

**WCEF2023  
PARTNER  
NETWORK  
MEETING**

1 March 2023



**W** **HELSINKI,  
FINLAND**  
**2023**  
**WORLD  
CIRCULAR  
ECONOMY  
FORUM  
2023**  
**F**  
**30 MAY - 2 JUNE**

# WCEF Concept

- The World Circular Economy Forum presents the world's **best circular economy solutions** and gathers the most recognised experts and decision makers in the field. The aim is to accelerate the global **transition towards a circular economy** to achieve the UN Sustainable Development Goals.
- The WCEF event contains **high-level programme** with discussions, workshops, networking, side events and business excursions. The focus is on plenary/parallel sessions that cover different circular economy topics and bring business and the environment together, as well as encouraging networking between the participants.
- Partner-led Accelerator Sessions bridge WCEF to **the daily work needed** for a circular transition, extending the main sessions' themes into the ongoing work of partner organisations on a global scale.
- At WCEF2023, we want to be **practical** and give more room for **sectoral & value chain specific** discussions.

# WCEF2023 – Circular solutions for nature and the economy



1. Facilitate conversations and create a wider understanding on how the circular economy allows us to **tackle some of the complex root causes** of resource overconsumption, pollution, climate change and biodiversity loss all at once
  2. Engage the **voices of young generations** in the top-level circular economy discussions
  3. Build the momentum for a **nature-positive future** by compiling a focused and practical agenda
- +1 Create **memorable moments** at WCEF2023 for all participants, spark the desire and build capacity to leave nature in a better state for future generations  

# What's to come?

## 2+2 days of the main event

- 30-31 May • 2 days of joint programme with 2 000 people live in Messukeskus, Helsinki + online
- 1-2 June • 2 days of **Accelerator Sessions** led by WCEF Partners globally, online or in person

## And more

- **Online participation** from anywhere around the world via Youtube + app
- **Studios** – smaller in-person events can be organised by anyone during or after the main event, with live stream from Helsinki and localised programme
- **Side Events** can be organised by anyone throughout 2023 → those taking place on 22 May – 11 June will be listed on [wcef2023.com](http://wcef2023.com), and all will be listed on [sitra.fi](http://sitra.fi)

# Programme structure: 2+2 days (+361)



## 4 Plenaries

on critical global themes

## 16 Parallel sessions

on hot circular economy topics and solutions

## +2 days of Accelerator Sessions

organised by partners, deep-dives into core themes of the forum, online or in person

## + Studios

organised by anyone, delivering parts of the Forum with localised programme, online or in person

## + 361 days of Side Events

circular economy events organised by anyone across the globe, online or in person

And hey, don't forget the Expo Area, Exhibition and networking opportunities!



# Tuesday, 30 May

The plenaries on the first day will explore cross-cutting themes for a diverse, global audience, explaining circularity's role for the well-being of nature and the economy and youth's role in the transition. Parallel sessions will bring the themes to life by sharing inspiring and scalable circular economy solutions from around the world.

# Day 1, Tuesday 30 May (11:00-21:00 UTC+3)

9:00-11:00	Registration, doors open 9:00-11:00				<b>Expo area</b>  The change makers	<b>Exhibitions</b>  Designs for a cooler planet	<b>Net-working</b>  2nd floor
11:00-12:15	Opening ceremony: opening entertainment, high-level speeches, state of affairs <b>Plenary 1: Circular solutions for nature and the economy</b> Lead: Sitra						
12:15-13:30	Break (lunch)						
13:30-14:45	<b>CAPITAL &amp; GOVERNANCE</b> PS1 <b>Finance for industrial transformation</b> Circle Economy	<b>PEOPLE</b> PS2 <b>Everyday life</b> EEA	<b>RENEWABILITY</b> PS3 <b>Regenerative agriculture</b> EMF	<b>FINITE MATERIALS &amp; ENERGY</b> PS4 <b>Renewable energy and minerals in the green energy transition</b> NI			
14:45-15:15	Break						
15:15-16:30	PS5 <b>Accounting and metrics</b> WBCSD	PS6 <b>Future skills</b> Aalto University	PS7 <b>Regenerative forestry</b> EFI	PS8 <b>Mining in a circular world</b> GTK			
16:30-17:00	Break						
17:00-18:00	<b>Plenary 2: Visions for a circular future by young leaders</b> Lead: NI						
18:00-21:00	Evening programme + buffet dinner						



# Wednesday, 31 May

The second day of the Forum breaks into value chain specific topics where we bring to life action-oriented case studies and best practices to illustrate the progress and challenges faced in financing and scaling circular solutions. The plenaries will explore circularity in financial markets, and future trends for a regenerative and resilient economy.



# Day 2, Wednesday 31 May (9:00-16:15 UTC+3)

8:00-9:00	Registration, doors open 8:00 - 9:00				<b>Expo area</b>  The change makers	<b>Exhibitions</b>  Designs for a cooler planet	<b>Net-working</b>  2nd floor		
09:00-10:00	Plenary 3: <b>Money talks: what enables a systemic shift for corporates and investors?</b> Lead: Sitra / Circle Economy								
10:00-10:30	Break								
10:30-11:45	<b>CAPITAL &amp; GOVERNANCE</b>  PS9 <b>Trade</b> WEF	<b>SOLUTIONS FOR VALUE CHAINS</b>  PS10 <b>Fashion and textiles</b> Aalto University						PS11 <b>Construction and the built environment</b> MoEnv Finland	PS12 <b>Hydrogen in a circular economy</b> Hydrogen Cluster Finland
11:45-13:15	Break (lunch)								
13:15-14:30	PS13 <b>Strategies and road maps</b> GACERE	PS14 <b>Food</b> EMF	PS15 <b>Plastics and packaging</b> EEA	PS16 <b>Electronics</b> PACE					
14:30-15:00	Break								
15:00-16:15	Plenary 4: <b>Towards a resilient and nature-positive future</b> Closing ceremony: <b>Towards WCEF2024</b> Lead: Sitra								



# Expo

# WCEF2023 Expo Area Stand

[Call for Expo Area stand hosts](#) is open until 19 March  
→ Send your application to [contactus.wcef@sitra.fi](mailto:contactus.wcef@sitra.fi)

The Expo Area consists of around 40 stands

- Each stand will be a fixed form
- Price with basic set up is 1 480 euros + VAT

We are looking for scalable circular economy solutions that

- Inspire the world towards a nature-positive future
- Tackle the root causes of climate change, pollution and biodiversity loss

We value

- Different perspectives on the circular economy
- Solutions which accelerate the transition to a regenerative and resilient economy





# Accelerator Sessions



# WCEF2023 Accelerator Sessions on 1–2 June

- **Partner-led**
- **Build a bridge** between WCEF2023 and the daily work needed for a circular transition
- **Extend the main sessions' themes** into the ongoing work of partner organisations on a global scale.

# Responsibilities of Accelerator Session hosts

Take care of **all practical arrangements**, including:

- session content and format
- speaker invitations
- participant registration
- event webpage
- event platform/venue
- timing
- marketing and communications (Sitra will support communication through WCEF channels)
- To help measure the impact of WCEF2023, partners will be asked to share a **post-event summary with key takeaways** (max 100 words) plus speaker and audience (registrations and participants) **statistics** (number, gender, nationality/country of residence) with Sitra

# Responsibilities of Sitra

- **Co-ordinating the selection** of WCEF2023 Accelerator Sessions
- **Linking together partners** who are looking at similar themes
- **Sitra and WCEF2023 will promote** the Accelerator Sessions as an integral part of WCEF2023 programme

# Facts and format

- Accelerator Sessions may take place on **1–2 June**.
- The sessions will be **live events** delivered **physically or virtually** at a venue or on a platform of the host's choice.
- Should be **open to the public**, but hosts may limit the number of participants.
- Should be **relevant to a global audience** but may feature **local** case studies and perspectives.
- **Recommended language is English**, but sessions may be delivered also in other languages. Simultaneous translation, if desired, will be the responsibility of the host.
- The **session host** has the main responsibility for **promoting the sessions**, so we strongly encourage the partners to use your own marketing channels.



# Timeline

**1 March:** 1st Partner meeting & opening call for Accelerator Sessions

**17 March:** application deadline

- Fill in [online form](#) (initial session idea)
- Sitra to review applications and connect partners with similar topics with each other during week 12 (20–24 March)

**14 April:** refined session descriptions (title, description for WCEF2023.com, link to event page, time) deadline

- Sitra to review and unify session descriptions for wcef2023.com week 16-17 (17– 28 April)

**Week 18 (1 to 5 May):** Sessions to be published on wcef2023.com

**From 8 May:** Marketing of Accelerator Sessions by hosts and WCEF2023

# Venue tips in Helsinki

- [Messukeskus](#) (Conference centre where the WCEF2023 main days will be organised. 12 min from the city centre by train.)
- [Little Finlandia](#) (Several spaces available to accommodate an audience of 100-250 people. In the city centre.)
- [Central Library Oodi](#) (Auditorium for 150 people and movie theatre. In the city centre.)
- [Think Corner](#) (For science and research-based events. Stage for a 100–150-person audience + two smaller presentation/workshop spaces for max 50 people each. In the city centre.)
- [Wanha Satama](#) (Larger spaces for 100+ participants. 30 min walk/12 min tram ride from the city centre.)
- [Marina Congress Center](#) (Smaller meeting rooms and larger spaces. 25 min walk/12 min tram ride from the city centre.)
- [Musiikkitalo](#) (In the city centre.)
- [Clarion hotel](#) (Larger and smaller spaces. 25 min walk/ 11 min tram ride from the city centre.)
- [Sofia Helsinki](#) (Meeting rooms and workshop spaces. In the city centre.)
- [Meeting Park](#) (Workshop, meeting and seminar spaces. In the city centre.)
- If you want something more exotic, check out: [Venues - Allas Sea Pool](#)

+ Sitra may offer limited space for hosting Accelerator Sessions relevant to Sitra's workstreams.

+ Search for more venues in Helsinki: [2,000+ Event Venues - Event venues Helsinki - Venuu.fi](#)



# Communications

# Online participation & mobile app

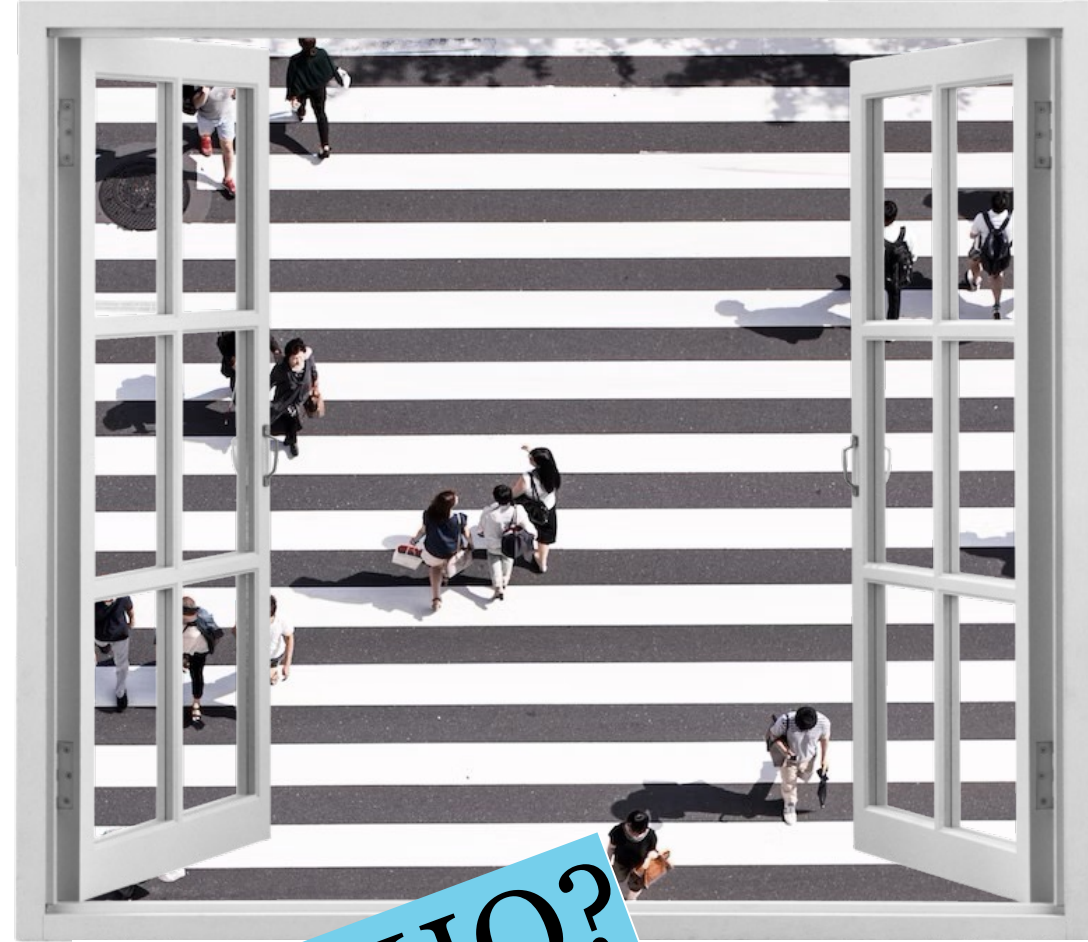


- **Registration for all online participants** (to allow for statistics)
- **Live stream on Youtube** (in English with subtitles)
- **Polls and comments via the App** + programme, session agendas, speakers, partners, participants, etc.  
→ to be published about **two weeks before the event**



# Target audiences (national, regional, continental, global)

- Businesses, SMEs, entrepreneurs
- Financiers and investors
- Public Officials
- Policymakers
- Research
  - Schools
  - Universities
  - Research institutes
- Think tanks
- NGOs
- Media
  - Journalists (in the Nordics and globally)
  - Influencers & amplifiers



**WHO?**

# Please **SHARE!**



In the months leading up to the Forum we will release:

- 4x Newsletters
- 4x Social Media Kits
- 60+ Twitter posts
- Articles, studies, case examples, etc.

Please **follow us** and share our content using **#WCEF2023**  
**+TAG our partners**

on **TWITTER @WCEF2023** and our website **WCEF2023.com**  
and your own social media channels like LinkedIn, Facebook & Instagram





# Next steps



Call for Expo Area stand hosts is open until 19 March, send your application to [contactus.wcef@sitra.fi](mailto:contactus.wcef@sitra.fi)

Apply for Side Events by filling in the application form and sending it to [contactus.wcef@sitra.fi](mailto:contactus.wcef@sitra.fi)

Application deadline for Accelerator sessions is 17 March, fill in the online form

More updates on the next Partner Network call (date to be announced later)



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