

The logo for CircEular, featuring the word "CIRCULAR" in a white, sans-serif font. The letter "E" is stylized in orange. To the right of the text is a circular graphic composed of numerous small dots in white and orange, arranged in a ring that is slightly offset from the center.

CIRCULAR

DELIVERABLE 1.4
Launch of CircEular project website

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Disclaimer

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CircEular

Developing circular pathways for a EU low-carbon transition

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Version	Date	Issued by	Description	Summary of changes
1	28.10.2022	Jennifer MacDonald	First draft	N/A
2	28.10.2022	Jennifer MacDonald	Final version	Minor formatting amendments implemented
2.1			Revised final version	Revised based on feedback from EU Project Officer.

Executive Summary

As a tool for one-directional communication activity, and to ensure effective and productive outreach with potential, relevant stakeholders and general audience, a website has been created to provide a foundation for future dissemination and communication activities. The website, that was launched in M1 of the project, will receive periodic updates to expand content and add information about project exploitable results, news, and events.

Keywords

Website, Communication, Outreach

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Abbreviations

CircEUlar	Developing circular pathways for a EU low-carbon transition
EU	European Union
IAM(s)	Integrated Assessment Model(s)
IIASA	International Institute for Applied Systems Analysis
M	Month
T6	T6 Ecosystems S.r.l
WP	Work Package



Launch of CircEULAR Project Website

1. Introduction

In alignment of the objectives set out in WP 1, CircEULAR will utilise a balanced suite of modern communication and marketing methods to attract the attention of a wide, international audience. The website (<http://www.circeular.org/>) will serve as a central repository for all information about and produced within the project. The website will include brief descriptions of project activities, past and upcoming events, and will be cross-linked to the websites of all partner institutions, as well as to key external resources. Drawing upon the expertise of the communications departments of the partner institutions, CircEULAR will also ensure that professional-quality press releases attract the attention of journalists so that major research outcomes are covered in the media.

2. Objectives

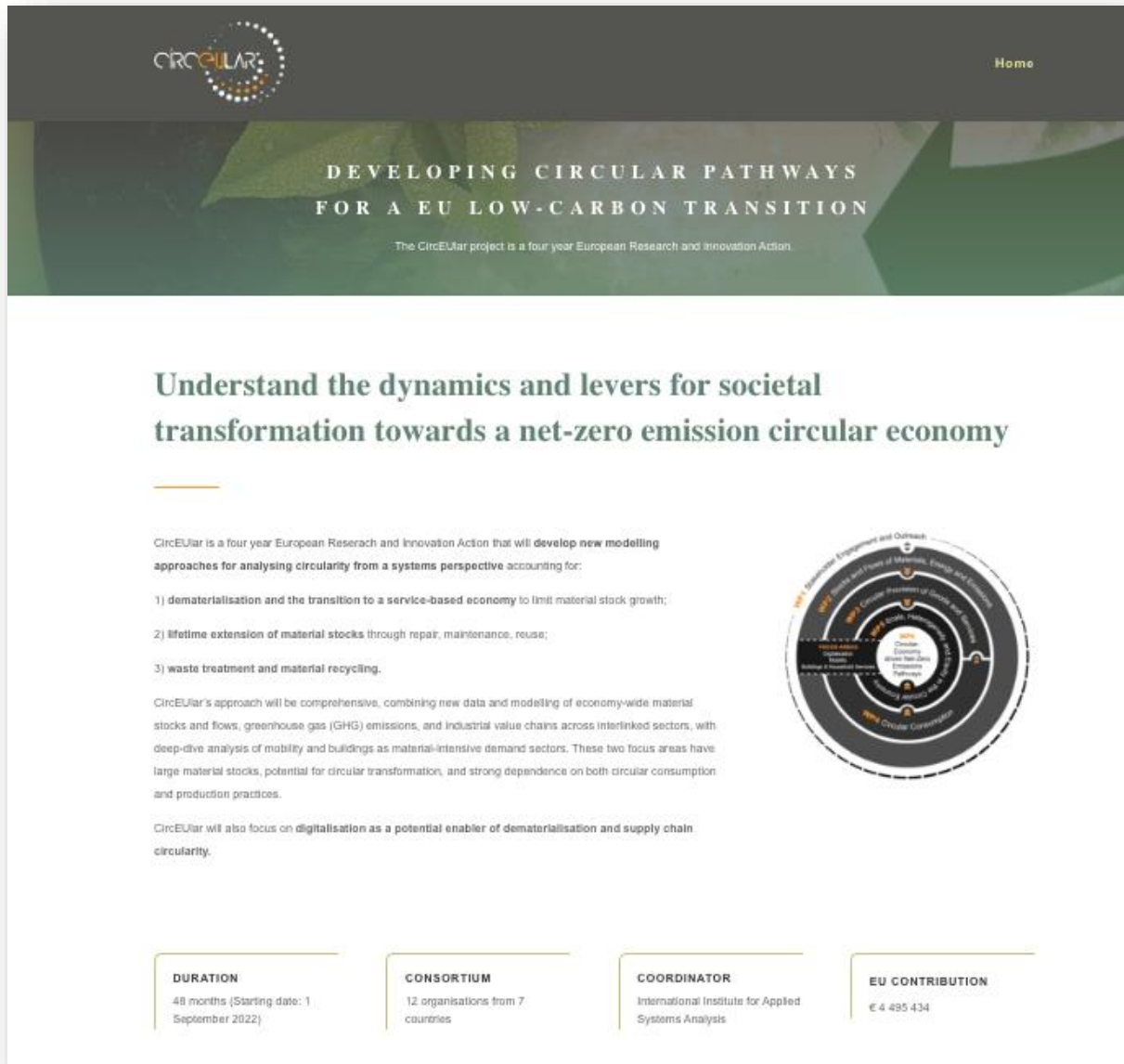
CircEULAR intends to reach an audience that resides *outside* of its immediate networks (i.e., beyond immediate stakeholders and those they regularly interact with). The goal is to put the knowledge CircEULAR generates in the hands of *researchers, policy makers, business leaders, educators, students, and the general public*. A special focus will be given to focus areas and the exploitable results around business models for the circular provision of goods and services.

3. Current Status

The CircEULAR Project website was released prior to the project's kick-off meeting (M1). At present, the website contains information about the project's objectives and planned activities, as well as a list of partner institutions (with links to partner institutional websites), and project contact information. Planned additions to the website include information on project results and products, events, a media webpage with related press-releases/news coverage, and other dissemination material. All public results produced by CircEULAR will be posted on the project website.



Figure 1: Current landing page of the CircEULAR Website



4. Sitemap

A Sitemap has been developed to list pages of the website within the domain. It has been developed in order to plan the overall structure of the website and optimized to ensure ease of navigation, highlighting content to which the consortium wishes to disseminate to a greater audience.

2.1 Present website structure

HOMEPAGE



At present, the homepage is the landing page for visitors to the website that highlights key facts on the project including:

- Project
 - General overview (ID of the project), including highlight on focal areas
 - Objectives
 - Research areas
 - Outputs
- Consortium/Partners

2.2 Future website structure

As further information is produced, more tabs and respective pages will be generated in order to encapsulate generated content. New tabs will include the following sections: focal areas, tools & resources, events, news, multimedia, get involved, privacy/cookie policy, and legal.

FOCAL AREAS

The Focal Areas tab will feature CircEULAR's three focus areas of digitalisation, mobility, and buildings and household services, which emphasise sectoral transformations that are integral for a low-carbon circular economy but in which the knowledge gap is most acute for modelling deep emission reductions into the future. The consortium will highlight these topics as stand alone webpages when more content is further generated:

- Digitalisation
- Mobility
- Buildings

TOOLS & RESOURCES

The tools & resources tab will provide simplified access to all generated project public, exploitable results including:

- Project Reports (including public deliverables)
- Publications
- Tools

EVENTS

The events tab will include information of previous and upcoming events. This is particularly useful in the coordination of stakeholder events and hosting preparatory stakeholder materials for planned dialogues:

- Upcoming events
- Previous events

NEWS

The latest news will be featured in the news tab including:

- Articles/Blog posts

MULTIMEDIA

The multimedia tab will allow facilitated access to members of the consortium and their respective communications departments to access CircEULAR branded materials for further dissemination via their own institutional channels and networks. This will include:

- Infographics
- MediaKit
- Photos/videos



GET INVOLVED

The get involved tab will include key contacts and feature social media sites to allow for ease of access:

- Contacts
- Events/Initiatives
- Social Media Walls (#)

PRIVACY POLICY/ COOKIE POLICY

The privacy policy/cookie policy specifies that the website is GDPR compliant in consideration of the best practice guidelines as provided by the EU.

LEGAL

The legal section specifies the creator, Grant Agreement No., and the site management contact (IIASA)

5. Conclusions

The CircEULAR website has been created to ensure a cohesive and effective messaging. The website is an effective digital communications tool to enhance communication and dissemination activities to a greater audience. Furthermore, it opens the CircEULAR project to further collaboration thereby creating a greater project impact. IIASA and T6 will ensure the maintenance of the CircEULAR website and expand its contents throughout the duration of the project.

References

CircEULAR Website (2022). [www.circeular.org].

For more information:
<http://www.circeular.org/>

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