

WCEF2025 Social Media Kit 2



This social media kit includes example posts about the programme launch, partners and the call for expo hosts. We also have a couple of post ideas in Portuguese, even though WCEF will mainly be posting in English. **Please read the instructions carefully** and make sure you drop in to write your comments when we go live with these posts!

Feel free to use these example posts and **edit them as you see fit for your own social media channels**. WCEF uses **LinkedIn and X accounts**, so please follow us there and tag us to your relevant posts. We encourage you also to **like, repost** and/or **quote** our posts. Help us spread the word – let’s make #WCEF2025 go viral!

Hashtags

Please **always use #WCEF2025** when you post on social media. This will ensure your efforts get noticed – and show on the event’s social media outreach numbers.

Other relevant hashtags to use:

#CircularEconomy #climate #economy #nature #biodiversity #SDGs

Images

Please tag Sitra when you use these images. You can use the images freely on social media channels, but if you want to use them on your website, please ask for Sitra’s permission in advance (unless otherwise instructed separately). **Download images here** (folder: **social media shareables**, select one or all images and right-click for downloading). We will upload more images to this folder on the way to the event.

Partners’ handles

Please tag us and all relevant partners to images you use in posts (or in the posts). You can tag up to 10 handles in an image.

on X (Twitter)

Please **tag all these** (co-hosts):

@WCEF2025 @SitraFund @Fiesp @SenaiSaoPaulo @CNI_br @APEXBrasil

+ add other relevant partners’ handles (pick those most relevant for you):

@AfriCANCircular
@circleeconomy
@circulareconomy
@Embrapa
@EU_Commission
@FAO
@FinGovernment
@the_IDB
@BIDInvest

@ulkoministerio
@undp
@UNDPClimate
@unep
@unepirp
@unido
@wiegoglobal
@wbcsd
@wef



LinkedIn

Please tag **all these**: [@World Circular Economy Forum WCEF](#) [@Sitra Fund](#) [@Fiesp](#)
[@Senai São Paulo](#) [@CNI - Confederação Nacional da Indústria](#) [@ApexBrasil](#)

+ add other relevant partners' handles (pick those most relevant for you).

TIP! Click on the first, second or third word of the tag in your post to activate the tag properly:

[@African Circular Economy Network \(ACEN\)](#)
[@Agência Brasileira de Desenvolvimento Industrial - ABDI](#)
[@Circle Economy Foundation](#)
[@Ellen MacArthur Foundation](#)
[@Embrapa](#)
[@European Commission](#)
[@European Investment Bank \(EIB\)](#)
[@Ibá – Indústria Brasileira de Árvores](#)
[@Inter-American Development Bank](#)
[@IDB Invest](#)
[@International Resource Panel \(IRP\)](#)
[@MDIC](#)
[@Ministry for Foreign Affairs of Finland](#)
[@ONUDI Cono Sur](#)
[@UNDP](#)
[@UNDP Climate](#)
[@UN Environment Programme](#)
[@UNIDO](#)
[@Wiego](#)
[@wbcsd](#)
[@World Economic Forum](#)



Post suggestions

Programme launch

image:

[WCEF_Programmelaunch_Sitra_BrunoViana.jpeg](#)



LinkedIn (EN)

🥁 Drum rolls, please: the WCEF2025 programme for the main event days has been published! 🙌

This year's programme offers plenaries and parallel sessions focusing on key aspects of the global transition: people, nature, materials and business.

To really get to the bottom of things, the forum will chew on these topics from different perspectives. Each session has a different angle and together they shine a light on the next steps needed to have the whole world go circular. There's something for everyone, no matter what interests you.

Read more on our website! 🖱️

<https://www.wcef2025.com/programme>

#CircularEconomy #WCEF2025

LinkedIn (PT)

Rufem os tambores! O programa do WCEF2025 para os dias principais do evento foi publicado! 🙌

O programa deste ano traz plenárias e sessões paralelas focadas em aspectos-chave da transição global: pessoas, natureza, materiais e negócios.

E para entender todas as questões a fundo, o fórum vai explorar esses tópicos sob diferentes perspectivas. Cada sessão traz um ângulo diferente e, juntas, elas jogam luz em quais os próximos passos necessários para o mundo inteiro se tornar circular. Tem assunto para todo mundo, incluindo os da sua área de interesse.

Leia mais no nosso site! 🖱️

<https://wcef2025.com/programa/>

#EconomiaCircular #WCEF2025

X / Twitter

Drum rolls, please: the WCEF2025 programme for the main event days has been published! 🙌

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Read more 🖱️

<https://www.wcef2025.com/programme>

#CircularEconomy #WCEF2025



Call for Expo hosts



image: WCEF_expohostscall_Sitra_BrunoViana.jpeg

LinkedIn (EN)

Ahoy, all circular economy pioneers! Do you have a circular solution you wish to present to a global audience? We welcome companies and organisations of all sizes to apply for an expo stand at the World Circular Economy Forum 2025 in Brazil.

We value diverse perspectives on the circular economy and hope to attract applicants who can inspire the world towards a resource-smart future.

Learn more on our website and submit your application by 15 February 2025. We look forward to seeing you at WCEF2025!

Read more [↓](#)

<https://www.wcef2025.com/expo>

#CircularEconomy #WCEF2025

LinkedIn (PT)

Alou, todos os pioneiros da economia circular!

Você tem uma solução circular que gostaria de apresentar para o mundo? Convidamos empresas e organizações de todos os tamanhos a se inscreverem para um stand de exposição no Fórum Mundial de Economia Circular – WCEF2025, no Brasil.

O que valorizamos são perspectivas diversas sobre a economia circular e esperamos atrair candidatos que possam inspirar o mundo em direção a um futuro mais inteligente no uso de recursos.

Saiba mais em nosso site e envie sua inscrição até 15 de fevereiro de 2025. Estamos ansiosos para vê-lo no WCEF2025!

Leia mais [↓](#)

<https://wcef2025.com/area-de-expositores/>

#EconomiaCircular #WCEF2025

X / Twitter

Ahoy, all circular economy pioneers! Want to present YOUR circular solution to a global audience? We invite companies and organisations of all sizes to apply for an expo stand at the World Circular Economy Forum #WCEF2025 in Brazil.

Read more & apply [↓](#)

<https://www.wcef2025.com/expo>



Partners (on Friday 31 Jan)



image: WCEF_POST-PARTNERS_Sitra_BrunoViana.jpg
 → NOTE: pick the image with English or Portuguese texts

LinkedIn (EN)

Teamwork makes the dream work! 💖 The [World Circular Economy Forum](#) is a collaboration of partners across sectors including business, finance, public policy, research, innovation and education. Each organisation has its own important perspective on the circular economy, and working together on building the forum enables us all to turn our shared vision into action. 🤝

Get to know our partners contributing to WCEF2025 and join us on 13–16 May!

👉 <https://wcef2025.com/about/partners/>

#collaboration #WCEF2025 #CircularEconomy

Tag all partners

LinkedIn (PT)

Quando cada um faz uma parte, todas as partes juntas fazem o todo. 💖 O Fórum Mundial de Economia Circular é uma colaboração entre parceiros de diferentes setores, incluindo negócios, finanças, políticas públicas, pesquisa, inovação e educação. Cada organização tem uma perspectiva diferente e importante sobre a economia circular. Trabalhar junto na construção deste fórum é compartilhar visões diversas para transformar em ação de verdade. 🤝

Conheça nossos parceiros que contribuem para o WCEF2025 e junte-se a nós de 13 a 16 de maio!

👉 <https://wcef2025.com/sobre/parceiros/>

#colaboração #WCEF2025 #EconomiaCircular #TrabalhoEmEquipe

Tag: todos os parceiros

X / Twitter

Teamwork makes the dream work! 💖 #WCEF2025 is a #collaboration of partners across sectors including business, finance, public policy, research, innovation and education.

Thank you to all our partners, we look forward to working with you!

👉 <https://wcef2025.com/about/partners/>