

WCEF2025 Accelerator Session Info and Q&A

26 February 2025



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Agenda

1. Basics (Iida)
2. Communications (Tuula)
3. Questions (Pia, Tuula & Iida)
4. Next steps (Pia)





WCEF2025 Accelerator Sessions

- Held on 15 or 16 May 2025
- **Max 3 hours per session** to avoid too much overlapping and competition
- All sessions are presented in a **sortable listing on wcef2025.com**
→ If you have multiple sessions accepted, we will still present all sessions separately to give equal opportunities for all accelerator hosts.
- Sessions are **open for anyone** to participate, separate registration required
 - No invitation-only sessions, mention limitations due to venue size
 - Collect information about attendance → share with us through the feedback survey (after)
- Forum participants value an **interactive** approach and **networking opportunities**
- **NO** selling or promoting of commercial interests



Accelerator sessions: Facts and format

- Delivered **physically or virtually** at a venue or on a platform of the host's choice (not pre-recorded).
- **Open to the public**, but hosts may limit the number of participants.
- Should be **relevant to a global audience** but may feature **local** solutions, case studies and perspectives.
- **Recommended language is English**, but sessions may be delivered also in Portuguese (or Spanish). Simultaneous translation, if desired, will be the responsibility of the host.
- **Listed on WCEF2025.com**, extending the main forum's offering. Language versions of the accelerator session pages will only contain the **translated title** (and guide to change language to find our more). The session listing can be **sorted using filters**.
- **Session host has the main responsibility for promoting their session**. We strongly encourage all partners to use their own marketing channels efficiently and link to the main event programme.
- **WCEF will support** by promoting the accelerator days' offering through its channels.



WCEF2025 Accelerator Sessions 15-16 May

121 applications, 12 rejections / cancellations, 3-4 matchmakings

→ 109 sessions in total

→ **85 in English**

coordinated by **Sitra / Pia**

54 on 15 May

31 on 16 May

In-person	31	(São Paulo/SP)
Hybrid	26	(São Paulo/SP)
Hybrid	5	(Rio de Janeiro/RJ)
Online	23	

→ **26 in Portuguese**

coordinated by **FIESP / Juliana**

13 on 15 May

13 on 16 May

In-person	5	(São Paulo/SP)
Hybrid	12	(São Paulo/SP)
Hybrid	1	(Rio de Janeiro/RJ)
Online	8	



Roles of Sitra & FIESP

- Open the **call for applications** in English and Portuguese
- **Select the sessions** jointly
- **Link together organisations** who are looking at similar topics
- Support the **coordination of session timing**
- **Screen and verify the content** → Sitra in English and FIESP in Portuguese

WCEF will promote the accelerator sessions as an integral part of the forum programme, Sitra and FIESP will support.

Hosts' responsibilities

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

- Design session **content and format**
- Invite **speakers**
- Organise participant **registration**
- Create an **event website** (with detailed programme and speaker info)
- Book the event **venue/platform** (in-person and/or online)
- Set the **timing** (Sitra & FIESP will support in co-ordinating the timing of sessions)
- **Marketing and communications** (Sitra & FIESP will support communications through WCEF channels)

To help measure the impact of WCEF2025, hosts will be required to share a **post-event summary with key takeaways** plus speaker and **audience statistics** (number, gender, nationality / country of residence) with Sitra.



COMMUNICATIONS

Stakeholders

HOSTS

FIESP/SENAI-SP

CNI

SENAI

Sitra

SCIENCE PARTNER

International Resource Panel

PARTNERS

Funders

Session leads

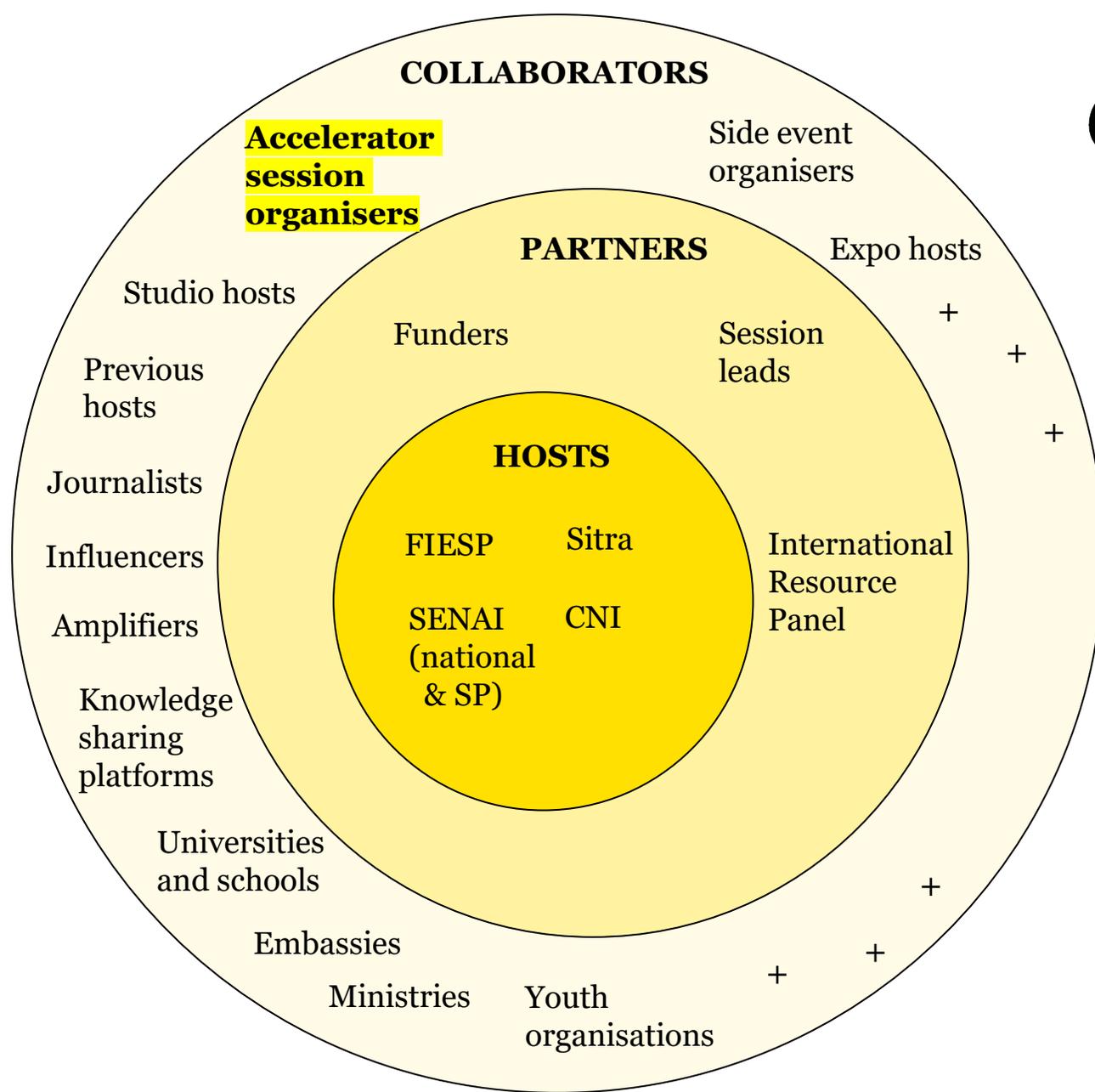
COLLABORATORS

Accelerator session organisers

Studio hosts

Expo hosts

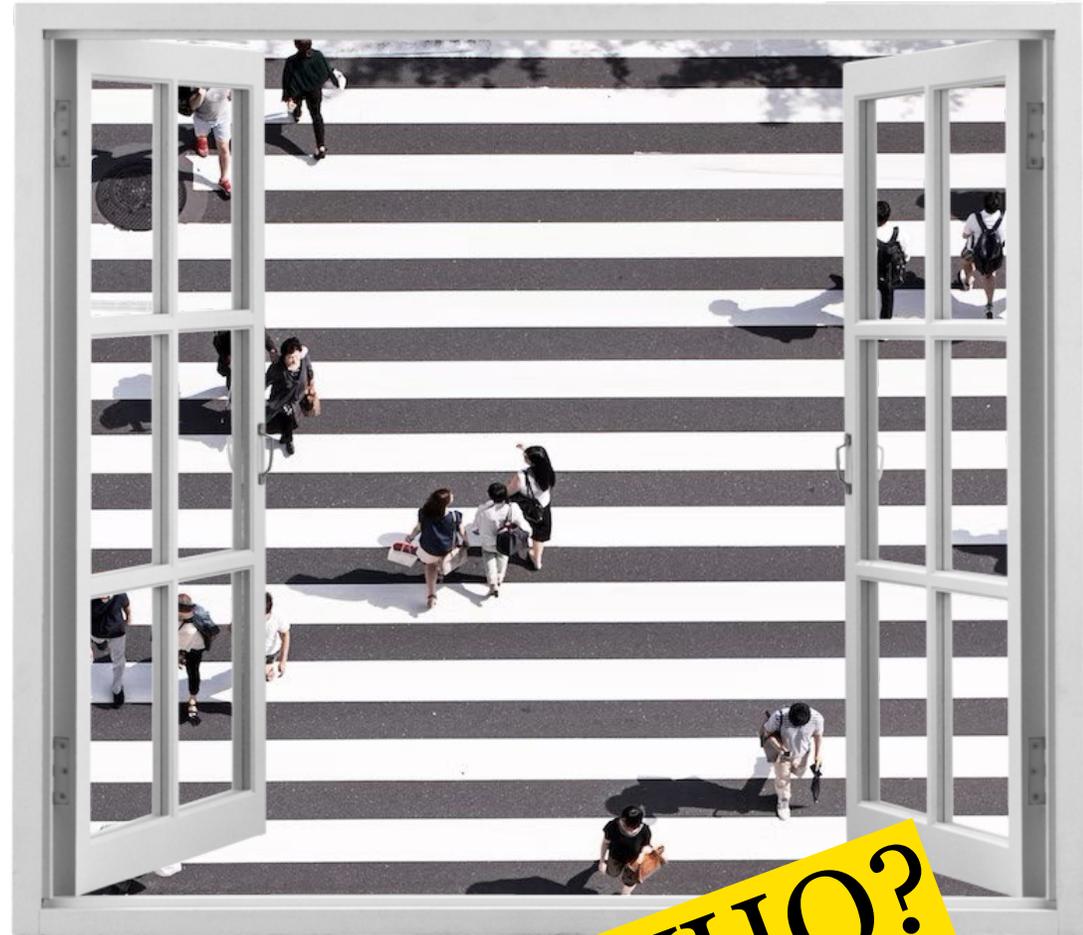
Side event organisers



Target audiences (national, regional, continental, global)



- Industry, businesses, SMEs, entrepreneurs
- Financiers and investors
- Public officials
- Policymakers
- Researchers
 - Schools
 - Universities
 - Research institutes
- Think tanks
- NGOs
- Media
 - Journalists (in Brazil, LAC and globally)
 - Influencers & amplifiers



WHO?

Channels



	Website	News- letter	LinkedIn	X (Twitter)	Instagram	Facebook	Podcast
WCEF2025	X	X	X	X			
Sitra	X	X	X	(X)	(X)	(X)	(X)
FIESP/SENAI-SP	X	X	X	(X)	X	X	X
CNI	X	X	X	X	X	X	X
SENAI	X	X	X	X	X	X	X

- + **Partners' channels for accelerator sessions**, side events
- + Media (journalists, reporters, influencers)
- + event lists, etc.



Website offers up-to-date information and inspiring content

Newsletters engage the community and offer interesting content about the forum's topics

Social media channels offer tips and picks on the forum topics and activate to participate

WCEF Channels



Collaboration calls and comms meetings help spread the word and engage in collaboration



What, when and where?

The WCE2025 will take place at Ibirapuera Park, the most famous park in the largest city in Latin America: São Paulo, from 13 to 14 May 2025.

In addition, accelerator sessions will be held by WCE collaborators on 15 and 16 May, online and around the globe.

Attendance in person is by invitation only.

WCE in South America for the first time!

Brazil, here we come.

[CHECK THE PROGRAMME](#)

Sign up for our newsletter!

Do you want to be the first to hear about our programme updates, speakers and topics? Sign up for our newsletter!

It's time to get some sun!

The most important event on the circular economy is about to land in Brazil in May 2025, with online participation open to everyone.

In its ninth edition, WCE will explore the potential of tropical solutions for sustainable growth, the power of the regenerative economy and the strategies of a bioeconomy—alongside the indispensable role of the production sector in driving the transition toward a circular economy.



Comms basics

Subscribe to our newsletter:
<https://www.sitra.fi/en/subscribe-to-our-newsletters>



Sitra and FIESP lead the communications & marketing of WCEF2025, supported by co-hosts and partners.

Accelerator session hosts lead the comms & marketing of their own session, supported by WCEF.

→ **Use your channels** and we will support to amplify your outreach.

Social media kits and images as well as **newsletter picks** are shared for use by all collaborators in the [shareables folder](#). Use the images and ideas for your comms! (Note: separate link for accelerator materials)

We will **go live** with accelerator session content on **wcef2025.com** in **mid-March** – stay tuned!

Share your plans for relevant content to publish/announce during your session or on the way. Knowing these well in advance will help in integrating them in WCEF2025 comms (newsletters, media kit, etc.).

Get **your comms team** onboard!

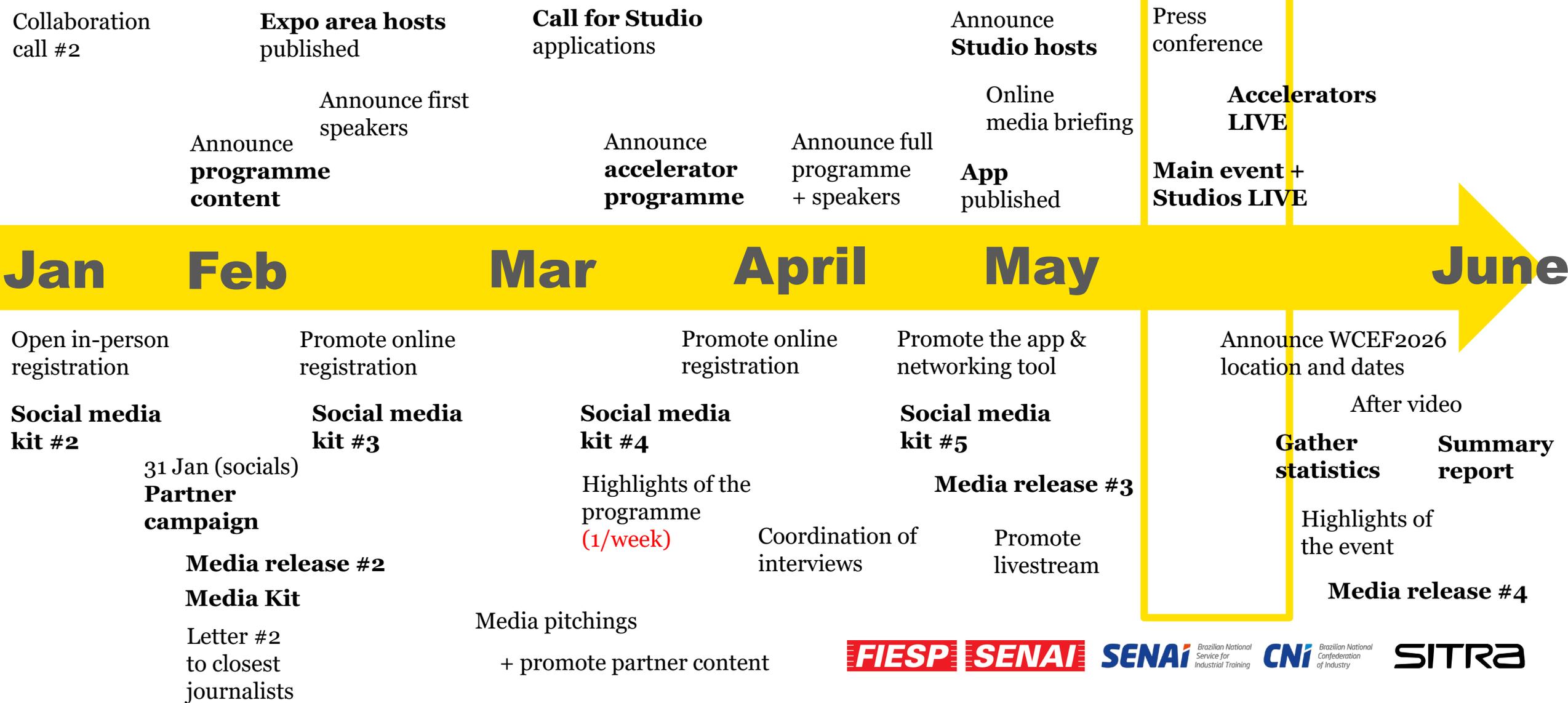
- **Brief them** on your role as a session host. We will invite them to upcoming WCEF collaboration calls.

Follow our guidelines for texts and images to use on your event page and other channels.

- **Images and image templates** can be downloaded in the [accelerator shareables folder](#).

NOTE: **Wait for confirmation** of your session title and description before finalising your materials!

Comms timeline



Sortable listing on wcef2025.com

13 MAY 14 MAY

Tuesday

The first the of the forum is here!

type

IN-PERSON ONLINE PARALLEL

Y

BIOECONOMY BUILT ENVIRONMENT

SS CRITICAL MINERALS

ND AI DESIGN EDUCATION

MENT ENERGY FINANCE

GOVERNANCE INDUSTRY

ALS NATURE PEOPLE

NCE SYSTEM CHANGE WASTE

focus

AFRICA BRAZIL EUROPE

LAC

09:30–11:00 AUDITORIUM, IBIRAPUERA PARK

Unlocking a sustainable economy with circular innovations

READ MORE

IN-PERSON ONLINE PLENARY BUSINESS FINANCE GOVERNANCE
SYSTEM CHANGE GLOBAL LAC

11:30–12:30

Forest-based solutions advance circularity and sustainability in value chains

READ MORE



Também em português!



Requirements for texts & visuals (on your event website)



All WCEF2025 accelerator sessions need to be **identifiable as part of the forum also on your website**. Please **add “WCEF2025 accelerator session” to your event header** (start/end). Example:

“WCEF2025 accelerator session: Regenerating nature with the circular economy” /
“Regenerating nature with the circular economy – a WCEF2025 accelerator session”.

Add the following sentence with a link to the WCEF2025 website to the event description on your website (**choose the best suitable word for your event**):

“This **event/webinar** is an accelerator session at the World Circular Economy Forum 2025 (wcef2025.com).”

Using the sentence above is a mandatory minimum.

However, in case you want to use a longer text and give more context, our guidelines offer you other options.

Guidelines for texts (for WCEF2025.com & your event website)

As part of the WCEF, **all session titles and descriptions need to work well together**. You're not alone: **the WCEF2025 comms team will review your proposals and may make edits** to unify the programme as a whole. We want all the sessions to glow as brightly and help the audience find relevant content.

Possible **changes to title/description will be confirmed by us** before uploading them on **wcef2025.com** by Sitra/FIESP by **10 March***

- Please note that **change requests to the title or description are NOT possible** after this. **IMPORTANT!**
- Please make sure to **adjust your event's title on your own website, if it has been altered by us**, should you already have created your own event page before that. Also check the link!

These are the guidelines we will be using for possible edits:

- A good title is **catchy, but not too tricky**, and it doesn't try to tell everything. Aim for 5 words.
- A good description **attracts the reader** to learn more. Show people **what to expect** from your session.
- When shown together, all sessions need to work as a package.

* **Dates to be confirmed**



Guidelines for texts (continues)

The wcef2025.com website uses **filters** to help people find relevant programme content. Just like the main programme, also accelerator sessions will be sortable by **session type, content and regional focus**. This leaves a bit more space for creativity in the session wording.

A more detailed description of the event programme and speakers should be available on your own website. Until you publish the speakers and programme structure on your event page, please mention **by when** the programme will be updated with speakers.

Add the registration form link on your event website or implement the form as part of it (in case your website structure allows that). In case you need to restrict the number of participants (mostly for in-person events), please mention the limit.

Update on your event page, when your event is fully booked. And please inform also us – if we have the time, we may add a notification of this on your session page (depending on our workload).

Requirements for visual elements



If you use an image on your event website and in social media, please **use one of the following**:

WCEF2025 accelerator session stamp

WCEF2025 logo (4 versions available)

Dedicated accelerator session image that you can make using our PowerPoint template (download, add title and text and save as jpg/png). Please note: don't change the fonts! Feel free to also use the image made through this template for social media posts, in newsletters and on websites.

Guidelines for your registration form



To make it easy for the participants to join your session, we encourage you to use a registration form that is **as simple as possible** and does not require separate signing up by the attendant.

To be able to build reliable statistics of the whole WCEF2025 event, please **include at least the following details** in your registration form:

- **name** (first and last name)
- **organisation**
- **email address**
- **age** (under 18 / 18-24 / 25-34 / 35-44 / 45-54 / 55-65 / over 65 / prefer not to say [or similar])
- **gender** (female / male / prefer not to say [or similar] / other)
- **country**.

In case you also want to ask for the **organisation type or sector**, please use the same alternatives as in the WCEF2025 registration form.



QUESTIONS?



NEXT STEPS



Timeline for accelerator sessions

- 21 Nov–16 Jan** Submission of accelerator sessions' applications → Fill in the online form
- 30 Jan** Sitra & FIESP will review applications and connect partners suggesting similar topics
- 18 Feb** Deadline for **refined session titles and descriptions**
→ Sitra & FIESP will **review and unify** session titles and descriptions for wcef2025.com
- 28 Feb** Deadline for **final information (website links, venue etc.)**
- 10 March*** Possible **changes to title/description** confirmed by Sitra/FIESP
- 17 March*** Accelerator sessions **published on wcef2025.com**
→ Marketing of sessions by hosts and WCEF
- 13–14 May** **WCEF2025 main event**
- 15–16 May** **WCEF2025 accelerator sessions LIVE**
- 23 May** Deadline for **post-session feedback and report**

* Dates to be confirmed

Psst... this is CONFIDENTIAL



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