

CIRCULAR  
CITIES WEEK

#CEweek2025

# CIRCULAR CITIES WEEK & CE WEEK



COMMERCIAL OPPORTUNITIES 2025

Full overview

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# No city left behind in the circular economy revolution





**20 – 26<sup>TH</sup> OCTOBER 2025**

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# NEW FOR 2025!

## CIRCULAR CITIES WEEK & CE WEEK

To build on the movement of Circular Cities Week, the CEI are thrilled to be co-running this years week alongside ReLondon's CE Week!

Having run for the past 7 years, ReLondon's CE Week encompasses a week of events that explore the role of business, government and communities in accelerating the shift to a circular economy. Hosting a range of in-person practical sessions and streamed content, the week brings together professionals and advocates to connect and share insights, innovations and success stories to help build more resilient, circular cities.

Together, both weeks focus on showcasing, learning from and collaborating to enable the circular economy at localised, regional and country wide levels.

We are excited to be able to bring a week of bring practical workshops, thought provoking conversations and insightful use-cases to a global audience. Join the week to be a part of the circular economy community!

\* By joining Circular Cities Week and CE Week 2025, you agree to have your data shared across both organisations coordinating the event of the week, Circular Economy Institute (CEI) and ReLondon.



# WHY SUPPORT?

- Driving change for the Circular Economy**  
Be part of an inspirational network helping to educate communities and drive circular solutions and practices in a world where drastic change has never been more needed.
- Global reach**  
Showcase your commitment to sustainability and the circular economy on a global stage, enhancing your market reach and influence.
- Brand exposure**  
Enhance your brand's visibility and credibility. Gain access to a targeted audience interested in circular economy practices, initiatives and innovations.

For more information on supporting the event, contact the team on:  
Circular Cities Week - [info@circulareconomyclub.com](mailto:info@circulareconomyclub.com)  
CE Week - [CEweek@relondon.gov.uk](mailto:CEweek@relondon.gov.uk)

# THE WEEK'S OBJECTIVES

CEI's Circular Cities Week and ReLondon's CE Week collectively bring 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. Together, the week aims to:

- Demonstrate how circular place-based action in cities brings the circular economy to life at a local high street and neighbourhood level for real people, in their roles as citizens, small business owners and members of the local community.
- Showcase progress being made in cities around the world in building circular economies and embedding circular principles into neighbourhoods and communities, to provide a prosperous, resilient and sustainable way of life for city residents.
- Provide opportunities and space to explore and facilitate conversation on the role of local, regional, national and global government in accelerating the shift to a circular economy.
- Provide a pre-COP30 platform to foster circular economy conversations and practical solutions.
- Share practical examples, toolkits and case studies of circular place-based action to grow momentum and inspire further action in a time of increasing resistance to and abandonment of green policies and environmental progress globally.
- 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.

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# GET INVOLVED

## HEADLINE PARTNER – £20,000

**This is the ideal opportunity for an organisation looking to be aligned with a large global reach supporting circularity!**

Get international exposure, and position your brand front and centre by supporting the event as a whole. This unique opportunity presents you with a global audience of circular economy professionals spanning two organisations followings and renowned events.

For Circular Cities Week (CCW) and CE Week 2025, you'll be the Headline Partner for the overarching week brand featuring a wealth of exposure pre, during and post the event week in October, with an audience reach spanning over 80,000. With the CCW report launching globally post-event, your Circular Cities Week sponsorship is the gift that keeps on giving!

Alongside CCW, the CEI run a number of events and initiatives throughout the calendar year including circular economy mapping projects (typically run in conjunction with CCW), educational and thought leadership webinars, enlightening podcast discussions, while giving a voice and highlighting circular focused projects through our Clubs. Aligning with CCW goes beyond just supporting this weeks activities, it shows your commitment in aiding the growth of circularity efforts and sustainability goals globally.

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**CE Week – [CEweek@relondon.gov.uk](mailto:CEweek@relondon.gov.uk)**

# GET INVOLVED

## HEADLINE PARTNER CONTINUED

### Pre-event:

- Logo and website link to be included on event landing page (links to event landing page will also be available via partner sites including [CIWM partner events list page](#) and ReLondon [CE Week website](#))
- Included on CEI HQ and ReLondon's marketing advertising\* the event week (LinkedIn, X, Instagram - c. 55,000 followers for CEI/ CEC, c. 20,000 followers for CIWM, c. 13,000 followers for CE Week, ReLondon)
- Sponsor will be provided with social media marketing assets for their use
- A featured article or interview\*\* on Circular Online and ReLondon's LinkedIn page
- CEI website pop-up advert 1 week before (sponsor logo included)
- Circular Newsletter (c. over 21,000 subscribers, CTR of 17%) - advert banners to event webpage CCW branded with sponsors logo for 4 weeks and a sponsored content to run [www.circularonline.co.uk](http://www.circularonline.co.uk)
- CEI monthly newsletter - event featured in 1 newsletter with prominent sponsor logo - sponsor can include either a quote, mini interview (5 quick questions) & banner advert (pre- or post-event)

# GET INVOLVED

## HEADLINE PARTNER CONTINUED

### During the event (20th - 26th October)

- Logo on generic CCW and CE Week event assets shared with Club Leads and event organisers e.g. welcome slides
- Logo and website link to be included on event landing page (links to event landing page will also be available via partner sites including [CIWM partner events list page](#)) and ReLondon [CE Week website](#))
- Banner advertising and weblink on event page
- Speaker slot at one ReLondon event during week\*\*\*

### Post-event:

- Logo/ branding on post-event CCW report (free to access)
- Post-article on Circular Online, includes sponsor logo and mention and website link
- Post-event rundown in Circular Magazine (c. 7,000 distribution encompassing print and digital copies) will include sponsor logo and/or mention.
- Post-event social media post on CEI channels and ReLondon channels, to include sponsor logo and/or tagged mention
- When live, logo to be included in section representing organisations that have supporter CCW and Mapping Projects (exact timeline for this is to be confirmed)

\*where relevant, individual Cities can get their own sponsors

\*\* format to be confirmed with content team

\*\*\* where possible - to be confirmed with ReLondon team

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# GET INVOLVED

## CIRCULAR CITIES PARTNERS – £4999

Become a Circular Cities Week Partner, with exposure to our global audience in the build up to October's event, and brand exposure on launch of the post-event report.

### Included:

- Logo/ branding on event landing page (links to event landing page will also be available via partner sites including [CIWM partner events list page](#) and ReLondon [CE Week website](#))
- Logo/ branding on post-event CCW report (free to access)
- 2 x social media posts (event week general posts) with a combined reach of over 80,000 followers on LinkedIn, X & Instagram
- 1 x piece of sponsored content on CEI/CEC newsletter

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# OTHER WAYS TO GET INVOLVED

## CIRCULAR CITIES SUPPORTERS – £750

Become a Circular Cities Week Supporter and help to amplify the weeks messages around a thriving circular economy for all!

### Included:

- Logo/ branding on event landing page (links to event landing page will also be available via partner sites including [CIWM partner events list page](#) and ReLondon [CE Week website](#))
- 1 x social media post (event week general post of all supporters) with a combined reach of over 80,000 followers on LinkedIn, X & Instagram

## HOST AN EVENT

Interested in hosting your own event as part of the week? Contact the team below to get involved:

### Circular Cities Week (as part of the Circular Economy Institute)

Please email [info@circulareconomyclub.com](mailto:info@circulareconomyclub.com) for information on starting/ joining a Circular Economy Institute near you to host an event as part of the week.

### CE Week (organised by ReLondon)

Please email [georgina.eldridge@relondon.gov.uk](mailto:georgina.eldridge@relondon.gov.uk) for information on hosting an event as part of the week.

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# GET IN TOUCH

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To discuss the opportunities for joining Circular Cities Week & CE Week 2025, contact one of the team today!

-  **GINNY THACKER | CEI PARTNERSHIPS**  
info@circulareconomyclub.com
-  **SUZY LESTER | CEI COMMUNITY & EVENTS**  
info@circulareconomyclub.com
-  **LIA RICHARDS | CEI SPEAKERS & EVENTS**  
lia.richards@ciwm.co.uk
-  **KATIE ROWBERRY | CE WEEK PARTNERSHIPS**  
Katie.rowberry@relondon.gov.uk
-  **GEORGIE ELDRIDGE | CE WEEK EVENTS**  
georgina.eldridge@relondon.gov.uk
-  **ALI MOORE | CE WEEK COMMUNICATIONS**  
ali.moore@relondon.gov.uk