

Local campaign Circular Economy forum 2025

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Circular Economy forum 2025

Latvijas Aprites ekonomikas forums 2025

The first Latvian Circular Economy Forum took place on 5 November 2025 at VEF Culture Palace in Riga, organized by the Riga Energy Agency together with CleanR Grupa. It was first and largest event of its kind in the Baltic states devoted to the circular economy.

- Scale and format: **34 thematic sessions with discussions, presentations and hands-on workshops** covering textiles, plastics, wood, food circulation, creativity, education, event management and policy design and implementation.
- Audience and aim: **Entrepreneurs, policymakers, scientists and creative-industry representatives** gathered to encourage circular-economy principles in business and municipal work, foster cooperation across the private, public, and NGO sectors, exchange experience (including lessons from failures), identify key barriers, and build new partnerships in Latvia, especially Riga.



1. PR/Communications objectives

The PR/visibility goal was broader than simply promoting an event. The forum was positioned as a national-level platform for making circular economy practical and visible, with Rīga presented as an active driver.

The stated objectives were to:

- bring together private, public, NGO, academic and creative sectors;
- stimulate application of circular-economy principles in business and municipal work;
- exchange knowledge and examples;
- identify barriers and generate new ideas and partnerships;
- strengthen Rīga's position as a circular-economy leader/inspiration for Latvia.

From a PR and communications perspective, the main approach was to

1. **Reach and bring together as wide group of participants as possible**
2. **Make them the ambassadors of the event before and after event**



2. Audience

Primary professional/policy audience

- municipal and national policymakers;
- businesses and business leaders;
- sustainability/circular-economy professionals;
- NGOs and civil-society organisations;
- creative industries;
- researchers and universities.

Secondary audiences

- public-sector institutions;
- students/educators;
- local communities;

An important audience-building tactic was therefore not to communicate the forum as an environmental conference only. It was presented as a meeting point between business + government + science + society.



3. Key messages

1. **Circularity is cross-sectoral**

Riga Energy agency deliberately broadened the topic beyond waste management: textiles, food, plastics, wood, construction, tourism, energy, procurement, culture, education, events, law and business were all included.

2. **Collaboration is essential**

The forum's communication consistently highlighted cooperation between: municipalities + government + business + NGOs + academia + creative industries.

3. **Rīga wants to be a driver of the transition**



4. Channels

The PR approach was essentially a multi-channel owned + partner amplification strategy:

- **Websites:** owned and partner for event announcement and post-event press releases
- **Emailing:** owned + partner
- **Social media**
- **Media**

A **strong owned and partner emailing base** was a key component in the channel and communications approach, allowing to reach a very targeted and engaged audience.



5. Media

The visibility model relied heavily on owned media + partner amplification + some social media distribution. Emailing was the main channel; the communications and PR strategy was partnership-led rather than media-partner-led.

The strong emailing and partnership approach brought:

- **Low cost, high, extended reach:** each partner brings its own audience, roughly multiplying exposure without extra spend.
- **Direct and personal:** lands in a space people check daily; can be personalized (name, interests, history), which lifts engagement.
- **Targeted and segmented:** different messages for different audiences (e.g., businesses vs. municipalities) increase relevance.
- **Measurable:** open, click-through, and conversion rates let you test and improve continuously.
- **Great for relationship maintenance:** newsletters keep stakeholders informed and engaged between events or deals.
- **Credibility through association:** a message delivered jointly with a trusted partner (an NGO, agency, or industry body) carries more weight than self-promotion.



6. Partners and relays

REA built their communications architecture on relays and made the partner network part of the media strategy

Core organisers

- Rīgas enerģētikas aģentūra (REA) – lead organiser
- AS CleanR Grupa – co-organiser

Institutional / public-sector partners

- Riga City Council / Rīga municipality
- Climate and Energy Ministry
- Ministry of Economics
- Nordic Council of Ministers' Latvia Office
- Latvijas Banka
- Latvian Chamber of Commerce and Industry (LTRK)
- Business University Turība

Academic / research partners

- Rīgas Stradiņa universitāte
- Riga Technical University (RTU)
- University of Latvia
- Latvian Academy of Sciences / Latvian Science Council
- Vidzemes University
- Baltic Studies Centre
- Latvian State Institute of Wood Chemistry

NGO / sector partners

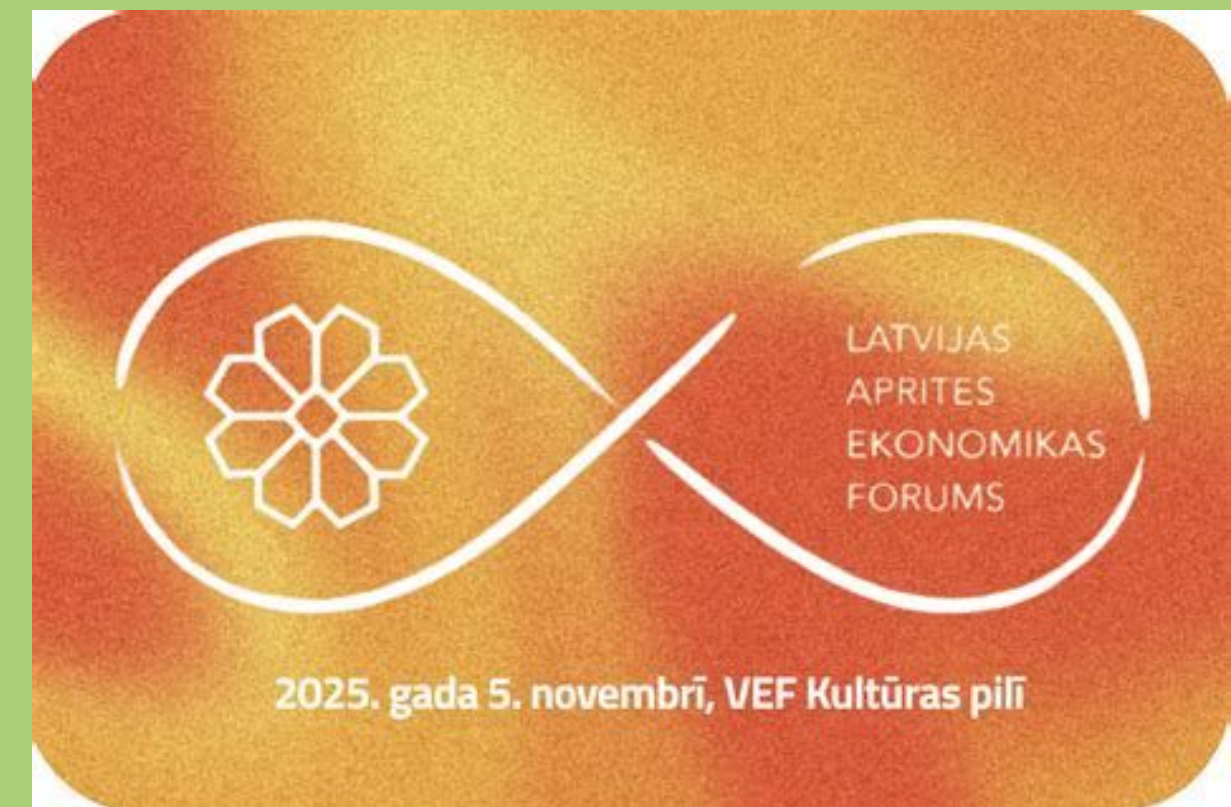
- Baltic Environmental Forum
- CSR Latvija
- Zaļā brīvība
- Ilgtspējīgu iepirkumu asociācija
- Latvijas Būvnieku apvienība
- Latvijas Arhitektu savienība
- Pasta komersantu biedrība
- Rimi Latvia and various sector/business partners

Supporters/ partners

- **INTERREG Baltic Sea Region / Creative Circular Cities (CCC)**
- Laflora
- NP Properties
- LIFE Waste To Resources
- URBACT / Let's Go Circular
- Net Zero Cities

7. Communication materials

- A dedicated conference logo
- Two supporter/partnership announcements: [Clean R](#) and [Laflora](#)
- [Event announcement](#)
- [“Registrations are open”](#) announcement, sent to media
- Several email/newsletter text send to all partners
- Social media content (owned + partner, pre and post event)
- Post event: press release + [video recording](#) + [Flickr photo base](#)



8. The Timeline

1. **Foundation & framing (pre-launch, under the CCC project)** as the forum was part of the EU INTERREG Baltic Sea Region project "Creative and Circular Cities"
2. **Announcement & partner-led promotion** – The Riga Energy Agency announced the event jointly with CleanR Grupa, promoting it through both organizations' channels + a partner approach that multiplied reach via project partners' networks.
3. **Programme reveal & call to register** – A detailed programme was published on the REA website (34 thematic sessions, headline speakers like the Ministry of Climate and Energy and the Bank of Latvia), with open registration for businesses, municipalities, scientists, and creatives.
4. **Demand-driven cutoff** – Interest was so high that registration had to be closed before the event, effectively its own communication signal of success.
5. **Event day & post-event amplification**, namely participants amplified the message through their own channels: websites and social media



9. Next time?

A stronger traditional media presence and coverage would have given even stronger visibility to the event and the topics.

However, the chosen strategy and approach ensured such a high level of interest and coverage that the visibility objectives - reach and bring together as wide group of stakeholders as possible - were successfully met.

The interest was so high that registration had to be closed before the event, showing that the communication campaign had reached its target.



Case study

Curious to find out more?

Read the project Case study about Latvian Circular Economy Forum:

<https://www.creativecircularcities.com/case-studies/latvian-circular-economy-forum-riga/>

Latvian Circular Economy Forum: Where Business Meets Circular Stakeholders

The Riga pilot addressed the lack of a city-level circular economy network. The Forum became a platform for policy, practice and collaboration.



Creative Circular Cities

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