

WCEF2025 COLLABORATION MEETING

6 November 2024



Psst... this is **CONFIDENTIAL**



Agenda

1. WCEF2025 (Tuula)
2. Programme (Natacha)
3. Communications (Tuula & Chris)
4. Accelerator sessions (Iida)
5. Questions
6. Next steps (Tuula)

Appendix: Venue



WCEF2025 BASICS



The WCEF concept

- The World Circular Economy Forum presents the world's **best circular economy solutions** and gathers the most recognised experts and decision makers in the field. The aim is to accelerate the global **transition towards a circular economy** to achieve the UN Sustainable Development Goals.
- The annual WCEF contains **co-designed programme** with discussions, networking, side events and business excursions. The focus is on plenaries and parallel sessions that cover different circular economy topics and bring business and the environment together, as well as encouraging networking between the participants.
- **Accelerator sessions** led by WCEF collaborators extend the main forum's themes into the ongoing work of collaborator organisations on a global scale.

WCEF2025 basics



- Where** Ibirapuera Park, São Paulo, Brazil
- When** from 13 to 14 May 2025 + Accelerator sessions by partners on 15 and 16 May
- Who** 1,000 invitation-only participants in São Paulo + unlimited online participation

Hosted jointly by

- FIESP** (Federation of the Industries of the state of São Paulo)
- Apex-Brasil** (Brazilian Trade and Investment Promotion Agency)
- CNI** (Brazilian National Confederation of Industry)
- Sitra** (Finnish Innovation Fund), the initiator of the forum.

Supported by

- Ministry of Development, Industry, Trade and Services of Brazil
- Government of Finland
- + international partners & collaborators



WCEF2025 PROGRAMME

...and a sneak peek to
the topics and tracks!

WCEF2025 theme



Tropical solutions for sustainable growth

WCEF2025 – Tropical solutions for sustainable growth



- 1. Demonstrates that the circular economy is the only viable economic model** by highlighting its opportunities for economies, societies, the green energy transition, and the environment – given its adoption is inclusive.
- 2. Strengthens partnerships** and cross-continental matchmaking to ignite fresh ideas, to help tapping into new markets and to bring synergies and competitiveness.
- 3. Builds the circular economy capacities of LAC countries** by showcasing latest initiatives in the region and promoting their broader uptake.
- 4. Showcases the essential role of the circular economy in achieving climate and biodiversity goals** by connecting innovative approaches and best practices highlighted at WCEF2025 to pivotal international negotiations (COPs).



Programme logic

Plenaries (4) explore cross-cutting high-level issues

Parallel sessions (12) address meaningful solutions with a practice orientation.

Four tracks:

Plenaries (4 sessions on days 1 & 2)

Nature (4 sessions on days 1 & 2)

Materials (2 sessions on day 1)

Business (4 sessions on days 1 & 2)

People (2 sessions on day 2)

Expo presents circular solutions from around the world

Accelerator sessions by collaborators take place on days 3 and 4 (15–16 May)

Studios are local events that deliver a part or the whole forum programme, hosted by anyone

Side events can take place throughout the year, excluding overlaps with the forum programme (13–16 May)



WCEF2025 COMMUNICATIONS

Stakeholders

HOSTS

CNI
FIESP/SENAI
Apex-Brasil
Sitra

SCIENCE PARTNER

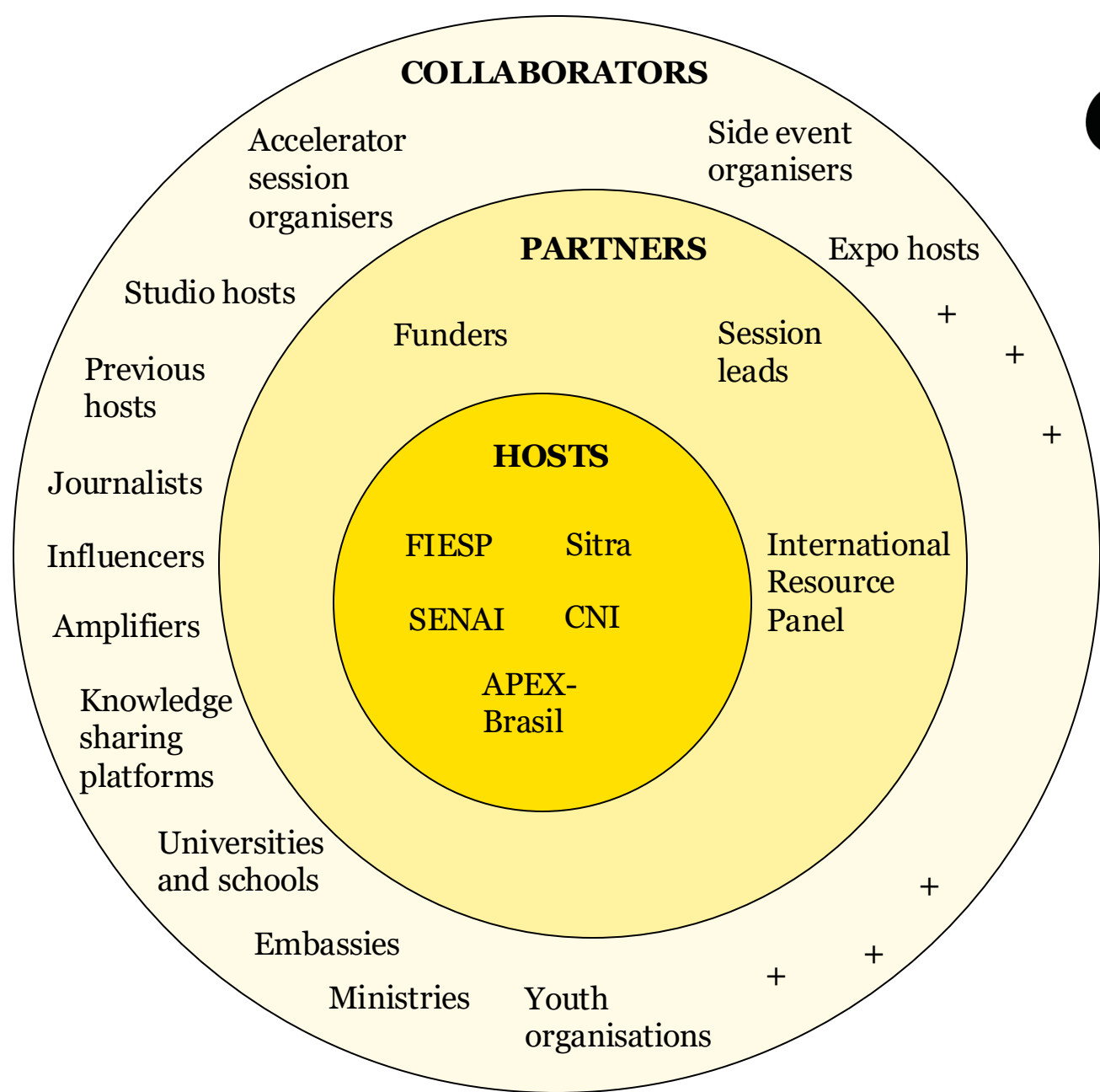
International Resource Panel

PARTNERS

Funders
Session leads

COLLABORATORS

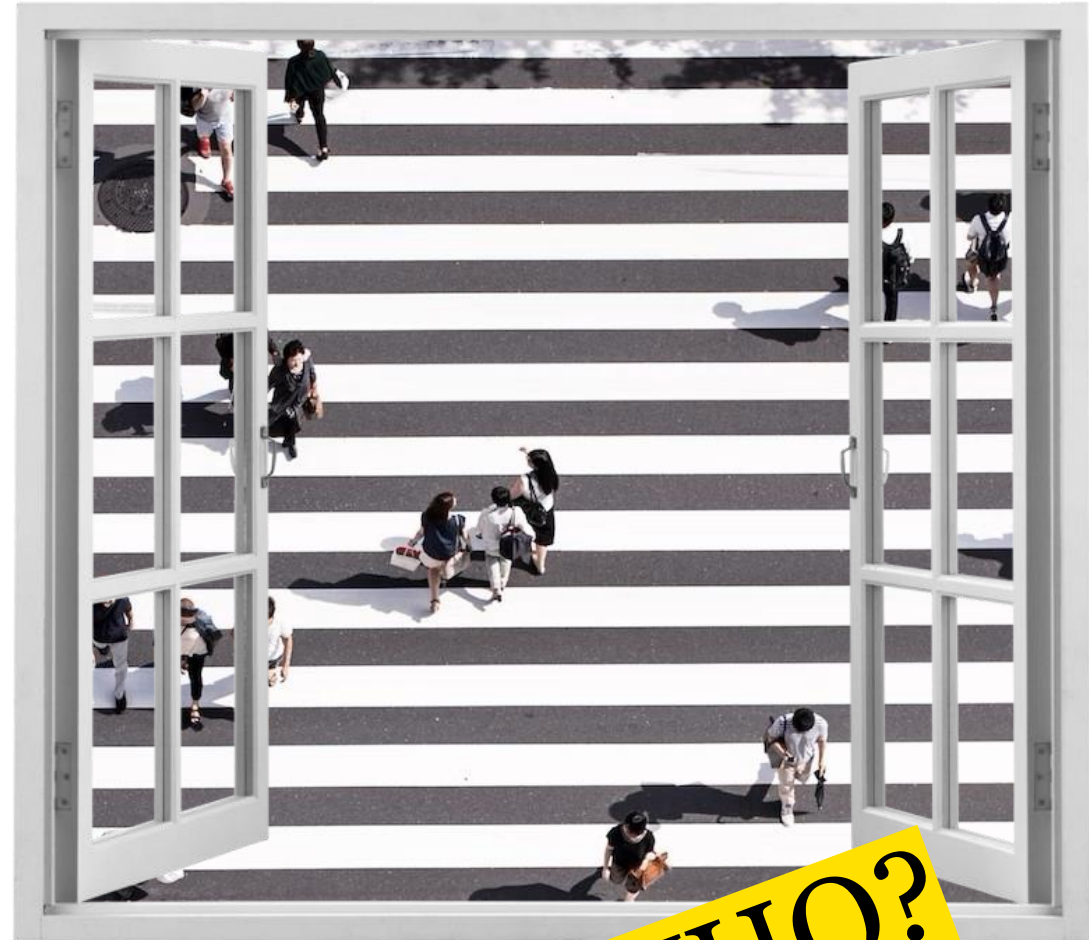
Accelerator session organisers
Studio hosts
Expo hosts
Side event organisers



Target audiences (national, regional, continental, global)



- Industry, businesses, SMEs, entrepreneurs
- Financiers and investors
- Public officials
- Policymakers
- Researchers
 - Schools
 - Universities
 - Research institutes
- Think tanks
- NGOs
- Media
 - Journalists (in Brazil, LAC and globally)
 - Influencers & amplifiers



WHO?

[15-16 APRIL – MAIN EVENT](#)

[15-16 APRIL – WORKSHOPS](#)

[17-18 APRIL – ACCELERATOR SESSIONS](#)

[SIDE EVENTS](#)

[STUDIOS](#)

[WCEF – THE STORY SO FAR](#)

[PARTNERS](#)

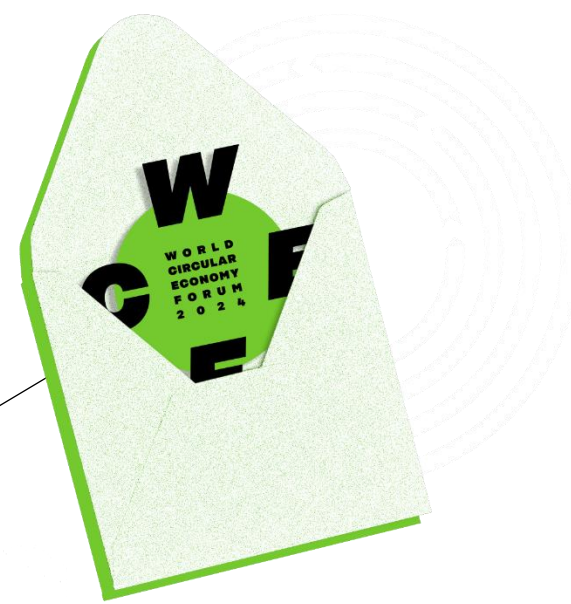
[PRACTICAL INFORMATION](#)

[MEDIA](#)

Channels

(example: 2024)

Website offers up-to-date information and inspiring content



Circle the dates!

The world's leading event for circular economy thinkers, doers and leaders hits Brussels in April 2024, showcasing the most impactful circular solutions from around the world. Online participation is open to everyone.

[CHECK THE PROGRAMME](#)

Newsletters engage the community and offer interesting content about the forum's topics

Collaboration calls and comms meetings help spread the word and engage in collaboration

Social media channels offer tips and picks on the forum topics and activate to participate



Sprout-outs from Brussels

We're happy to announce that WCE2024 coincides with the European Circular Economy Stakeholder Conference 2024 (ECESC) which brings to the forum a dedicated track showcasing Europe's progress. In addition, the forum features a full day programme on 17 April curated by the Belgian EU presidency team including site visits to circular economy companies in Belgium.

[MEET THE PARTNERS](#)



Online for all creatures great and small

WCE2024 will mark the eighth iteration of the forum and occurs at a pivotal moment for economies, societies and our planet. To enable participation from around the world, the forum will be live-streamed online, open to all and free of charge. Attendance in person is by invitation only.



Comms basics

Subscribe to our newsletter:
<https://www.sitra.fi/en/subscribe-to-our-newsletters>



Sitra and FIESP lead the communications and marketing of WCEF2025, supported by the co-hosts. We strongly encourage all partners and collaborators to **use your channels** to amplify our outreach.

Social media kits and images as well as **newsletter picks** will be shared for use by all collaborators. Check your inbox in the week starting 11 November for a link and guidelines!

We will go live with **wcef2025.com** next week (14 Nov) – stay tuned!

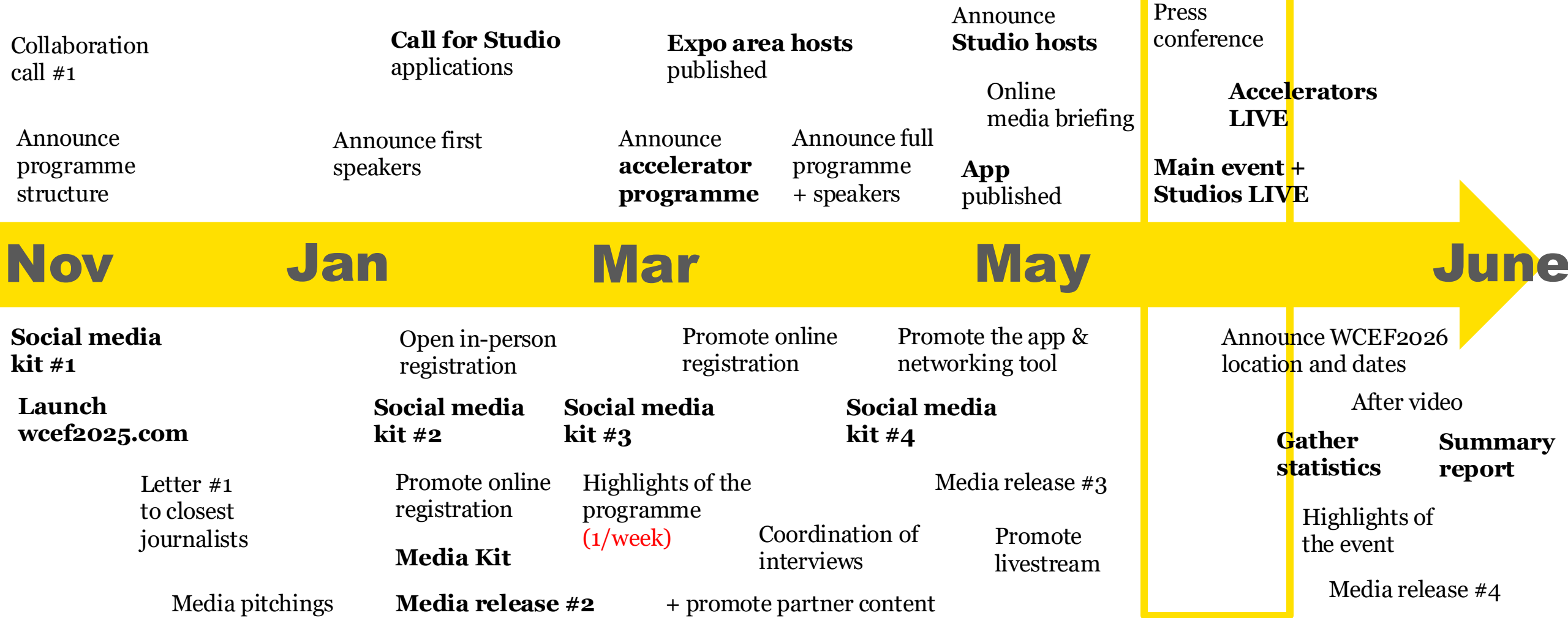
Share your plans for relevant content to publish/announce during the event in the plenaries, parallel sessions or accelerator sessions or workshops – or side events on the way.

- Examples: a challenge launch, a call for applications, a study or a tool for the circular community
- Knowing these well in advance will help in integrating these with WCEF2025 comms.

Get **your communications team** onboard!

- **Brief them** on your role as a partner/collaborator and start planning for WCEF2025 with us.
- We will invite them to the next WCEF **collaboration calls** and add them on our list for **one-to-one discussions** and dedicated **Comms network meetings**.
- Make use of the materials we share.

Comms timeline (draft)



Sneak peek to the website...



...patience, folks



It's time to get some Sun!

Greetings from the tropics!

The most important event on Circular Economy is about to land in Brazil in May 2025, with online participation open to everyone.

In its ninth edition, WCEF will explore the potential of tropical solutions for a sustainable growth, the power of the regenerative economy, and the strategies of bioeconomy — alongside the indispensable role of the production sector in driving the transition toward a circular economy.

MEET THE PARTNERS



Tambem em Portugues!



What, when and where?

The WCEF2025 will take place at **Ibirapuera Park**, the most famous park in the largest city in Latin America: São Paulo. From 13 to 14 May.

In addition, accelerator sessions will be held by WCEF collaborators on 15 to 16 May, online and around the globe.

Attendance in person is by invitation only.

READ MORE ABOUT WCEF



ACCELERATOR SESSIONS



WCEF2025 Accelerator Sessions

- Held on 15 or 16 May 2025
- Led by a WCEF collaborator – not an open call for everyone
- **Extend and deepen the main forum's themes** into the ongoing work of collaborator organisations on a global scale
- Forum participants value an **interactive** approach
- Offer **networking opportunities** for WCEF2025 participants working on similar topics
- Shouldn't promote commercial interests

Accelerator sessions: Facts and format

- Accelerator sessions will be delivered **physically or virtually** at a venue or on a platform of the host's choice (not pre-recorded).
- Should be **open to the public**, but hosts may limit the number of participants.
- Should be **relevant to a global audience** but may feature **local** solutions, case studies and perspectives.
- **Recommended language is English**, but sessions may be delivered also in Portuguese (or Spanish). Simultaneous translation, if desired, will be the responsibility of the host.
- **Listed on WCEF2025.com**, extending the main forum's offering.
- The **session host has the main responsibility for promoting the sessions**. We strongly encourage all partners to use their own marketing channels efficiently and link to the main event programme.
- WCEF will **support** by promoting the accelerator days' content through its channels.



Hosts' responsibilities

Take care of **all practical arrangements**, including:

- Design session **content and format**
- Invite **speakers**
- Organise participant **registration**
- Create an **event website** (with detailed programme and speaker info)
- Book the event **venue/platform** (in-person and/or online)
- **Timing** (Sitra & FIESP will support in co-ordinating the timing of sessions)
- **Marketing and communications** (Sitra & FIESP will support communications through WCEF channels)

To help measure the impact of WCEF2025, hosts will be required to share a **post-event summary with key takeaways** plus speaker and **audience statistics** (number, gender, nationality / country of residence) with Sitra.



Roles of Sitra & FIESP

- Open the **call for applications** in English and Portuguese
- Sitra is responsible for **screening the content** the English and FIESP in Portuguese
- **Select the sessions** jointly
- **Link together organisations** who are looking at similar topics
- Support the **coordination of session timing**

WCEF will promote the accelerator sessions as an integral part of the forum programme, Sitra and FIESP will support.



Timeline for accelerator sessions

- 21 Nov–16 Jan** Submission of accelerator sessions' applications
- Fill in the online form
 - Sitra & FIESP will review applications and connect partners suggesting similar topics by 30 January
- February** Deadline for **refined session titles and descriptions**
- Sitra & FIESP will review and unify session titles and descriptions for wcef2025.com
- March** Deadline for **links to event website and registration form**
Accelerator sessions **published on wcef2025.com**
Marketing of sessions by hosts and WCEF
- 13–14 May** WCEF2025 main event
15–16 May **WCEF2025 accelerator sessions LIVE**
- 23 May** Deadline for **post-session feedback and report**

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QUESTIONS?



NEXT STEPS



Timeline

21 Nov–16 Jan Applications for accelerator sessions can be submitted
→ link to the the online form will be shared by email

Early January Expo applications will start

January Registration opens

February Programme will be published

Call for Studio applications launched

Side event applications can be submitted anytime throughout the year.

More updates on upcoming WCEF Collaboration calls and Comms calls will follow (dates to be announced later).



WCEF2025 team: contact us!

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Appendix: venue

Location: Ibirapuera Park



Address

Pedro Álvares Cabral Avenue,
Vila Mariana, São Paulo
SP, Brazil

Venue

Ibirapuera Auditorium by Oscar Niemeyer
 (plenaries + parallel sessions)



Brazilian cultures pavilion Pacubra
 (parallel sessions, expo and 1-to-1 meetings)

