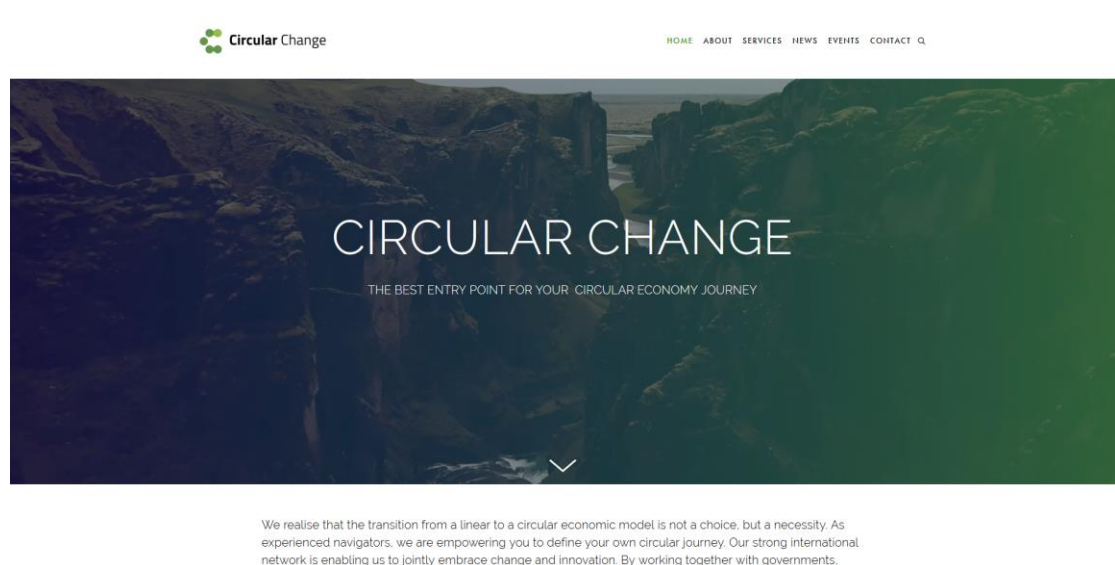


Circulaire – Competitive Analysis Criteria

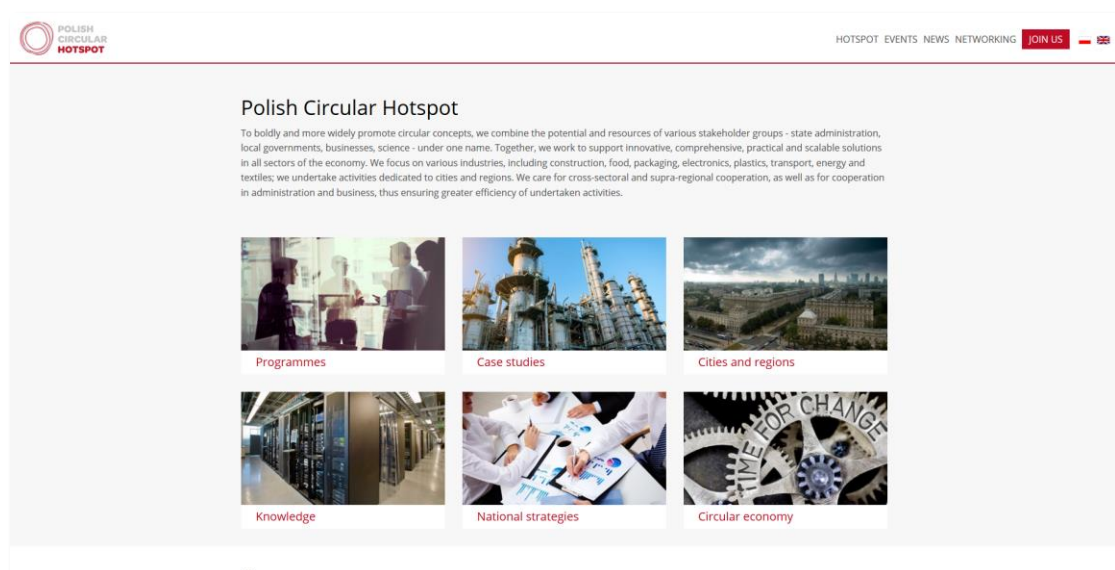
A Clear Value Proposition

A clear, succinct value proposition describes what a company does, who it does it for and how it does it differently. If the website's tone is set early with a brief description with engaging copy, new members will be more likely to engage with the website with a view to applying for membership.

11 out of 15 National and European competitors featured a clear value proposition.



circularchange.com



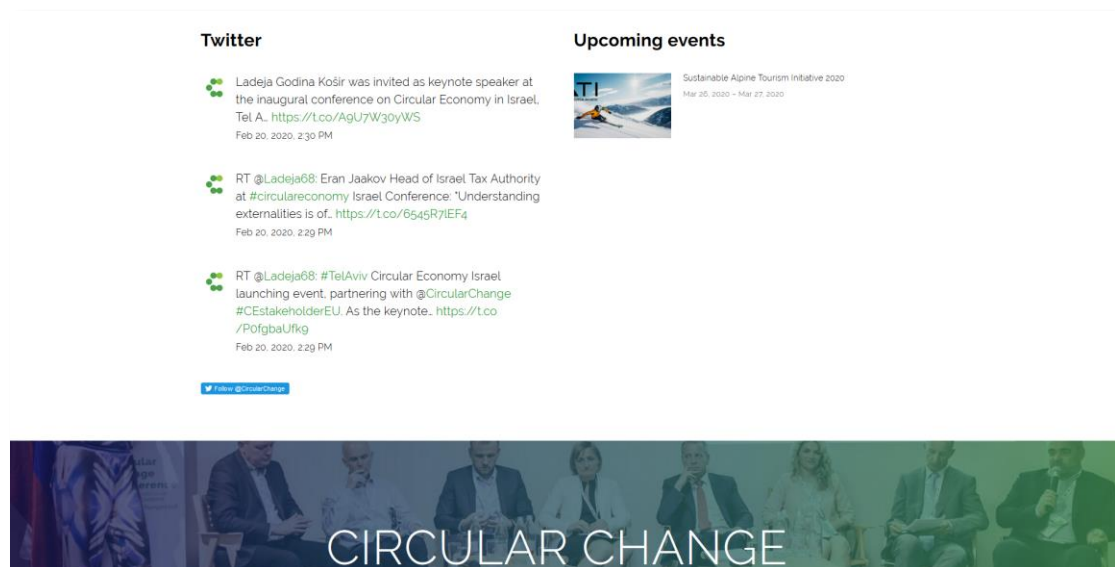
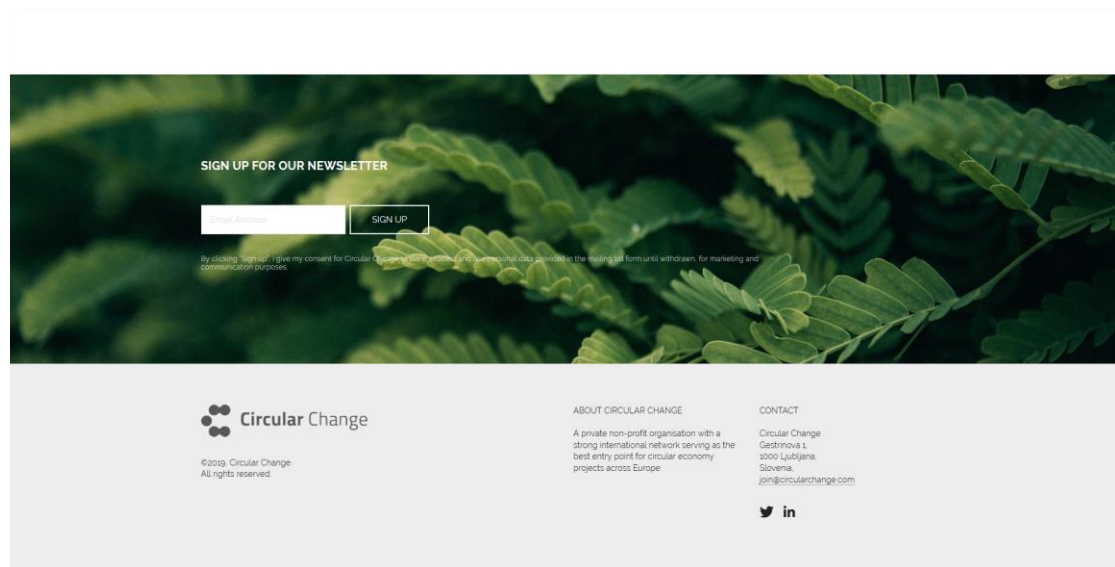
circularhotspot.pl

Links to Social Media

By including social media buttons in a consistent and conventional place within the website (e.g. navbar, footer), visitors may easily find them to learn more about Circuleire and possibly share this information with their network.

14 out of 15 competitors featured social media links.

3 out of 15 featured their twitter feed.



circularchange.com

Intuitive Navigation

Navigation on the website should be as intuitive for first-time users as for those more experienced with the website. The navigation should reflect the users' typical behavior – their levels of technical knowledge and their most frequented websites and platforms. The sections of the website which are most visited should be easily visible and given priority, as are those sections whose concepts have proved most interesting for the user. Similar to navigation placement within the website, the labelling of the navigation tabs should be easily understood without ambiguity. An exploration of user journeys may help to better define the labelling of such navigation tabs.

Contact Information

Contact details should be clearly visible and located in the conventional areas, either the title bar and/or footer. Similar to social media links, the contact details of the website should be made available to the user.

[Denise] Should IMR's contact details be included on the homepage?

12 out of 15 competitors featured intuitive navigation with the most popular tabs and their equivalent and related tabs as follows:

About (9 out of 15); About Us, Our Story, Agenda, Timeline; The Initiative

News (9 out of 15); Events (4 out of 15); News & Events, Latest Updates

Contact (9 out of 15); Contact Us

The remainder of Contact details were included in the footer with social media links.

Circular Economy (6 out of 15); Embassy Toolkit, Funding, Resources, Policies, Networking, Call for Projects, Network, Business, Prizes, Reports

Our Work (3 out of 15); Projects, Showcases, Services, Activities, Sectors, The Initiative

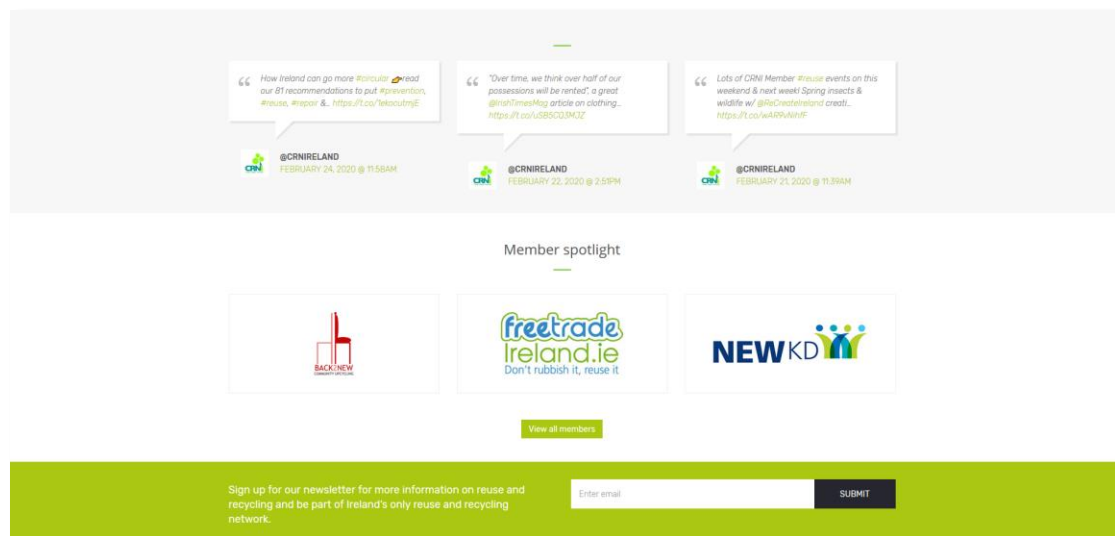
Other tabs included:

Awards, Pressroom, Publications, Public Acts, The Foundation, Cities, Members, Gallery, Levers, Introduction

Client Testimonials

Nearly 9 out of 10 consumers read reviews for local businesses before making a purchase, while those businesses displaying online reviews on their website can increase conversion rates by 270%. (bryancaplan.com, 2019) The Circuleire website could attract new business (and therefore, potentially, quality content – knowledge portal) by including testimonials or ‘Success Stories’ or ‘Case Studies’ on the Login/Sign up page/homepage.

1 out of 15 competitors featured client testimonials.



crni.ie

Video

From previous testing with 10 Irish SMEs, interest was expressed in featuring video content on a website/knowledge portal's homepage. This video could be an introduction to the knowledge portal, explaining its features and demonstrating its navigation. The video could also highlight current events in the circular economy industry. Events could also be displayed via a twitter feed.

4 out of 15 competitors featured video on their homepage.

High Quality, Original Images

While stock photography and illustration or clipart is convenient, original imagery may build credibility for the Circuleire website and portal and engage users. Likewise, low resolution and/or incorrectly scaled imagery or iconography will do little to impress members of the website's professionalism. The addition of real photography (of users and partners, for example) suggests authenticity and connectivity which may impress users.

6 out of 15 competitors featured high quality and/or original images on their homepage.

Overview of Services and Features

Each navigation tab could feature an explanatory note on the tab in question. It could describe the subject matter at a high level, and any sub-tabs.

15 out of 15 competitors featured an overview of services and features.

Awards, Certificates and Associations

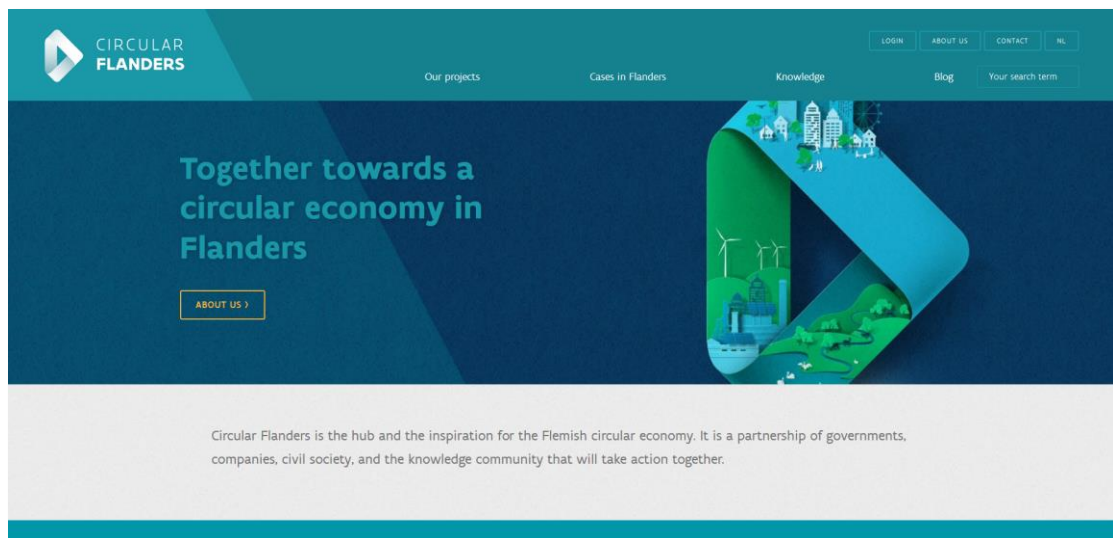
As the website develops, the addition of any awards, certificates or notable associations could be advantageous in inspiring trust between the website and its users. This is particularly important when considering the potential to share knowledge within the portal, such as results from experiments, pilots and industrial trials.

2 out of 15 competitors featured Awards won or Finalist/Recommended Certificates.

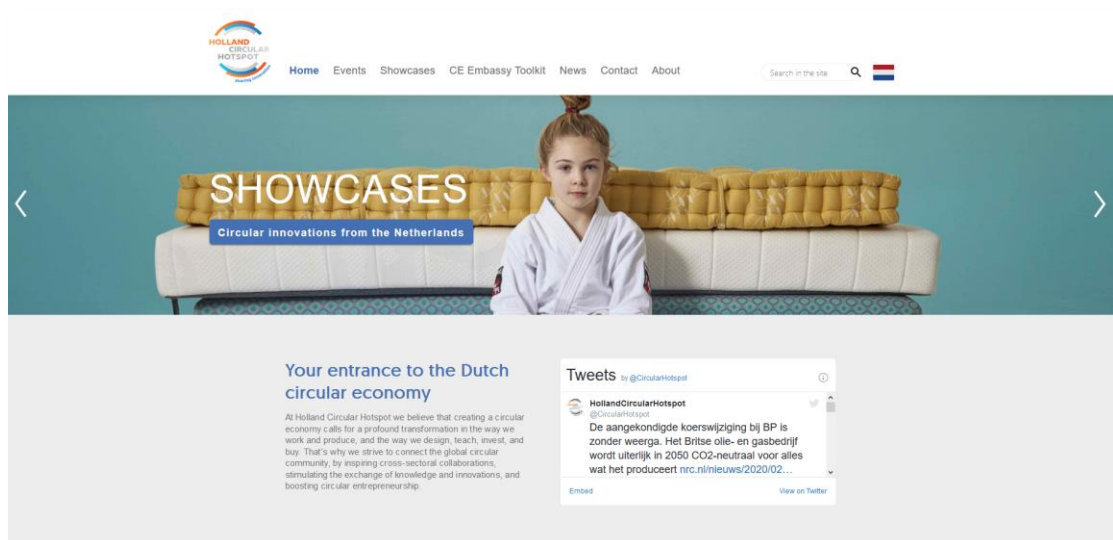
A Clear Call to Action

Many websites have clear calls to action featured on the homepage. This gives the user direction and focus. As the user scrolls down the page, several calls to action could be featured relating to projects, the knowledge portal's latest additions and payment packages, should Circuleire commercialise.

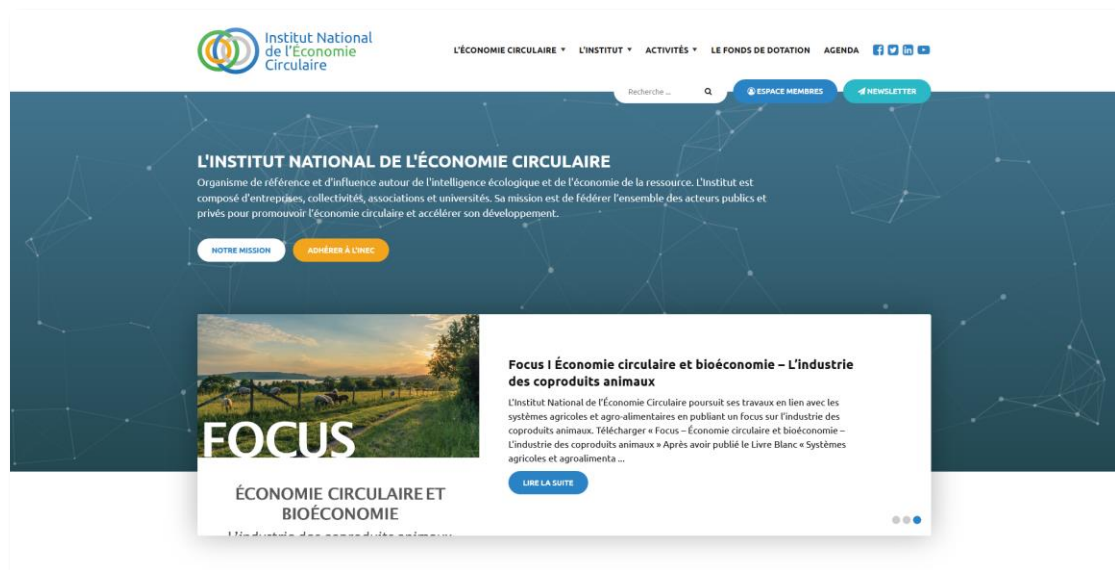
8 out of 15 competitors feature a clear call to action.



vlaanderen-circulair.be



hollandcircularhotspot.nl



institut-economie-circulaire.fr

Responsiveness

It is important that the Circulaire website and knowledge portal be responsive when viewed on screens or monitors with various dimensions or on mobile browsers. Future phasing could include development of a separate knowledge portal app.

14 out of 15 competitors featured responsive websites.

Newsletter Sign up & Login

Newsletters provide a valuable service to users while bringing more visitors to the website. They can be an important metric and help build the email list. They also build customer loyalty. A customer login on the homepage indicates to the user that additional information is available, requiring membership on a freemium or premium basis.

8 out of 15 competitors featured a newsletter sign up.

4 out of 15 competitors featured a login function.

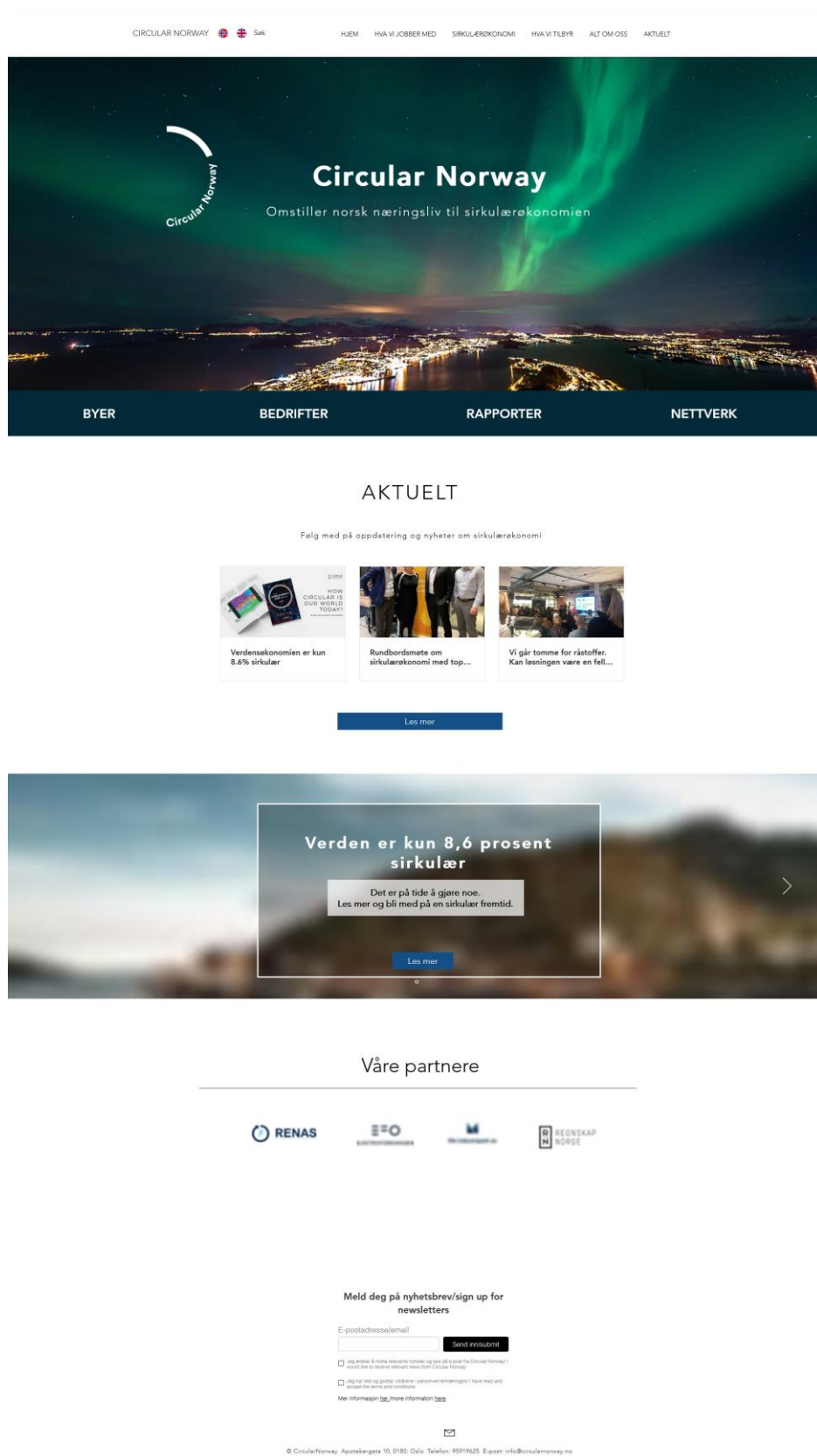
Analysis of 15 competitors

	hollandcircularhotspot.nl	circularchange.com	institut-economie-circulaire.fr	ellenmacarthurfoundation.org	zerowastescotland.org.uk
A clear value proposition	•	•	•	•	
Social media links	•	•	•	•	•
Intuitive navigation	•	•	•		
Contact information	•	•		•	
Client testimonials					
Video content (Homepage)		•			•
High quality, original images		•	•		
Overview of services and features	•	•	•	•	•
Awards, certificates		•			
A clear call to action	•	•	•	•	
Responsiveness	•	•	•	•	•
Twitter feed	•	•			
Newsletter sign up		•	•	•	
Search function	•	•	•	•	•
Login			•		•

	circularhotspot.pl	vlaanderen-circulair.be/nl	circulareconomy.brussels	circular-economy-initiative.de	bcsdh.hu
A clear value proposition	•	•	•		•
Social media links	•	•	•		•
Intuitive navigation	•	•		•	•
Contact information	•	•			•
Client testimonials					
Video content (Homepage)					
High quality, original images					•
Overview of services and features	•	•	•	•	•
Awards, certificates					•
A clear call to action		•			•
Responsiveness	•	•	•	•	•
Twitter feed					
Newsletter sign up		•	•		
Search function		•	•		•
Login		•	•		

	circularnorway.no	mediambient.gencat.cat	economiacircular.org	rediscoverycentre.ie	cmi.ie
A clear value proposition	•		•		•
Social media links	•	•	•	•	•
Intuitive navigation	•	•	•	•	•
Contact information	•	•	•	•	•
Client testimonials					•
Video content (Homepage)	•		•		
High quality, original images	•			•	•
Overview of services and features	•	•	•	•	•
Awards, certificates					
A clear call to action			•		•
Responsiveness		•	•	•	•
Twitter feed				•	
Newsletter sign up	•			•	•
Search function	•	•		•	
Login					

Inspiration – layouts





Pod of the Planet Ep.2:
Disasters Won't Wait



Greenland Rising: The Future of Greenland's Waterfront



Taro Takahashi Receives
Inaugural Wallace S.
Broecker Medal

Tweets by @earthinstitute



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In his new book, *Philanthropy and Society*, research scholar David Maurrasse highlights strategic and inclusive tactics that help philanthropic institutions to more effectively serve their communities.

BY DAVID MAURRASSE | FEBRUARY 25, 2020



The outbreak in China shows we still have a lot to learn when it comes to dealing with global pandemics, which are climate change.

BY JENNIFER ZHANG | FEBRUARY 24, 2020



Both clothing rental and plastic bag bans are small steps on the long road to sustainable cities and a circular, less economy.

BY STEVE COHEN | FEBRUARY 24, 2020



Fossil fuel companies are ramping up production of virgin plastics, with huge potential consequences for climate and the environment.

BY RENEE CHO | FEBRUARY 20, 2020



Now that the 'Solid Carbon' project has won a spot in the MacArthur foundation's 100&Change competition, what's next for carbon capture and storage?

BY MARIE DENOLA ARONSOHN | FEBRUARY 19, 2020

[Embed](#) [View on Twitter](#)

Low-Carbon Electricity: Lessons from India and China

Morningside Research Administration Forum

Topics

Select Category

Climate Matters

Advanced Consortium on Cooperation, Co-

Advanced Consolidation on Cooperation, Co...

Select Year

[more >](#)



When It Comes to Nuclear Power, Could Smaller Be Better?

A handful of companies and governments are working to develop small-scale nuclear reactors that proponents say are safer, cheaper, and more compatible with renewable than traditional nuclear power. But critics contend the new technology doesn't address concerns about safety and radioactive waste.

By JOHN HODGSON

How a Trump Administration Rule Could Kill Millions of Birds

A century-old law has made it illegal to kill migratory birds either purposely or accidentally. But a new proposal by the Trump administration and supported by the fossil fuel and other industries would relax regulations, heightening environmental killing and putting millions of birds in danger.

By BENJAMIN SVETKEY

Salvation or Pipe Dream? A Movement Grows to Protect Up to Half the Planet

Leading scientists and environmentalists are proposing that up to 50 percent of the world's land and oceans be protected in the coming decades. While some view the goal as unrealistic, proponents say it is essential for preserving the natural systems on which life itself depends.

By JEFF KOPPELMAN

How Native Tribes Are Taking the Lead on Planning for Climate Change

With their deep ties to the land and reliance on fishing, hunting and gathering, indigenous tribes are especially vulnerable to the impacts of climate change. Now, native communities across North America are stepping up to adapt climate action plans to protect their way of life.

By MICHAEL J. GORDON



ANDES MELTDOWN: NEW INSIGHTS INTO RAPIDLY RETREATING GLACIERS

Using satellite data, scientists are documenting the irreversible melting of South America's glaciers and ice fields, with Andean glaciers shrinking by nearly three feet a year on average. The loss of ice poses a threat to water supplies and agriculture from Bolivia to Chile.

By ANASTASIA KOUTSOS

Great Barrier Reef Shows Early Signs of Another Major Bleaching Event

Even at the Great Barrier Reef, an alarming sign of heat stress, causing the risk of another major coral bleaching event, scientists from the Great Barrier Reef Marine Park Authority have estimated. Australia has experienced a long period of warmer than normal ocean currents, which has increased water temperatures across most of the reef over a 12-month period. The temperature of the reef's water was 1.5 degrees Celsius above average for February, Reuters reported.

Sub-Antarctic Blue Whales Are Making a Comeback

Scientists have documented a "surprising" number of blue whales off the sub-Antarctic island of South Georgia—a region where they had been almost wiped out by commercial whaling in the early 20th century, the BBC reported. The commercial whaling industry caused a decline in blue whales during a 100-year period. In summer, a boat survey sighted just one. Here's what you need to know.

Just a Tiny Fraction of America's Plastic Can Actually Be Recycled, Report Finds

Many of the plastic containers labeled as recyclable in the United States may not actually be recyclable, according to a new report from Greenpeace. The report, which analyzed waste processing data in the country's 40 largest recovery facilities, found that only 9.7 percent of plastic bottles and jugs are being recycled with regularity. Plastics are thought to be collected by municipal recycling programs, some other "best practices" landfills or incinerated.

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Support E360

News: Help us keep reporting on the world's most important environmental issues.

Ecopsychology: How Immersion in Nature Benefits Your Health

A growing body of research points to the beneficial effects that exposure to the natural world has on health, reducing stress and promoting healing. But, psychologists, engineers, and healthcare providers are increasingly considering the human need for nature in how they plan and operate.

By JEFF KOPPELMAN



Why Clouds Are the Key to New Troubling Projections on Warming

Recent climate models project that a doubling of atmospheric CO₂ alone could raise global land could raise temperatures to near 10 degrees Celsius. A warming of 10 degrees Celsius, however, may be too low a level of warming, allowing more time to adapt to the planet.

By JEFF KOPPELMAN

Deep Decarbonization: A Realistic Way Forward on Climate Change

Global emissions have soared by two-thirds in the last decade since international climate talks began. To make the reductions required, what's needed is a new approach that creates incentives for leading countries and industries to speed transformative technological innovations.

By JEFF KOPPELMAN

As Climate Risks Worsen, U.S. Flood Buyouts Fail to Meet the Need

The U.S. approach to buying out properties vulnerable to flooding is rife with controversy and delays. Now, as climate change drives more intense coastal storms and precipitation events, the system must undergo a drastic overhaul or risk eroding confidence in flood-prone homes.

By JEFF KOPPELMAN



THE URBAN CHALLENGE

Cities are increasingly becoming the source of both environmental challenges and solutions.

As Mass Timber Takes Off, How Green Is This New Building Material?

Can We Turn Down the Temperature on Urban Heat Islands?

An Increasingly Urbanized Latin America Turns to Electric Buses

Energy Equity: Bringing Solar Power to Low-Income Communities

Climate	Energy	Biodiversity	Oceans
<p>Why Clouds Are the Key to New Troubling Projections on Warming</p> <p>Anders Holmboe: New Insights Into Rapidly Retreating Glaciers</p> <p>How Thawing Permafrost Is Beginning to Transform the Arctic</p>	<p>When It Comes to Nuclear Power, Could Smaller Be Better?</p> <p>Deep Decarbonization: A Realistic Way Forward on Climate Change</p> <p>The Plastic Pipeline: A Stage of New Production Is on the Way</p>	<p>Native Species or Invasive? The Distinction Matters in the World's Wetlands</p> <p>Conservation Success Stories: A Century of the Western Chorus: A Green Island in a Crowded Land</p> <p>Are Numbers of Species a True Measure of Ecosystem Health?</p>	<p>Landmark: The Link Between Human Rights Abuse and Overfishing</p> <p>Why Rising Acidification Poses a Special Risk for Warmwater Aquatic Species</p> <p>Are Oceanic Storms, Tropical Cyclone Risk Bells in Under Waters</p>
Food & Agriculture	Solutions	Cities	Policy
<p>Wild Hares: On a Farmstead Farm, Resilient for a Man and His Land</p> <p>With New Perennial Crops, a Step Forward for Sustainable Agriculture</p> <p>Indigenous States: Who Owns the Highest Mountain? 'Mistake' or 'Pledge'?</p>	<p>How Native Tribes Are Taking the Lead on Planning for Climate Change</p> <p>Ecopsychology: How Immersion in Nature Benefits Your Health</p> <p>Could Abandoned Agricultural Lands Help Save the Planet?</p>	<p>Are Increasingly Urbanized Latin America Turns to Electric Buses</p> <p>As Mass Timber Takes Off, How Green Is This New Building Material?</p> <p>In Era of Disrupt, Florida Prepares for a Future Without Climate Change Threat</p>	<p>How a Trump Administration Rule Could Kill Millions of Birds</p> <p>Salvation or Pipe Dream? A Movement Grows to Protect Up to Half the Planet</p> <p>As Climate Risks Worsen, U.S. Flood Buyouts Fail to Meet the Need</p>

Why Clouds Are the Key to New Troubling Projections on Warming

Recent changes in cloud patterns show a troubling glimpse of a warmer future. The patterns indicate that cloud cover may decrease in the future, leading to a warmer world. Clouds are a key factor in determining Earth's temperature, and changes in cloud cover could have a significant impact on the planet's climate.

The new research shows that clouds are becoming less reflective, which means they are absorbing more of the sun's energy. This is a worrying sign because it could lead to a warmer world. The research also shows that clouds are becoming more concentrated in certain areas, which could lead to more extreme weather events.

The research was conducted by a team of scientists from the University of California, Berkeley. They used data from a satellite to study changes in cloud cover over the past 20 years. They found that clouds are becoming less reflective, which means they are absorbing more of the sun's energy. This is a worrying sign because it could lead to a warmer world. The research also shows that clouds are becoming more concentrated in certain areas, which could lead to more extreme weather events.

The research was published in the journal *Nature*. It is one of the most comprehensive studies of cloud cover changes to date. It shows that clouds are becoming less reflective, which means they are absorbing more of the sun's energy. This is a worrying sign because it could lead to a warmer world. The research also shows that clouds are becoming more concentrated in certain areas, which could lead to more extreme weather events.

The debate about clouds and climate change is part of a larger conversation about feedbacks in warming the world.

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Clouds would thin out and many would not form at all, resulting in extra warming.

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Real-world data from satellites suggest that the modest projections may already be coming true.

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What's the Deal with Clouds?

How Many Types of Clouds are There?

What's the Deal with Clouds?

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<https://e360.yale.edu/features/why-clouds-are-the-key-to-new-troubling-projections-on-warming>

14

Climate is now everyone's job...

Climate Jobs



Make Your job a Climate job.

Pick up a shovel. Start where you are.

Wherever you work, there's work to be done. If you want to devote your career to climate, start today from the seat you're in at the place you currently work.

Take a look at this list of changes - large and small - that other organizations are making to reach their net zero carbon goals. Even better, many of them create cost savings, HR benefits, great investor and relations wins, and other significant operational improvements.

Talk to management.

Get to know your facilities team.

Start or join a climate advocacy group.

Discuss all these possibilities with co-workers and on collaboration platforms.

You're the person who can advocate for the many ways your organization can measure and reduce its carbon footprint while improving growth and performance. Becoming climate forward puts your organization in exceedingly good company, and can generate serious and measurable benefits to long term growth and success.

Resources for Net Zero Carbon Companies

[Climate Neutral](#) | [The Gold Standard](#) | [Planit](#) | [SustainCERT](#) | [Watershed Climate](#)

You'll Be in Some GREAT Company

[Google](#) | [Kickstarter](#) | [Microsoft](#) | [Ministry of Supply](#) | [Stripe](#)

401(k) Fund Choices

Advocacy

Business Travel

Carbon Offsets

Catering

Climate Speakers

Commute Programs

Composting

Customer Carbon

CSR Projects

Data Centers

Efficiency

Employee Matching

Green Banking

Green Bonds

HR Programs

HVAC Upgrades

Insulation

Insurance

Inventing

LED Lighting

LEED Standards

Matching Donations

Recycling

Remote Workforces

Renewable Energy

Shipping

Solar

Supply Chain

Telepresence

Transportation

Waste Management

Water Efficiency

Or, Find Your Dream Climate Jobs Here

Climate.Careers

Find high impact jobs solving the climate crisis.
Be a part of the solution.

[FIND JOBS](#)

GIIN Career Center

As part of the Global Impact Investing Network's mission to accelerate the scale and effectiveness of impact investing, we publish job openings from members of the GIIN Investors' Council and other impact investing leaders.

[FIND JOBS](#)

ClimateList.io

Find your job fighting climate change. Search for green jobs in Buildings & Cities, Disaster Preparedness, Family, Food, Government & Nonprofits, Land Use, Materials, Energy Generation, Transportation, and Universities & Education.

[FIND JOBS](#)

Operations Manager

Prime Capital: Partnering with jobseekers to place qualified capital into ready-to-use solutions to climate change.

Our work involves: event planning and vendor relationships at Prime Capital, a high impact, cutting edge investment organization focused on mitigating climate change through strategic investments.

[Learn More](#)

LinkedIn Climate Change Jobs

[FIND JOBS](#)

Want More Information?

the enough company is just getting started. We'd love to keep you posted on what we are up to.

enough. Climate Risk [Climate jobs](#) Topics About Contact

WE ARE the Markets.

Working together we can unlock the capital needed to solve the [climate risk](#) factor.

RESOURCES

[Climate jobs](#)
[Climateescape](#)
[My Climate journey](#)
[Project Drawdown](#)
[Ceres](#)

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Email

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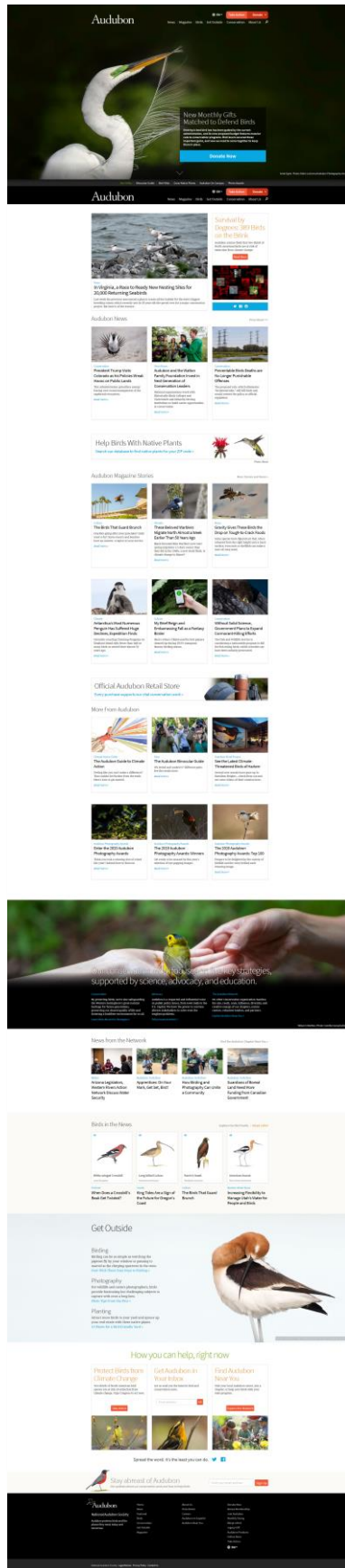
enough. Climate Risk [Climate jobs](#) Topics About Contact

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[f](#) [t](#) [i](#) [in](#)

[Privacy & Cookies Policy](#)

<http://enough.co/climate-jobs/>



<https://www.audubon.org/>

Content – what to include?

What problem are you solving with the creation of the Circuleire Website and knowledge portal?
This needs to be communicated on the homepage via text, design, images or video.

What is your value proposition? This needs to be communicated on the homepage.

What information do you need to communicate to the user about Circuleire?

- Contact details and SM links
- Contact details and SM links of IMR?
- Value proposition
- Twitter feed
- Articles
- Videos
- Reports
- Activities
- Events
- Projects
- Services
- Showcases

How will this information be organized?

- By Filters & Search (could be applicable to both website and portal... if portal search results were also listed, for non-members, it may encourage membership)
- By Sector
- By Company
- By Country
- By Search word

What information do you wish to communicate about the circular economy?

- Latest News
- Upcoming Events
- Articles
- Videos
- Reports
- Policies
- Networks
- Competitions
- Initiatives
- Funding
- Embassy Toolkit

Is there any other value you can add for the user?

- Newsletter
- Consulting

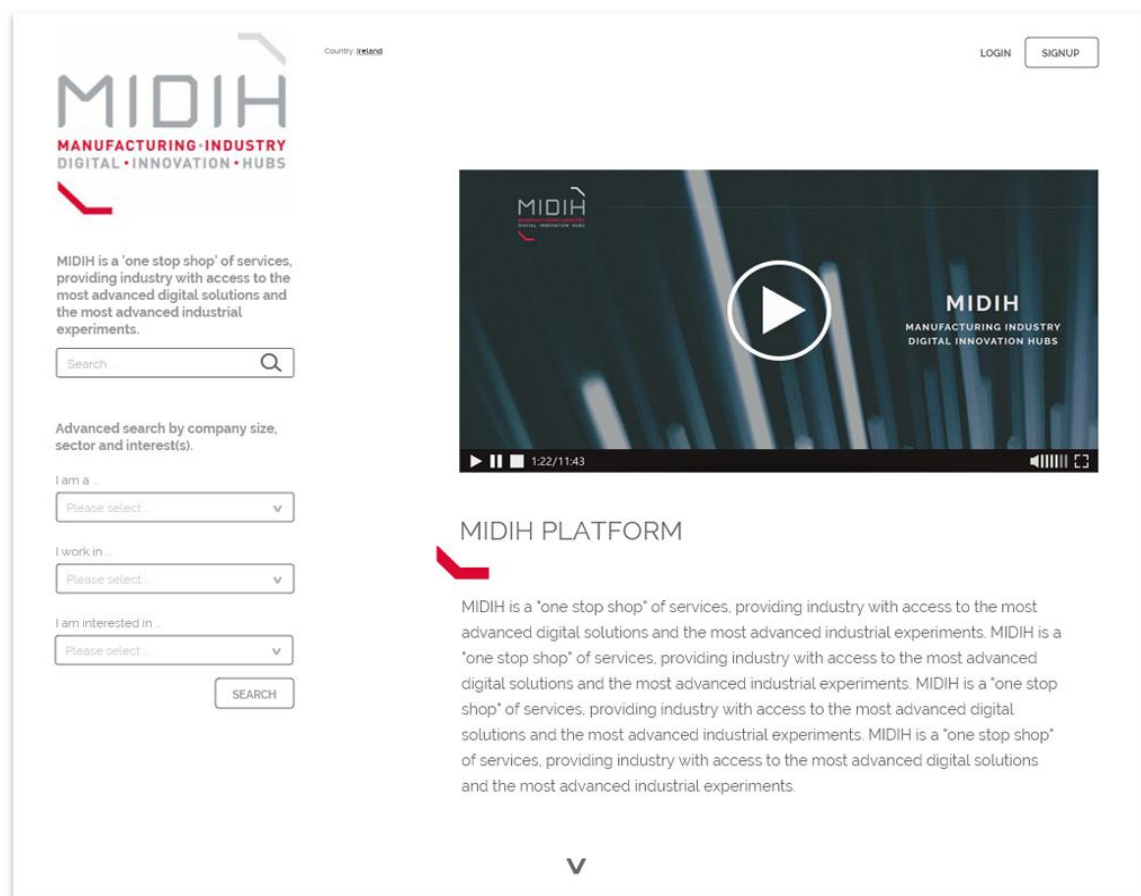
Is there any other value you can add for Circulaire and IMR?

- Hyperlinks to open in new tabs
- Promotion of IMR CE talks etc.

What is Circulaire's brand personality? What do you wish to inspire in your users? (30 words)

- **Gatekeeper** of Ireland's CE latest news, i.e. Ireland's go-to website and only portal
- **Confidence** and **Trust** that the information is accurate
- **Wisdom** which comes from experience and expertise
- **Connected** to National, European and international networks
- **Source** for those wishing to access funding, in a simplified way
- **Value** for users by consulting (creating framework for progress?), making a business case (KPIs and ROI), offering case studies and testimonials, offering a newsletter sign-up

Previous work – Alternate layout for DIHIWARE platform (including portal, left)



*Alternate Platform Homepage design for DIHIWARE
Prototype Login/Sign up page – Video Walkthrough, Written Introduction, Search Functionality*

of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments.



SUCCESS STORIES



MANUFACTURING 4.0



Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla tristique cursus metus, nec pharetra augue ...

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ADDITIVE MANUFACTURING



Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla tristique cursus metus, nec pharetra augue ...

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IIoT



Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla tristique cursus metus, nec pharetra augue ...

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Prototype Login/Sign up page – Success Stories

PACKAGES

FREEMIUM PACKAGE

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

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PREMIUM PACKAGE

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

[MORE](#)

CORPORATE PACKAGE

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

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FEATURED PRODUCTS

PRODUCT 1.0 FREE

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

[DOWNLOAD](#)

PRODUCT 1.1 €49.99

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

[PURCHASE](#)

PRODUCT 1.2 €99.99

Quisque venenatis mauris id leo varius, at finibus mauris venenatis. Donec enim quam, vestibulum a luctus quis, finibus sed purus. Nulla

- Quisque venenatis
- mauris id leo varius, at
- finibus mauris venenatis.

[PURCHASE](#)

Nunc lectus eros, vulputate in faucibus vitae, condimentum eu sapien. Praesent eget lacus nec nunc vestibulum lacinia non at quam. Duis at mollis urna, vitae tincidunt est. Nullam ac nisi at dolor commodo placerat. Sed nisi neque, facilisis nec lacus ac, viverra mollis lectus. Nunc et tristique ipsum. Cras ante lectus, vulputate tempus felis id, lacinia semper lorem. Nulla ultrices in est id lacinia. Nullam lobortis nunc id lacus efficitur consectetur. Fusce egestas risus sit amet enim eleifend, commodo congue diam placerat.

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