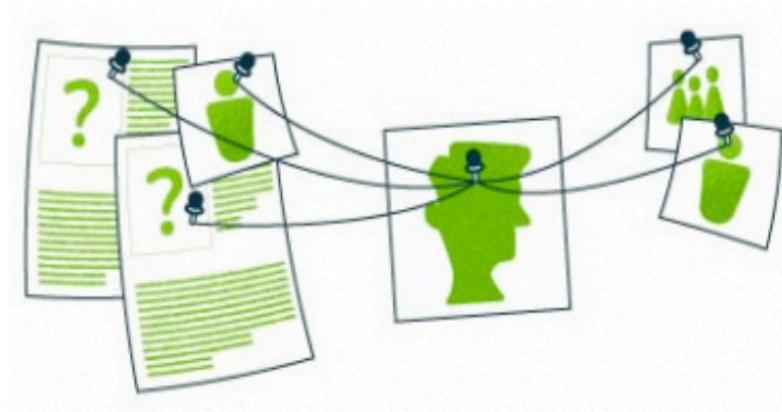


Circular Stories Programme

2024 Guideline Brochure



PREPARED BY THE
CIRCULAR CITIES ASIA TEAM



INSPIRING CHANGE THROUGH THE POWER OF STORYTELLING

Get ready to unleash your storytelling skills and dive into the world of environmental sustainability with Circular Stories!

This dynamic program offers young environmental changemakers the opportunity to explore the circular economy firsthand, uncovering innovative solutions within your communities. Through immersive learning experiences and hands-on storytelling workshops, you will discover how to craft compelling narratives that showcase local circular innovations.

By amplifying the voices of your local sustainability pioneers and raising awareness about the importance of the circular economy, Circular Stories empowers participants to become catalysts for positive change in your communities and beyond.

Join us and be part of the movement to create a greener, more sustainable future!

Background

Circular Cities Asia is a purpose-led organisation with a mission to build a community that accelerates circular economy innovation across Asia.

We see a growing movement and interest in the circular economy, social innovation and entrepreneurship. Innovation and the circular economy are becoming recognised as opportunities for overcoming waste issues and transforming the world of business.

Since 2021, Circular Cities Asia has partnered with universities to offer applied learning opportunities for students and alumni, focused on the intersection between circularity and innovation.

In 2024 we are proud to launch our **Circular Stories Programme**, which aims to use the power of storytelling to raise awareness of the importance of circularity and the role that innovators, individuals and communities play in driving positive change.

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About the Circular Stories Programme

As our world confronts urgent environmental challenges like waste, pollution, and resource depletion, the need to amplify hopeful stories of those driving positive, sustainable change has never been more crucial.

The Circular Stories Programme has been designed to encourage young changemakers to dive into the exciting world of the circular economy, where waste is transformed into valuable resources, and innovation drives a sustainable future.

Through Circular Stories, participants are empowered to illuminate local innovations or innovators spearheading solutions within the circular economy. By teaching participants to use their unique voice to showcase circular innovation, we aim to inspire awareness, foster collaboration, and catalyse meaningful action toward a more sustainable, circular, and hopeful future.

We will guide participants through an experiential learning journey focused on the principles of the circular economy and the skills you need to produce compelling stories that amplify the voices of changemakers in your community and inspire others to join the circular economy movement.

Participants will have the opportunity to join a competition where they can “pitch” their story idea and have the opportunity to work with an expert to produce their final story.

The Circular Stories Programme is run by Circular Cities Asia, with the support and expertise of industry leaders and mentors. The programme is also supported by the [Regional Project Energy Security and Climate Change Asia-Pacific \(RECAP\)](#) of the Konrad Adenauer Stiftung (KAS).

BROUGHT TO YOU BY:



Benefits of Participation

- Take part in an experiential, hands-on learning experience to uncover and tell the story of local circular economy solutions to local problems, for the local people and ecosystems
- Broaden your knowledge of circular economy, innovation and social enterprise
- Learn the art of storytelling - how to weave together facts, emotions and impact to create narratives that capture attention and inspire action
- Learn how stories can be communicated via a variety of mediums
- Acquire skills that are relevant and in-demand
- Compete for a chance to win an opportunity to work with industry experts and develop your story ready for publication
- Make a difference! Amplify the voices of changemakers in your community and spread awareness of the importance of the circular economy

“The Story Pitch”

How might we inspire a transition to a circular economy in local communities by telling the stories of local heroes and innovations?

Participants will be tasked with finding inspiring local circular economy innovations or initiatives that are addressing environmental waste issues. This may include initiatives aiming to:

- Reduce waste and pollution in public spaces.
- Improve management systems for solid waste, water, air quality, and climate adaptation.
- Foster sustainable product design and manufacturing practices.
- Encourage the reuse and repurposing of materials or products.
- Promote circular business models that prioritise resource efficiency.
- Advance sustainable energy solutions and renewable resources.
- Enhance community engagement and awareness in the circular economy.
- Reconnect with local cultural heritage to surface circular practices that have existed in the past and could be tapped and innovated for the present
- Foster a connection to, and an understanding, of the material used in the local environment
- Support the development of circular supply chains and local circular networks.

Through your narrative, you will showcase these solutions and inspire others to become more active participants in the circular economy.

We want you to express yourself in ways that resonate with you and your local community, and for your stories to reach a wide audience. This means that we will accept a diverse range of mediums and languages.

Accepted story formats

1. **Article/Feature Story:**
 - Format: Written content, suitable for blogs, newspapers, or online platforms.
 - Purpose: Offers an in-depth exploration of the innovation or innovator, providing context, details, and impact.
2. **Video Documentary:**
 - Format: Visual storytelling, suitable for YouTube or other video platforms.
 - Purpose: Captures the innovation or innovator in action, allowing for a more immersive experience.
3. **Podcast Episode:**
 - Format: Audio content, suitable for podcast platforms.
 - Purpose: Provides a platform for in-depth interviews, discussions, and storytelling, allowing for a personal and engaging narrative.
4. **Infographic Series:**
 - Format: Visual representation of information, suitable for online platforms and social media.
 - Purpose: Presents key facts, statistics, and visual elements to communicate the impact and significance of the innovation or innovator.
5. **Social Media Campaign (e.g., TikTok/Instagram Reels):**
 - Format: Short video clips, suitable for social media platforms.
 - Purpose: Utilises engaging and concise content to quickly convey the story and generate awareness among a broader audience.

*Before submitting an idea for the competition, please read the [terms and conditions](#) and our [photo and video release statement](#).

Participant Checklist

- Read this brochure
- [Register](#) for the Circular Stories Programme as an individual
- Add the email address team@circularcities.asia to your contacts so that you do not miss any of our emails (check your spam for updates)
- Visit our [website](#) for the finalised dates and details of programme events
- Follow our social media pages:

<https://www.facebook.com/CircularCitiesAsia>

<https://www.instagram.com/circularcitiesasia/>

<https://www.linkedin.com/company/circularcitiesasia/>

- Put all programme sessions and deadlines in your calendar and set reminders
- Work through the Circular Stories Programme toolkit and attend the programme sessions. We will publish the toolkit just before the first workshop.
- Read the competition [shortlisting criteria](#)
- [Enter the competition](#) by submitting your story pitch (either as an individual or a team)

Programme Timeline

Registration opens - **1 May 2024**
Registration closes - **31 May 2024**
Programme sessions - **6 June to 15 June 2024**
Deadline for competition submission - **7 July 2024**
Finalists announced - **31 July 2024**
Online workshop and coaching - **Week of 12 August 2024**
Coaching sessions - **Week of 26 August 2024**
Deadline for winning stories to be completed- **15 September 2024**

*Exact dates will be posted on the programme webpage.

Registration

Pre-Registration

To take part in the programme and gain access to the Circular Stories Programme toolkit and virtual sessions, participants must submit a completed registration form by **31 May 2024**.

After pre-registering, you will be added to the programme mailing list and will be sent email invitations to the virtual learning sessions and programme materials.

You can find the registration form here: <https://forms.gle/4PbZsiihRDFGsVBq8>

Competition

To join the competition, please submit your story pitch by completing the following entry form by **7 July 2024**. The responses to this entry form constitute your pitch. You are not required to attach any documents or further story pitch information.

Your final story can be executed in your local language or in English. For the purpose of shortlisting, your entry must be made in English. It is acceptable for you to use Google Translate to translate it to English.

The [competition form](#) will be opened for responses after the programme sessions are conducted.

By registering for the programme and competition, you are agreeing to the [terms and conditions](#) of the Circular Stories Programme competition and our [photo and video release statement](#).

Competition Parameters

Eligibility

This competition is open to individuals or teams aged 18 to 25 from South East Asia. All participants who are shortlisted for the final prize will be asked to provide ID to verify their age.

Competition entries can be made from both individuals or teams. For more information on eligibility please refer to the Programme Brochure.

Teams can be made up of 2-4 entrants. We encourage participants to form teams that are diverse and multidisciplinary. Having a diverse team with a wide range of experiences, backgrounds and skills, can help broaden perspectives and spark new and creative ideas.

Our definition of diversity includes, but is not limited to, ethnicity, race, gender, gender identity, sexual orientation, religion, socio-economic status, ability, and age, as well as nationality, academic discipline, and professional experience. We welcome people from all backgrounds to join the competition.

Incentives

Finalists of the Circular Stories Programme Competition will be invited to an immersive **online workshop** with our industry experts to learn how to produce their full and final story. You will be led through an insightful journey, including 1:1 coaching.

By the end of the programme you will submit your final story for publication via our platforms, accompanied by a press release promoting your work to publishers across SE Asia.

There will be a small financial incentive for those that successfully submit their story.

All workshops and coaching sessions will be conducted in English. It is important you are familiar with our [terms and conditions](#)

Story Pitch Template

All participants can view the competition form and template for submitting their story pitch here: <https://forms.gle/5tWni21266duLCyYA>

This is the [story pitch submission form](#). Entrants are required to submit their responses to this set of questions (it is not required to submit any separate documents or story pitches).

1. Tell us more about your journey through this toolkit. What did you experience & learn, and how did it make you feel?
2. Where is your story based? What is special about your community?
3. What story are you going to tell and why is it important?
4. Who is/are the local hero/es? What are they doing that is important to your community?
5. Who needs to hear this story and what action do you hope they will take?
6. How will you tell this story? What medium will you use? What language will it be executed in?

Shortlisting Criteria

Selection will be based on the criteria explained in the following document::

https://docs.google.com/document/d/1FdWT6tSOrN00FaENveLchf-4L89vQFgX_Tabskx2Hms/edit?usp=sharing

Before submitting your pitch, please review the shortlisting criteria and ensure that you attend the programme workshops so that you are fully prepared and informed about the requirements of this programme and competition.

Acknowledgements



We'd like to thank our main programme sponsor, the [Regional Project Energy Security and Climate Change Asia-Pacific \(RECAP\)](#) of the Konrad Adenauer Stiftung (KAS), and all of our partners who have given their time, expertise and support for our programmes.

Circular Cities Asia would also like to acknowledge the hard work of our team in bringing this programme to life:

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Expert Contributor:	Lillygol Sedaghat
Expert Contributor:	Dev Albao
Expert Contributor:	Roleen Sevilena

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