



**I M A G I N E
C I R C U L A R I T Y**

Invitation to join the first-ever global initiative on how people perceive the circular economy

15 March 2021

Dear colleagues,

[Imagine Circularity](#) – the first-ever global initiative on perceptions of circularity – seeks to understand how different stakeholders see and imagine the circular economy. The aim is to engage one million participants from around the world to produce a representative sample of their views and understandings.

The survey will officially launch on 19 April 2021 and end on 19 April 2022. A global report and a series of customized reports on a large number and broad variety of audiences will be published in June 2022. Our open science and open data principles allow for ground-breaking academic publications on the perception of circularity.

This initiative by [REVOLVE Circular](#) and the [Copernicus Institute of Sustainable Development](#) invites you to join the global survey effort. Your organization is an important stakeholder in the global circular economy community and we would be honored if you were to become an official partner.

While any individual can participate in the survey at any point in time after its launch in April 2021, only organizations can become partners. Local, regional or national authorities, non-profit organizations, universities, intergovernmental organizations, businesses of all sizes, media organizations, industry associations, think tanks, foundations, and other organizations are eligible.

To become an official partner, you can either choose from 3+1 partnership options (after becoming a REVOLVE Circular member) or join as a sponsor. What's in it for you? Please read our Partners section and find all relevant information at www.imagine-circularity.world

During March-April 2021, we will host four online information sessions to present the survey initiative in more detail and provide the opportunity to discuss your specific questions re. the survey and how to join the initiative. The deadline for early birds is 15 April while the survey initiative remains open for partners until 28 February 2022.

Please feel free to join an information session and consult the survey initiative's website at www.imagine-circularity.world

Best regards,

Sören Bauer and Stuart Reigeluth

REVOLVE Circular

Walter Vermeulen and Martin Calisto Friant

Copernicus Institute of Sustainable Development