

Circular Week

12-17th of October 2021

In October 2021 (11-17th of October) the fourth edition of the International campaign - Circular Week will take place. During this initiative a multiple numbers of initiatives dedicated Circular Economy transformation and sustainable production and consumption will be organized all over Europe. We are happy to announce that besides INNOWO (main organizer) such organization as Holland Circular Hotspot, Circular Change (Slovenia), Nordic Circular Hotspot, Institut national de l'économie circulaire (Inec) (France) become official partners of Circular Week 2021.

International Circular Week 2021!

Circular Week is an international educational campaign whose goal is to endorse and promote the idea of a circular economy, support sustainable business models and establish cooperation between interested stakeholders. It is initiative which spread among broad public the concept of sustainable production and consumption. It is all about cooperation, collaboration and joint actions. And Circular Week campaign is a platform where every organization, institution or individual could be engaged and become part of this movement.

If anyone would like organize its own event dedicated to circular economy is welcome to do so. It could be connected to any topic or sector as food waste, sustainable fashion, sustainable construction or circular agriculture. It must just have circularity angle. On dedicated webpage www.circularweek.org we present all events of Circular Week which take place all over Europe.

To learn more about all aspects, principles, opportunities of circular economy join CIRCULAR WEEK 2021 – www.circularweek.org

If your organization would like to have more active part in Circular Week initiative and organize circular event please contact d.derda@innowo.org

HOW IT WORKS?

Circular Week initiative is based on online platform www.circularweek.org. There are interactive Map of Europe where all events, partners, initiatives are presented. You can see which city and organization will join Circular Week, and when and where particular events take place. There is possibility by searching it by places or by dates. Everyone can pick most interesting event, register through website and take part in it.

On the other hand any entity which would like to be a co-organizer and a partner of circular week can submit their own event on the circular map. INNOWO as main coordinator of the project will gather all initiatives, place it on the online platform of events and in the calendar available to the public and support them in promoting these events.

WHAT WE PROVIDE

INNOWO will provide each partner with:

- communication materials – info pack, website banners, CW logo, press release, one pager invitation for local partners
- space at online platform – www.circularweek.org
- branding of local coordinator on every promotional material
- title of local coordinator of Circular Week
- provide support in communication and promotion of the events

WHAT WE EXPECT

Organizing by local coordinator/partner at least one event regarding circular economy topic in representing country

Support communication about circular week on the local markets, send information about the initiatives to the local circular network and media. Become a local info contact point for Circular Week in your country.

Invite local NGO, Business, local authorities to become a part of circular week and encourage them to organize their own event. As a next step gather all regional initiative and send them to INNOWO to be submitted on the Circular Week Map.

WE LOOK FORWARD TO WORK WITH YOU AND SPREAD THE MESSAGE ABOUT CIRCULAR ECONOMY THROUGHOUT THE EUROPE!