

Circular Economy Campaign Project Proposal



Circular Economy Campaign



INDEX

1

A GLOBAL CAMPAIGN

2

MEDIA CAMPAIGN & TV PROGRAM

3

COLLABORATION & BUDGET

An Extraordinary Opportunity



The Challenge

Humanity is living beyond Earth's capacity to sustain and regenerate itself.

Our current models and practices of consumption and production are polluting the natural environment and rapidly depleting the natural resource base.

The Solution

We need to undergo a redesign revolution, adopt fully sustainable business practices, and make a rapid transition to a circular, restorative and green economy.

It is essential that we **educate the public, business, governments, students and educators** and encourage them to **participate actively** in an effort to promote and adopt circular economy practices world wide.

Our aim therefore is to initiate and develop a **global campaign** with key partners that positions circular economy on a local to global scale as the fundamental basis for transitioning to a green economy.

Campaign Snapshot



Campaign Reach and Global Launch

The campaign will be targeted to reach a diverse global audience, engaging and developing committed participation from business leaders, government, students, educators and the general public world wide.

Key Elements:

1. Dedicated web site and
2. Content-rich, inspiring and compelling TV Program/Series, produced by top quality TV and film production companies.

Potential Media Partners: Rocket Media Communications and Chronos Video Productions. Produced and distributed the Energy Globe Awards TV program for the past ten years and the Highlights of the Asian Winter Games, watched by 1.4 Billion people in 2011.

Media & Distribution: Ability to reach a guaranteed global audience of more than 200 million people through an established distribution network of more than 6,500 TV stations and networks.

Global Launch and Media Event: We intend to create and produce a high profile global launch and impactful media event that will: draw world wide attention to circular economy and the campaign and drive interest and active participation in the various campaign activities.

How the Campaign Works

Key Elements



The Key Elements

The Website and TV Program/Series will provide information about programs and initiatives that people can support or participate in to help create a Circular Economy, along with information and resources that will help them in adopting more sustainable practices. For more details on the Website and TV Program/Series, please see [Website Outline](#) and [TV Program/Series Content](#).

The website will also feature the types of materials and information that are already posted on the Ellen MacArthur Foundation, Product Life Institute, C2C Product Innovation Institute, McDonough Braungart Design Chemistry (MBDC), EPEA GmbH, William McDonough & Partners, C2C European Network and many other existing and green economy websites, thus giving a much wider exposure to these materials.

The website will include a link to videos and the TV Program/Series; and the TV Program/Series would include details from the web site such as the web address and suggestions for how people and other stakeholders can participate in the campaign.

Both will show why it is essential that we transition as rapidly as possible to a circular economy and sustainable society and feature the most interesting and exciting best practices and success stories.

How the Campaign Works

Participation



Invitation to Participate

The campaign will encourage: the public to adopt more sustainable consumption practices, i.e. reuse, recycle, refurbish; businesses to adopt C2C practices; government and local authorities to support and participate in best practice waste management and recycling schemes and C2C practices such as those developed by, and listed on, the European C2C Network's website. Please see online discussion forums, [Website Outline](#).

We have also included on the Campaign website a discussion forum to engage experts and other interested people in product design, industrial ecology, biomimicry, green chemistry and green engineering as these are essential elements of businesses adopting C2C practices and circular economy.

There are also multiple ways in which we can encourage UN agencies (such as UNEP, UNIDO, etc), governments, and international organizations to promote, support and assist in the transition to a circular, restorative and green economy.

Advocacy

We can invite individuals and organizations to develop and sign on to online petition/s that encourage businesses and governments to make the transition to a circular economy.

Involving Educational Institutions

We will encourage students, educators, curriculum developers etc. to request that their schools offer classes in C2C and the circular economy and invite students and educators to participate in the online discussion forum on how to reuse, recycle and refurbish.

Providing a Foundational Basis

We will call for C2C and circular economy to be adopted world wide as the underlying basis for transitioning to a green economy including through such UN activities as Local and National Sustainability Strategies, Sustainable Consumption and Production Action Plans, Education for Sustainable Development Initiatives, etc.

Website Outline Content



The Campaign

About

Take Action

Participate

News

TV/Videos

Contact Us

The Campaign

- Campaign details and how to engage and participate. Include here relevant books, DVDs, key articles and videos.
- Learn about the campaign – circular economy, cradle to cradle, green chemistry/engineering, biomimicry, industrial ecology, eco industrial parks, eco-system restoration, waste management, recycling, refurbishing, reusing and 3R initiatives.

About

- Here we will list all the web sites and projects associated or dealing with circular economy.
- Here we will describe the campaign and list our partners.

Take Action

- Petitions to support transitioning to a circular economy.
- Become a partner in the campaign.

Participate

- Discussion Forums using LinkedIn.
 - General Public, Students and Educators. Participate in tips and advice on how to recycle, reuse and refurbish in the home and schools.
 - 3R initiatives, take-back, waste management schemes, eco industrial parks and C2C business practices. Experts, businesses, government and local authorities to participate, network and collaborate.
 - Product design, industrial ecology/eco-industrial parks, biomimicry, green chemistry, green engineering and restorative economy. Engage experts and other interested people to participate, network and collaborate.

News

- RSS Feeds, Facebook, Twitter. The best news from both Forums and campaign activities.

TV Program/Series

- TV Program/Series news, episodes and videos

Contact Us

[RETURN](#)



Media Campaign & TV Program

Back to [Main Menu](#) | [Continue](#)

Campaign Multi Media, TV Program & Launch



In order to generate interest and active participation in the campaign, we want to reach as large an audience world wide as possible. Malcom Carter from Chronos Video Productions suggests that the media component of the campaign be a multi-pronged effort including:

- Using the Internet to provide access to the TV Program/Series and/or video programs that we produce.
- Creating a powerful message on circular economies and inviting people to participate through a short video/film production. This would be distributed through Rocket Media which can provide 300 hours broadcast airtime in 122 countries with a potential reach of more than 6,500 TV-channels world-wide. This is equivalent to more than 200 million viewers.
- Producing a TV Program/Series that engages the public, educators, students, business and local authorities. There are numerous ways in which the TV Program/Series could be produced and distributed and a media plan/strategy will need to be developed to give the campaign the best possible outcomes.
- The launch of the campaign can also be telecast on the web and distributed as a live newsfeed and archived program. Footage from the launch event will be used for and featured in the TV Program/Series. And a teaser highlighting best practices could be produced to encourage the public, business, governments, students and educators to watch the TV program and participate actively in the campaign.

Media Partners



We already have agreement with Rocket Media Communications and Chronos Video Productions to work with us on the media component of the campaign.

Rocket Media Communications has produced and distributed the Global Energy Awards TV Program for the past 10 years. In 2011, Malcom Carter from Chronos Video Productions, worked with Rocket Media Communications to produce the Highlights of the Asian Winter Games which was watched by more than 1.4 billion people. You can watch the highlights of the Asian Winter Games by going to: www.rocketmedia.at/documentary.html

Malcom has also been a member of the International Quorum of Motion Picture Producers for the past 12 years, an Association of Emmy and Academy Award winning TV and film producers through which we can film in 40 countries around the world.

For additional details of Malcolm's work, you can watch:

My name is Emma: Juvenile Diabetes. Password is jdfrf.
<http://vimeo.com/31528464>

For Every Child We Push. Please click on "Trailers" under the Humanitarian section at <http://whatischronos.com> or watch it on YouTube at <http://www.youtube.com/watch?v=2PeeAE9ZAIY&NR=1>

TV Program/Series Content



We suggest producing a first documentary that gives an overview on what is happening on circular economy to be followed by a more detailed series of 6 - 8 shows. It would be designed and produced to engage a diverse global audience. Content ideas for the series are as follows:

- Circular economy education. What is circular economy – what you need to know and how you can get engaged.
- To educate on how to recycle, refurbish and reuse in the home, schools and business including a focus on home renovation, green building practices and best practice waste management and recycling schemes.
- Interview business leaders participating in C2C and circular economy business initiatives to highlight best practices, cost savings and benefits, what they've learned and how the business community can get engaged.
- Interview experts in industrial ecology/eco-industrial parks, biomimicry, green chemistry and green engineering on latest developments, how these initiatives are being adopted and how the public, industry and government can be engaged.
- Interview experts on take-back schemes, labeling, standards, and consumer choices – best practice take-back schemes, latest labeling and standards and consumer advice.
- Interview experts in the product design field – what the latest developments and initiatives are, what materials are being used, what goes into product design and how the business community can be engaged.
- Provide information about best practices, organizations and programs that are already helping to transition to a regenerative, restorative, circular economy.
- Feature programs and initiatives that demonstrate how UN agencies, governments and businesses, such as through the C2C network, already are and can further partner and collaborate, through UNEP and/or other UN agencies or initiatives, to support and assist in the transition to a circular economy.



Collaboration Partners & Budget

Back to [Main Menu](#) | [Continue](#)

Collaborative Partners



We suggest that we develop a collaborative joint partnership to develop and organize the campaign with several key players such as:

- Product Life Institute
- Ellen MacArthur Foundation
- C2C Product Innovation Institute
- McDonough & Braungart Design Chemistry (MBDC)
- C2C European Network and participating entities and companies
- One Planet Architecture Institute
- Warner Babcock Institute for Green Chemistry
- Yale Centre for Green Chemistry and Green Engineering
- Biomimicry 3.8 Institute
- Storm Cunningham (Restorative/Regenerative Economy)

In addition, we'd like to invite other stakeholders to join, participate in, and promote the campaign as it develops – each in relationship to their ongoing activities and areas of expertise.

- Leading Business Networks and Associations
- World Business Council on Sustainable Development
- Global Compact
- Sustainable Business Consultants and Institutes
- Sustainable Consumption and Production Networks
- Local and National Councils on Sustainable Development
- International Council on Local Environmental Initiatives
- UN Decade on Education for Sustainable Development Partnerships
- Green Economy Coalition

Partnering on the Campaign



We are seeking partners to join with us in collaboratively developing, organizing, promoting and launching the campaign along with the following:

- Develop the content and script for the TV Program/Series.
- Develop the content and materials for the website.
- Find corporate sponsors for the TV Program/Series.
- Seek and establish funding for initial development and the entire campaign.

Project Budget Framework



Preliminary outline of the budget expenditure and anticipated income sources.
A more detailed budget will be drafted once there is agreement on the campaign scope and activities.

Expenditures

Campaign Coordination

- Staff wages, administration costs and other overheads.

Web Site Development

- Design, development and management.

TV Program/Series Development

- Research and content development, production, distribution and marketing.

Media

- Hire media expert to develop and manage the marketing and launch components of the campaign.

Launch Event

- Event planner, event venue, accommodation, travel, TV/Video production.

Income

- Corporate sponsorship and paid advertising on the web site.
- Corporate sponsorship of the TV Program/Series.
- Web donations.