## TRANSITION TO A CIRCULAR ECONOMY: FINANCING INSTRUMENTS

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**Abstract:** The study of the experiences of developed countries in promoting and applying the principles of the circular economy allowed highlighting specific characteristics for each of them, related to the transition to this model of economy, the main directions of implementation depended on various risks and benefits. Separate interest is given to the financing of circular economy projects. Financial support for the transition to a circular economy including any instruments through which investments are directed exclusively to finance companies or projects in the field of the circular economy. The paper analyze various financial support tools in terms of advantages and disadvantages for circular business projects such as: equity, banking resources, appeals to funds and investors, venture capital, private equity and crowdfunding.

**Keywords**: circular economy, financial instruments, financing, circular business projects