

# CEC Media Kit

January 2019



CIRCULAR ECONOMY  
C L U B

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Daniel Hiestand  
CEC Public Relations Coordinator  
[daniel@circulareconomyclub.com](mailto:daniel@circulareconomyclub.com)



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CEC is the international network of more than 3,100 circular economy professionals and organizations in more than 85 countries.

Nonprofit | Global

Anyone can join online for free



# Mission

Circular Economy Club (CEC) members believe there's a world of opportunity to re-think and re-design the way humanity produces and consumes through the circular economy framework, a solution that will allow for economic growth while also healing our planet.

CEC was founded to help grow the circular economy movement. Its primary objectives are:

- Connecting professionals to foster opportunities and collaboration within the circular economy movement
- Providing CEC members with tools and resources needed to bring the circular economy to life in every corner of the world.

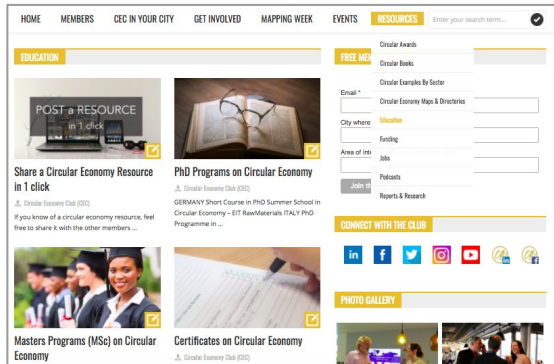
# CEC's Beginnings

The CEC was founded in London by [Anna Tarí](#) in 2014. While Anna recognized that the circular economy movement featured many great initiatives, they also lacked visibility, collaboration, funding and resources that would allow the circular economy a chance to flourish to its fullest potential. The CEC was set up to bridge this gap and to establish meaningful connections amongst the circular economy community, to share best practices and make a positive impact at both local and global levels.

Today, the CEC is a nonprofit organization comprised of more than 3,100 circular economy professionals and organizations from 85-plus countries. Membership in this international network is free. A team of 22 volunteers scattered around the world manage the organization's programs and activities.



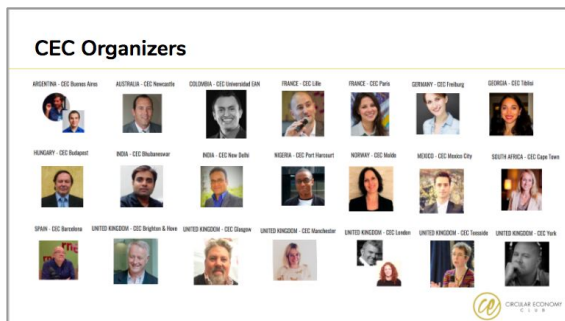
# CEC at a Glance



**Online platform:** Crowdsourced circular economy content (e.g., books, events, job offers, podcasts, funding opportunities and solutions for your city).



**CEC Mentors program:** 40-plus experts offer free advice to researchers and entrepreneurs.



**CEC Organizers program:** 140 “Organizers” establish CEC-centric activities in their local communities and coordinate annual “global events” in alliance with other organizers around the world.

# Featured Members

The CEC is the international, nonprofit network of circular economy professionals and organizations. CEC activities are open to the public and occur globally; furthermore, anyone can join the club online for free. The club has more than 3,100 members comprised of professionals (designers, engineers, researchers, consultants, business leaders) or organizations (national networks, companies, academia institutions, NGOs and startups). CEC's featured members are considered leaders in circularity.

## Businesses



## Consulting/Training



## Networks



## Non-profits



## Support (investors, hubs, ...)



# CEC Partners

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CEC looks forward to partnering with mission-aligned organizations that want to share their work with our global network. Interested in collaborating?, Contact Dolores Naharro, CEC Partnerships Coordinator ([dolores@circulareconomyclub.com](mailto:dolores@circulareconomyclub.com)). Partnerships opportunities are outlined below.

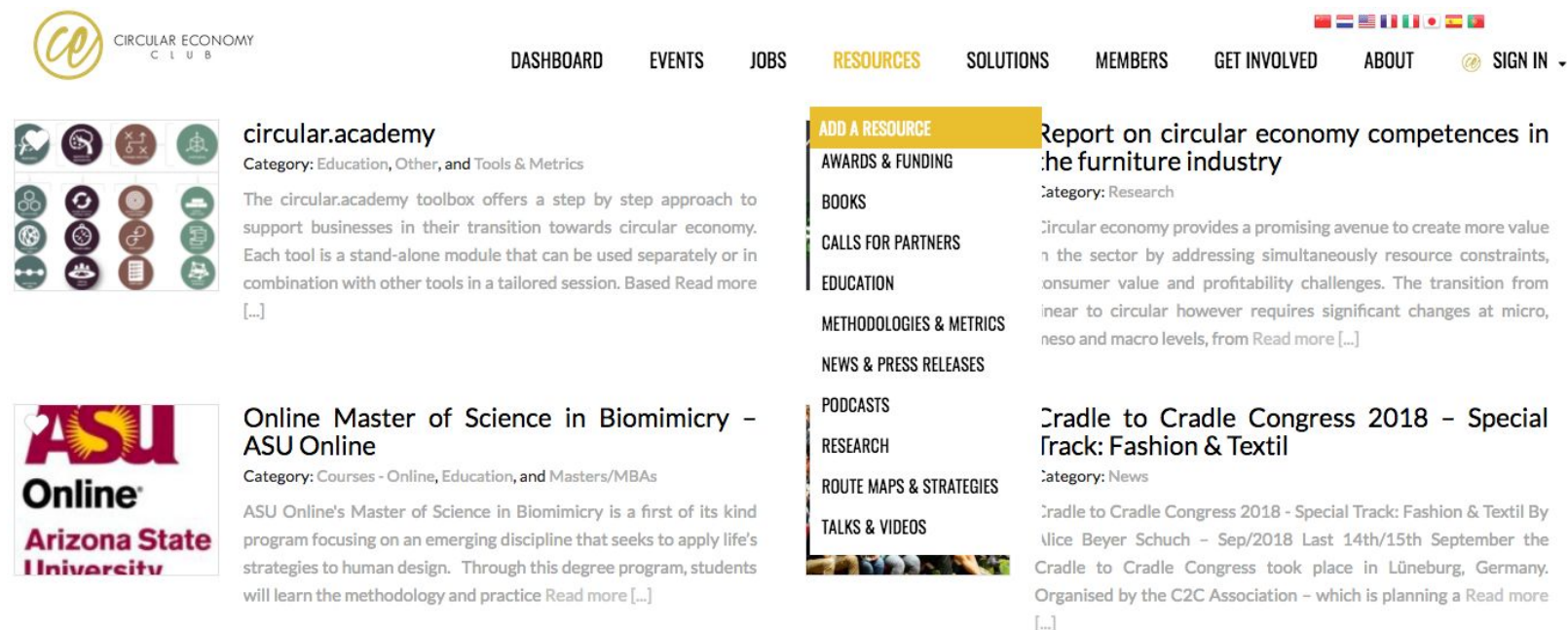
**Media partnerships:** If you have a circular economy event, course, masters program, podcast, product or another high-quality resource, CEC can help you promote this information throughout the CEC member community via our newsletter, website, and social media channels. Please contact us for further details!

**Program partnerships:** If you are an educational institution, student association, startup community or competition, CEC can offer free circular economy advice to your organization through the CEC Mentors program. We also invite you to become a CEC Organizer so that you have tools to help empower your in-company leaders in efforts to transition to a circular economy.



# Online Resources

The Circular Economy Club is an online clearinghouse for circular economy events, webinars, podcasts, employment opportunities, awards, funding, books, educational opportunities, methodologies, metrics, press releases, news, reports, talks and videos.



The screenshot displays the Circular Economy Club website interface. At the top, the logo "ce CIRCULAR ECONOMY CLUB" is on the left, and a navigation menu includes "DASHBOARD", "EVENTS", "JOBS", "RESOURCES" (highlighted in yellow), "SOLUTIONS", "MEMBERS", "GET INVOLVED", "ABOUT", and "SIGN IN" with a dropdown arrow. A row of flags is positioned above the menu. Below the navigation bar, a sidebar on the left lists resource categories: "ADD A RESOURCE", "AWARDS & FUNDING", "BOOKS", "CALLS FOR PARTNERS", "EDUCATION", "METHODOLOGIES & METRICS", "NEWS & PRESS RELEASES", "PODCASTS", "RESEARCH", "ROUTE MAPS & STRATEGIES", and "TALKS & VIDEOS". The main content area features two resource cards. The first card, titled "circular.academy", includes a 4x4 grid of icons and describes a toolbox for supporting businesses in their transition to a circular economy. The second card, titled "Online Master of Science in Biomimicry - ASU Online", features the ASU Online logo and describes a degree program in biomimicry. On the right side of the main content area, two additional resource snippets are visible: "Report on circular economy competences in the furniture industry" (Category: Research) and "Cradle to Cradle Congress 2018 - Special Track: Fashion & Textil" (Category: News).

**circular.academy**  
Category: Education, Other, and Tools & Metrics  
The circular.academy toolbox offers a step by step approach to support businesses in their transition towards circular economy. Each tool is a stand-alone module that can be used separately or in combination with other tools in a tailored session. Based Read more [...]

**Online Master of Science in Biomimicry - ASU Online**  
Category: Courses - Online, Education, and Masters/MBAs  
ASU Online's Master of Science in Biomimicry is a first of its kind program focusing on an emerging discipline that seeks to apply life's strategies to human design. Through this degree program, students will learn the methodology and practice Read more [...]

**Report on circular economy competences in the furniture industry**  
Category: Research  
Circular economy provides a promising avenue to create more value in the sector by addressing simultaneously resource constraints, consumer value and profitability challenges. The transition from linear to circular however requires significant changes at micro, meso and macro levels, from Read more [...]

**Cradle to Cradle Congress 2018 - Special Track: Fashion & Textil**  
Category: News  
Cradle to Cradle Congress 2018 - Special Track: Fashion & Textil By Alice Beyer Schuch - Sep/2018 Last 14th/15th September the Cradle to Cradle Congress took place in Lüneburg, Germany. Organised by the C2C Association - which is planning a Read more [...]

# CEC Mentors Program

- The CEC Mentors Program enlists the expertise of 40-plus circular economy leaders, who provide pro-bono mentorship sessions to startup operations and students.
- Guest mentors include the “fathers” and “mothers” of the circular economy concept, including:



Dr. Michael Braungart



Prof. Walter R. Stahel

# CEC Organizers Program

140 Organizers worldwide are bringing the club to their cities through events, workshops and starting circular projects.



“ Being a CEC Organizer put me on the spotlight nationwide



*Due to the events I have been organizing within my role as a CEC City Organizer, CEC Santiago is going to be on the national Roadmap for the circular economy, that the Ministry of*

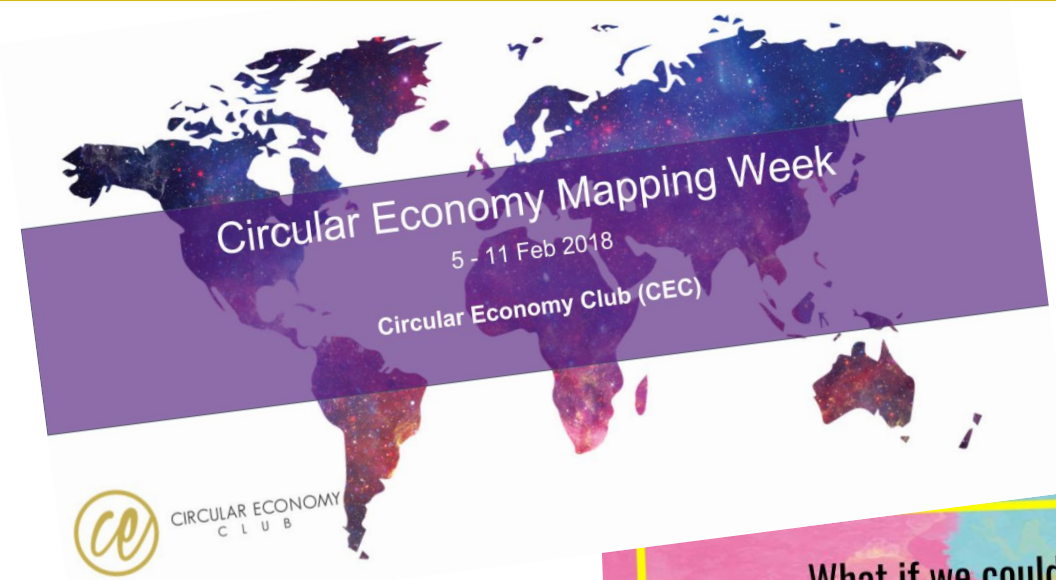
*Environment in Chile is developing. I recommend anyone who is willing to bring to life the circular economy in their cities and countries, to join the CEC Organizers program to bring about real change.*

**Bernardita Mancilla**  
Founder of Circular Coffee



CIRCULAR ECONOMY  
CLUB

# Global Events: Solving Challenges Collaboratively



# Outreach

## CEC WIDER TEAM

SUPPORT TEAM: 40

MENTORS: 45

LOCAL ORGANISERS: 70 Countries

## WEBSITE

+3,200

UNIQUE VISITORS PER MONTH

+9,500

PAGE VIEWS PER MONTH

3,12

AVERAGE SITE VISITS IN MINUTES

65%

RETURNING VISITORS

## +30K SOCIAL FOLLOWERS

+10,000



[@CircularEClub](#)

+6,600



[CircularEconomyClub](#)

+2,780



[Circular Economy Club](#)

+1,900



[circular\\_economy\\_club](#)

+2,630



[Facebook group](#)  
[LinkedIn group](#)

## MONTHLY CONTENT

3,600

NEWSLETTER SUBSCRIBERS

57%

OPEN RATE

## GEOGRAPHICALLY

57%

EUROPE & MIDDLE EAST

8%

AFRICA

23%

AMERICAS

12%

ASIA PACIFIC



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# Awards and Accolades



CEC Founder Anna Tarí (second from right), receives the Iberoamerican Youth Award in 2018  
from the Prime Minister of Spain, Pedro Sánchez Pérez-Castejón



# In the News...

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"New Open-Source Database Aims to Help Steer Worldwide Circular Economy Efforts through Collaboration," 6/20/18, U.S. Chamber of Commerce Blog | [goo.gl/3EXw8o](https://goo.gl/3EXw8o)

"The Circular Economy Club is Growing," 2/18, Global Recycling | <https://goo.gl/BqDXiA>

"The Edge SME Forum 2018: 'It is time to build bridges,'" 7/16/18, The Edge Malaysia Weekly | <https://goo.gl/ECqbdS>

"Rethinking our economy: How do we sell in a circular economy with doughnut economics?" 7/31/17, SmartCompany | <https://goo.gl/H9AtVG>

"World innovators and influencers make the final cut," 8/14/18, The Herald (Scotland) | <https://goo.gl/dT1ekV>

"Thanks for applying," 8/30/18, Innovators Magazine Blog | <https://goo.gl/4ygmf8>

"5 Highlights from Mapping Taiwan's Circular Economy Projects," 3/16/18, The News Lens (Taiwan) | <https://goo.gl/hmfBdq>

"Global Circular Economy Database Launched to Coordinate Circular Innovation," 5/2/18, Resource (magazine) | <https://goo.gl/Be89w4>  
<https://www.governmenteuropa.eu/circular-economy-concept-explained/90557/>

# Testimonials



**Peter Desmond**  
Growth International

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*The international source of connections in the field*

*The Circular Economy Club has been a great help to me as a way of connecting with other circular economy professionals. I was introduced to author and consultant, Catherine Weetman, whose excellent book, “A Circular Economy Handbook for Business and Supply Chains: Repair, Remake, Redesign, Rethink”, I had seen on the CEC website. Catherine and I are now working together to roll out interactive workshops for organisations who are looking to put circular principles into practice.*

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“

*CEC brings like-minded people together to accelerate the transition*

*The CEC Circular Economy Mapping Week has shown us that when you get together with like-minded people in a multi-disciplinary and collaborative environment, we can find matching tools, create new solutions and really accelerate the transition.*



**Beatriz Luz**  
Exchange4Change Brasil

”

“

*A true collaborative approach with clear added value*

*Excitement was paramount during the Circular Economy Mapping Week, as CEC offered a real opportunity to not only have the regional experts talk to each other but it also gave them an opportunity to showcase what is being done in our dynamic region while gaining expertise from other cities around the globe. A true collaborative approach where the CEC brings a clear added value.*

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**Alexandre Lemille**  
Wizelmpact

For more information visit  
[www.CircularEconomyClub.com](http://www.CircularEconomyClub.com)



# Thank You



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Daniel Hiestand  
CEC Public Relations Coordinator  
[daniel@circulareconomyclub.com](mailto:daniel@circulareconomyclub.com)