

CIWM announces winners of Circular Economy Innovators Funding

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CIWM (the Chartered Institution of Wastes Management) has today (29 August) announced the six companies selected to receive funding from its Circular Economy Innovators Fund, established to help accelerate the growth of high potential small and micro businesses in the field.

The six companies, each of which will receive tailored marketing, communications and brand development support to the value of £10,000, are Loom, which is developing software to support the upcycling and redesign of clothing; Maconda Solutions, an enabler for the circular built environment; MarinaTex, a versatile material made from marine waste that is being developed as an alternative to single-use plastic; The Little Loop, a circular marketplace for new and pre-loved children's clothing; Velorim, which collects and recycles bicycle tyres, inner tubes, and Li-ion batteries; and WEEE Scotland, which is helping to address the challenges of redundant electrical equipment through repair, refurbishment, and remanufacture.

The six winners were selected from over 100 applications, all of which were assessed by a cross-divisional CIWM panel.

Commenting on the selection of its Circular Economy Innovators, Richard Hudson, CIWM Technical Manager, said: "Small and micro businesses, like those selected for support through the CIWM Circular Economy Innovators Fund, are the foundation on which the circular economy will be built. Their innovation and enthusiasm are matched by their potential to make a meaningful change in the way we manage and protect our finite resources. We are confident that the provision of brand, marketing and communications expertise will help these innovators to better tell their stories, continue to raise their profile, and leverage the potential to scale up their operations."

The CIWM Circular Economy Innovators will receive support from Barley Communications, whose experienced brand designers, media relations specialists and social media experts will develop a tailored brand communications plan and corresponding assets and content for them.

Sam Williams, co-CEO of Barley Communications, said: “The circular economy innovators selected by CIWM for support are a true inspiration to work with. It’s been a fascinating immersion process to understand the ambitions of each organisation and to home in on how communications can best support the delivery of their objectives. As a social purpose agency, we’re always looking to focus our efforts where we can create the most positive impact, and we’re excited to raise awareness of the brilliant work of these organisations and drive action to help them grow.”