

Circular Cities Week 2021

29 to 31 October



CIRCULAR ECONOMY
CLUB
Malaysia Cities

Start-Ups Advancing Circular & Sustainable Fashion:

E-workshops, Pitch Sessions,
Clothes Swap and Creative
Roadshow

Register: cec.kualalumpur.malaysia@gmail.com



Circular Cities Week 2021

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CIRCULAR ECONOMY
C L U B

Malaysia Cities



Jacqueline Chang

Circular Economy Club (CEC) Leader
Multiple Clubs in Malaysia

Welcome Remarks

We are undergoing one of the most unprecedented challenging times of our era. I invite you all to close your eyes for a while and let go of all you know about Fashion today. Then imagine and put yourself a few years from now to 2030 – what do you see, feel, touch, smell and taste? Are we close to achieving the SDG 2030 Agenda and circularity?

As you ponder on those words, the Circular Economy Club (CEC) Malaysia Clubs are inviting you to reimagine how we can **circularise fashion by 2030** and beyond during our **3rd annual flagship Circular Cities Week 2021**. The CEC celebrates this inaugural decentralized global event every fall with one goal in mind: **to push, with a united voice, for the design and implementation of circular economy strategies in cities worldwide**. These efforts coincide with the **United Nations World Cities Day on Oct. 31 every year**.

My colleagues and I from over 80 CEC Clubs are organising both online and in-person events adhering to Covid-19 SOPs to identify opportunities and next steps to encourage **implementation of the circular economy in cities**. This critical event allows us to bring together stakeholders from city governments, venture capitalists, angel investors, accelerators, private and non-profit sectors, academia and provide a **strategic platform for a multi-stakeholder call to action** on how we can help scale grassroots & urban entrepreneurs to excel in this field. This year CEC Malaysia Clubs are excited to partner with **CEC London and Circular Economy Institute** (Knowledge Partner), **Think City** (Strategic Partner), **Kloth Wear** (CE Solutions Partner), **Clean Seas Malaysia** (Media Partner), **Ms. Melissa Tan, Fashion Revolution Representative, Malaysia & Zero Waste Malaysia** who will organise a clothes swap cum charity auction and **GMBB** (Creative Roadshow Partner).

Don't miss this enviable opportunity to connect with entrepreneurs and experts from **Malaysia, SEA, Europe, India & the US** who will share their dreams and ideas, and how they would like to inspire others during the pandemic! The focus on **Circular & Sustainable Fashion** emerged when the **Circular Economy Institute** decided to launch this **specialist certification track** and the **increasing hike of online shopping globally since 2019**. I think its timely that Circular Cities Week 2021 focuses on this sector, this year, on **circular & sustainable methods of producing & consuming** and what that might mean for us all, especially the people in **fashion supply chains (SDG 11, 12 and 17)**. This is about collecting a diverse range of ideas and visions together: you don't need to be an expert- if you wear clothes - this event is for you!



Opening Circular Cities Week 2021

"Applying the Circular Mindset: Clothing that Connects Us".

Friday, 29 October 2021 3:00pm MYT | 9:00am CEST

Lillygol Sedaghat is a National Geographic Explorer and Multimedia Storyteller at the intersection of science, systems, and people. Her work includes documenting **National Geographic's first women-led Sea to Source Ganges River Plastics Expedition**, the effects of climate change and the coronavirus on Pacific coastal communities on an 800-mile bike trip, and Taiwan's waste management system and plastics recycling as a **Fulbright - National Geographic Digital Storytelling Fellow**. With her stories, Lillygol aims to make science accessible to the greater public and spark the realization that every choice we make affects the environment. Using infographics, music videos, maps, and photo essays to promote our connectivity to each other and the world, she hopes to **transform people's perceptions of trash from something disposable to something valuable**.

Lillygol has presented at **United Nations World Environment Day India, UNEP Sea of Solutions Conference 2019 Bangkok, National Geographic Live series, TEDx**, and helped launch the Planet or Plastic? campaign in both mainland **China and Hong Kong**. She has worked with UNEP and UN Women to coordinate a regional storytelling bootcamp for early career journalists in the **Asia-Pacific region** on women and climate resilience. In late 2021, Lillygol will build one of the **first visual databases of circular economy initiatives in Taiwan with a focus on human stories as a part of a National Geographic Early Career Storytelling grant**.

Lillygol received her **B.A. in Political Economy** from the **University of California, Berkeley** and her **MSc in Nature, Society, and Environmental Governance** from the **University of Oxford**. She believes in the **power of stories and people to change the world**.

Lillygol Sedaghat

National Geographic Explorer & Storyteller

Co-Founder, [Suan Tian Stories](#)

Oxford University | MSc Nature, Society & Environmental Governance

[LinkedIn](#) | [Instagram](#)

Friday, 29 October 2021 3:00pm to 5:00pm MYT | 9:00am to 11:00am CEST

Circular Cities Week 2021

29 to 31 October

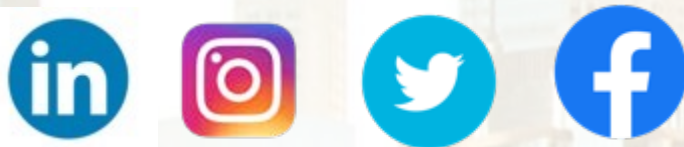


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Strategic Partner



Click and Follow us on Social Media



Zoom Webinar: [Click here](#)

Contact: cec.kualalumpur.malaysia@gmail.com

Webinar | Welcome Remarks

Jacqueline Chang, CEC Leader for Multiple Clubs in Malaysia

Opening Circular Cities Week 2021 with Lillygol Sedaghat

Lead Moderator:

Mr. Duncan Cave, Lead, Think City Institute

Insights & Video Montage | Changemakers of Today - How We Did It?

Session 1 – Circular Fashion: The next normal

Turning Ocean Plastic Into Innovative Comfort Shoes

Padinya Aree, Co-Founder & GM, Tlejourn, Bangkok Thailand

Recycled Textiles and the Bag Affair Video Montage

Harrith Hasmadi & Muhaimin Hadi, Founders, Hashadi, Malaysia

Questions and Answers

Regional Perspectives | Accelerating the transition to a Circular Fashion

Industry : Learning from Covid-19 to better prepare for other crises

Ms. Sooksiri Chamsuk, Deputy Representative, UNIDO Thailand

Questions and Answers

Experts & Entrepreneurs



Duncan Cave
(Moderator)
Lead, Think City Institute



Sooksiri Chamsuk
Deputy Representative, UNIDO
Regional Office in Thailand



Padinya Aree
Co-Founder and GM
Tlejourn, Bangkok



Harrith Hasmadi
Co-Founder, Hashadi



Muhaimin Haidi
Co-Founder, Hashadi

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Knowledge Partners



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London



CIRCULAR ECONOMY
INSTITUTE

Criteria for the **Pitch It to Win It** competition:

- Open to Start-Ups and Entrepreneurs
- **Your online Pitch must be completed in 5 mins**
- Evaluated on 5 areas: Innovation and Creativity, Market Potential, Feasibility, Quality of Presentation, and Use of Circular Economy concepts (tools and frameworks included)

Zoom Webinar: [Click here](#)

Saturday, 30 October 2021 3:00pm to 5:00pm MYT | 9:00am to 11:00am CEST

3:00pm to 3:15pm

Welcome and Briefing by Marialine Verdickt, Lead Judge
Introduction of VCs, Angels, Accelerators and Judges by Jacqueline Chang

3:15pm to 4:15pm Start of the Pitches

Introduction to Pitch: (1min - MV) + (5min pitch) + Q&A (4min - Assigned Judges) for each team

Five teams: Xiapism (Johor Bahru) | 0/100 (Milan) | Loci (London) | Love Hero (London) | Rubymoon (London)

4:15pm to 4:40pm Judges Recess in separate break-out room and online voting by audience in parallel

4:20pm to 4:40pm Keynote “Circularity in Fashion Now & Tomorrow”
Ms. Katarina Rimarcikova, Founder and Director of Align, London

4:40pm to 4:50pm Judge's feedback to Pitch participants

4:50pm - 5:00pm Announcement of the winner and closing by Jacqueline Chang, CEC Leader for Multiple Clubs in Malaysia

Venture Capitalist & Angel Investors



Humberto Olivo
Private Equity/VC/Expert
Mentor/ Circular Economy,
Texas, USA



Jian Li Yew
Impact Investor/ Managing
Director, Citrine Capital
(Malaysia)



Dr. Melissa Foo
Executive Director
Malaysia Business Angels
Network (MBAN)



Carlo Delantar
Head of Circular Economy,
Gobi Partners and
Partner, Core Capital (Manila)



Ashish Dave
CEO at Mirae Asset Venture
Investments (India)



Vee Charununsiri
Country Lead – Thailand
Grab Financial Group

Venture Capitalist, Angel Investors & Accelerators



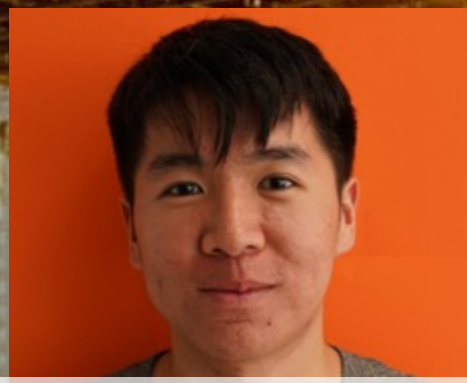
Victor Chua, CFA
Founding & Managing Partner
Vynn Capital (Malaysia)



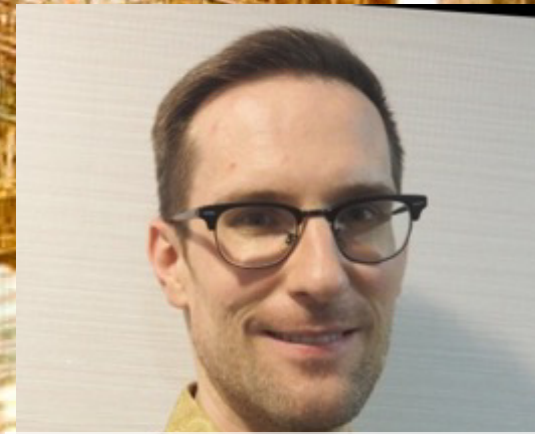
Elain Lockman
CEO & Co-Founder, Ata Plus &
President, Registered Digital
Market Association of Malaysia



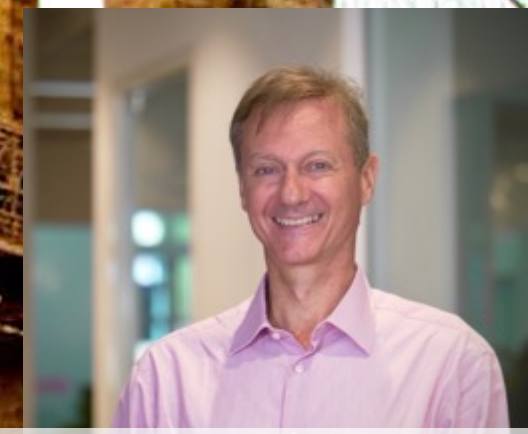
Karina Cady
Operations & Investment Director
Circulate Capital (Singapore)



Daniel Teoh
Venture Builder at Enviu
(Malaysia)



Klaus Oberbauer
Ocean Plastic Prevention
Accelerator
Second Muse (Indonesia)



Matteo Chiampo
Technical Director
Second Muse (Singapore)

Panel of Judges



Marialine Verdickt
Circular Economy Lead Judge



Alice Beyer Schuch
Circular Fashion Expert, Cirkla
Modo (Germany)



Jasmien Wynants
Sustainable Fashion Expert,
Flanders DC, (Belgium)



Katarina Rimarcikova
CEC London Fashion Lead
ALIGN Founder & Director



Josephine Tan
Circular Plastics Projects
CEC Penang Lead & General Manager of
Penang Green Council



Boyd Jouman
Ocean Plastics Projects
CEC Penampang Lead



Sudy Yeo
Waste Solution Projects
CEC Petaling Jaya Lead & Founder
Love.Sam.Pah



Tey Boon How
Recycling Industry Expert
CEC Johor Bahru Lead & Deputy General
Manager Heng Hiap Industries



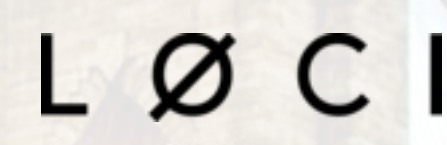
Soomin Lee
Programme Lead & Circular
Fashion Expert, Circular
Economy Institute



Malaysia



Italy



UK



UK



UK

Expert & Pitch Teams



CIRCULAR FASHION SPECIALIST

CERTIFICATION

Hands-on circular fashion theory on design, materials, systems and implementation tools about the upcoming ISO International Standards on Circular Economy.

ENROLL NOW



Pitch It To Win It Prizes

- Access to Funding for Entrepreneurs
- Free Mentoring Programme min 1- max 3 months with Impact Investors & Accelerators organized by CEC Malaysia
- Free Tuition Fees worth **£460** to undertake the Circular Fashion Specialist Certification sponsored by Circular Economy Institute

For those not involved in the competition, the Circular Economy Institute, have officially launched the #CircularEconomy Specialist certificate with important learning materials including a final project to evaluate a company based on the upcoming ISO International Standards on Circular Economy. Enroll now!"

*<https://ceinstitute.org/certification/> and
<https://ceinstitute.org/circular-fashion-specialist/>*

To register for the competition,
email Jacqueline Chang at
cec.kualalumpur.malaysia@gmail.com

Strategic Partners



Duncan Cave
Think City Institute



Donny Ewe
Think City Institute



Jacqueline Chang
CEC Leader, Multiple CEC
Clubs in Malaysia

The CEC Leaders in Malaysia



Sudy Yeo
CEC Petaling Jaya



Josephine Tan
CEC Penang



Boyd Dionysius Jouman
CEC Penampang, Sabah



Tey Boon How
CEC Johor Bahru

Fashion Revolution Representative



Melissa Tan
Fashion Revolution Malaysia

Saturday, 30 October 2021 10:00 am to 5:00pm

On Site | Clothes Swap

Melissa Tan, Fashion Revolution Malaysia

Clothes swapping is an event where we can recirculate and re-love existing garments through swapping within the community

- Pre-registration for participants before event day
- Group sessions conducted throughout the day

Fashion Revolution is the largest global fashion activism movement that campaigns for a clean, safe, fair, transparent and accountable fashion industry.

More details to be announced at



@heymelissatan

@fashrevmalaysia



hey
Melissa
Tan

Clothes
Swap

Weaved from recycled single-use plastics, such as food packaging and sachets by women who live on Mantanani Island in Sabah, Malaysia. Like many small islands around the world, Mantanani does not have an adequate waste management and recycling system to address the single-use plastics issue. The women have found a creative way to upcycle these materials.

EcoPurse



Saidah Bin Hj Makbul



Dimensions: 30cm x 8cm

Colours: Various, depending on the plastics available, but please specify your preferred colours when ordering and we will do our best to meet your colour choices.

How to purchase: Order by 15 November 2021 for shipping in December 2021 via online form: <https://tinyurl.com/ecopurse>

RM 25
each

Gym Towels
made from
recycled
plastic
bottles



Microfiber Gym Towel

6 RECYCLED PLASTIC BOTTLES = **1** MICROFIBER TOWEL
(Polyethylene terephthalate or PET)

COLOUR: **BEIGE**
29.9" (L) x 15.7" (W)
FOLDABLE WITH ELASTIC BAND

20% NYLON
80% RECYCLED POLYESTER

✉ ask@kloth.com.my

📷📘 [klothlifestyle](#)



Thank you Ms. Suzy, Ms. Sarah and Kloth Wear team for sponsoring 10 pieces to the Circular Cities Week 2021 volunteers



To purchase more units at RM15 only, contact: Ms Sarah Kedah sarah@kloth.com.my

ACKNOWLEDGEMENTS



Circular Cities Week Creator



Strategic Partner



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Circular Economy Solutions Partner



Media Partner



Creative Roadshow Partner



Clothes Swap Partners





Thank You

www.circulareconomyclub.com

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cec.petalingjaya@gmail.com

cec.penang@gmail.com

cec.johor@gmail.com

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