

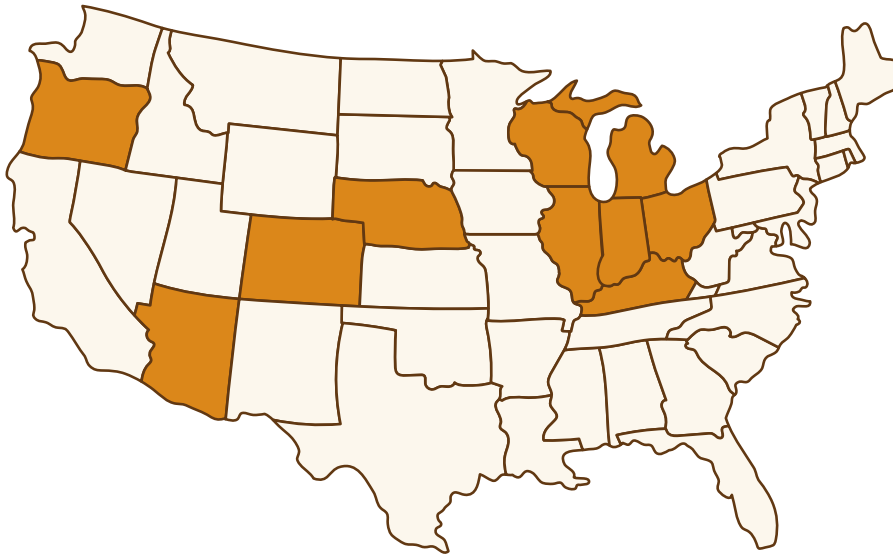
# WEBINAR REPORT

EARTH MONTH: April 8, 2022

## THE 5 Ps OF CIRCULAR ADVOCACY

Advocating for the circular economy goes way beyond making your voice heard by legislators. The Circular Indiana team, along with guest speakers, explained all the ways you can make an impact to advance circularity. We discussed the basics of communicating with your elected leaders, how your spending habits matter, and why your sphere of influence is bigger than you think. We empowered our participants to be advocates for the circular economy as we explored **The 5 Ps of Circular Advocacy: Politics, Policy, Purchase Power, People, and Philanthropy.**

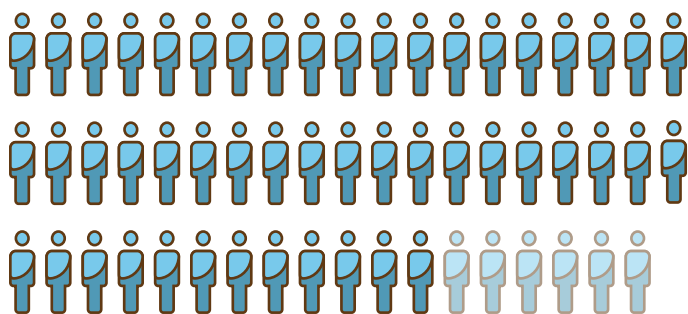
**10**  
states represented



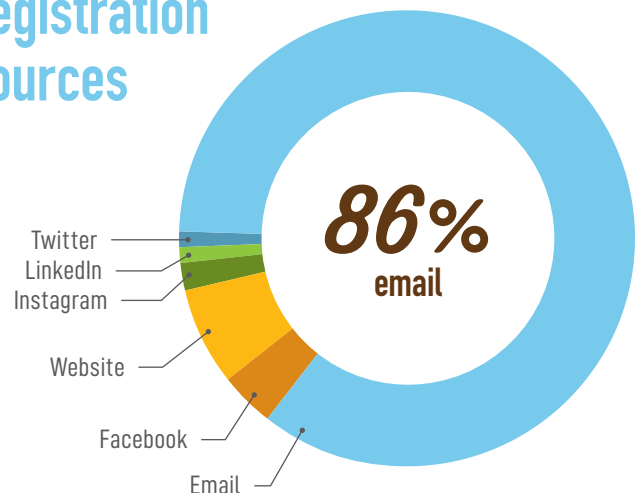
**37**  
Indiana counties represented

- |             |             |
|-------------|-------------|
| Allen       | Monroe      |
| Bartholomew | Morgan      |
| Boone       | Porter      |
| Clark       | Posey       |
| Delaware    | Putnam      |
| Elkhart     | Rush        |
| Fayette     | Shelby      |
| Grant       | St. Joseph  |
| Hamilton    | Tippecanoe  |
| Hancock     | Tipton      |
| Hendricks   | Union       |
| Jackson     | Union       |
| Jefferson   | Vanderburgh |
| Johnson     | Vigo        |
| La Porte    | Wabash      |
| Lake        | Warrick     |
| Madison     | Wayne       |
| Marion      | White       |
| Marshall    |             |

**149** Indiana registrants  
**168** total registrants  
 1 person icon = 3 people



## Registration Sources



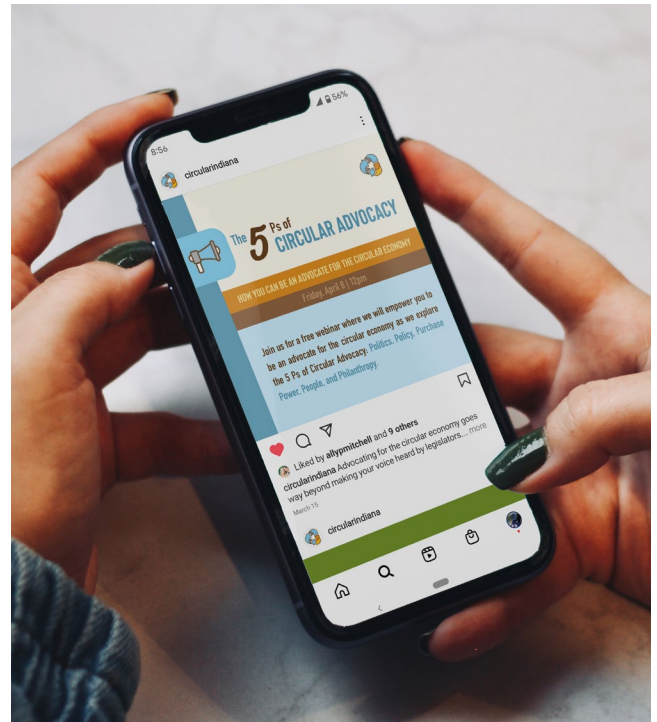
# Marketing

As part of the webinar package, CIRCULAR INDIANA staff created a cohesive graphic campaign that was applied to all event promotion and everywhere the campaign was promoted, which included emails, social media, and the webinar itself.

**50%**  
average email  
open rate

**4**  
emails sent

The Circular Indiana team sent 4 emails specifically regarding **The 5 Ps of Circular Advocacy** webinar (2 including registration, 2 post-event). The webinar was also highlighted in [Circular Indiana's Spring Newsletter](#), which was published May 3, 2022.



# Presentation



Circular Indiana facilitates a conversation between webinar sponsors and registrants on the issues most important to them. All pre-registration data is made available to sponsors prior to the webinar.

**6**  
speakers

Brandon Evans  
John Barth  
Sarah Haas

Kathy Souchet-Downey  
David Vonnegut-Gabovitch  
Cortnee Yarbrough

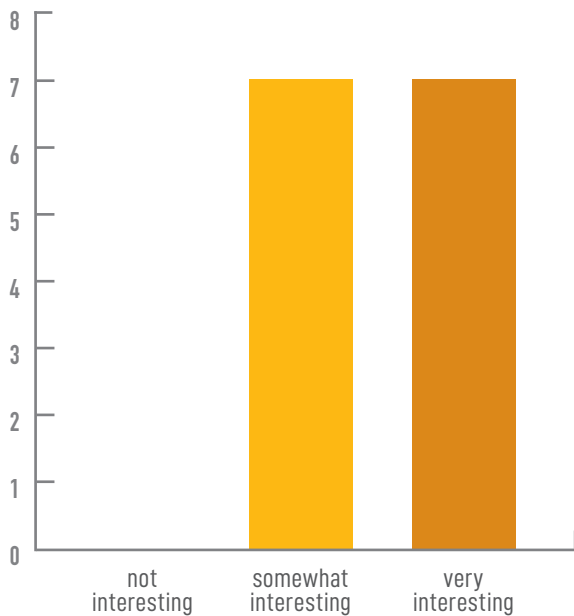
**31**  
post-webinar video views\*

A recording of the webinar is available on the Circular Indiana website and Vimeo channel. \*as of 6/9/2022, the recording has 31 views.

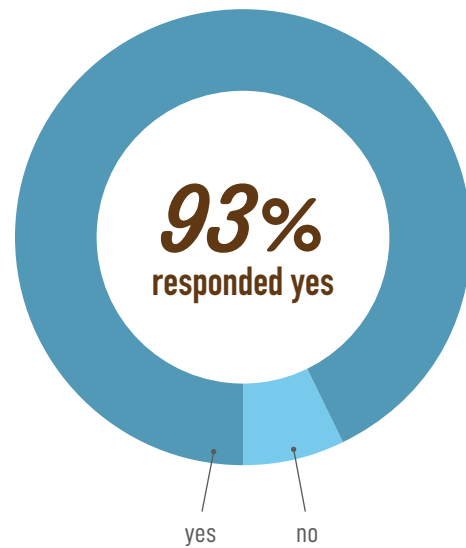
**64**  
live attendees

# Survey Results (14 responses)

## How INTERESTING did you find the webinar?



## Did you LEARN SOMETHING new from the webinar?



## How INTERESTING did you find the SPEAKERS of this webinar?

**64%**  
extremely interesting

## Would you ATTEND a future webinar hosted by Circular Indiana?

**100%**  
responded yes

## What ACTIONS are you planning to take as a result of this webinar?

