

WCEF2025 COLLABORATION MEETING

29 January 2025



Psst... this is **CONFIDENTIAL**



Agenda

1. WCEF2025 basics (Tuula)
2. Programme (Mika, Natacha & Iida)
3. Communications (Tuula, Susanne & Samuli)
4. Accelerator sessions (Pia & Juliana)
5. Expo (Chris)
6. Questions (Tuula + all)
7. Next steps (Natacha)

WCEF2025 in a nutshell



Where Ibirapuera Park, São Paulo, Brazil

When on **13–14 May 2025** main forum
+ on **15–16 May** Accelerator sessions by partners

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)

SENAI (the Brazilian National Service for Industrial Training)

Sitra (Finnish Innovation Fund), the initiator of the forum.

Supported by

Ministry of Development, Industry, Trade and Services of Brazil

Governments of Finland and The Netherlands; EIB and IDB

International partners through in-kind and sponsoring Global South delegates

+ global collaborators





PROGRAMME



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)

Plus two **extra** sessions during lunchbreak, one on both days!

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)

Day 1
Tue
13 May
2025

7h30 – 9h15	Registration (+ Registration on Monday)		
9h30 – 11h00	P1 Opening Ceremony + Unlocking a sustainable economy with circular innovations Session leads: FIESP, CNI, Sitra, Apex Brasil Co-leads: IDB, EIB, MDIC		
11h00 – 11h30	Break		
11h30 – 12h30	PS1 Nature Forest-based solutions advance circularity and sustainability in value chains Session lead: FIESP Co-leads: Sitra, Ibá	PS2 Materials Accelerating the just energy transition with a responsible critical minerals lifecycle Session lead: UNDP Co-leads: IRP, CNI	PS3 Business Redefining a circular built environment Session lead: WBCSD Co-leads: FIESP
12h30 – 14h30	Lunch + Circularity Gap Report 2025 launch (30 mins, Circle Economy Foundation)		
14h30 – 15h30	PS4 Nature Perspectives on circular water from the Global South Session lead: ACEN & LAC CE Coalition	PS5 Materials Circular innovations for the global mobility value chain Session lead: FIESP Co-leads: UNICA	PS6 Business Tropical solutions for accelerating circularity Session lead: UNIDO Co-leads: ECLAC, ICC, OECD
15h30 – 16h00	Break		
16h00 – 17h30	P2 The circular economy as the pathway to climate and nature targets Session leads: FIESP, CNI, Sitra, WEF Co-leads: IRP, the Netherlands, UNDP		
17h45-19h30	Evening programme		

Day 2
Wed
14 May
2025

9h30 – 11h00	P3 Connecting global and regional efforts for circular trade systems FIESP, CNI, ApexBrasil, Circle Economy Foundation (CEF), IDB Co-leads: MDIC, MFA Finland, WEF		
11h00 – 11h30	Break		
11h30 – 12h30	PS7 Nature Circular bioeconomy approaches for food security and resilience Session lead: FIESP Co-leads: FAO, ApexBrasil, Embrapa	PS8 People Developing essential skills for circularity Session lead: SENAI Co-leads: GIZ, Fraunhofer, Finnish Consulate in São Paulo, Câmara Brasil-Alemanha, WorldSkills	PS9 Business Financing the shift to circular value chains Session lead: CEF, IDB Co-leads: FIESP
12h30 – 14h30	Lunch + Waste pickers documentary (20 mins, Grid Arendal)		
14h30 – 15h30	PS10 Nature Designing nature-based solutions for a circular economy Session lead: CNI, EMF Co-leads: Sitra, ApexBrasil	PS11 People Empowering informal workers: Pathways for inclusive circularity Session lead: WIEGO, Co-leads: CEF, LAC CE Coalition	PS12 Business Collaborative success: Building symbiotic relationships in industry Session lead: CNI Co-leads: UNIDO
15h30 – 16h00	Break		
16h00 – 17h30	P4 The circular economy as a tool for global development + Closing ceremony Session leads: FIESP, CNI, Sitra, ApexBrasil Co-leads: European Commission, WCEF2026 Host Country		

Extras

Day 1: CGR 2025: We can't recycle our way out of this

13 May 2025 at 12:40-13:10 BRT (UTC-3)

The 2025 Circularity Gap Report (CGR) reveals the latest results on global circularity. For nearly a decade, CGR has equipped policymakers, industry leaders and advocates with insights to rethink resource use for housing, mobility and nutrition. We will share the key findings, providing a clear, data-driven picture of where we stand, and the system changes needed to drive the transition to a circular economy. Leaders will gain actionable metrics to guide impactful decisions.

Organisers: Circle Economy Foundation

Day 2: Documentary on the people behind Africa's circular shift

14 May 2025 at 12:40-13:10 BRT (UTC-3)

Soumaro Natali and Pauline Buregeya have very different livelihoods and live over 6,000 kilometres apart, but they're both integral players in Africa's shift towards a circular economy. "Reclaim: Finding the heart of the circular economy" is a film that highlights Africa's change in waste management practices, focusing on the people both driving and most impacted by this shift.

Organisers: GRID-Arendal



Plenaries



P1: Unlocking a sustainable economy with circular innovations

13 May 2025 at 09:30-11:00 BRT (UTC-3)

As the global population continues to grow, so does the demand for resources, energy, shelter and food. The circular economy can unlock an inclusive and sustainable economy. Latin America and the Caribbean are key suppliers of raw materials, especially biomass and minerals, and possess 40% of global biodiversity, 23% of forests and 31% of fresh water. Governments, the private sector and financial institutions must collaborate to make the circular economy a norm rather than an exception. This session will explore how innovation and financial positive signals can enable this transformation.

Organisers: FIESP, CNI, Sitra and ApexBrasil, with IDB, Brazilian Ministry of Development, Industry, Trade and Services (MDIC), and the EIB

P2: The circular economy as the pathway to climate and nature targets

13 May 2025 at 16:00-17:30 BRT (UTC-3)

Resource use drives the triple planetary crisis: climate change, biodiversity loss and pollution. However, we are set to increase our resource use by 60% by 2060, putting economic and social prosperity at risk. We must become better stewards and decouple economic growth from resource use and environmental impacts. This session will illustrate how the circular economy, an efficient instrument for decoupling, is currently integrated in the global environmental governance system and ask: What policy shifts and bold innovations are needed to tackle the triple crisis?

Organisers: FIESP, CNI, Sitra and WEF, with IRP, Government of The Netherlands and UNDP



P3: Connecting global and regional efforts for circular trade systems

14 May 2025 at 09:30-11:00 BRT (UTC-3)

This session will explore the intersection of global value chains, trade and regional challenges within the circular transition. The Latin America and the Caribbean (LAC) region is a hub of rich biodiversity and diverse economic realities. The discussion will delve into how collaborations and trade dynamics within and between regions, shaped by geopolitics, can influence global circularity. We will uncover strategies to overcome trade barriers, foster cooperation and leverage emerging markets' strengths to build resilient and inclusive value chains that benefit both the region and the world.

Organisers: FIESP, CNI, ApexBrasil, Circle Economy Foundation and IDB, with MDIC, WEF and the Ministry for Foreign Affairs of Finland

P4: The circular economy as a tool for global development

14 May 2025 at 16:00-17:30 BRT (UTC-3)

Join us to explore the opportunities of circular solutions in driving sustainable development globally. This session emphasises the Southern and Northern hemispheres' integration, the relevance of regional diversities and implementing circularity from a global perspective. We will dive deeper into how the circular economy can promote growth and well-being and explore what different regions can learn from each other. The closing plenary will also reflect on the actions presented over the two days and end with a drum roll: Which country will WCEF explore and learn from next?

Organisers: Sitra, FIESP, CNI and ApexBrasil, with the European Commission and the WCEF2026 host country



PS1: Forest-based solutions advance circularity and sustainability in value chains

13 May 2025 at 11:30-12:30 BRT (UTC-3)

This session explores how forest-based industries can enhance circularity and decarbonisation in various value chains. By adopting circular bioeconomy principles—such as regenerative forestry and circular practices across the value chain—the forest sector can influence other industries. This supports biodiversity, combats climate change and creates green jobs. The session will address challenges and opportunities from diverse stakeholder perspectives and highlight trends and innovations in circular forest-based business models.

Organisers: FIESP, with Sitra and the Brazilian Tree Industry (Ibá)

PS4: Perspectives on circular water from the Global South

13 May 2025 at 14:30-15:30 BRT (UTC-3)

Improving agriculture, mining and manufacturing is essential for the green transition, but how often do we consider our management of “invisible” resources that are in virtually every process? Water scarcity is now common, with half of the world's population residing in water-stressed nations. This session will explore how circular strategies can transform water management in the Global South, focusing on shared lessons and innovations. Case studies from Africa and Latin America will showcase circular approaches, inspiring participants to drive a water-secure future.

Organisers: African Circular Economy Network (ACEN) and the Circular Economy Coalition for Latin America and the Caribbean



PS7: Circular bioeconomy approaches for food security and resilience

14 May 2025 at 11:30-12:30 BRT (UTC-3)

This session will explore the intersection of global value chains, trade and regional challenges within the circular transition. The Latin America and the Caribbean (LAC) region is a hub of rich biodiversity and diverse economic realities. The discussion will delve into how collaborations and trade dynamics within and between regions, shaped by geopolitics, can influence global circularity. We will uncover strategies to overcome trade barriers, foster cooperation and leverage emerging markets' strengths to build resilient and inclusive value chains that benefit both the region and the world.

Organisers: FIESP, with FAO, ApexBrasil and Brazilian Agricultural Research Corporation (Embrapa)

PS10: Designing nature-based solutions for a circular economy

14 May 2025 at 14:30-15:30 BRT (UTC-3)

The circular economy designs out waste and pollution, keeps products and materials in use, and enhances the resilience and regeneration of natural systems. The transition depends on circular design and redesign that draw insights from nature to drive regenerative outcomes. The session will explore the synergies between nature-based solutions and circular design, and how these solutions can drive regeneration and support biodiversity, while contributing to climate change mitigation and adaptation. Additionally, the discussion will explore the role of financing and public-private partnerships.

Organisers: CNI and Ellen MacArthur Foundation, with Sitra and ApexBrasil



PS2: Accelerating the just energy transition with a responsible critical minerals lifecycle

13 May 2025 at 11:30-12:30 BRT (UTC-3)

The global demand for critical energy transition minerals is expected to triple by 2030. This session will share how circular economy approaches can generate meaningful sustainable development dividends for, and respect for the rights of, Indigenous Peoples, local communities and societies, particularly those most affected by mining activities, across the entire mineral value chain. Topics will include technology, financing and policies, and the session will highlight best practices and country examples for ensuring that investments in the mineral lifecycle are responsible, fair and catalyse sustainable development.

Organisers: UNDP, with IRP and CNI

PS5: Circular innovations for the global mobility value chain

14 May 2025 at 14:30-15:30 BRT (UTC-3)

Mobility is one of the biggest challenges in the pursuit of a low-carbon economy. Tackling this issue requires a synergy of diverse perspectives and innovations which can be integrated and adapted to the different realities across the globe. This session will delve into the energy transition, materials' circularity and different decarbonisation technologies. Exploring critical topics such as the growing demand for materials, fuels, biofuels and infrastructure, the discussion will emphasise how regional realities and innovations of the Global South can contribute to integrating energy transition technologies across land, sea and air transport.

Organisers: FIESP, with Brazilian Sugarcane and Bioenergy Industry Association



PS3: Redefining a circular built environment

13 May 2025 at 11:30-12:30 BRT (UTC-3)

The built environment is responsible for about 40% of global CO₂ emissions, so a transition to circularity is essential. This session brings together industry leaders to enhance transparency, increase collaboration and leverage performance systems to accelerate the shift. We will highlight the role of value chain stakeholders in implementing circular principles across the life cycle of buildings, enabling circularity from design to deconstruction. A circular built environment creates business value by reducing financial risks, and through success stories we will show how circular initiatives drive innovation and collaboration towards delivering long-term benefits for people and planet.

Organisers: World Business Council for Sustainable Development, with FIESP

PS6: Tropical solutions for accelerating circularity

13 May 2025 at 14:30-15:30 BRT (UTC-3)

This session explores how tangible and practical solutions implemented across different sectors, including innovative partnerships, help to accelerate the shift from a linear to a circular economy. We will share diverse perspectives from the private sector, government, finance and businesses in the Latin America and the Caribbean (LAC) region.

Organisers: UNIDO, with the Economic Commission for Latin America and the Caribbean, International Chamber of Commerce and OECD



PS9: Financing the shift to circular value chains

14 May 2025 at 11:30-12:30 BRT (UTC-3)

Shifting to a circular economy creates new job opportunities, but also requires specialised skills, making reskilling, training and education crucial. Understanding the needs of the market and society, developing modern curricula and guaranteeing adequate professional training are pivotal ways to achieve this. Trained professionals will create and apply innovative technologies, such as digitalisation that promotes transparency and traceability across supply chains and value creation. This session will address key initiatives and possibilities in professional education and technological development that aim to guide us towards circularity.

Organisers: Circle Economy Foundation and IDB Invest with FIESP and Sitra

PS12: Collaborative success: Building symbiotic relationships in industry

14 May 2025 at 14:30-15:30 BRT (UTC-3)

Symbiosis results from companies' collaboration within networks to create shared production systems, minimising waste and maximising resource efficiency. Industries can adopt three broad strategies: narrow material flows, slow flows and close loops. Examples of successful symbiotic partnerships shared in this session will illustrate innovative solutions, benefits and challenges, especially in Latin American countries. Join us to gain understanding of how symbiotic business relationships can promote resource efficiency and economic development, as well as mitigate climate change.

Organisers: CNI with UNIDO

People



PS8: Developing essential skills for circularity

14 May 2025 at 11:30-12:30 BRT (UTC-3)

Shifting to a circular economy creates new job opportunities, but also requires specialised skills, making reskilling, training and education crucial. Understanding the needs of the market and society, developing modern curricula and guaranteeing adequate professional training are pivotal ways to achieve this. Trained professionals will create and apply innovative technologies, such as digitalisation that promotes transparency and traceability across supply chains and value creation. This session will address key initiatives and possibilities in professional education and technological development that aim to guide us towards circularity.

Organisers: SENAI, with Fraunhofer Institute, GIZ, Consulate of Finland in São Paulo, Brazil-Germany Chamber of Commerce and Industry of São Paulo, and

WorldSkills

PS11: Empowering informal workers: Pathways for inclusive circularity

14 May 2025 at 14:30-15:30 BRT (UTC-3)

The contributions of the informal workforce often go unrecognised. This session will highlight the informal workforce's critical role in driving the circular economy, emphasising the importance of pro-poor, context-specific and holistic approaches. Through a critical examination of the opportunities, constraints and challenges, the speakers will delve into what is needed to ensure inclusive integration of workers into formal circular economy policies, projects and investments. They will gather voices from various regions and sectors, offer diverse perspectives on the synergies of informality and circularity, and demonstrate that circular economy can be a tool for development.

Organisers: WIEGO, with Circle Economy Foundation and the Circular Economy Coalition for Latin America and the Caribbean



COMMUNICATIONS



Channels

Website offers up-to-date information and inspiring content

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

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

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



It's time to get some sun!

The most important event on the 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 sustainable growth, the power of the regenerative economy and the strategies of a bioeconomy—alongside the indispensable role of the production sector in driving the transition toward a circular economy.

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 2025.

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

Attendance in person is by invitation only.



WCEF in South America for the first time!

Brazil, here we come.

[CHECK THE PROGRAMME](#)

Sign up for our newsletter!

Do you want to be the first to hear about our programme updates, speakers and topics? Sign up for our newsletter!

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 and partners. We strongly encourage all collaborators to **use your channels** to amplify our outreach.

Social media kits and images as well as **newsletter picks** are shared for use by all collaborators in the [shareables folder](#). Use the images and ideas for your comms!

We will go live with session content on **wcef2025.com** next week (3 Feb) – 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 them in WCEF2025 comms (newsletters, media kit*, news, etc.).

* See more info on the media slides

Channels



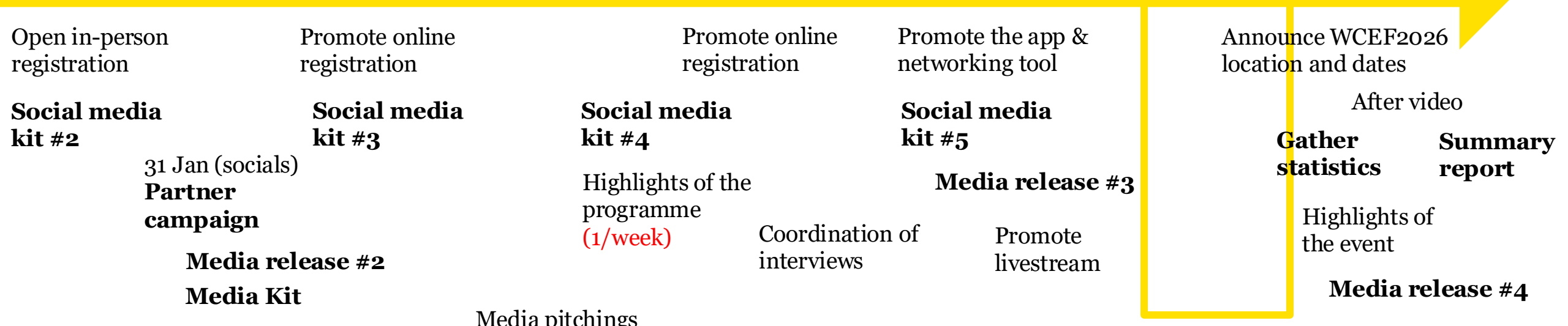
	Website	News- letter	LinkedIn	X (Twitter)	Instagram	Facebook	Podcast
WCEF2025	X	X	X	X			
Sitra	X	X	X	(X)	(X)	(X)	(X)
FIESP & SENAI	X	X	X	X	X	X	
CNI	X	X	X	X	X	X	
APEX-Brasil							

VOTE!

- + Partners' channels for accelerator sessions, side events
- + Media (journalists, reporters, influencers)
- + event lists, etc.



Comms timeline



Sneak peek to the programme pages...

13 MAY

14 MAY

Tuesday

The first the of the forum is here!

type

- IN-PERSON
- ONLINE
- PARALLEL

BY

- BIOECONOMY
- BUILT ENVIRONMENT

- CRITICAL MINERALS

- AI
- DESIGN
- EDUCATION

- ENERGY
- FINANCE

- GOVERNANCE
- INDUSTRY

- NATURE
- PEOPLE

- SYSTEM CHANGE
- WASTE

focus

- AFRICA
- BRAZIL
- EUROPE

- LAC

09:30–11:00 AUDITORIUM, IBIRAPUERA PARK

Unlocking a sustainable economy with circular innovations

READ MORE

- IN-PERSON
- ONLINE
- PLENARY
- BUSINESS
- FINANCE
- GOVERNANCE
- SYSTEM CHANGE
- GLOBAL
- LAC

11:30–12:30

Forest-based solutions advance circularity and sustainability in value chains

READ MORE



Também em português!





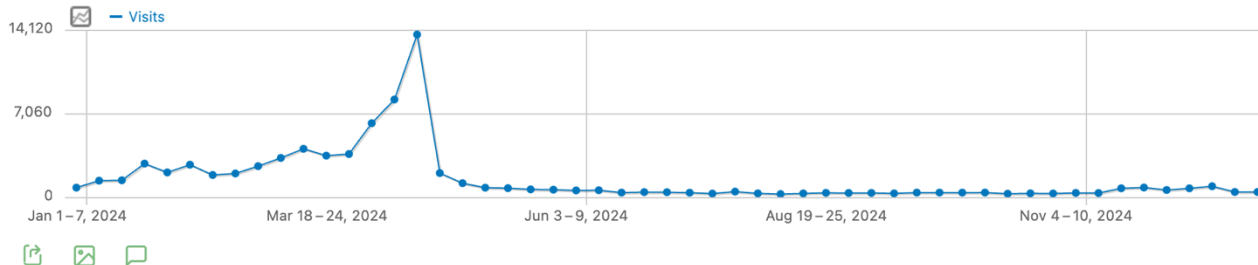
2024 Statistics

WCEF websites

80k visits
182k unique page views
3min 26sec average time on page

Most of the traffic is around the event and leading up to it. Considering the function of the page, the level of engagement is good

Visits Over Time



LinkedIn

Average engagement rate	7.9%
Total impressions	225K
Average impressions per post	3.4K
Followers up in 2024 by	7.5K
Followers now	12 348

LinkedIn audience has grown significantly, and we get a lot of impressions considering the follower size. Our engagement rate is also very good – thank you for being a part of our community!

LinkedIn campaign on Friday 31 Jan



Join us this Friday to spread the word on WCEF2025 partners – stay tuned for our post!

Use the images and ideas in the **social media kit** if you want to make your own post on other channels – materials are available in the [shareables folder](#).



Também em português!





Next steps for media work

- 3 Feb** **Accreditation** for journalists opens at www.wcef2025.com/media
(for on-site or online participation)
Media Kit for journalists will be published at www.wcef2025.com/media
(e.g. basic information about the circular economy, WCEF, tips of experts for interviews and upcoming releases, further readings, etc.)
- 5/6 Feb*** **Press release** about the programme, circulation made by FIESP/CNI/APEX/SENAI and Sitra for journalists & media houses in Brazil, other LAC countries and globally
-
- 5 May** **Online press briefing** in Teams (representatives of main organisers)
- 13 May** **Press conference** at Ibirapuera Park (representatives of main organisers)

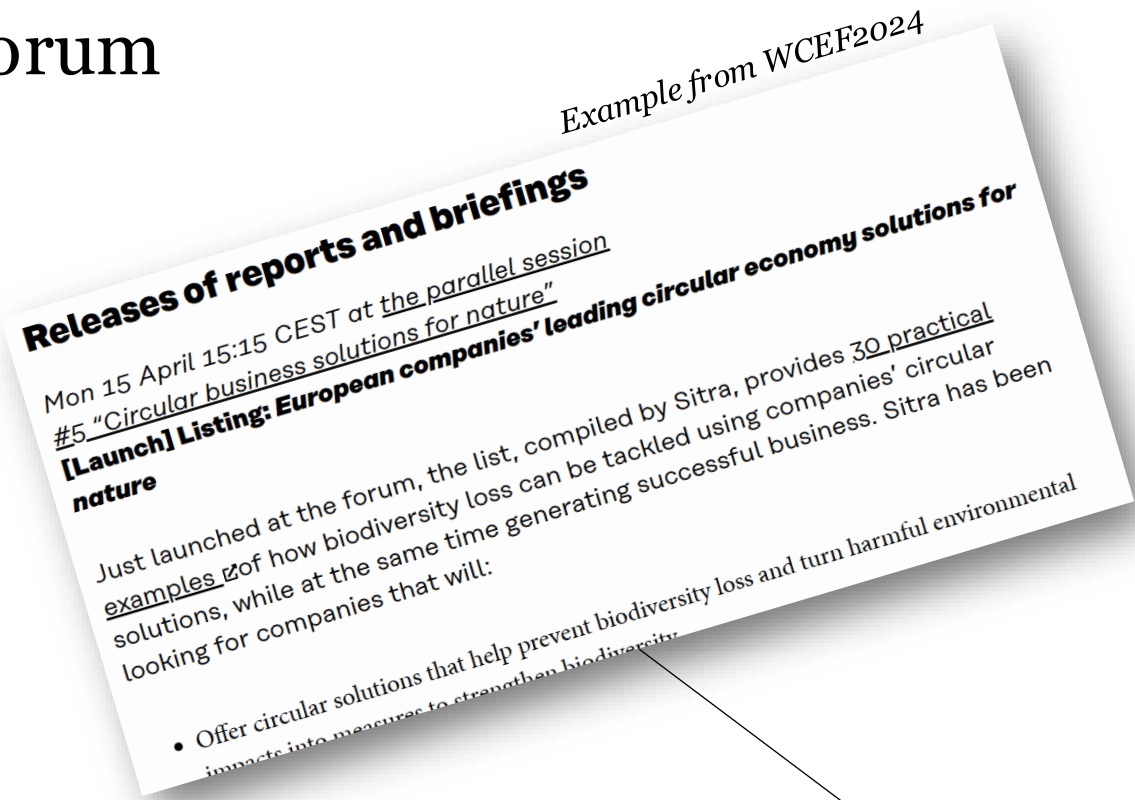
Suggest content for the Media Kit!

- upcoming **report launches** at the forum
- already published but still relevant **background info**
- suggestions for **people** to interview

➔ Send (preferably by 31 Jan) to

samuli.laita@sitra.fi &

daniela.mendes@sesisenaisp.org.br



See more examples on the [media page for WCEF2024](#)





ACCELERATOR SESSIONS

WCEF2025 Accelerator Sessions 15-16 May



Total 121 applications (88 in English, 33 in Portuguese)

- **Online 28**
- **In-person 34** in São Paulo
- **Hybrid 53** from São Paulo (**34 EN / 19 PT**)
- **Hybrid 6** from elsewhere (**5 EN / 1 PT**)

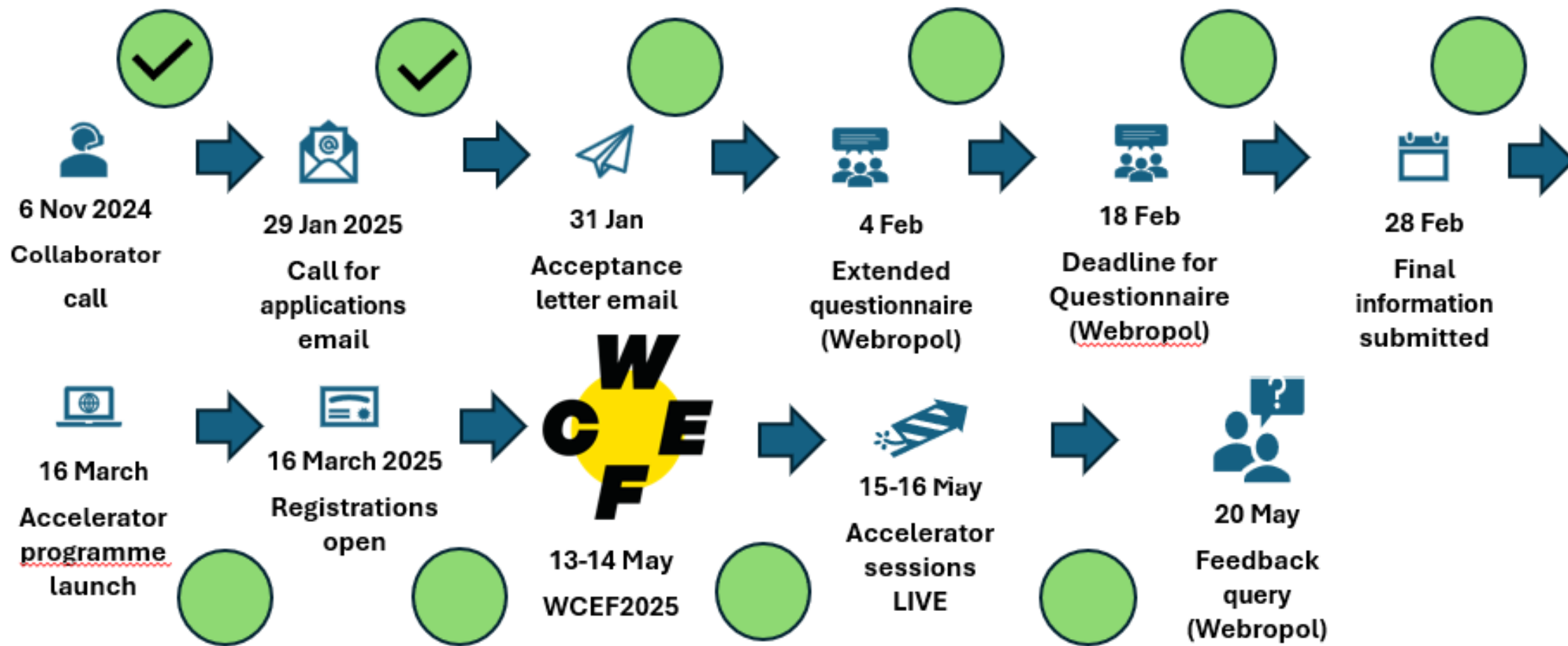
Selection Criteria

Content, maturity, timing, format, # of applications, partnership history, etc.

Categories including e.g.

Built environment, Bioeconomy, Business, Data & AI, Design, Finance, Employment, Governance (e.g. NDCs, CE road maps, EPR, reverse logistics), Social, Critical Minerals, Food, Plastic & Packaging, Textiles

Timeline





EXPO

EXPO

Apply by 15 February!



30 booths of 4m² available for stand hosts

What matters the most in the selection process are **scalable circular economy solutions!**

We want to **inspire** the world towards **regenerative business models**, the **green energy transition**, a **smart use of resources** and **tackle climate change challenges**; different perspectives on the circular economy and **solutions that unlock the barriers across the leverage points: innovations, policies, finance, business and skills.**

THE VENUE



Oca



Ibirapuera park



Auditorium

BASIC CONFIGURATION OF EXPO BOOTHS



Flooring

- Covering fixed directly onto the ground, straw colour
- Dimensions: 2.00 x 2.00 (m)

Partition wall

- Composed of pinewood slats and raw MDF panels
- Overall wall dimensions: 2.00 x 0.50 x 2.00 (H), including:
 - One raw MDF panel measuring 1.00 x 2.00 (H)
 - One MDF panel with printed cardboard measuring 1.00 x 2.00 (H)
 - One printed cardboard logo measuring 1.00 x 0.50 (H)

Furniture

One bistro table with black iron legs and a square wooden top

Electricity

Three power points with a total load capacity of 0.5 kVA, distributed among them

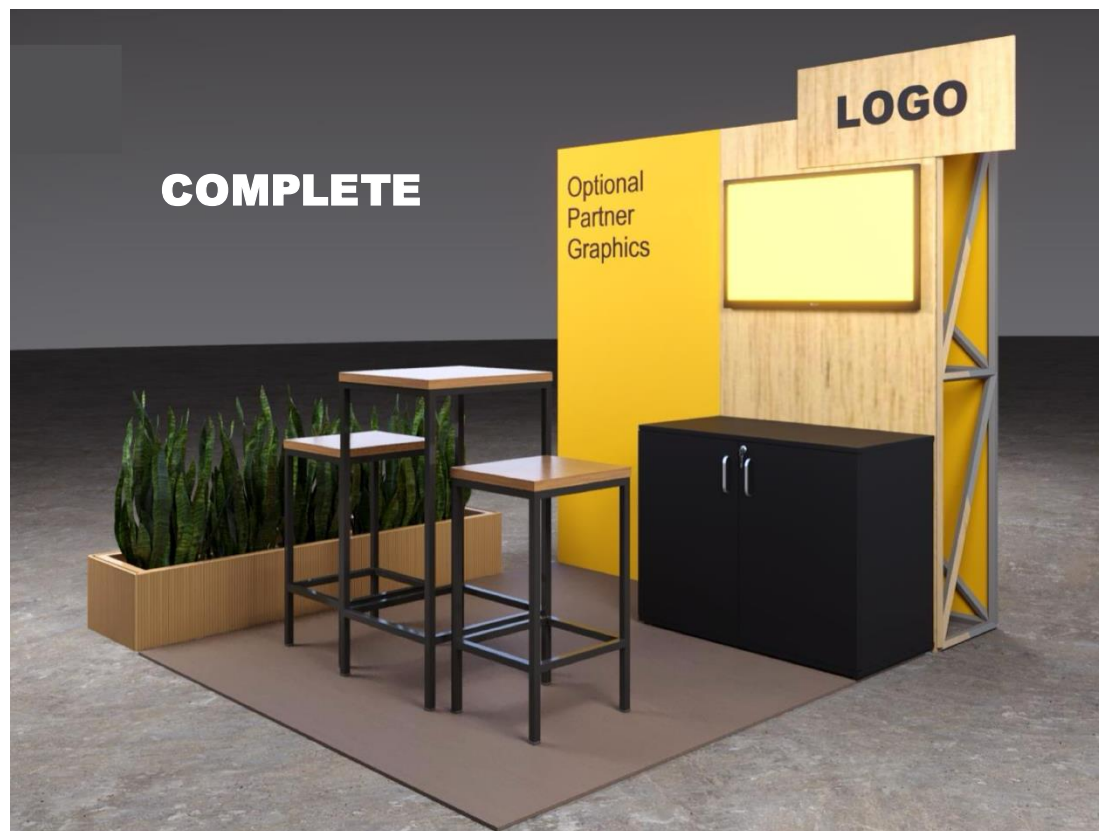
Price in total: R\$ 22.690 (~ EUR 3.780)

Exhibitors will have the option to add items from an extras list with extra cost

BOOTH 4m²



OPTIONS AVAILABLE FOR EXPO BOOTHS



Optional items for rent

- TV 46" - R\$ 1533,69 /unit (~EUR 270)
- Laptop - R\$ 565,05 /unit (~EUR 95)
- Tablet - R\$ 403,60 /unit (~EUR 70)
- Cabinet - R\$ 242,16 /unit (~EUR 45)
- Stool - R\$ 128,99 /unit (~EUR 25)

Graphic design R\$ 3.000,00 (~EUR 550)

to create and produce from the arts and logos sent

Please note: Expo exhibitors who already have their own art design (and just need the production) there will be no charge.

→ **Apply by 15 February!**



Q&A

Questions about the programme? Practical concerns?



NEXT STEPS



Timeline: spring 2025

Session planning

- **3 Feb:** programme with session info **and first speakers** announced on wcef2025.com & socials
- **5/6 Feb:** global media release and Media Kit launched
- **March:** switch to weekly meetings in session planning
- **14 March:** majority of **speakers confirmed**
- **30 April:** submit to event production team
 - finalised **session agenda, technical elements & script***
 - video and presentation **materials**
- **9 May:** all **speakers briefed**
- **23 May:** submit report on your session and thank the speakers

*schedule, speakers, engagement elements, etc., by the minute

Accelerator sessions, expo, invitations

- **NOW:** start sending invitations
- **15 Feb:** submit Expo application
- **March/April:** publication of accelerator sessions online (organiser's website + wcef2025.com)

Third collaboration call + possible comms meeting dates will be announced later.

All info on red to be confirmed.