

# Circuleire – 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.



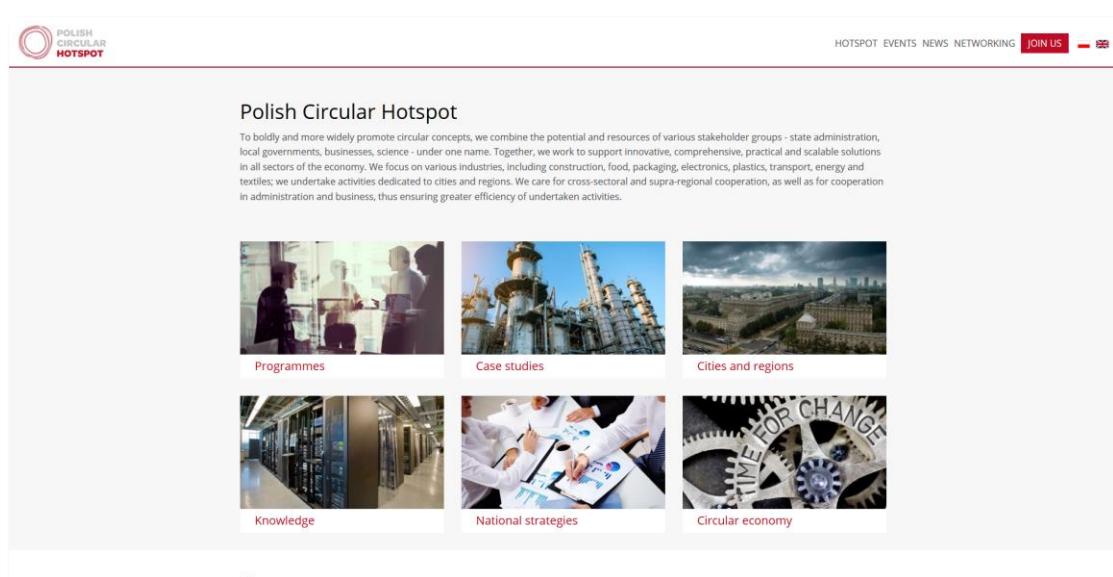
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CIRCULAR CHANGE

THE BEST ENTRY POINT FOR YOUR CIRCULAR ECONOMY JOURNEY

We realise that the transition from a linear to a circular economic model is not a choice, but a necessity. As experienced navigators, we are empowering you to define your own circular journey. Our strong international network is enabling us to jointly embrace change and innovation. By working together with governments.

[circularchange.com](http://circularchange.com)



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Polish Circular Hotspot

To boldly and more widely promote circular concepts, we combine the potential and resources of various stakeholder groups - state administration, local governments, businesses, science - under one name. Together, we work to support innovative, comprehensive, practical and scalable solutions in all sectors of the economy. We focus on various industries, including construction, food, packaging, electronics, plastics, transport, energy and textiles; we undertake activities dedicated to cities and regions. We care for cross-sectoral and supra-regional cooperation, as well as for cooperation in administration and business, thus ensuring greater efficiency of undertaken activities.

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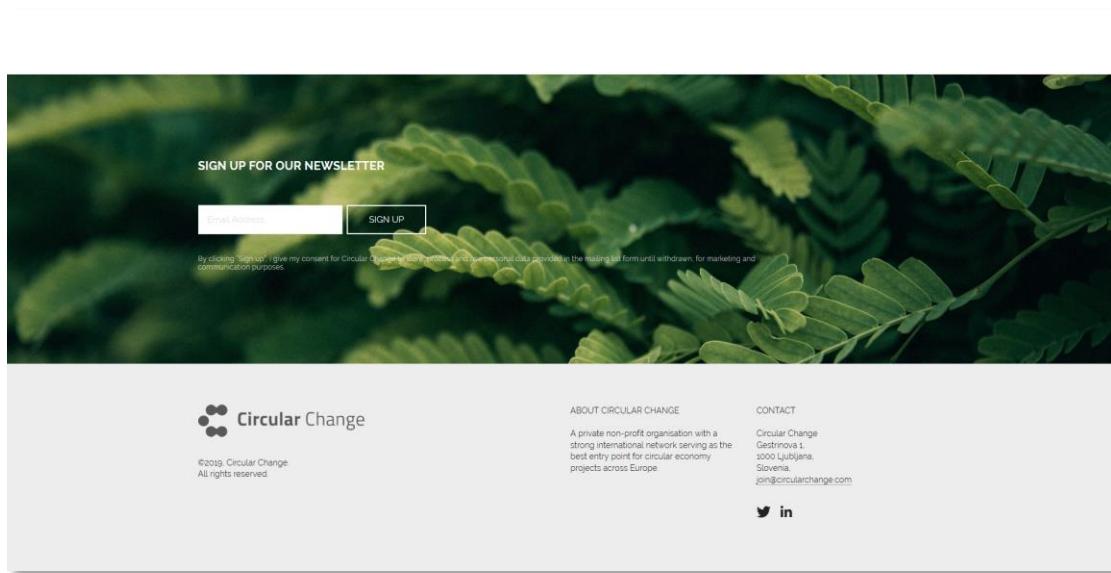
[circularhotspot.pl](http://circularhotspot.pl)

## 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.



A screenshot of the Circular Change website. The top half features a large, close-up image of green leaves. Overlaid on this is a dark, semi-transparent box containing a 'SIGN UP FOR OUR NEWSLETTER' form. The form includes a text input for 'Email Address' and a 'SIGN UP' button. Below the form is a small text disclaimer. The bottom half of the page has a white background. It features the Circular Change logo (a stylized 'C' made of dots) and the text 'Circular Change'. Below this is a copyright notice: '©2019, Circular Change. All rights reserved.' To the right of the logo is a 'ABOUT CIRCULAR CHANGE' section with a brief description and contact information. Further to the right is a 'CONTACT' section with an address and email. At the bottom right are social media icons for Twitter and LinkedIn.

### Twitter

 Ladeja Godina Košir was invited as keynote speaker at the inaugural conference on Circular Economy in Israel. Tel A. <https://t.co/AgU7W3oyWS>  
Feb 20, 2020, 2:30 PM

 RT @Ladeja68: Eran Jaakov Head of Israel Tax Authority at #circularconomy Israel Conference 'Understanding externalities is of... <https://t.co/6545R7lEF4>  
Feb 20, 2020, 2:29 PM

 RT @Ladeja68: #TelAviv Circular Economy Israel launching event, partnering with @CircularChange #CEstakeholderEU. As the keynote. <https://t.co/P0fgbaUfk9>  
Feb 20, 2020, 2:29 PM

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### Upcoming events



Sustainable Alpine Tourism Initiative 2020  
Mar 26, 2020 – Mar 27, 2020



*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

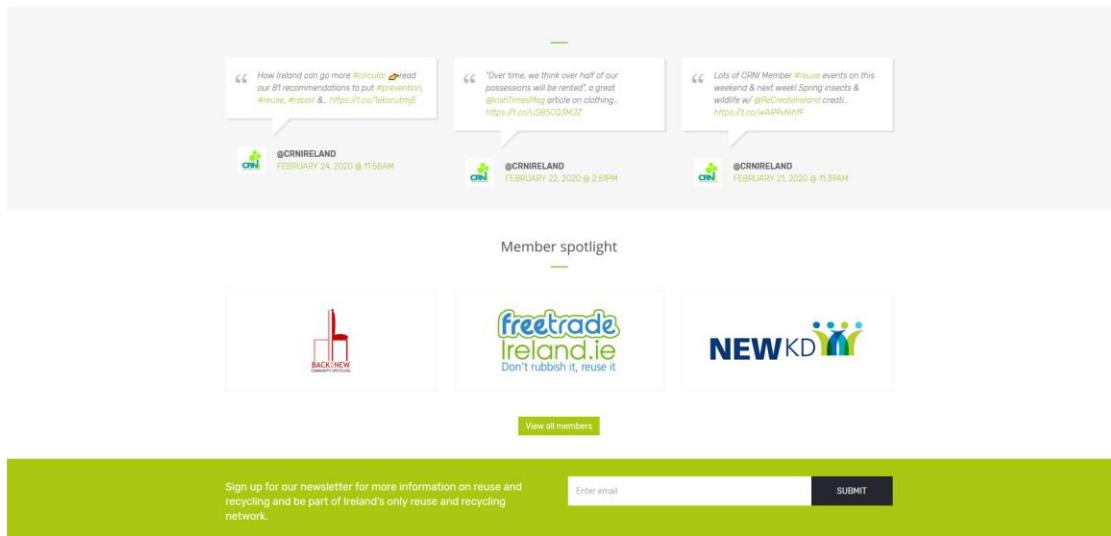
Other tabs included:

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**

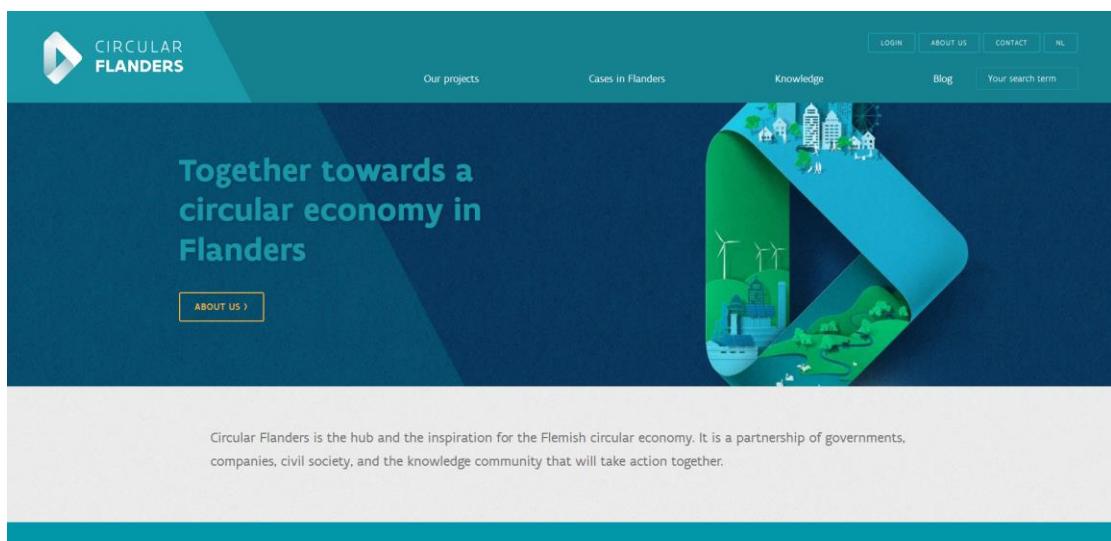
As the website develops, the addition of any awards, certificates or notable associations could be advantageous in inspiring trust between the website and its users. This is particularly important when considering the potential to share knowledge within the portal, such as results from experiments, pilots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

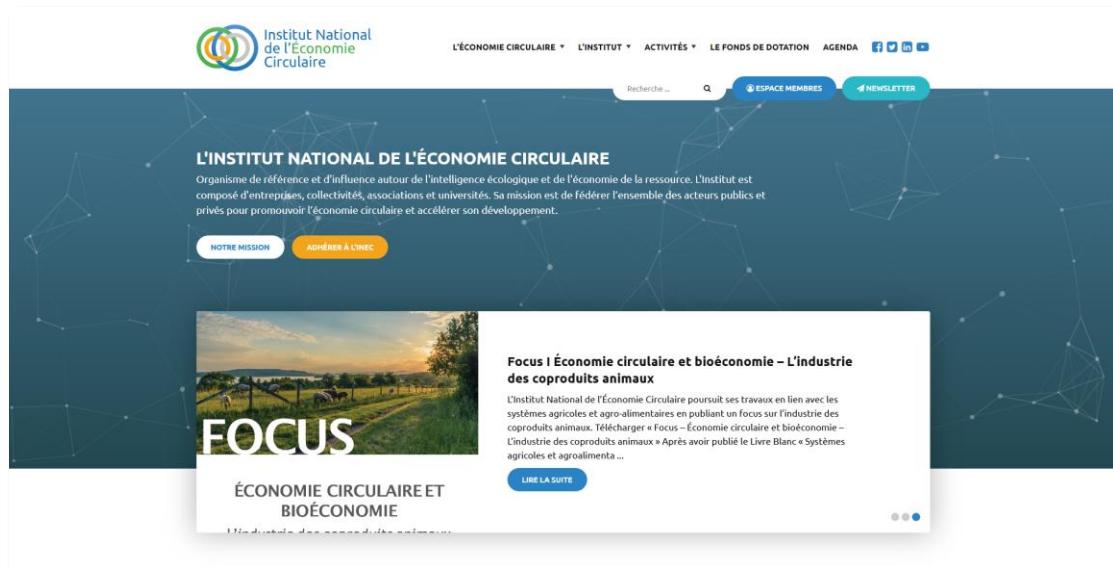
8 out of 15 competitors feature a clear call to action.



*vlaanderen-circulair.be*



*hollandcircularhotspot.nl*



[institut-economie-circulaire.fr](http://institut-economie-circulaire.fr)

## Responsiveness

It is important that the Circuleire 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		•	•		

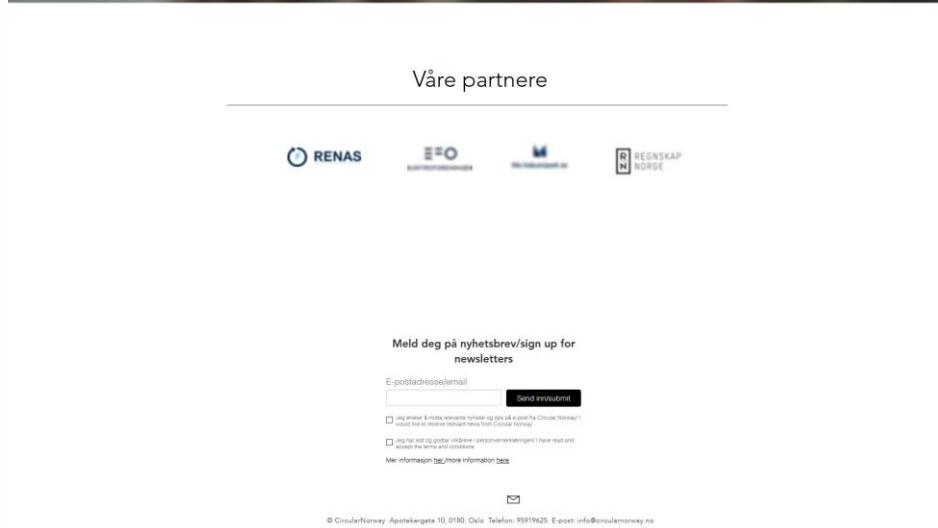
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A clear value proposition	•		•		•
Social media links	•	•	•	•	•
Intuitive navigation	•	•	•	•	•
Contact information	•	•	•	•	•
Client testimonials					•
Video content (Homepage)	•		•		
High quality, original images	•			•	•
Overview of services and features	•	•	•	•	•
Awards, certificates					
A clear call to action			•		•
Responsiveness		•	•	•	•
Twitter feed				•	
Newsletter sign up	•			•	•
Search function	•	•		•	
Login					



# Inspiration – layouts



The image shows the homepage of Circular Norway. At the top, there is a navigation bar with links to 'CIRCULAR NORWAY', 'Sak', 'HJEM', 'HVA VI JOBBER MED', 'SIRKULÆRKONOMI', 'HVA VI TILBYR', 'ALT OM OSS', and 'AKTUELT'. Below the navigation bar is a large banner featuring a night sky with the Northern Lights and a city skyline. The text 'Circular Norway' and 'Omstiller norsk næringsliv til sirkulærøkonomien' are displayed. Below the banner is a dark teal navigation bar with links to 'BYER', 'BEDRIFTER', 'RAPPORTER', and 'NETTVERK'. The main content area is titled 'AKTUELT' and features a sub-headline 'Følg med på oppdatering og nyheter om sirkulærøkonomi'. It includes three small image cards: 'Verdensøkonomien er kun 8,6% sirkulær', 'Rundbordsmøte om sirkulærøkonomi med top...', and 'Vi går tomme for råstoffer. Kan løsningen være en fell...'. A 'Les mer' button is located below these cards. The background of the main content area is a blurred image of a landscape.



The image shows a sign-up form for a newsletter. The text 'Verden er kun 8,6 prosent sirkulær' is displayed above a button labeled 'Les mer'. Below the button is a text box containing 'Det er på tide å gjøre noe. Les mer og bli med på en sirkulær fremtid.' At the bottom of the form, there is a section for newsletter sign-up with fields for 'E-postadresse/email' and 'Send innlysting'. There are also two checkboxes: 'Jeg ønsker å motta innlyste nyheter og tilbydelser fra Circular Norway' and 'Jeg har lest og godta vilkårene (ettersammensettet) (I have read and accept the terms and conditions)'. A link 'Mer informasjon' is provided, followed by a small '© CircularNorway' logo and the address 'Aptekergata 10, 0190 Oslo. Telefon: 95919625. E-post: info@circularnorway.no'.

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Climate change is turning shellfish toxic — and threatening Alaska Natives

A small town in Alaska is fighting to protect their community from the effects of shellfish poisoning.

By Greta Rybus

Photo: AP

Latest

Scorched by Trump's cabinet come out in favor of carbon pricing?

Guess who's holding again? Oregon, Massachusetts, and Connecticut Bill.

Research finds 'forever chemicals' are everywhere with plastic

Mangrove forests protect coastlines. 'Synthetic mangroves' could do the same for cities.

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Another teeth-harvesting — and it's decimating the Gulf of Mexico

This North Carolina community wants to stop a pipeline from trashing the Atlantic Coast Forest

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How the U.S. accidentally raised the IQ of an entire continent

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Trump State of the Union's brief environmental highlights were all... more trash

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Barbie Sanders inspired the Justice Movement, now she's its endorsement

Climate Desk

A quarter of all tweets about climate change are produced by bots

Hey Jeff Bezos, we have ideas for how to spend \$10 billion fighting climate change

Canadian farmers have a plan for tackling climate change

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It's not getting me much like the real thing!

The next big leap for fake meat

Recent

Climate change is turning shellfish toxic — and threatening Alaska Natives

Scorched by Trump's cabinet come out in favor of carbon pricing?

Guess who's holding again? Oregon, Massachusetts, and Connecticut Bill.

Research finds 'forever chemicals' are everywhere with plastic

Mangrove forests protect coastlines. 'Synthetic mangroves' could do the same for cities.

A corner of all news about climate change is powered by bots

Hey Jeff Bezos, we have ideas for how to spend \$10 billion fighting climate change

This tiny but mighty California town is taking on polluters

A beacon in the Smog\*

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BY DAVID MAURASSE | FEBRUARY 25, 2020



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BY STEVE COHEN | FEBRUARY 24, 2020



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BY RENEE CHO | FEBRUARY 20, 2020



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Parts of the Great Barrier Reef are showing signs of heat stress, raising the risk of another major coral bleaching event, scientists from the Great Barrier Reef Foundation say. The bleaching event, which has experienced a long period of warming that small ocean currents, which has limited the amount of heat that reaches the coral, has been projected to follow the 2016 bleaching event, which was the most severe since 1998. Bleaching is projected to begin in the central and southern Great Barrier Reef in February. Bleaching is projected to last for...

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Many of the plastic containers labeled as recyclable in the United States are not actually recyclable, according to a new report from Greenpeace. The report, which analyzed waste processing data in the country's 307 material recovery facilities, found that only 9 percent of plastic containers and jugs are being recycled with regularity. Plastics are through to be released into the environment through recycling programs, more often than "being sent to landfills or incinerated..."

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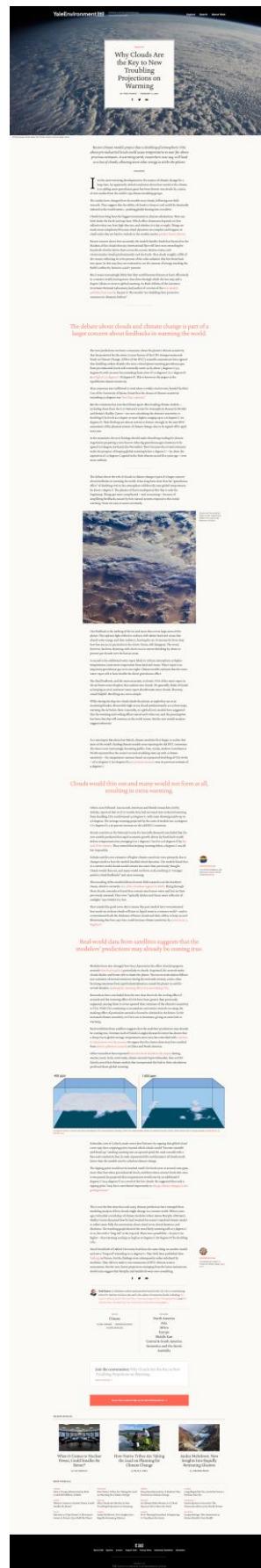
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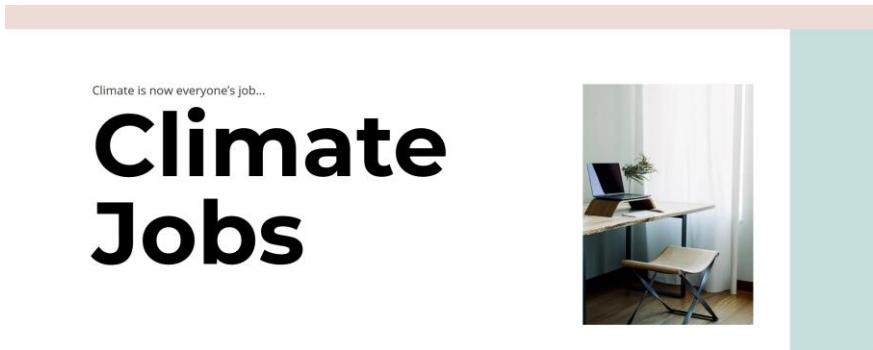
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<https://e360.yale.edu/features/why-clouds-are-the-key-to-new-troubling-projections-on-warming>

<http://enough.co/>



#### Make Your Job a Climate Job.

Pick up a shovel. Start where you are.

Whenever 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 the list of changes - large and small - in 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.

Find the person who can advise 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

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Advocacy	Insurance
Business Travel	Investing
Carbon Offsets	LED Lighting
Catering	LEEDS Standards
Climate Speakers	Matching Donations
Commute Programs	Recycling
Composting	Remote Workforces
Customer Carbon	Renewable Energy
CSR Projects	Shipping
Data Centers	Solar
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HR Programs	Water Efficiency
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##### 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's Investor Council and other impact investing leaders.

[FIND JOBS](#)

##### ClimateList.io

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

[FIND JOBS](#)

##### Operations Manager

Prime Coalition. Partnering with jobholders to place investment capital into market-based solutions to climate change.

Other responsibilities: event planning and logistic

relationship at Prime Coalition, a high impact, cutting

edge non profit organization focused on mitigating

climate change through catalytic 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](#) | [D](#)

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##### WE ARE the Markets.

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

##### RESOURCES

Climate Jobs  
Climatescape  
My Climate Journey  
Project Drawdown  
Ceres

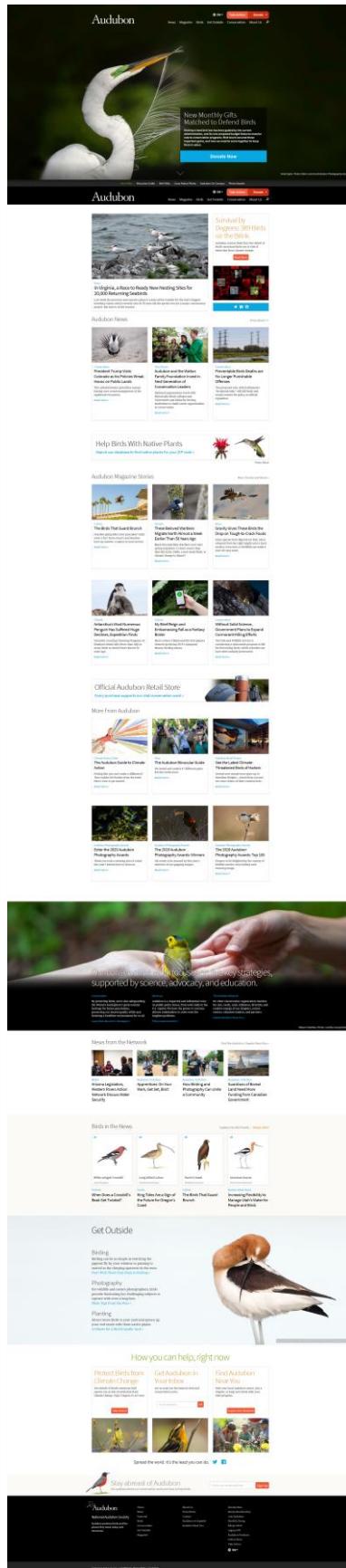
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<http://enough.co/climate-jobs/>



<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

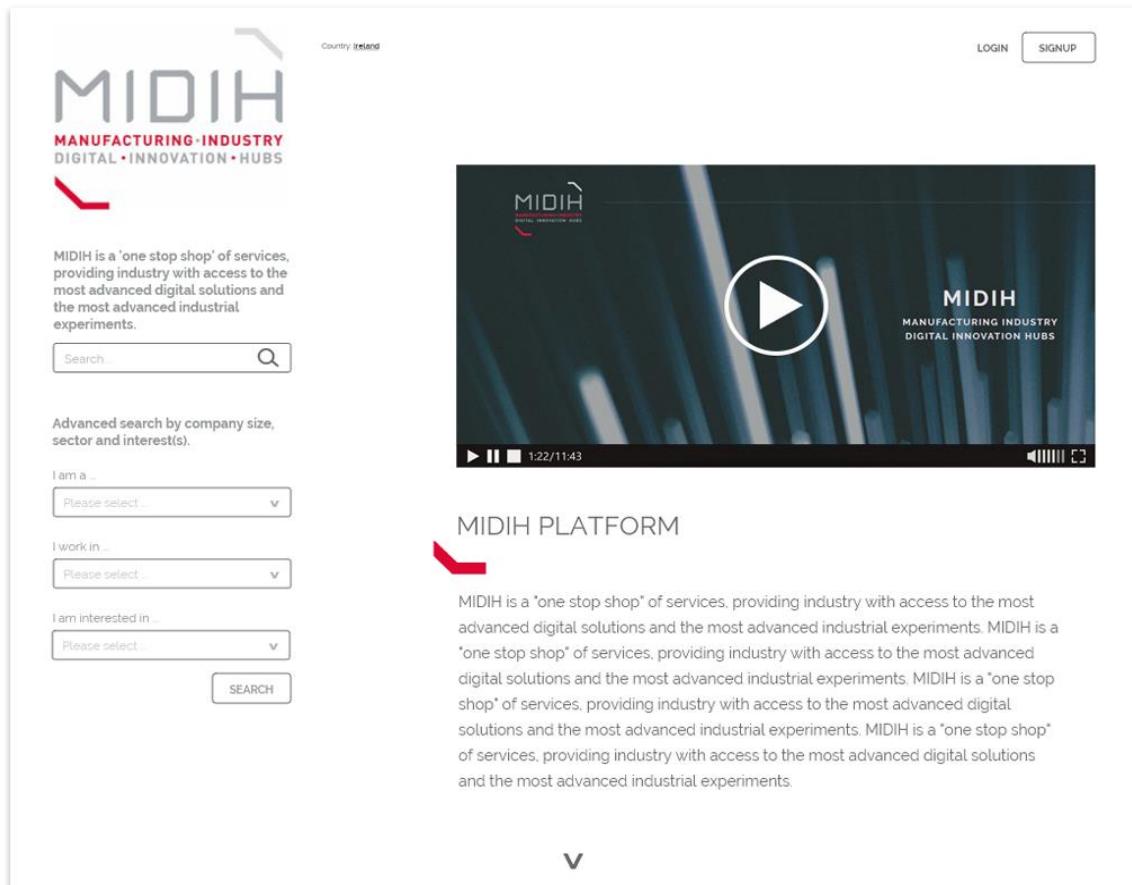
Is there any other value you can add for Circuleire and IMR?

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

What is Circuleire'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)



MIDIH  
MANUFACTURING • INDUSTRY  
DIGITAL • INNOVATION • HUBS

Country: Ireland

LOGIN SIGNUP

MIDIH is a 'one stop shop' of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments.

Search

Advanced search by company size, sector and interest(s).

I am a ...  
Please select... v

I work in ...  
Please select... v

I am interested in ...  
Please select... v

SEARCH

MIDIH PLATFORM

MIDIH is a "one stop shop" of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments. MIDIH is a "one stop shop" of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments. MIDIH is a "one stop shop" of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments. MIDIH is a "one stop shop" of services, providing industry with access to the most advanced digital solutions and the most advanced industrial experiments.

*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.

v

## 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 ...

[MORE](#)

### 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 ...

[MORE](#)

### 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 ...

[MORE](#)

*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.

[MORE](#)

### 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.

[MORE](#)

## 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](#)

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Prototype Login/Sign up page – Packages, Featured Products, Contact Information