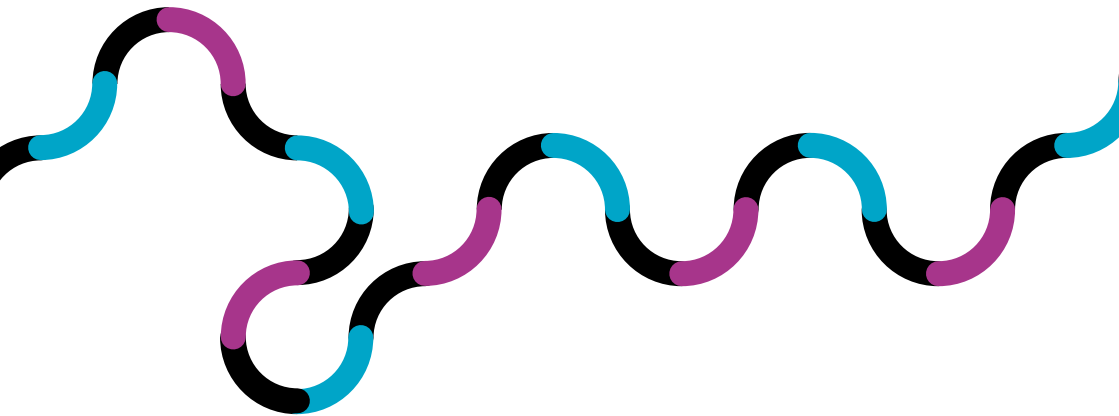




Unlocking Investment in the Urban Bioeconomy

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.

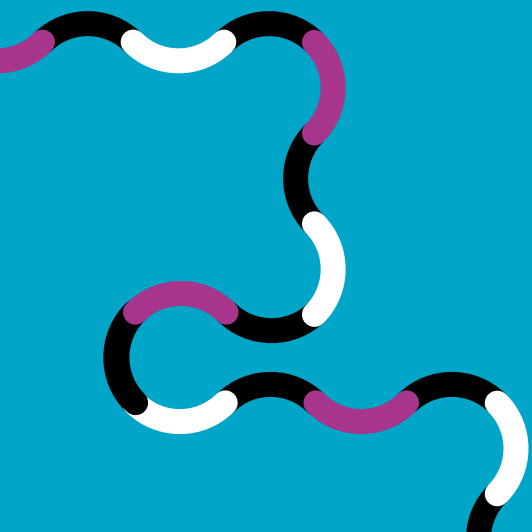


Circular
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Welcome to the HOOP toolkit

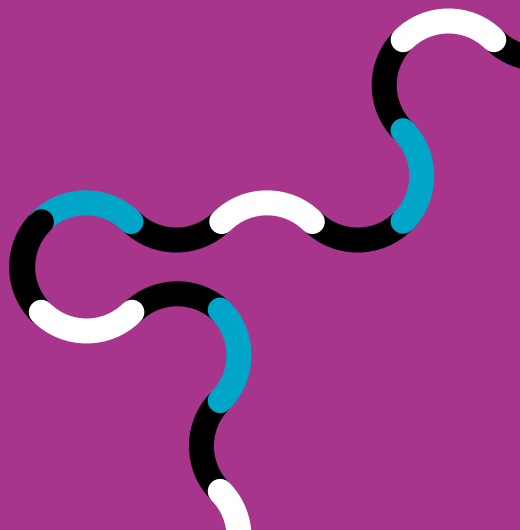
Between 2020 and 2025, the HOOP project has provided Project Development Assistance to 8 lighthouse cities and regions, supporting them in the development of large-scale urban circular bioeconomy initiatives that focus on making bio-based products from urban biowaste and wastewater. The novel methodology 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

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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.

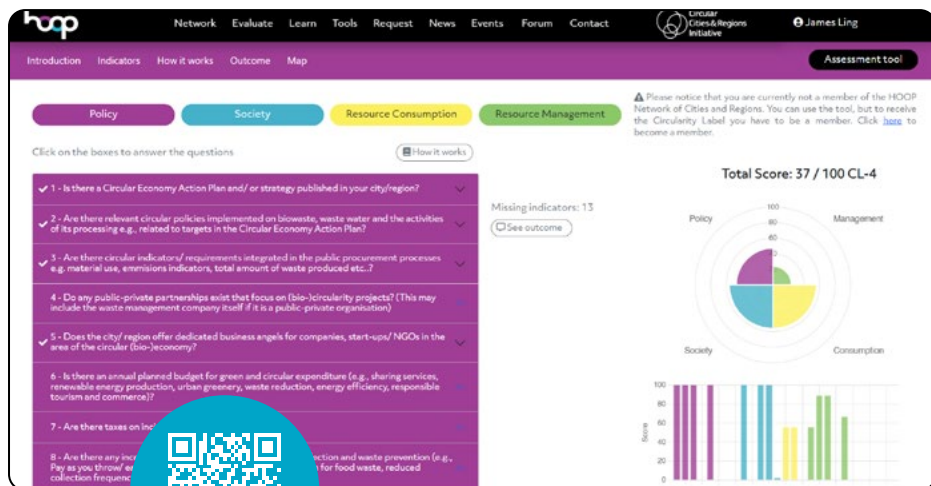
Contact

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2. Circularity Label

hoop-hub.eu/circularity_label.html

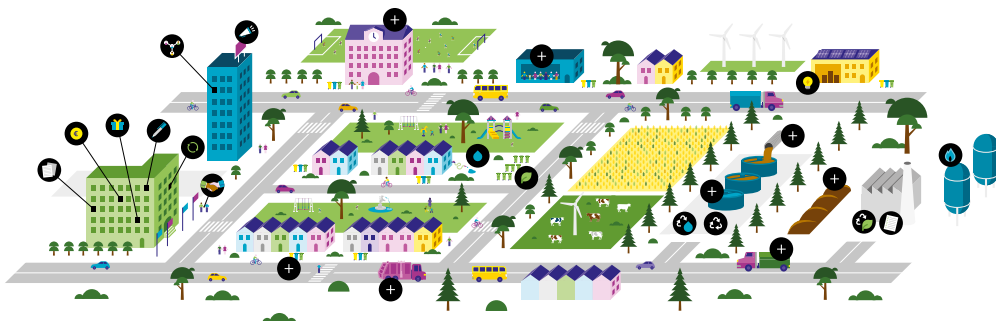


For

- 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.



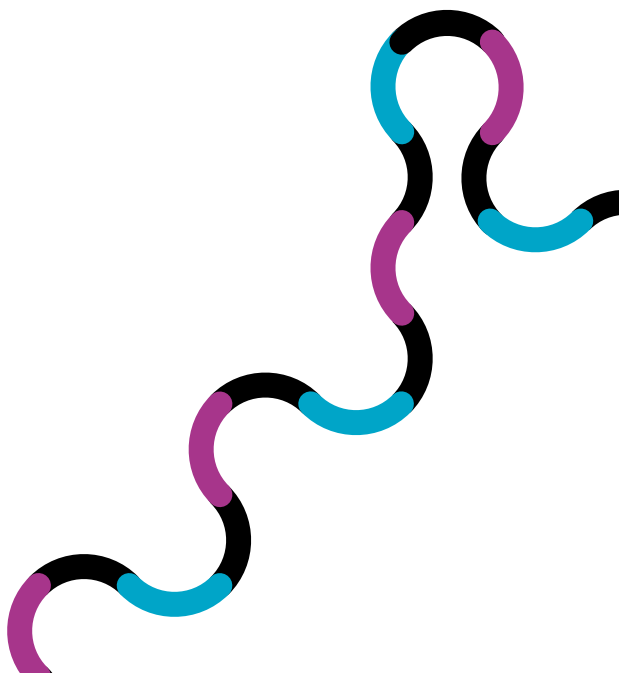
Instructions

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

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3. Circular Valuation Method

hoop-hub.eu/circular_valuation.html

hoop

Network Evaluate Learn Tools Request News Events Forum Contact

Circular Green & Regions Initiative

James Ling

Introduction Indicators How it works **Circular Valuation Tool** Assessment tool

Circularity **Environment** **Social** **Progress**

Click on the boxes to answer the questions Missing indicators: 6

- ✓ 20 - Linear biowaste reduction
- ✓ 21 - Energy Reduction
- ✓ 22 - Water use reduction
- 23 - Reduced CO2 equivalent
- ✓ 24 - Net balance of jobs
- ✓ 25 - Increased value

Is the project a more preferable option on the waste hierarchy pyramid, figure below, compared to previous?

☐ No ☒ Yes

Circularity 30%

Environment 33%

Social 55%

Progress 67%

Report

Name of the project

Net Present Value (NPV) €

Cost of production €/unit

Customer Acquisition Cost (CAC) €/person

Total Cost of Ownership (TCO) €/year

Earnings before interest, taxes, depreciation, and amortization (EBITDA) €/year

Average material costs of the product per kg €/Kg

Revenue from collection biowaste and urban wastewater sludge €/Kg



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.

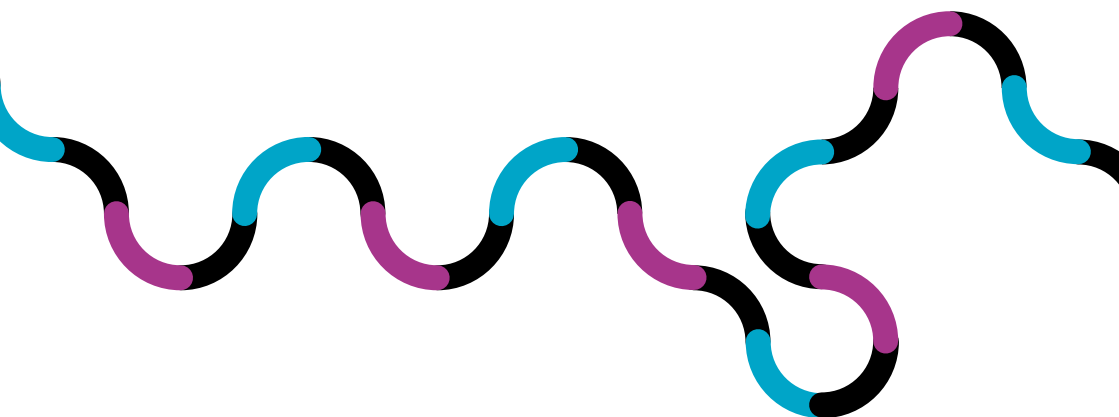
Instructions

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

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4. Project Maturity Level

hoop-hub.eu/project_maturity_level.html

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

Introduction How it works **Project Maturity Level Tool**

PML 1 PML 2 PML 3 PML 4 PML 5 PML 6

Click on the boxes to answer the questions Missing indicators: 21

1 - Has the project identified and analyzed the key constraints and opportunities? For instance, through SWOT analysis, PESTLE, Five Forces, among other techniques.

✓ 2 - Is the site of the project defined?

3 - Are the main goals of the project defined?

✓ 4 - Are the main users and target beneficiaries of the project identified?

5 - Is the political/institutional and/or private organisational ownership and structure stated, formulated and achieved (e.g., letter of commitment signed)?

6 - Are all stakeholders to be engaged identified and prioritised?

7 - Are the ideal human resources responsible to manage and develop the project identified?

8 - Is there a potential market for the project's products and services to be commercialised?

9 - Is the project, its activities, and its results compliant with criteria from existing regulations, permits, and other legal requirements?

Name of the project PML achieved: 4 Report

PML Ranking

PML Level	Percentage (%)
PML 6	100
PML 5	30
PML 4	55
PML 3	70
PML 2	50
PML 1	20

PML 1 Potential project identified. Project or technology apparently suitable for intervention.

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').

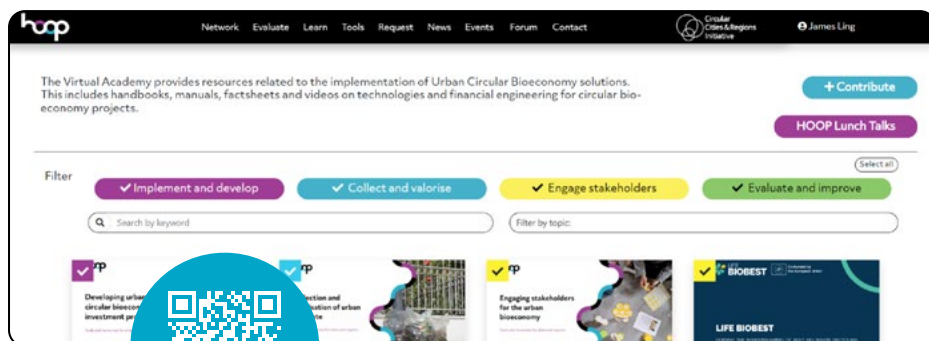
A report can be downloaded showing the results and overall Project Maturity Level. This can be used to identify ways to increase the bankability of low-ranking projects. Higher ranking projects can use the report to show their investment-readiness to potential funders or financiers.

Contact

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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.

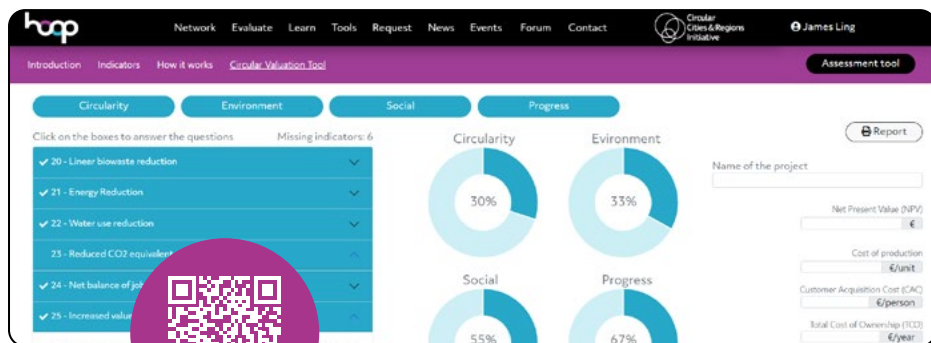
Contact

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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

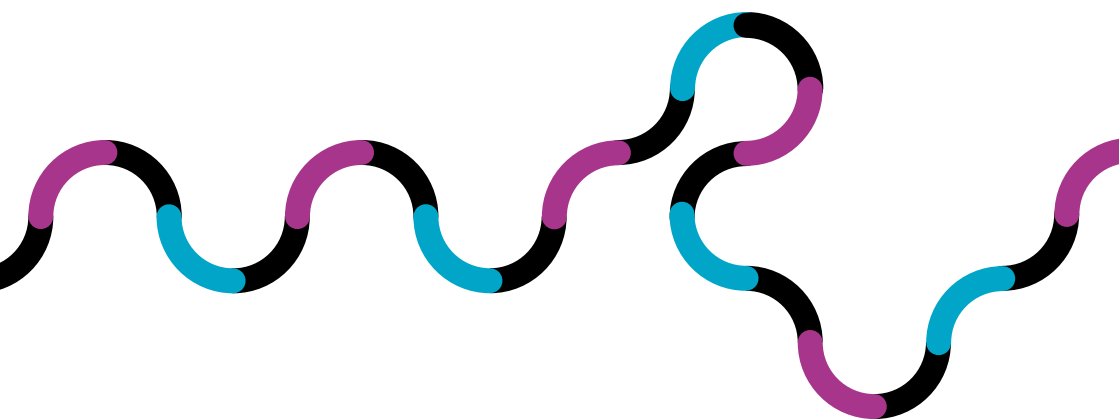
Via the 'Request' page on the Urban Circular Bioeconomy Hub, any user can apply for support from the HOOP experts. Three types of support are available:

- 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

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