



## **Circular Solutions Shortlisted for 2025 Sport Positive Awards**

*CS Listed Among 100 Global Changemakers*

**8 August 2025, London, UK** – Circular Solutions (CS) is among 100 organizations and individuals who have been shortlisted for Sport Positive Awards 2025 for leading the charge on creating a more sustainable, resilient, equitable, and climate-conscious future for sport.

CS is shortlisted in the ***Inspired Innovation*** category for **CS Verify**, an innovative, tech-enabled platform that combines AI, secure data storage, and blockchain technology to deliver transparent, non-financial data on recycling performance—improving communication and engagement with stakeholders through sport and live events.

“We are proud to have our work recognized among global companies leading the charge in taking action on sustainable business at these prestigious global awards,” said Circular Solutions CEO JT Marburger. “With our innovative technology solution, it is CS’s goal to help sports organizations prepare for the events of the future, building trust among attendees and credibility among environmental organizations and countries seeking to host events that minimize impacts on the planet.”

Sport Positive Awards 2025 is a global industry awards that celebrates, uplifts, inspires and raises awareness of the people and organizations working in and around sport that are enabling game-changing activities that are ensuring sustainable business, climate action, biodiversity and environmental justice. Sports clubs, teams, leagues, venues, federations, non-profits, and academics from around the world, from Hong Kong to Australia, Canada to Brazil, and UK to UAE and USA, have been shortlisted across twelve categories, including Purpose-Led Partnership, Campaign of the Year, and Inspired Innovation.

“Congratulations to Circular Solutions for moving to this next phase of the awards competition. It has never been more vital to platform and celebrate those in sport leading on sustainability and climate action,” shared Founder of Sport Positive, Claire Poole at the Sport Positive Awards 2025 shortlist announcement. “As we witness the climate crisis increasingly disrupt the sports we cherish, we must take bold steps to protect not only the future of sport, but also the communities and ecosystems that support and sustain it. Circular Solutions is doing just that.”

Over the past two decades, Circular Solutions has designed, implemented, and measured circular economy systems for some of the world’s most prestigious events—including 5 Olympic Games, 3 Super Bowls, the Boston Marathon, 5 NCAA Final Fours, 22 PGA events, 2 FIFA World Cups, and most recently, the FIFA Club World Cup in five cities.

The CS Verify system ingests real-world operational recycling data from brands, properties, haulers, MRFs, and manufacturers and then transforms it into defensible metrics, dashboards, and communications that stakeholders can use to prove impact and prevent greenwashing. In addition to the recent Club World Cup activation, Circular Solutions has been engaged by Coca-Cola, the world's most recognizable beverage brand, to verify recycling at the world's largest sporting event, FIFA World Cup 2026.

An independent faculty of global judges will decide who will lift the trophy for each category, and winners will be revealed during the Sport Positive Awards ceremony on 7 October 2025 in London. The Awards celebration is held in tandem with Sport Positive Summit 2025, taking place in 7-8 October 2025 in London.

Read more about the Circular Solutions and other finalists in the Inspired Innovation category [here](#).

### **About Sport Positive Awards 2025**

Sport Positive Awards are part of the Sport Positive offering that includes Awards, Summits, podcasts, intelligence bulletins, leagues, reports, community and more, supporting the global sports community towards a more sustainable and resilient future: [www.sportpositive.org](http://www.sportpositive.org)  
The Awards take place during Sport Positive Summit in collaboration with UNFCCC and International Olympic Committee, a globally leading, award-winning Summit that convenes 600+ sport leaders in person and even more online every year, to advance sustainable and resilient sport business and catalyse collective action on climate, sustainability, biodiversity and environmental justice. Taking place on 7-8 October 2025 in London and online: [www.sportpositivesummit.com](http://www.sportpositivesummit.com)

### **About Circular Solutions**

Circular Solutions' proprietary technology and 20 years of experience bring transparency and accountability to recycling. Using AI and blockchain, CS verifies data at every step, helping organizations navigate the recycling supply chain and confidently report results. Learn more at [Circular Solutions](#).

**For media requests or partnership information, contact:**

**Email:** [info@sportpositivesummit.com](mailto:info@sportpositivesummit.com)

**Website:** [www.awards.sportpositivesummit.com](http://www.awards.sportpositivesummit.com)

**LinkedIn:** Sport Positive

**Instagram:** @sport\_positive\_

**Bluesky:** @sportpositive.bsky.social