circular economy into the topic of financing. It should be emphasized that an investment in sustainable companies or sustainable projects of young companies is a good, sustainable opportunity for investors to invest. An investment of this kind is not only beneficial from an environmental and sustainability point of view, but can also offer great economic opportunities for investors. The target group of the events are young entrepreneurs and start-ups interested in the topic of circular economy.

The following sections provide the concept of an Investor Day focused on sustainability and crowdfunding/crowd investing. The description is purely conceptual and can be adapted to the participants' needs in terms of topics and procedures.

2 Investor Day – Introduction

The event will be divided into two sections. The ambition of this event format is to provide a mixture of information and networking on the one hand and to offer alternative financing solutions on the other hand.

Therefore, the event will be organised under the following two main topics:

- Providing information on financing options for fast growing enterprises in the field of circular economy, especially in terms of crowdfunding
- Providing information on the concept of circular economy and its potential for emerging enterprises

During the event, participants will have the opportunity to establish contacts with potential investors and cooperation partners. The entire event is designed as a mixture of a business-to-business (B2B) event and an event with informational character. Ideally, participants will be able to establish new contacts that will enable them to gain a foothold in the business world of circular economy or incorporate circular aspects into their business concept. The aim is not only to provide an opportunity to highlight financing opportunities, but also to promote cooperation between the participants of the event. In addition, the possibilities offered by a sustainable economy based on the principles of a circular economy are to be highlighted.

3 Organisational matters

The event will take place on an afternoon from 2 pm to 6 pm. The time is advantageous because the participants do not have to sacrifice a full working day for the event. The event makes it possible not only to gain new knowledge, but also to establish new contacts.

The number of participants should be between 20 and 50.

The event is divided into two sections, each with one part for presentations (lectures) and one part for round tables. For each of the two sections, the group size of the round tables will be around five participants to encourage active participation in the discussion. The presentations will be given by experts on the topics of crowdfunding and circular economy, as well as potential investors. Of course, the number of lectures can be adjusted to the needs of the participants and the availability of experts. Nevertheless, the aim should be to offer the participants a certain variety of expertise. The round tables are intended to provide participants with the opportunity to exchange knowledge and experience on specific topics with experts in their respective fields. Participants, especially start-ups, have the opportunity to benefit from the knowledge and experience of other participants and experts.

In each section, the presentation part will last 30 minutes, followed by the moderated discussion part of one hour. The sections with the presentations are intended to provide an impulse for the subsequent discussion rounds. Between the two sections, a break of 30 minutes is provided for informal networking between the participants.

The sections with the presentations are intended to provide an impulse for the subsequent discussion rounds.

In order to provide an overview of the event, the following organizational processes are briefly summarized in the chart below:

Date	Afternoon, from 2 pm to 6 pm
Number of participants	30-50
Target group	Young entrepreneurs, start-ups interested in circular economy
Organisation	Lectures on the topic of financing: 2-2.30pm Round table with experts: 2.30-3.30pm Break, networking Lectures on the topic of circular economy: 4-5.30pm Round tables with experts: 5.30-6pm 6pm – networking
Experts	Experts on topics and potential investors

4 Possible contents on the topic of financing

The thematic focus on financing could be themed "Finance Your Ideas". This thematic focus could include the following main topics:

- Financing solutions in situations of growth
- Financing in business development projects
- Financing in situations of succession
- Alternative financing – crowdfunding: What possibilities are there? Which partners/investors are available? Which national/regional crowdfunding platforms are available on the market? Presentation of crowdfunding platforms that specialize in specific subject areas such as sustainability (not every platform suits every idea/business model/branch of business).
- Funding: Funding opportunities for green entrepreneurs at transnational, national and regional levels
- ...

Of course, the main topics can be adapted according to the needs of the participants. The main aim of the lectures is to give the participants a good overview of the different aspects of financing for green entrepreneurs to enhance discussion after the lecture part. Within the thematic block, a large part of the lectures should also deal with crowdfunding as an alternative form of financing.

5 Possible contents on the topic of circular economy

The topic “circular economy” could include the following main topics and could stand under the motto “invest in your future“:

- The principles of circular economy and its advantages for young entrepreneurs
- Standards, certifications and labels for Circular Economy that are already established on the market
- Guiding materials for start-ups in green businesses: MOVECO-materials and the MOVECO toolbox, such as checklist, fact sheets, qualification programme
- Integrating the advantages of circular economy in the field of public relations - doing good and talk about it
- Circular economy and social media - professional use of social networks
- Circular success – learning from the most successful green entrepreneurs and be inspired
- Young generation of employees prefers to work for sustainable companies, which are committed to values and ethics, not just profit
- ...

6 Round Tables

As already mentioned, the group size of the round tables should be about five persons in order to ensure an active discussion among the participants. In the discussion group, there is a round table for each of the topics presented above, at which participants can discuss the respective subject matter under the guidance of an expert in the field. The aim of the presentations is to provide impulses for the subsequent round table discussions, so that participants can exchange as much experience as possible with the experts and among themselves.

The topics of the round tables are based on the previous presentations and are intended to complement and deepen these topics. Possible topics that could be discussed in the round tables are, for example:

- Crowdfunding and crowdfunding – Alternative methods of funding; which type of crowdfunding suits which company? How to choose the right platforms?
- Crowdfunding – Additional values, strategic benefits for start-ups besides the aspect of financing
- Social media for employer branding - use social media to find potential employees for your green business
- Circular economy - economic opportunities through sustainable entrepreneurship
- ...

Of course, the round tables can also deal with a selection of the main topics from the presentations.

7 Event – Realisation

A facilitator will lead the participants through the afternoon. After the second round table session, participants have time to establish new contacts and expand their network. Catering will be provided throughout the afternoon, especially during the afternoon break and after the event. The aim is to create a pleasant environment for the participants in order to facilitate good networks and good business.

8 Monitoring of success

We recommend dividing the feedback on the event into two parts:

The first part of the survey takes place at the end of the event (simple questionnaire). Thus the memories concerning the lectures and the organization are still fresh. We suggest to hand out the questionnaires at the end of the event and invite the participants to complete and return them on site. In addition to the planned feedback, a wall of ideas with room for wishes and suggestions can be set up in the exit area.

The second part of the feedback will be sent to the participants 2 weeks after the event. The subject of the second part of the feedback is finding out whether the event has led to success for the participants (e.g. new contacts, an investor, a new cooperation). The second part of the feedback can be carried out either via an online tool or with a simple questionnaire sent to the participants by e-mail, depending on whether the executing organization disposes of a feedback tool.

The questionnaires below serve as exemplary templates that have to be adapted according to the event (adaption of speakers, topics, etc.).

Feedback – Part 1

Valuation (10 = highest, 1 = lowest)	1	2	3	4	5	6	7
What is your overall impression of the event?	<input type="checkbox"/>						
How do you rate the organisation of the event?	<input type="checkbox"/>						
How content do you feel with the general conditions of the event, such as catering, location and facilitation?	<input type="checkbox"/>						

How do you rate the speakers' presentations?	1	2	3	4	5	6	7
Speaker 1; Topic: xxx	<input type="checkbox"/>						
Speaker 2; Topic: xxx	<input type="checkbox"/>						
Speaker 3; Topic: xxx	<input type="checkbox"/>						
Speaker 4; Topic: xxx	<input type="checkbox"/>						

I would like to suggest the following topics for the next event:

I particularly enjoyed the following aspects of the event:

That needs to be changed:

Feedback – Part 2

Success of the event	Yes	No
Could you awaken interest in your project/business model/product from an investor?	<input type="checkbox"/>	<input type="checkbox"/>

Output of the event	1	2	3	4	5	6	7
How do you estimate your personal benefit/knowledge gain through the Round Tables?	<input type="checkbox"/>						
How well have you benefited from the experiences of other participants?	<input type="checkbox"/>						
Were you able to gain new perspectives for your business idea/product/operation from the inputs of the experts?	<input type="checkbox"/>						
Have you been able to gain more insight into the world of circular economy through this event?	<input type="checkbox"/>						
Were you able to take advantage of networking opportunities to establish new contacts with potential investors or cooperation partners from other companies?	<input type="checkbox"/>						

The number of questions in the two feedback sections can be adapted to the respective event. In order to achieve a high response rate, however, we recommend not to increase the number of questions too far, in order to limit the time required for the survey participants.