



circular  
economy  
entrepreneurs

# SHAPING THE FUTURE OF BUSINESS TOGETHER



**PARTNER DOCUMENTATION**

COMING SOON (SWITZERLAND)

# MORE THAN A CONFERENCE

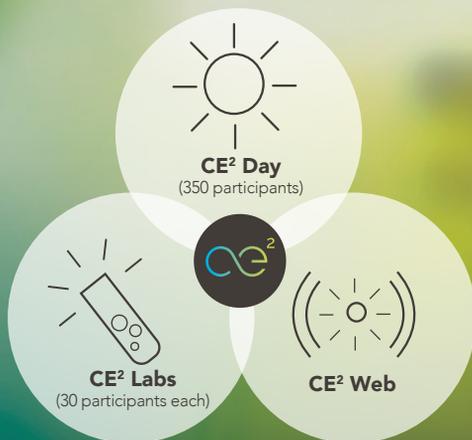
Building a Community

CE<sup>2</sup> comprises three core elements to strengthen the community and bring the relevant players together.

## CE<sup>2</sup> Day | Lighthouse conference

The interactive CE<sup>2</sup> Day, which takes place in the first half of the year, is the central element of CE<sup>2</sup>. Consisting of keynote speeches, talks and panel discussions, the lighthouse conference delivers international input, provides cross-sector impe-

tus, surprises, inspires and brings together the key Swiss players. Partner host sessions, deep dive sessions, international start-ups, pitches and an end-of-day party round the event off.



## CE<sup>2</sup> Labs | Strengthening networks

Four times a year, events take place in various regions of Switzerland featuring an introductory presentation and a discussion followed by brunch or lunch. These periodic, two to three-hour events throughout the year ensure that members can share experiences, learn from each other and engage with concrete issues and practical examples. The focus is on regional networking as a core element.

## CE<sup>2</sup> Web | Stay connected

Partners benefit from exclusive access to the web platform with the latest national and international circular economy insights, including cases from members and other companies.

# FORWARD-LOOKING ECONOMY

We are working with you to launch a new platform.

## 1 RESPONSIBILITY

As people and companies, we take responsibility for protecting our environment. In doing so we are securing a future for our children.

## 2 CIRCULAR ECONOMY

This is considered a promising and profitable model for a forward-looking and sustainable world.

## 3 NEW BUSINESS MODELS

This means bringing innovative goods and services to the market and developing sustainable, profitable business models.

## 4 SWISS ECONOMIC FORUM

Believes in the power of entrepreneurial action and the benefits of conferences. The organisation has more than 20 years' experience of providing a launchpad for issues.

## 5 FUTURE

We deliver international input and network the relevant players. Together we are shaping the future of business.

## 6 TOGETHER

Starting in 2019, together with you as a partner we will be launching a new platform that will effectively support momentum for the circular economy in Switzerland.

“The shift from a ‘take, make and dispose’ economic model to a more circular approach that promotes the regenerative use of materials is gaining ground.”

WEF, Circular Economy Briefing 2018

# TARGET GROUPS

Innovative community mix

The circular economy is a management-level topic – for decision-makers and executives from the C-suite and middle management. But it's also more than this, which is why CE<sup>2</sup> is for all those who care about the circular economy.

**The CE<sup>2</sup> platform deliberately addresses a mixed audience.**



**C-Suite and middle Management**



**Next Generation**

Young creators who are actively shaping the transformation



**Partners**

Representatives of the partners and their guests



**International**

(1/5 of the community): International thought leaders, start-ups and innovative players in the circular economy

**The extensive Swiss Economic Forum (SEF) network addresses the following industries in the community:**

- Energy suppliers
- Financial sector
- Food/retail trade
- Packaging/plastics
- Construction & real estate and suppliers
- Textiles
- Electronics sector / industrials
- Chemicals / materials
- Information and communications technology
- Hotels / tourism
- Architecture / design

# ADDED VALUE

Your partnership pays off

At CE<sup>2</sup>, the partners receive a comprehensive package of services. We will gladly discuss what you receive for your investment in a personal consultation with you.

		BEFORE
 <p><b>Visibility</b> You prove that your company is an active leader and part of a force for positive change in the industry. CE2 supports you in publicising your work via the media.</p>		<ul style="list-style-type: none"> <li>• Logo presence in various online and print products</li> <li>• Integration into social media campaigns and online activities</li> <li>• Company profile on website</li> </ul>
 <p><b>Hospitality</b> You want your stakeholders to see you as a pioneer. CE2 brings your network together in the right place.</p>		<ul style="list-style-type: none"> <li>• Free and discounted ticket quotas for client invitations</li> <li>• Places at the exclusive event the evening before CE<sup>2</sup></li> </ul>
 <p><b>Strategy</b> You are creating momentum for a profitable circular economy in Switzerland. As a pioneer, CE2 gives you a voice to position yourself thematically.</p>		<ul style="list-style-type: none"> <li>• Seat on the Steering Committee / Project Management Board</li> <li>• Involvement in and impetus for topic-setting and formats</li> <li>• Involvement in target group definition</li> <li>• Suggestions for speakers and panellists</li> </ul>
 <p><b>Connect</b> You convince other economic agents that now is the time to take action. Benefit from the proximity of the Swiss Economic Forum and network with the relevant players.</p>		<ul style="list-style-type: none"> <li>• Networking on the CE<sup>2</sup> app</li> <li>• Editorial contributions</li> </ul>



**Founding Partner** (2)  
upon agreement



**Key Partner** (8)  
for CHF 100 000



**Partner** (8)  
for CHF 50 000

DURING	AFTER
<ul style="list-style-type: none"> <li>• Logo presence on site</li> <li>• Stage presence</li> <li>• Use of networking lounge</li> </ul>	<ul style="list-style-type: none"> <li>• Company profile on website</li> <li>• Forwarding</li> </ul>
<ul style="list-style-type: none"> <li>• Room for one-to-one conversations</li> <li>• Individually designed host sessions</li> </ul>	
<ul style="list-style-type: none"> <li>• Thematic positioning of your company</li> </ul>	<ul style="list-style-type: none"> <li>• Video report</li> <li>• Media coverage</li> <li>• Photo gallery</li> <li>• Participant analysis by sector, origin, function, etc.</li> <li>• Conference evaluation</li> </ul>
<ul style="list-style-type: none"> <li>• Meetings with potential partners and other players who are actively shaping the circular economy</li> <li>• Building and maintaining the network</li> </ul>	<ul style="list-style-type: none"> <li>• Editorial contributions</li> </ul>



**Supporter und Community Partner (8)**  
for CHF 12 000



**Philanthropic Partner**  
upon agreement

# ORGANISATION

We have the necessary experience

**The SEF believes in the value of dialogue, in entrepreneurship and personal encounters. This is why we organise conferences and promote entrepreneurship. We are the leading provider of high-quality economic conferences.**

The SEF is a wholly owned subsidiary of the NZZ Media Group and is part of the Business Media unit. In addition to traditional specialist media, this incorporates numerous events including the Swiss Economic Forum and the Zurich Film Festival (ZFF) as well as information services focusing on business data such as Moneyhouse and Architonic.

Thanks to this strong partnership, the SEF has strengthened its position on the market throughout Switzerland. The SEF can draw on the expertise of the NZZ editorial offices and use the online and print media of the NZZ. The portfolio of the SEF includes suc-

cessful, long-standing events such as the Swiss Economic Forum, the Swiss Innovation Forum, the Swiss Energy and Climate Summit and the events of NZZ Conferences & Services – the NZZ Swiss International Finance Forum, the NZZ Real Estate Days, Future-Health Basel and the NZZ X.Days. For further information on conferences, please visit [www.nzz-konferenzen.ch](http://www.nzz-konferenzen.ch)

All platforms are business-oriented and feature a careful selection of compelling speakers. They go deep into key issues, present practical, first-hand knowledge and provide a strategic edge.

## Committees

The CE<sup>2</sup> platform is curated and organised by the SEF team, which has some 12 years of experience in the climate and energy space. The following committees are envisaged:

- **Advisory Board** made up of national and international experts and personalities
- **Steering Committee** with representatives of founding and key partners
- **Project management** for operational planning and implementation

## CONTACT



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