

# Introduction to the Circular Economy Club (CEC)

# Welcome to CEC London Chapter

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CIRCULAR ECONOMY  
C L U B

ASHA HODURA  
Community Organizer





CIRCULAR ECONOMY  
C L U B

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CEC is the international network of over 8,000 circular economy professionals and organisations from over 140 countries.

Non-profit | Global  
Anyone can join online for free



**Vision:** We envision a new age where all cities worldwide function through a circular model, setting the end to an age of waste.





# CEC Featured Members

## Businesses



ECOR®



Globechain



originalrepack.com



Connecting for Life.

w.r.yuma

## Consulting/Training



ecologing

innoboost



SLOW FASHION NEXT



## Networks



plataforma  
economia  
circular



Circular Economy FORUM



NEDERLAND CIRCULAIR!

## Non-profits



Charity number 1149290



FOUNDATION FOR CIRCULAR ONOMY



svimed. European Commission centre for the sustainable development epp

## Support (investor, hub, ...)



The Circulairs



Creating circular value



CIRCULAR ECONOMY CLUB

# Outreach

## CEC WIDER TEAM

SUPPORT TEAM: 35

MENTORS: 55

LEADERS: 280

## WEBSITE

**+4,400**

UNIQUE VISITORS PER MONTH

**+12,500**

PAGE VIEWS PER MONTH

**3,42**

AVERAGE SITE VISITS IN MINUTES

**65%**

RETURNING VISITORS

## +30K SOCIAL FOLLOWERS

+12,200



+8,400



+6,940



+3,300



+5,530



## MONTHLY CONTENT

**5,100**

NEWSLETTER SUBSCRIBERS

**59%**

OPEN RATE

## GEOGRAPHICALLY

**59%**

EUROPE & MIDDLE EAST

**5%**

AFRICA

**28%**

AMERICAS

**8%**

ASIA PACIFIC



CIRCULAR ECONOMY  
CLUB

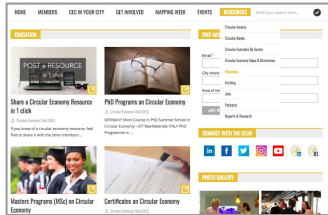
# Awards and Accolades



CEC Founder Anna Tarí (second from right), receives the Iberoamerican Award in 2018 from the Prime Minister of Spain, Pedro Sánchez Pérez-Castejón



# Key pillars



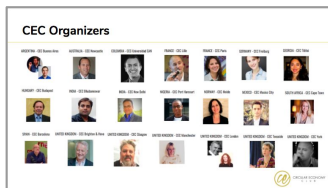
## Knowledge hub with all information about the circular economy

Anyone can add [their resources](#) on the website for free (e.g. article, book, news, funding, podcast, etc). Through [“Job” section](#), anyone can add job offer related to circular economy and job seekers can add their profile to be visible to employers.



## +50 Mentors give free mentoring to young startups and researchers

Anyone from this session can [apply](#) to get 3h of Free mentorship from CEC Mentors.



## +280 CEC Clubs worldwide

Anyone can set up a CEC in their city, university or organization via the CEC Clubs program, and [become a CEC Organizer](#).



# CEC Clubs

## CEC Clubs

**5**  
CONTINENTS

**110**  
COUNTRIES

**280**  
CLUBS

**910**  
EVENTS

**35,000**  
PARTICIPANTS



# CEC London Chapter was added to the map upon onboarding in July 2020



ABOUT

**CLUBS**

CIRCULAR ECONOMY MAP

CERTIFICATES

SIGN IN ▾

## Find a CEC Local Club below

(or Apply [HERE](#) to open a CEC Local Club)

Clubs ▾

View: ▾



### CEC Brisbane all (Australia)

CEC is the non-profit international circular economy network. CEC Brisbane is voluntarily run by Tim Hill to bring the CEC activities to our city. The CEC Brisbane network is open to anyone who is interested in learning more about and [Read more \[...\]](#)



### CEC London London (Canada)

CEC is the non-profit international circular economy network. CEC London (Canada) is voluntarily run by Asha Hodura to bring the CEC activities to our city. The CEC London (Canada) network is open to anyone who is interested in learning more [Read more \[...\]](#)



### CEC Nicosia Nicosia (Cyprus)

CEC is the non-profit international circular economy network. The CEC Nicosia network is open to anyone who is interested in learning more about and helping to support the transition towards a circular economy. Join this group to be updated of [Read more \[...\]](#)



### CEC Surat Surat (India)

CEC is the non-profit international circular economy network. CEC Surat is voluntarily run by Shruti Dalal to bring the CEC activities to our city. The CEC Surat network is open to anyone who is interested in learning more about and [Read more \[...\]](#)



### CEC Tartu Tartu (Estonia)

CEC is the non-profit international circular economy network. CEC Tartu is voluntarily run by Gocha Gogvadze to bring the CEC activities to our city. The CEC Tartu network is open to anyone who is interested in learning more about



### CEC Tricity Sopot (Poland)

CEC is the non-profit international circular economy network. Circular Economy Club (CEC) Tricity (Gdansk, Sopot, Gdynia) is voluntarily run by Anna Desogus to bring the CEC activities to our city. The CEC Tricity network is open to

Map Satellite



# CEC London Chapter

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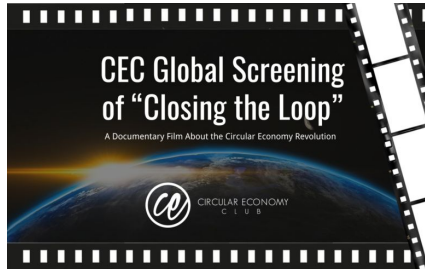
Asha Hodura  
Community Organizer

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Join me and let's  
co-invision, co-design, and innovate  
new ways of building sustainable  
future and brighter 2040!



# Event format



## CEC Global Screening Of "Closing the Loop"

In March 2019, 80 CEC Clubs organized screening sessions of the first CE documentary. The documentary explores five key strategies for achieving circularity – reduce, reuse, recycle, renew and reinvent – by showcasing examples from Europe, Latin America and Africa.



CIRCULAR CITIES WEEK  
28 OCT - 3 NOV 2019

No city left behind the circular economy revolution  
#CircularCities



## CEC Circular Cities Week

In Oct 2019, over 80 cities hosted workshops to identify challenges, opportunities and next steps to implement CE initiatives for the top sectors in their cities. The result of the workshop will be gathered by the CEC to create a report which will be open to the public for further analysis.





Join us for this Earth Day Event – Hosted by Circular Economy Club, Canada – where we will be taking a deeper dive into how we can make the 2040 vision a reality.

As part of your local group, you will be invited to view the film independently, then submit feedback on provided questions. Your group leader will forward the groups feedback to us and we will explore how to consolidate the national feedback to find key statements made across Canada. You will be invited to a national online presentation the our collective vision of 2040, what the things are that are currently holding us back, and how we can all use our own agency and influence to play a role in creative positive change in the world.

We will encourage you to explore topics like - overcoming climate grief and moving from despair to action, democratising the energy system, making food fair, empowering girls and women, speaking truth to power and politics and making change stick – among many others!

**Together, we can help tell a new story for our planet and build a better, brighter 2040.**

# National Earth Day Event 2040 Community Screening

*Hosted by the Circular Economy Club, Canada*

See the trailer [here](#)

**Film Screening:** Tues, Apr 6 - Mon, Apr 12 | **Discussion** - Fri, Apr 16

**Objective** - Collaborative Canadian Earth Day message

*As a group leader you will receive a poster to send to the group with your contact information inserted and a process document.*

#### Schedule:

Tues, Apr 6 - Mon, Apr 12 - Participants view movie - 5 days

Tues, Apr 13 - Deadline for feedback on provided questions

Fri, Apr 16 - Online National CEC Discussion

Wed, Apr 21 - Participants receive images and copy to post for Earth Day

#### SUGGESTED DISCUSSION QUESTIONS

##### General Audiences

The 2040 story takes us out of the day to day apocalyptic news of the climate crisis and asks us to imagine a better world - what does your 2040 look like?

##### Youth

There are so many solutions to climate change that are possible, I'm so excited to grow up in a world where they've been implemented and scaled, which ones are you most excited about?

##### Faith Based Groups

What do God's teachings and our spiritual leaders say about protecting the planet?

# Hosted by the Circular Economy Club Chapters in Canada:

- CEC CALGARY
- CEC LONDON
- CEC QUEBEC
- CEC TORONTO
- CEC VANCOUVER



From the director of *THAT SUGAR FILM*  
DAMON GAMEAU

# 2040

Join us for a special  
COMMUNITY SCREENING

Join the REGENERATION

[www.whatsyour2040.com](http://www.whatsyour2040.com)



CIRCULAR ECONOMY  
C L U B

Hosted by Circular Economy Club Chapters in Canada



London  
Environmental  
Network



London  
CANADA

**Vision:** We envision a new age where all cities worldwide function through a circular model, setting the end to an age of waste.





# DISCUSSION PRIMER-HOST



*We hope that you enjoy watching this inspiring film and will join us afterwards for one of the discussion chats. The City of London is currently developing a Climate Emergency Action Plan ([https://getinvolved.london.ca/climate?tool=news\\_feed](https://getinvolved.london.ca/climate?tool=news_feed)) and are looking for your ideas of how the city should respond, and what they should focus on first. That is why every discussion chat includes a city staff member (and sometimes as well a city councillor) to respond to questions and most importantly, listen to your thoughts. Below are some ideas presented in the film for you to consider as a framework for the discussion calls. What resonates most with you? What do you think is realistic for the City of London to focus on? As there are many topics to cover, we will be conducting a poll at the beginning of each discussion call to ask you which of the following areas you are most interested in discussing.*







## ABOUT MCMW

Fashion Takes Action is Canada's premier non-profit organization that launched in 2007 with a mission to advance sustainability, ethics and circularity in the fashion industry through education, awareness, research and collaboration. We provide a platform for both industry and consumers to engage in meaningful discussions around the negative impacts of fashion, and to share and learn from one another in an effort to accelerate positive action.

FTA has also built the first and only youth education program to educate, and empower students to address the social & environmental impacts of the global textile industry. Since 2014, My Clothes My World has delivered in-class workshops to more than 20,000 students in grades 4-12 through our My Clothes My World (MCMW) education program which strives to foster socially and environmentally responsible citizens who will think critically and act consciously.

**Diverting Textiles from landfill.** True Cost of Fashion\* and My Clothes My World\*

Not many people realize that the fashion industry has a disastrous impact on the environment. In fact, it is the second largest polluter in the world, just after the oil industry. Drawing on years of experience through business practices in fashion and advertising and reality behind the glitz, I made my mandate not only to reduce consumption and live as environmentally conscious as possible but also advocate for better practices. **I organize and facilitate textile swaps** in communities to **support Parent Council Greening incentives and Eco School initiatives**. Often, workshops developed by **FashionTakesAction.com** that support education and “Striving To Foster A Future Of Environmentally Responsible Citizens” are being incorporated into **community event and outreach**. It allows students and community at large to explore the environmental impacts of the fashion industry – from water and toxic chemicals, to carbon and waste. Workshops takes students on a journey beyond their closet into the fields, mills and factories where our clothes are made. They learn how to be the 7R's of Fashion Leaders and to Reduce, Reuse, Repurpose, Repair, Resale, Rent & Recycle. Together we divert tons of textiles from landfills.

\*© FashionTakesAction.com





For more information visit  
[www.CircularEconomyClub.com](http://www.CircularEconomyClub.com)



# #WhatsYour2040

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[www.ashahodura.com](http://www.ashahodura.com)