

CIRCULAR CITIES WEEK

POST-EVENT REPORT 2024



CCW2024

No city left behind the circular economy revolution





INTRODUCTION

Circular Economy Club's Circular Cities Week brings together experts, enthusiasts, and communities globally to discuss and strategise areas for innovation and opportunities to drive the circular economy forward across sectors and regions. Circular Cities Week encompasses:

- An opportunity for global knowledge sharing and inspirational examples to be heard from metropolitan cities, to rural communities.
- A path for cities to share challenges and pain points, and in turn enable conversations that can foster real change through cross-sector and cross-geographical collaboration.
- Communities creating debate around how circular economy business plan solutions can support the delivery of climate focused solutions for COP29.
- A platform for cities to share their progress in the adoption and implementation of circularity.
- An invitation to contribute to the mapping of circular economy initiatives, projects and legislation as a central hub of information to propel growth, collaboration and funding opportunities driving global change.
- Becoming a part of the movement by feeding into the evolving map as we build a global maturity index of circular economy projects in cities, led by CEC members.

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CEC MISSION

We envision a new era where cities worldwide function through a circular model, helping to create a positive impact on communities, resources and the planet

The current economy is based on a linear model, which inevitably leads to a 'produce, consume, and dispose' society. Compounded with resource depletion and growing pollution, it poses unforeseen threats to our future. We believe the transition to a circular economy is vital to protect and promote the health of people and the planet and to design out waste from our world.

In 2014, the CEC was established to offer circular enthusiasts a forum to play their part in implementing a circular economy. CEC offers a platform for the circular economy community to come together with a unified goal of moving the world beyond waste at a local and global level simultaneously.

At the CEC, we bring the circular economy to cities worldwide by supporting the design and implementation of local initiatives, and by building on the evidence gathered by Clubs in the last decade to help educate communities and spark opportunities for innovation and positive change.

info@circulareconomyclub.com

○ **How did you setup CEI & CEC?**

The CEC came first. It was a side project really, when I was working at the United Nations. I came across the concept of the circular economy and was fascinated, so I developed a blog and invited experts to write articles and contribute. I called it a 'club' because that's what it felt like.

There weren't many people connecting in the circular space at that time and I felt the need to connect people with each other, so they could make things happen. I remember thinking every city needs a club like this, and, from there, we launched the CEC programme. Anyone, anywhere in the world, can form a Club of their own to discuss circularity.

○ **What about the Institute?**

People were asking "what does it mean that someone knows how to implement circularity?". We saw a lot of organisations learning about sustainability, then renaming that to "circularity", even when it wasn't really. So we developed a body of knowledge we could use to certify that people know what circular economy principles are and how to implement them. The first level is a self-study programme which is suitable for anyone wishing to further their knowledge in the circular economy; is all about the basics and gives people knowledge they can draw on.

The next level is offered to those already acquainted with the circular economy, and looking to implement circular economy across organisations. It's very hands-on. It is ideal for those willing to implement strategies in their own organisations, or for those consulting, bringing in practical experience and bringing you closer to becoming a circular economy expert.

○ **Why is CIWM a good fit for the CEI?**

We have collaborated on projects before. CIWM is a well-respected organisation that has lots of knowledge, expertise with training courses, and an active and engaged membership. It will give CEI extra rigour and gravitas, and the regional nature of the Clubs is not so different from CIWM's regional centres.

I think CEI and CEC will help CIWM to expand into parts of the circular economy space that are outside its traditional remit of resources and waste management. I see this as a very positive thing.

○ **Will the world ever achieve a circular economy?**

I think a lot of people want it, and steps are being made in the right direction, with organisations that adopt circular practices being rewarded by consumers.

I'm excited because I see CEC members who really want to do something, not just talk. We will get to a stage where it's less costly to do things in the right way, and there will be a tipping point. We are getting there.

THE EVOLUTION OF THE CEI & CEC

CIRCULAR'S INTERVIEW WITH ANNA TARI

DEFINING A CIRCULAR ECONOMY

A circular economy is defined as an alternative to the current linear economy in which we take resources, produce, consume and generate waste as part of a 'throw away' culture. In a circular economy, systems and products are designed to eliminate the concept of waste, by enabling the recovery and reuse of materials at the highest value possible, serving multiple lifecycles.

Benefits

The major economic benefit that the circular economy provides at a macro-economic level is that it is able to decouple economic growth from resource consumption. Many social aspects would be influenced by the adoption of a circular economy, including an increase in employment opportunities (i.e. in Europe alone, the transition towards a circular economy is estimated to generate 580,000 jobs). Moreover, more resilient cities would be generated, providing a healthier space for citizens to live from both a wellbeing perspective, and a social equality perspective. The circular economy has the potential to reduce the input of resources (e.g. energy) and output of materials (e.g. CO2 emissions).

Barriers

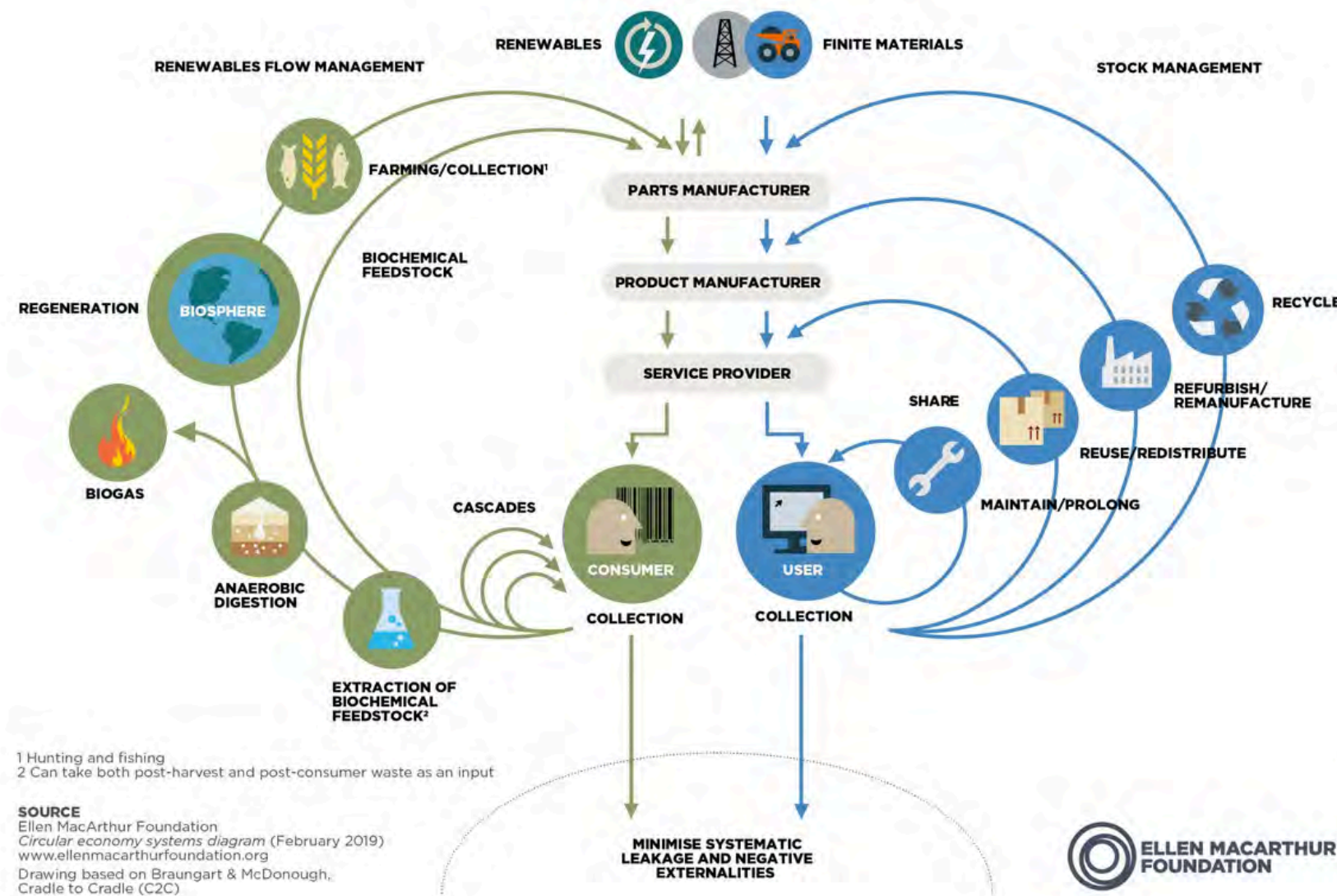
Initial investments needed such as the adoption of new technologies or R&D testing for new materials, a lack of understanding in the metrics to measure circular performance, and non-standardised definitions/indicators could make the benefits of adopting these models and practices unclear and have a knock on effect to wider perceptions of the potential of a circular economy. Also, thinking systemically and leading by example is necessary rather than thinking of individual impacts as an isolated and innocuous impact in the world; it's beneficial to think of individual impact as a of a bigger system.

EMF butterfly diagram

The diagram (left) illustrates the continuous flow of biological and technical materials through systems.

Biological cycle where biological (or organic) materials such as wood, food and water, can be incorporated into the ecosystem and be re-generated through biological processes so that they can enter the biosphere safely through processes like aerobic composting which regenerate living systems such as soil.

Technical cycle recover and restore products with technical components, and materials (such as fossil fuels, plastics and metals) through strategies like reuse, repair, remanufacturing or (in the last resort) recycling. The objective is to keep all materials circulating within the technical loops and avoid any leakage to the biosphere.



WHAT IS A CIRCULAR CITY?



A circular city seeks to improve resilience for the city and its citizens, and decouple economic growth from the consumption of finite resources to support more stable and sustainable operating eco-systems.

These cities aim to embed the principles of a circular economy to

- Eliminate the concept of waste,
- Keep assets at their highest value at all times,
- Support localised economies and social wellbeing,
- Reduce emissions and support net-zero targets,
- Development and accessibility of digital technologies.

Circular economy in cities has a great focus on the top sectors in the urban systems such as buildings, mobility, and consumer products. Considering opportunities to connect with local city governments is key in establishing circular economy initiatives and sharing insights in how the transition from linear to circular can support localised economies, as well as country-wide and global economies.

The implementation of a circular economy on a local, regional and national scale provides benefits for economic, social, and environmental factors, including:

- Economic growth occurring through reduction in the likelihood of supply shocks, reusing resources and waste, using fewer virgin materials and leveraging new business models.
- Social equality improving by the accessibility of resources, digital technologies, and enhanced localised job opportunities. Additional societal, health and wellbeing benefits would be supported by infrastructure changes like green transportation and urban agriculture.
- Environmental benefits gained by the reducing the use of raw materials (e.g. water, minerals, critical raw materials), regenerating ecosystems, and decreasing the negative externalities brought by the linear model (e.g. greenhouse gases emissions).

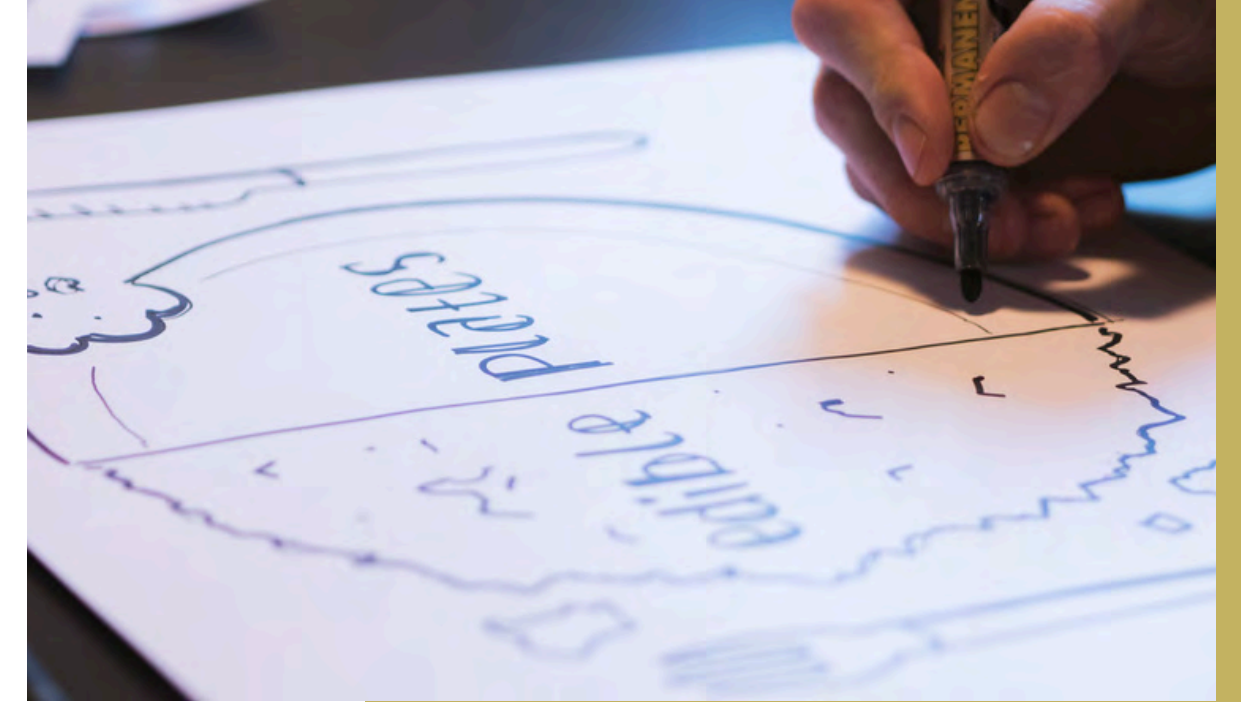
EXECUTIVE SUMMARY

Cities around the globe are generating waste in different sectors such as food, textiles, and the built environment. Three quarters of people will live in cities by 2050 and we already consume 75% of our natural resources, emit 60-80% of greenhouse gases, and produce over 50% of global waste (UNEP, 2017). Cities and regions play a significant role to promote, facilitate and implement circular economy to eliminate waste, and create resilient and liveable urban spaces. The circular economy is a model in which every material is designed to go back into the economy to avoid generating waste.

We believe that the change towards a circular economic model in our cities has been prevented by a series of barriers such as lack of incentives, disconnected efforts, a lack of awareness and of clear, organised information and deadlines.

The Circular Cities Week report presents the outcomes of the global event 'Circular Cities Week' including the circular challenges and opportunities highlighted in the events hosted by Club Leads. This report represents a crowd-sourced tool for cities worldwide to help education and implementation efforts of the circular model.

Note: It is worth recognising that CEC Clubs host events in a number of ways/ formats and contribute information not only to this report but to wider CEC activities such as the 'Measuring & Mapping the Circular Economy Initiative'. While we are not able to include all formats of information into this report, all CEC Clubs are committed to bringing circularity to their city.





FOCUSES FROM CEC CLUB EVENTS

For more information on joining the CEC or becoming a Club Lead, follow the link here or contact the team on info@circulareconomyclub.com

As part of Circular Cities Week, Club Leads choose how to run their events and what to focus the events on to drive circular economy education, awareness, and opportunities for collaboration in their regions. While the 2024 events covered a range of topics and formats, some common focuses arose:

- **Raising awareness of work already happening**
Showcasing work already being done to support a circular economy is key in broadening awareness and ultimately, positive change. A lot of those already working or operating in a circular way, don't even know they are doing it, so bringing awareness to these and sharing key insights is pivotal in driving stronger implementation efforts.
- **Momentum in localised efforts**
Much of the work that supports a circular economy is driven by localised, community level efforts. The need to support these individuals, organisations, groups and/or communities is vital and the events highlighted some great examples of this work in action.
- **Measuring & mapping circularity on the ground**
A number of the events run by Clubs focused on or included activities involved in mapping and measuring the circular economy within their region/ city. Being able to map the work already happening on the ground shows opportunities for collaboration and gaps for innovation, whilst also being able to share key insights and learnings from those already operating circular models.

2024 EVENTS OVERVIEW

The week saw Circular Economy Club events run by Club Leads in:

- **Birmingham, UK:** A half-day event including short presentations from local companies, followed by discussions and a mapping exercise focused on the West Midlands
- **Boston, USA:** A multi-day event delving into the practical steps to circularity for Boston including panel sessions, workshops and a circular market
- **Brighton & Hove, UK:** An informative day of talks from Brighton based organisations around the potential to foster circular thinking within the local community
- **Calgary, Canada:** A half-day practical workshop mapping on the ground circular economy initiatives and businesses in Calgary
- **Gold Coast, Australia:** A hybrid format workshop session focused on mapping the circular economy within the Gold Coast and wider Australia
- **Hong Kong, China:** Multiple workshops focused on designing circular business models including system design, consumption models, food waste and greenwashing
- **London, UK:** An evening featuring a panel of experts discussing London's role in driving circularity, followed by an interactive mapping workshop



CEC BOSTON

CLUB LEAD: ERIC SARGENT

Event type: A multi-day event delving into the practical steps to circularity for Boston

Defining Circularity: Envisioning a New Future for Waste in Boston

On Day 1, we heard from small businesses, start-ups, nonprofits, and industry partners on their unique circular solutions, the role they plan in this ecosystem, and what circular economy means for them in this city. This panel event featured Rachel Perlman, Joan Popolo, Margie Bell, Igne Donovan, and Stephanie River Oritz, explaining their story, the challenges they have faced, and insights into what the future of circularity in Boston could look like.

Driving Circularity: Legislation, Advocacy, and Incentives

On Day 2, we hosted a series of talks on policy and advocacy work in the circular economy and zero waste fields. The City of Boston's Zero Waste Department discussed programs the city offers to handle waste-ban items such as mattresses and textiles. They also discussed food waste, unique item collection, and the city's efforts to support small businesses with circular solutions. We heard from Circular Economy Week Boston's keynote speaker, Representative Michelle Ciccolo, about extended producer responsibility and ways to leverage existing opportunities to Boston's circular economy.

Displaying Circularity: Circular Economy, Nature, and Organic Cycles

On Day 3, we will explore what it looks like to take the concepts of the circular economy and put them into practice within organic cycles. The Mass Audubon's Nature Center and Wildlife Sanctuary team provided a tour of their facilities, showing various initiatives they have taken to increase the sustainability of their facility while working in partnership with nature. The tour was followed by a panel discussion on nature and the circular economy. Industry leaders shared insights on sustainable practices inspired by nature's regenerative cycles. Haley Knox of Schneider Electric facilitated the panel with Srirup Kumar of Flow, Sameer Khanbhai of Ecotone Renewables and Shyam Shukla of Wasted*, and they explored innovative solutions driving the transition to a circular economy.

Demonstrating Circularity: The Wicked Circular Market

Day 4 of Circular Cities Week, we took the ideas of the circular economy and put them into action with a local vendor market featuring zero waste and circular solutions. The event was complete with a Halloween costume repair, costume swap, and candy recycling stations. Throughout the day, lightning talks and workshops provided additional opportunities to hear circularity success stories.



Over 120 people gathered to discuss the circular economy in Boston across 4 days!



Image Credit: @cec_boston - Instagram

CEC BOSTON (continued)

CLUB LEAD: ERIC SARGENT

Event highlights: There was an interesting theme throughout the week about the importance of culture in driving systems change. On Day 1, Joan Popolo the Executive Director of the Action Innovation Network, an network of business incubators in Massachusetts brought up that when she thinking about circular economy she thinks about the question “what would my grandma have done” Reusing glass chairs, hemming pants, darning socks. While this is focused on individual actions rather than systems there is a mindset of conservation, reuse, and efficiency that comes with this ideal culturally. And that really seemed to resonate with people.

Over 120 people gathered to discuss the circular economy in Boston across 4 days. Together, we are working to create a new future for less waste in our city. Spaces like the Wicked Circular Market help to show what is possible for circularity in Boston.

Across all of our panels, we saw Boston’s diverse participation in all aspects of the circular economy. From panellists and their organisations that spoke about their work in construction, retail, culinary, and waste renewal, to the attendees that showed up, the agenda and conversation covered both sides of the “butterfly diagram” and was able to cover the macro-assessment of the legislative opportunities in Massachusetts as well as the micro-examples of what individual organisations are doing.

Throughout CCW Boston, there were many references to what other countries are doing. Rep Ciccolo referenced her trip to Germany, Sylvia Munoz spoke about Europe’s ranging policies, and even participants came that had experience from living or working in other countries. CEC Boston is excited to continue to learn and exchange ideas and resources with other countries. .

Image Credit: @cec_boston - Instagram



Together we are working to create a new future
for waste in our city!



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CEC BRIGHTON & HOVE

CLUB LEADS: STEVE CREED/
DAVID GREENFIELD

Event type: An informative day of talks from Brighton based organisations around the potential to foster circular thinking within the local community.

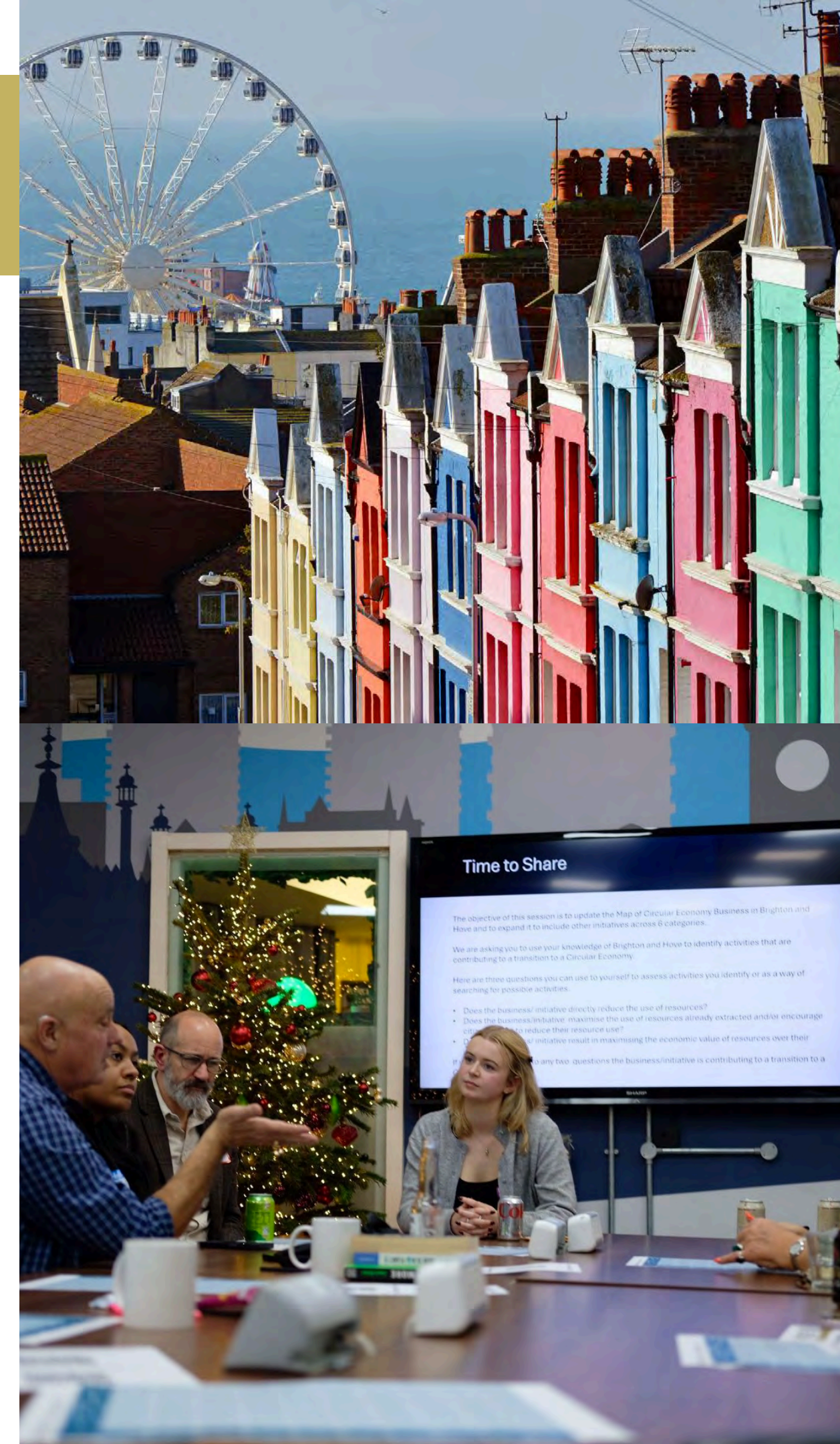
How Circular is Brighton and Hove?

The vibrant and inspiring event brought together individuals from diverse backgrounds to discuss the circular economy and its potential within our city. Hosted at the welcoming Eagle Labs Brighton, the event served as both an informative session and an opportunity to foster collaboration within the community.

The event began with Rohun Bouri from Eagle Labs Brighton extending a warm welcome to attendees. Eagle Labs, who generously provided the venue and refreshments, also offered participants the chance to explore its shared office space.

Darren Hedges, Managing Director of Recorra – a local waste management company – shared inspiring highlights from the organisation's transition toward a circular economy. Recorra has focused on delivering an effective recycling service, collecting an impressive 38 different materials, ranging from batteries and vapes to coffee cups. Their dedication showcases how local businesses are driving sustainability.

Steve Creed, co-founder of Circular Brighton and Hove, provided a comprehensive update on the city's transition toward a circular economy. He highlighted Circular Brighton and Hove's key contributions over the past six years, including collaboration with Brighton and Hove City Council to include a commitment to develop a Circular Economy Route Map in the 2018-2023 Economic Plan. Steve also shared examples of circular businesses thriving in the area, demonstrating tangible progress in the transition.



CEC BRIGHTON & HOVE (continued)

CLUB LEADS: STEVE CREED/
DAVID GREENFIELD

Emily Jones, an International Development undergraduate at Sussex University, led an engaging mapping exercise. She explained the importance of updating the circular economy map was to:

- Attract investment into local circular economy initiatives.
- Gain a clearer understanding of the current landscape and future opportunities.
- Foster collaboration and innovation within the community.

The exercise highlighted remarkable initiatives like Zedify, Recorra, Sussex Gleaning, FareShare UK, MarinaTex, and Freegle, which have been instrumental in advancing Brighton and Hove's circular economy.

During the workshop, attendees proposed exciting topics for future discussions, including:

- The relationship between the circular economy and food waste.
- Exploring the link between the circular economy and wastewater.
- The role of Artificial Intelligence in achieving a circular economy.

Event highlights: A major highlight of the mapping session was the identification of 77 new circular businesses and initiatives, adding to the 150 identified in 2018. This growth reflects the community's strong commitment to fostering a sustainable and collaborative future.

Additionally, the number of new people who joined the event and the topics they suggested for future events.



CEC CALGARY

CLUB LEAD: ERIN BIRD

Event type: A half-day practical workshop mapping on the ground circular economy initiatives and businesses in Calgary.

Circular Cities Week - Calgary Mapping Workshop

The format of the workshop was World Cafe style, where attendees progressed through four stations:

- 1 - Intro to Circular Economy
- 2 - Needs/Haves
- 3 - Mapping initiatives
- 4 - Speaker Q&A

The mapping workshop encompassed a number of different industries currently working on developing a circular economy within Calgary. Some of those highlighted as part of the workshop included the following sectors - food and beverage, manufacturing, fashion and textiles, consumer products and services and cities.

Presentations were featured each hour by three enabling organisations including The City of Calgary, Arusha Climate, and the Recycling Council of Alberta.

Event highlights: Attendees enjoyed networking at the event, and identifying the many different initiatives in Calgary supporting a circular economy, most of those highlighted were projects or businesses.



Welcoming Speakers from

- The City of Calgary
- Arusha Climate
- Recycling Council of Alberta



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CEC GOLD COAST

CLUB LEADS: LINDA NORDIN/ SARAH TOSONE

Event type: A hybrid format workshop session focused on mapping the circular economy within the Gold Coast and wider Australia

Circular Matrix Week - Mapping Our Circular Future

The Circular Economy Club Gold Coast wrapped up 2024 with its Circular Cities Week & Global Mapping Workshop, hosted in partnership with the Circular Economy Institute (CEI) London. Held as a hybrid event, it brought together 20 committed members both in person at SMEC's office and online. Attendees collaboratively developed a Circular Matrix for the Gold Coast, identifying 115 initiatives across sectors including buildings, fashion, food, manufacturing, healthcare, and electronics. The workshop created a space for knowledge-sharing and celebration – complete with Swedish glögg, gingerbread cookies, and local Aussie snacks. The matrix will now act as a living tool, updated annually to track progress, uncover gaps, and guide new circular collaborations. This shared map marks a pivotal step in building a locally grounded, globally connected circular future for the region.

This extensive matrix showcases a diverse range of circular economy initiatives and sustainable procurement examples across key sectors in the Gold Coast and broader Australia. It highlights real-world projects and organisations that are contributing to circularity through innovation, reuse, recycling, and sustainable design. These initiatives align with both Australian circular economy strategies and the European Union's Green Deal goals of reducing waste, enhancing resource efficiency, and decarbonising production systems.

- In the built environment, projects like the Pimpama Sports Hub and Corner Block commercial buildings stand out for integrating solar power, battery storage, low-maintenance materials, and life-cycle-based construction planning. These approaches are complemented by Green Star-certified communities and trial use of green concrete and recycled asphalt, demonstrating how infrastructure can lead in embedding circular and low-carbon procurement. Similarly, SMEC's circular infrastructure project exemplifies reuse and refurbishment within road and bridge upgrades.
- In consumer goods, SwapU and Green Leaf Toys offer practical models for waste-free consumer behaviour through item swapping and toy libraries. Meanwhile, Officeworks, Planet Ark, and MobileMuster show how large organisations are enabling take-back and e-waste recycling systems.
- In fashion, initiatives like Seamless Clothing Stewardship Scheme and local upcycling networks (SUS Group, Revive Hive, BySkye) foster circularity through reuse and repair, echoing the EU's extended producer responsibility (EPR) principles.
- The events and signage sector is innovating with reusable alternatives (e.g., Bettercup, Green My Plate, Eco Trilogy) and waste-free event services. These align with EU Green Deal guidance on zero-waste events and public procurement of reusable materials.
- In manufacturing, companies such as IKEA, Polypipe, and BlockTexx demonstrate product modularity, repairability, and resource recovery – all key circular economy levers promoted by the EU.



CEC GOLD COAST (continued)

CLUB LEADS: LINDA NORDIN/ SARAH TOSONE

Overall, this matrix provides a rich ecosystem of local and regional case studies that show how sustainable procurement and circular economy principles are being embedded across diverse industries on the Gold Coast. It can serve as a practical blueprint for councils, procurement officers, and sustainability leads seeking to implement real change through targeted procurement practices and strategic partnerships.

Highlights of 2024 - Looking Back and Moving Forward

CEC Gold Coast has a bold vision—to position the Gold Coast as a leader in the circular economy. Since its humble beginnings in a Village Roadshow meeting room in late 2023, the Circular Economy Club Gold Coast has grown into a dynamic community of changemakers.

In 2024, the Club hosted three major events: Regenerating the Gold Coast in March spotlighted local food and green waste solutions with insights from EfW experts in Sweden and community compost leaders; Circular Fashion and Textiles in September showcased upcycled design, policy advances, and innovative recycling efforts like BlockTexx; and finally, Circular Cities Week brought together systems thinkers to co-create the first Gold Coast Circular Matrix.

Across all events, the Club has fostered partnerships with local government, global thought leaders, businesses, and grassroots innovators. As we look to 2025, we're excited to announce that the Club's board has expanded from 3 to 7 members, welcoming new representatives from local councils – including Northern Queensland – as well as leading organisations such as BlockTexx and CSIRO. With this strengthened leadership, we're better positioned than ever to scale up impact, drive cross-sector collaboration, and lead circular transformation across the region.

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CEC LONDON

**CLUB LEADS: DAVID GREENFIELD/
KATARINA RIMARCIKOVA/ KARISHMA GUPTA**

Event type: An evening featuring a panel of experts discussing London's role in driving circularity, followed by an interactive mapping workshop

Circular Cities Week, Is London leading the circular revolution?

Sponsored by WSP, CIWM London & Southern Counties Centre (LSCC) and PDN

On 4th December 2024, Circular Economy Club London brought together 48 circular economy professionals at the WSP offices for an evening of discussion, collaboration, and innovation. Sponsored by WSP, CIWM LSCC, and PDN, the event explored London's pivotal role in advancing the circular economy.

The evening featured a dynamic panel discussion with inspiring speakers – Sophie, Andrea, Emma, Genia, and Pauline – who shared their perspectives and experiences on how London can lead the circular revolution across industries. This was followed by a hands-on Circular Cities Mapping Workshop, where attendees, in groups of five, mapped circular economy initiatives across sectors including textiles, chemicals, construction, food, and more.

It was a vibrant and engaging evening that reinforced the power of collaboration in driving systemic change. The event was proudly organised by CEC London co-leads David, Karishma, and Katarina.



MEASURING & MAPPING THE CIRCULAR ECONOMY



○ The goal

A global map identifying circular economy initiatives and projects in different regions, featuring information on what the initiative is, what sector it supports, and who runs it. The map is a place to highlight and learn from current initiatives, and to spot opportunities for innovations and cross-sector, geographical collaborations to enable wider circular economy growth.

Included as part of the mapping project is the maturity index, rating cities' circular economy maturity level and, in turn, highlighting opportunities for education, collaboration and circular economy growth.

○ Why map the circular economy *within* regions and cities?

Understanding the work that's already happening and the areas where we could look to progress or innovate for a circular economy within regions and cities is key to building a holistic eco-system that supports citizens, economies and the environment on both micro and macro scales. Enabling this level of knowledge sharing will allow for communities to learn from one another and potentially, help to fast track circularity across geographies.

The map also helps to highlight how important everyone's efforts and individual actions are in driving wider circular economy efforts and helps to bring the power we have as the CEC community and all circular economy experts, practitioner and supporters to the forefront.

○ How

As part of the Cities Week events taking place (and events throughout the year), Club Leads will be working with members and attendees to map circular initiatives and projects currently running in their regions. The mapping grid is broken down to encompass different businesses and operating models against sectors and industries for us to have a clear cross-cut to examine and highlight the work underway, and areas where innovation can take place.

We are excited to share more information on the mapping exercise as work develops!

RESOURCES

CEI Training & Certifications

[Circular Economy Trained Certificate](#) (online)

[Circular Economy Specialist Certificate](#) (online)

The CEI are thrilled to be able to offer CEC members discounts on the training courses mentioned here. For more information on course discounts or joining a Club, please contact the team on info@circulareconomyclub.com

Acknowledgments

The CEI would like to thank all the CEC Clubs and their Leads for their time, effort and commitment in running events as part of Circular Cities Week 2024 to help drive awareness and on the ground efforts of circularity in their regions, along with their continued efforts in bringing local communities together to drive the circular economy forward, and in turn, working to create a better world for all.

**Launching Circular Cities
Week 2025**

October 20th - 26th

 **CIRCULAR
CITIESWEEK** × **#CEweek2025**



Interested in joining the CEC? Contact the team for opportunities to join as a member, become a Club Lead, partner to support projects, share content and exciting stories with the community and more!

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