Communications Guidelines for WCEF2025 Accelerator Sessions

How to use the WCEF logo? How to formulate a catchy title and description? What to mention on your event website? What to ask in your registration form?

As all accelerator sessions on 15–16 May 2025 are branded as part of WCEF2025, they should all wear the brand identity with pride. To do this, **please read and follow the instructions below carefully** when designing your event webpage and registration form. For texts, we use the same guidelines to refine your session title and description, if necessary.

Guidelines for designing your session title and description (for WCEF2025.com and your event website)

1. A good title is catchy, but not too tricky, and it doesn't try to tell everything. Aim for 5 words.

2. A good description **attracts the reader** to learn more. Show people **what to expect** from your session. What will they look differently at after your session? Mention elements that really stand out from the crowd. The description should be **no longer than 3 sentences** and **readable as a paragraph**, so don't use listings.

   Remember that on the WCEF website, it's all about the circular economy, so you don't need to mention that everywhere.

   A more detailed description of the event programme and speakers should be available on your own website. Please also mention, by when the programme on your event pages will be updated with speaker names. Please see also #6 (registration form).

3. The wcef2025.com website will include **contact details** of the person responsible for answering any questions the participants might have on the session content and registration. **Include: Name, organisation and email address.**

4. The wcef2025.com website uses **filters** to help people find relevant programme content. Just like the main programme, also accelerator sessions will be sortable by **session type, content and regional focus**. This leaves a bit more space for creativity in the session wording.

5. As part of the WCEF, **all session titles and descriptions need to work well together**. You're not alone: the WCEF2025 comms team will **review your proposals** and may make edits to unify the programme as a whole. We want all the sessions to glow as brightly and help the audience find relevant content.

   We will inform all accelerator session hosts **of the final session title/description** (that may have been modified by us) before uploading them on wcef2025.com. Please make sure to **adjust your event's title on your own website**, in case it has been altered by us. If needed, provide us with a new event page link if your website system changes it automatically.

6. **Add the registration form link on your event website** or implement the form as part of it (in case your website structure allows that). In case you need to restrict the number of participants (mostly for in-person events), please mention the limit.

   Update your event page, when your event is fully booked and remember to also **inform us**. If we have the time, we may add a notification of this on your session page (depending on our workload).

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for WCEF2025 Accelerator Sessions**

Requirements for your event page and registration form layout and content

1. All WCEF2025 accelerator sessions need to be identifiable as part of the forum also on your website. Please **add "WCEF2025 accelerator session" to your event header** (start/end). Example:

   > "WCEF2025 accelerator session: Regenerating nature with the circular economy" / "Regenerating nature with the circular economy – a WCEF2025 accelerator session".

2. **Add the following sentence with a link to the WCEF2025 website** to the event description on your website (choose the best suitable word for your event):

   > "This event/webinar is an accelerator session at the World Circular Economy Forum 2025 (wcef2025.com). On social media, you can follow the event with #WCEF2025."

   Using the sentence above is a mandatory minimum. However, in case you want to use a longer text and give more context, you can use one of these:

   > "This event/webinar is an accelerator session at the World Circular Economy Forum 2025 (WCEF2025.com). WCEF2025 is guided by the latest scientific evidence on the most impactful circular solutions – with a tropical twist. Designed to facilitate targeted discussions that drive the implementation on the ground, the forum is free of charge, open to all online."

   > "This event/webinar is an accelerator session at the World Circular Economy Forum 2025 (WCEF2025.com). WCEF2025 will gather forward-looking thinkers and doers and present the game-changers in the circular economy. The forum will be held from 13 to 16 May in São Paolo, Brazil. WCEF2025 is organised jointly by the Finnish Innovation Fund Sitra, FIESP (Federation of Industries of the State of São Paulo), CNI (Brazilian National Industry Confederation) and SENAI-SP (Brazilian National Industrial Learning Service), in close collaboration with international partner organisations. Free of charge, open to all online."

3. If you use an image on your event website and in social media, please **use one of the following** (see also *s for more):

   1. **WCEF2025 accelerator session stamp***

   2. **WCEF2025 logo**** (4 versions available, see next page)

   3. **Dedicated accelerator session image**** (see examples on next page)
      You can make your own image with WCEF elements by using our PowerPoint template: just add your event title (the one we confirm), add title and text and save as jpg or png. Please note: don't change the fonts! Feel free to also use the image made through this template for social media posts, in newsletters and on websites.

   All materials can be downloaded here.

   For examples on the images and additional advice on their use, see next page.

Here is what the **WCEF2025 Accelerator Session stamp** looks like:

Here is what the **WCEF2025 logo versions** look like (note: black background for contrast only):

original with text
(preferred)

inverse with text

original no text

inverse no text

Please use the image in a **large enough size so the text inside the WCEF2025 logo is legible also on mobile devices.

Please make sure to use an **accessible image on your event page (size/colour). In case you use an image with a dark background, please select the logo with white letters.

In case you choose to use the WCEF2025 logo only, please **add the logo in a large enough size so the text inside the logo is legible also on mobile devices**.** In case the space for the logo is smaller, use a version without the forum name in the middle.

Here are examples from the **ppt template**. There's a variety of backdrop image options to choose from in two different formats:

1920 x 1080 px

1080 x 1080 px

Guidelines for your registration form

To make it easy for the participants to join your session, we encourage you to use a registration form that is **as simple as possible** and does not require separate signing up by the attendant.

To be able to build reliable statistics of the whole WCEF2025 event, please **include at least the following details in your registration form**:

- **name** (first and last name)
- **organisation**
- **email address**
- **age** (under 18 / 18-24 / 25-34 / 35-44 / 45-54 / 55-65 / over 65 / prefer not to say [or similar])
- **gender** (female / male / prefer not to say [or similar] / other)
- **country**.

In case you also want to ask for the **organisation type or sector**, please use the same alternatives as in the WCEF2025 registration form:

    i.   academic or research institute
    ii.   association or NGO
    iii.   business
    iv.   investor or finance
    v.   media
    vi.   public sector
    vii.   think tank
    viii.   other.

Guidelines for social media

Please use the event hashtag #WCEF2025 on all posts on social media. You can access the social media kits provided for all WCEF collaborators in the [Collaborator Comms](#) folder.
There you will also find all partners' social media handles and ideas for posts about the forum.