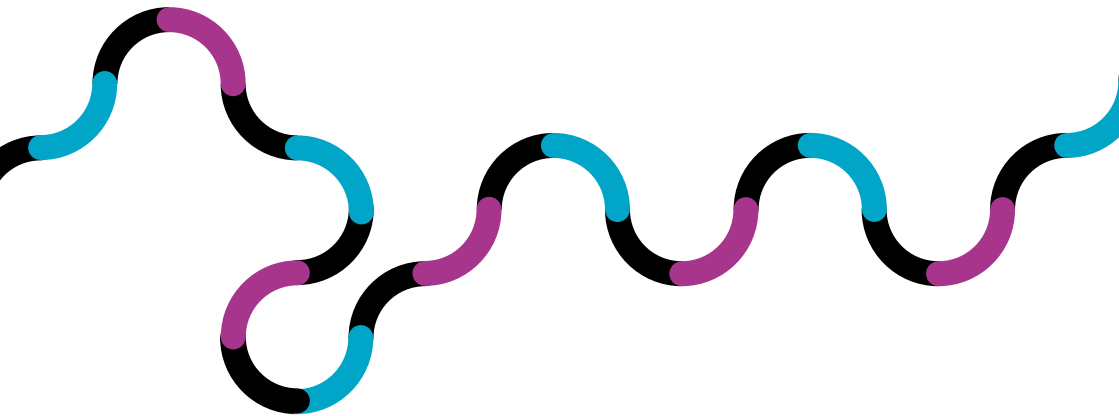




Unlocking Investment in the Urban Bioeconomy

The HOOP toolkit



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836.

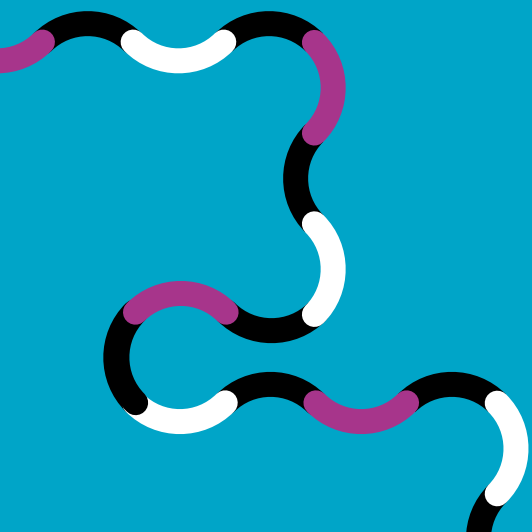


Circular
Cities & Regions
Initiative

Welcome to the HOOP toolkit

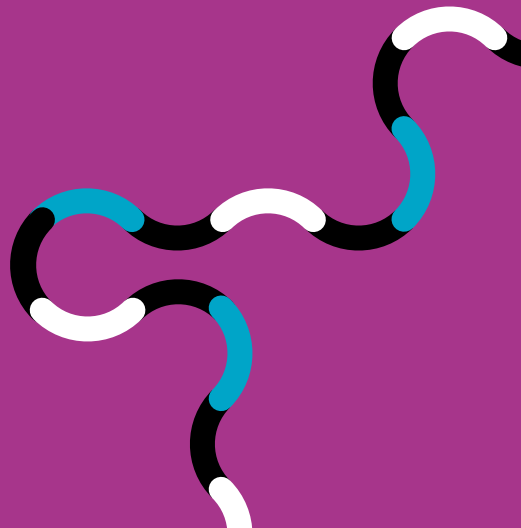
Between 2020 and 2025, the HOOP project has provided Project Development Assistance to 8 lighthouse cities and regions, supporting them in the development of large-scale urban circular bioeconomy initiatives that focus on making bio-based products from urban biowaste and wastewater. The novel methodology developed by HOOP partners succeeded in unlocking **over €110 million in investments**. During the process, partners have developed a suite of open-source tools, to support cities and regions to launch urban circular bioeconomy projects.

Discover them here in the HOOP Toolkit!



The HOOP tools

1. Urban Circular Bioeconomy Hub	4
2. Circularity Label	5
3. Circular Valuation Method.....	7
4. Project Maturity Level	9
5. Virtual Academy	10
6. Expert Support	11



1. Urban Circular Bioeconomy Hub

hoop-hub.eu



For

- Cities and regions
- Researchers
- Project developers
- Policy makers

Purpose

The HOOP Urban Circular Bioeconomy Hub is an online platform that hosts all the HOOP tools presented in this toolkit, as well as additional interesting resources and services.

Instructions

The HOOP Urban Circular Bioeconomy Hub can be accessed at hoop-hub.eu. While most tools are openly available, it is recommended to make an account in order to access all the features.

Use the menu bar in the website header to navigate the site. The 'Network' page presents the 100+ members of the HOOP Network of Cities and Regions. The page on 'Tools' compiles a range of tools developed by external projects and organisations to advance urban bioeconomy. The features on the 'Evaluate', 'Learn' and 'Request' page will be presented later in this toolkit. You can ask your questions and enter the discussion on the 'Forum' page.

Contact

SAV Sociedad Anónima Agricultores de la Vega de Valencia

✉ fample@sav.es

2. Circularity Label

hoop-hub.eu/circularity_label.html

hoop Network Evaluate Learn Tools Request News Events Forum Contact Circular Cities & Regions Initiative James Ling

Introduction Indicators How it works Outcome Map Assessment tool

Policy Society Resource Consumption Resource Management

Click on the boxes to answer the questions

How it works

1 - Is there a Circular Economy Action Plan and/or strategy published in your city/region?

2 - Are there relevant circular policies implemented on biowaste, waste water and the activities of its processing e.g., related to targets in the Circular Economy Action Plan?

3 - Are there circular indicators/requirements integrated in the public procurement processes e.g. material use, emissions indicators, total amount of waste produced etc.?

4 - Do any public-private partnerships exist that focus on (bio-)circularity projects? (This may include the waste management company itself if it is a public-private organisation)

5 - Does the city/region offer dedicated business angels for companies, start-ups/NGOs in the area of the circular (bio-)economy?

6 - Is there an annual planned budget for green and circular expenditure (e.g., sharing services, renewable energy production, urban greenery, waste reduction, energy efficiency, responsible tourism and commerce)?

7 - Are there taxes on incineration and waste prevention (e.g., for food waste, reduced collection frequency)

8 - Are there any incentives for green and circular expenditure (e.g., for food waste, reduced collection frequency)

Total Score: 37 / 100 CL-4

Missing indicators: 13

See outcome

Policy Management Society Consumption

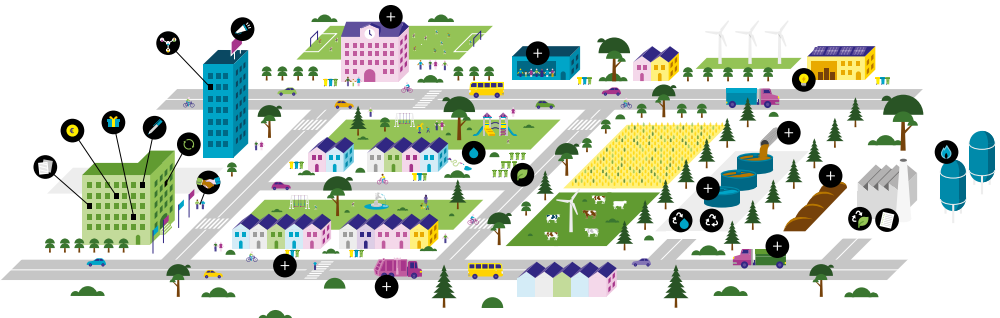
Score

For

- Cities and regions
- Waste managers

Purpose

The HOOP Circularity Label tool is an instrument to understand the current performance of a city/region regarding the implementation of bio-circular measures.



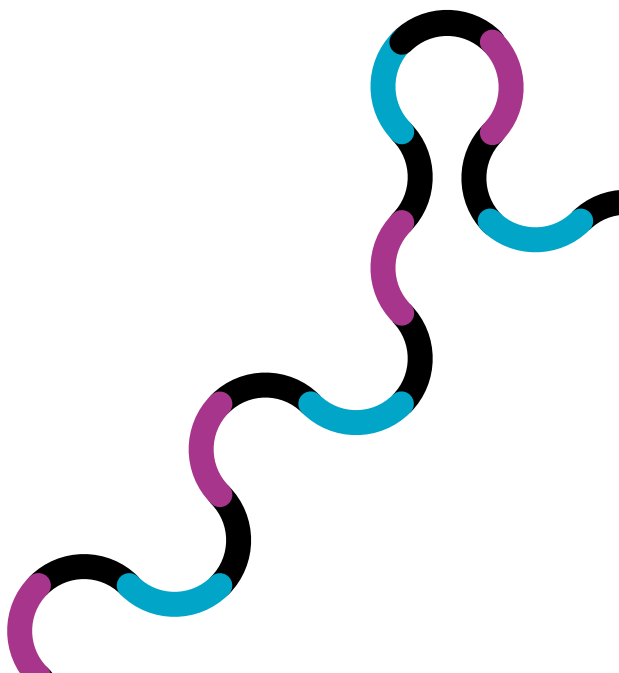
Instructions

To discover the level of circularity in a city or region, and to obtain the HOOP Circularity Label, an online questionnaire consisting of 27 questions must be completed. The questions relate to qualitative and quantitative indicators from four dimensions: policy, society, consumption & waste patterns, and resource management. The questionnaire should take around 1 hour to complete.

Based on the answers provided, a city's 'circularity level' is determined, on a scale of 1 to 9. The higher the level obtained, the better a city or region is performing. 5 is the European average, and cities at this level and above are awarded a HOOP Circularity Label.

Contact

Bax & Company ✉ hoop@baxcompany.com



3. Circular Valuation Method

hoop-hub.eu/circular_valuation.html

The screenshot shows the 'Circular Valuation Tool' interface. At the top, there is a navigation bar with links: Network, Evaluate, Learn, Tools, Request, News, Events, Forum, Contact. The user is logged in as James Ling. The main navigation includes Introduction, Indicators, How it works, and Circular Valuation Tool. The tool is currently in the 'Assessment tool' mode.

The interface is divided into four main sections: Circularity, Environment, Social, and Progress. Each section has a donut chart showing progress: Circularity (30%), Environment (33%), Social (55%), and Progress (67%).

On the left, there is a list of 25 indicators, with 20 checked and 5 missing. A QR code is overlaid on the bottom left. On the right, there is a 'Report' button and a form for project details, including Name of the project, Net Present Value (NPV), Cost of production, Customer Acquisition Cost (CAC), Total Cost of Ownership (TCO), Earnings before interest, taxes, depreciation, and amortization (EBITDA), Average material costs of the product per kg, and Revenue from collection, biowaste and urban wastewater sludge.

For

- Cities and regions
- Project developers

Purpose

The Circular Valuation Method is a clear and simple method for companies and public bodies to assess whether circular projects are financially attractive.



Questionnaire

A comprehensive list of key indicators on financial, circularity, environment, social and progress domains.



Results

Scores for each individual domain.



Boost investments

Due to the clear and simple method investors, both public and private, can efficiently select projects.

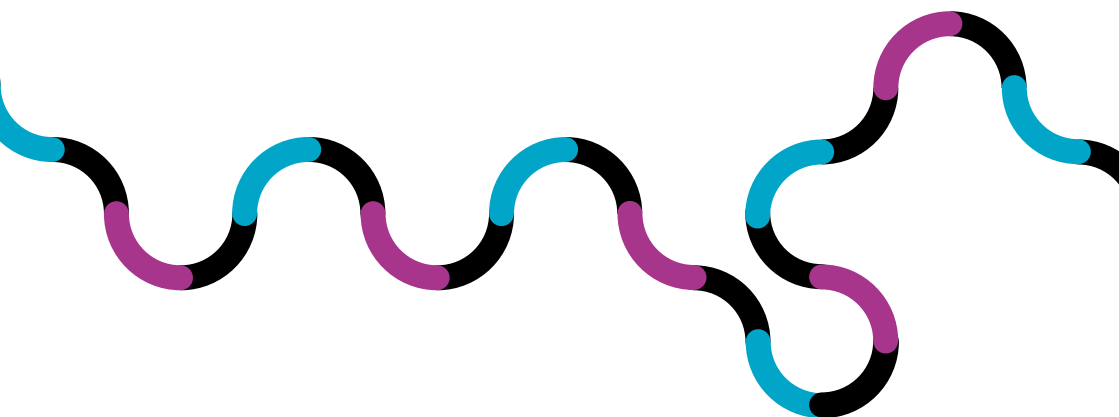
Instructions

Users are invited to complete 25 questions about their circular project. The questions are multiple choice or yes/no and cover five domains: financial, circularity, environment, social and progress. It is estimated to take 90 minutes to complete.

Upon completion, users will receive an overall score between 0-100%, with the higher the score the better the result. A separate score is also given for each domain, with the financial part comprising of a written report. The results can be downloaded as a pdf to show the circular value of the project and help boost investments.

Contact

Bax & Company ✉ hoop@baxcompany.com



4. Project Maturity Level

hoop-hub.eu/project_maturity_level.html

The screenshot shows the HOOP Project Maturity Level tool interface. The navigation bar includes 'hoop' logo and menu items: Network, Evaluate, Learn, Tools, Request, News, Events, Forum, Contact. A 'Circular Cities & Regions Initiative' logo and 'James Ling' name are also present. Below the navigation bar, there are tabs for PML 1 through PML 6. The main content area displays a list of 9 questions with checkboxes and a 'Missing indicators: 21' status. A 'PML Ranking' bar chart shows the current score of 4, with PML 6 at 100%, PML 5 at approximately 30%, PML 4 at approximately 55%, PML 3 at approximately 70%, PML 2 at approximately 50%, and PML 1 at approximately 20%. A QR code is overlaid on the bottom left of the screenshot.

For

- Project developers and promoters
- Investors

Purpose

The HOOP Project Maturity Level is a standard guidance and ranking tool to evaluate the maturity and bankability of urban circular bioeconomy projects.

Instructions

The Project Maturity Level tool is based on a 43-part online questionnaire. Using this information the tool ranks the maturity of the project on a scale of one to six – one being the least mature ('Potential project identified. Project or technology apparently suitable for intervention') and six being the most mature ('Investment offer or tendering requirements created. Ready to sign or launch the tender').

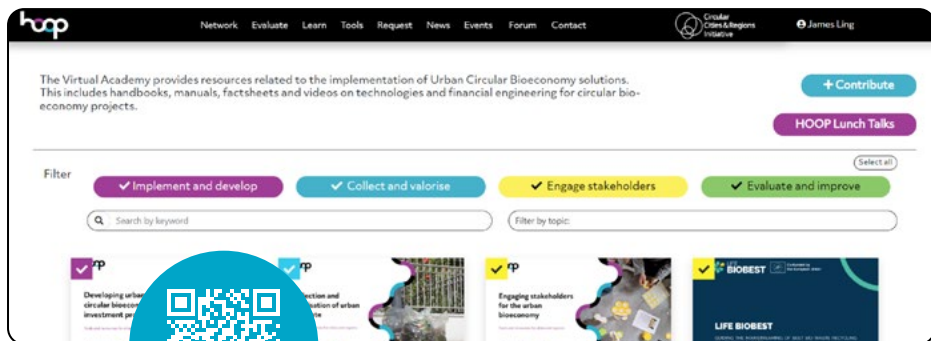
A report can be downloaded showing the results and overall Project Maturity Level. This can be used to identify ways to increase the bankability of low-ranking projects. Higher ranking projects can use the report to show their investment-readiness to potential funders or financiers.

Contact

RdA Climate Solutions ✉ rda@rda.pt

5. Virtual Academy

hoop-hub.eu/virtual_academy.html



For

- Cities and regions
- Researchers
- Project developers
- Policy makers

Purpose

The Virtual Academy provides information on the implementation of Urban Circular Bioeconomy solutions by compiling relevant resources such as handbooks, manuals, factsheets and videos.

Instructions

When visiting the Virtual Academy users have direct access to all resources on the main page. The entries are categorised into four themes, shown at the top of the page: implement and develop; collect and valorise; engage stakeholders; evaluate and improve. Users can see content related to one or more of these themes by clicking on the corresponding button(s). The first row features four handbooks, one for each of the themes, presenting some of the key tools and resources in that area.

All content on the Virtual Academy has been tagged with relevant keywords. Users can search for content on a specific topic by using the 'filter by topic' drop-down box, or by entering a term into the 'search by keyword' area. New content is continually being added, and users can propose content of their own via the 'Contribute' button in the top right of the page.

Contact

Greenovate! Europe

✉ info@greenovate-europe.eu

6. Expert Support

hoop-hub.eu/connect.html

For

- Cities & regions
- Investors
- Project developers

Purpose

To help further the urban bioeconomy stakeholders can request technical, financial or procurement support from HOOP experts.

Instructions

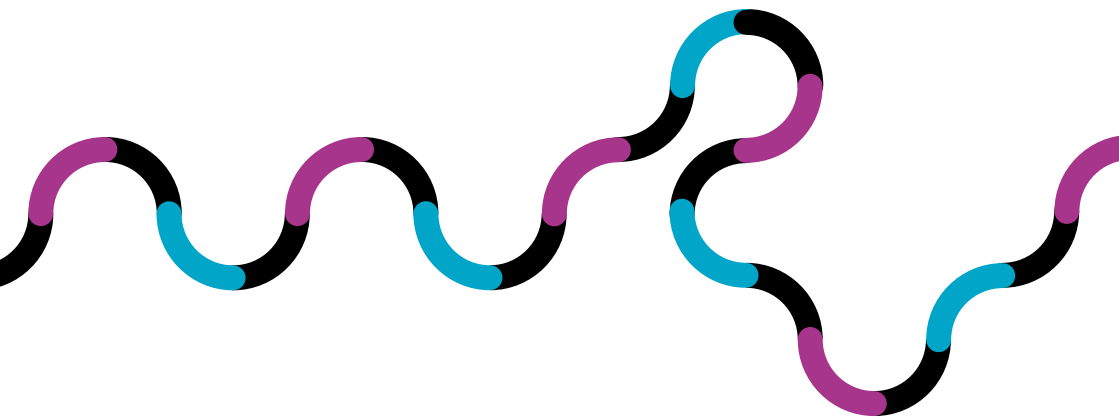
Via the 'Request' page on the Urban Circular Bioeconomy Hub, any user can apply for support from the HOOP experts. Three types of support are available:

- Technical support: intended for cities and regions looking for advice on a specific topic, such as a bioeconomy technology, collection systems, or stakeholder engagement practices. HOOP experts can also provide assistance related to technology scale-up, including proof of concept and validation testing.
- Financial support: for project developers and investors to get in contact in order to mobilise green financing and funding.
- Procurement processes support: for the preparation of public procurement processes and instruments for launching tendering processes.

Users are invited to answer some questions in order to better explain the support they are looking for, after which a HOOP partner will initiate contact.

Contact

CETENMA ✉ cetenma@cetenma.es



The HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836.



Circular
Cities & Regions
Initiative