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Funding & Financing I-US projects: On-the-Ground Experiences

Jordan Gerrard

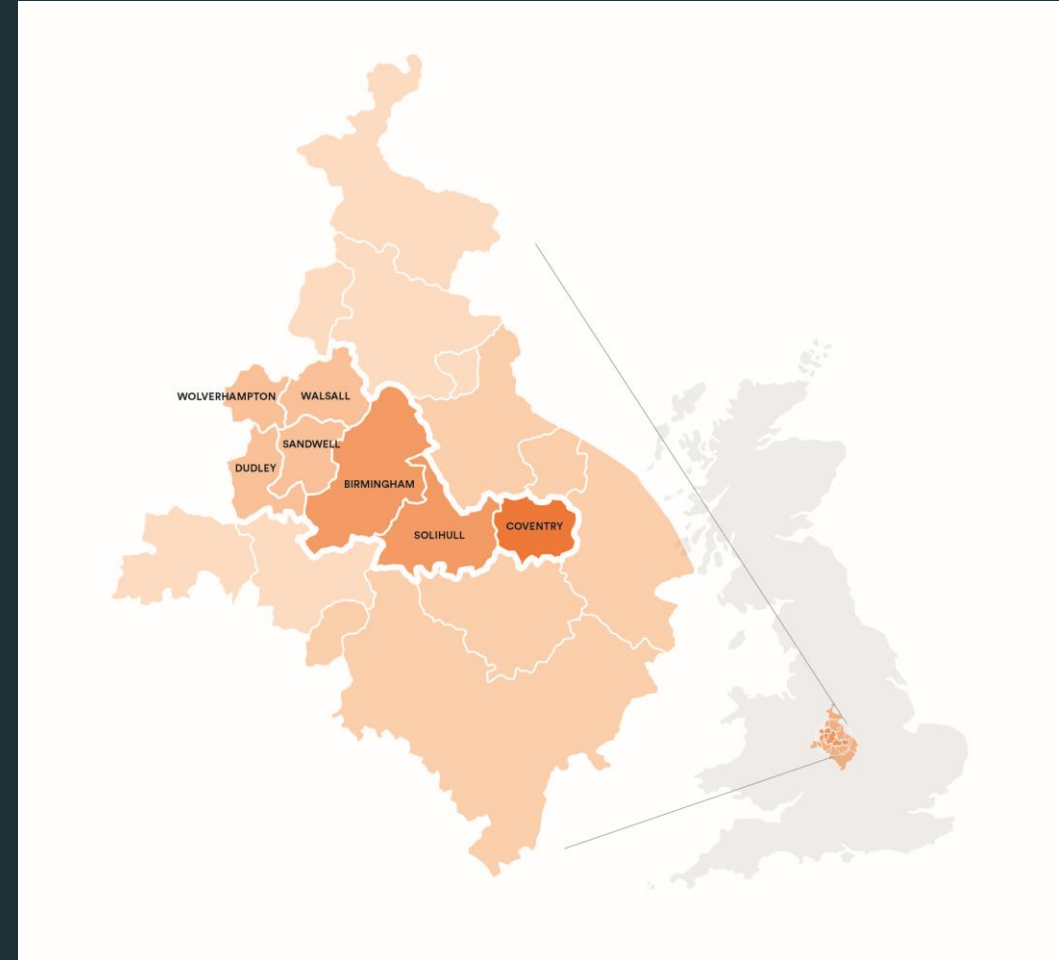
West Midlands Combined Authority, UK

June 26th 2024

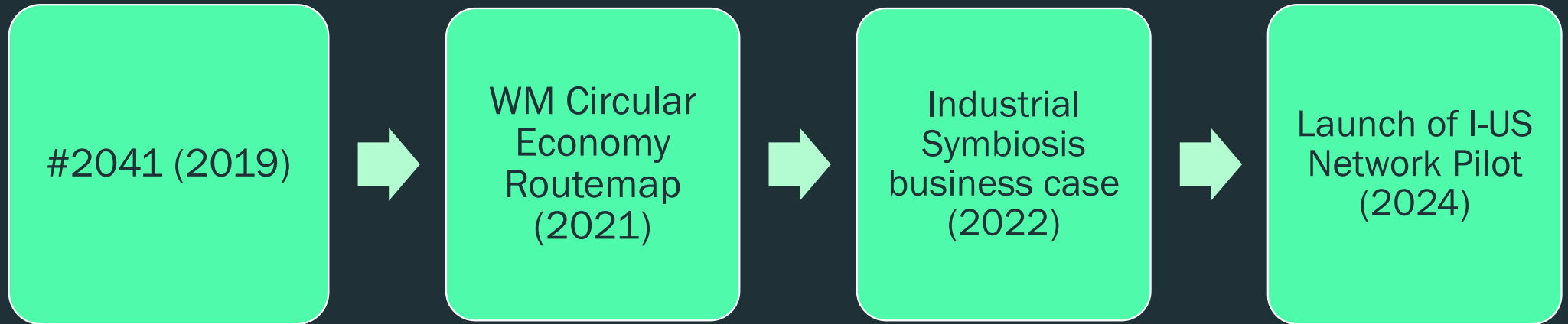
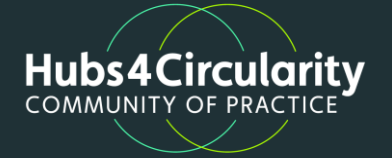
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The West Midlands Combined Authority

- ❑ The WMCA is a strategic partnership of the public sector bodies in the West Midlands.
- ❑ The West Midlands Resource Reuse Network (WMRRN) aims to demonstrate the potential of I-US in the West Midlands and practically encourage the circular economy.
- ❑ WMRRN is initially a 12-month project, which launched in April 2024.



Process



Funding & Financing



- Our vision was for a facilitated programme across the region – funding sought to appoint a facilitator
- Public and private sector funding explored – public sector funding prioritised
- Initial scepticism of concept that needed to be overcome – taking funders on a journey
- Need for realism in scope and ambition when approaching funders

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Thank you!

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www.h4c-community.eu

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