

## CIWM launches new fund to support circular economy innovators

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A new fund has been launched by the [Chartered Institution of Wastes Management \(CIWM\)](#) to give circular economy innovators the opportunity to fast-track their ambitions and grow their business through fully funded brand communications, marketing and design support.

The Circular Economy Innovators Fund is the first of its kind and will see up to six businesses awarded tailored support to the value of £10,000 each to build on their marcomms strategy. Aimed at small and micro businesses based in the UK and Republic of Ireland, CIWM is looking for emerging circular economy innovators that have established their businesses and are looking to expand and broaden their offering.

The fund's unique approach will give small teams with big ideas access to crucial guidance and skillsets that can help their businesses grow. The winners will receive support from an award-winning communications agency, Barley Communications, whose experienced brand designers, media relations specialists and social media experts will work alongside them to understand their needs and develop a tailored brand communications plan and corresponding content for them.

CIWM's President Dan Cooke said: "CIWM's purpose is to move the world beyond waste and accelerating the transition to a more circular economy is vital to achieving this. The Circular Economy Innovators Fund is the first challenger fund to offer circular economy businesses access to specialist marketing and communications support and expert advice to fast-track their business growth.

There are many small and micro companies in the sector that have incredible forward-thinking products and services which clearly contribute to greater resource efficiency and a more circular economy. But they might welcome help with accessing the skills required to better tell their stories and accelerate their

business to the next level. Through partnering with a communications agency that has strategic experts in a wide range of areas, winners can choose which channels of communication they feel they will most benefit from.”

The Circular Economy Innovators Fund is open to small and micro businesses that have a focus on contributing to a circular economy. This can include businesses promoting initiatives that involve sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products for as long as possible.

Applications are open from today until Monday 22nd April. Successful applicants will be selected by early summer and winning projects will be featured across CIWM’s award-winning content channels later in the year.

For more details on the fund and how to apply, visit: [www.surveymonkey.com/r/cefund](https://www.surveymonkey.com/r/cefund).