

DELIVERABLE 1.5 Communication, dissemination and exploitation plan

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CircEUlar

Developing circular pathways for a EU low-carbon transition

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Executive Summary

This document serves as a strategic and operational guide for all CircEUlar partners in communicating and disseminating project activities and results. Indeed, it intends to coordinate and guide the implementation of outreach activities and to plan a strategy for the use of planned results during and after the end of the project (exploitation). The mission is to transfer the new modelling approaches for analysing circularity and other know-how generated by CircEUlar project activities to researchers, policy makers, business leaders, educators and students, and the public in general to boost societal transformation towards net-zero emissions.

The strategy identifies the overall goal and the specific objectives of Communication, Dissemination and Exploitation activities, formulates some key messages that describe the project aim and intentions, and defines the target groups to address with various tools. Timeline and responsibilities are also described in the document to help partners to effectively fulfil tasks and implement actions. The impacts of these activities are constantly monitored and evaluated using Key Performance Indicators (See Table 3).

The strategy has been developed following the plan within the Description of Action (DoA) of the CircEUlar Grant Agreement.

Keywords

Communication, Dissemination, Exploitation, Outreach



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Abbreviations

CircEUlar	Developing circular pathways for a EU low-carbon transition				
CIRCOMOD	Circular Economy Modelling for Climate Change Mitigation				
СМСС	Fondazione Centro EuroMediterraneosui Cambiamenti Climatici				
CO2NSTRUCT	Modelling the role of circular economy construction value chains for a carbon-neutral Europe				
CORDIS	Community Research and Development Information Service in the European Commission				
D	Deliverable				
DoA	Description of the Action				
EU	European Union				
GHG	Greenhouse Gas				
IIASA	International Institute for Applied Systems Analysis				
IIASA PURE	Publications Repository of the International Institute for Applied Systems Analysis				
KEO	Key Exploitable Output				
KPIs	Key Performance Indicators				
LI	LinkedIn				
М	Month				
MCC	Mercator Research Institute On Global Commons And Climate Change GGMBH				
NGO	Non-governmental organisation				
RRI	Responsible Research and Innovation				
TUB	Technische Universitat Berlin				
TW	Twitter				
WP	Work Package				
	5				



Communication, Dissemination and Exploitation Plan

1. Introduction

The CircEUlar project aims to advance scientific and policy understanding of circular economy measures and strategies in the context of climate change mitigation, ensuring societal impact. To achieve this goal, the project needs to engage a wide audience of stakeholders, implementing a successful communication, dissemination and exploitation strategy. Indeed, various communication channels will help to reach not only the immediate networks of partners, but also an audience that resides outside of the consortium.

The "Dissemination, Communication and Exploitation Plan" (D1.5) presents the communication, dissemination and exploitation strategy with all the promotion, information and dissemination activities to be carried out during the project. The document describes the project overall goal and the specific communication, dissemination and exploitation objectives, defines the key messages, identifies the target groups and analyses the different communication tools and channels that will be used. In addition, the Deliverable establishes a timeline for the implementation of the various actions and sets up procedures for monitoring and reporting the activities.

The focus of this first version of the report is on communication and dissemination with a first overview of a strategy for the exploitation of project results. The latter aspect will be further defined in detail in upcoming versions of this document which are due at the end of each reporting period, so in M20 and M38, as well as at the end of the project.

This document is part of the WP1 "Stakeholder Engagement and Outreach", Task 1.5 "Communication and dissemination activities" and it will be iteratively updated (see previous paragraph) in response to project results, and KPI monitoring. It is an extension of the communication, dissemination and exploitation measures identified in Sections 2.2 and 2.3 of the DoA. It has been developed analysing the questions collected through a questionnaire which was distributed among the project consortium. The survey aimed at gathering ideas and information on the projects' communication activities from each partner in order to effectively promote CircEUlar, build up different communication channels and find out Key Exploitable Outputs.

The document is closely linked to other project deliverables, in particular: <u>"Launch of CircEUlar project website" (D1.4)</u>, "Report describing the terms of reference and composition of the Advisory Board" (D7.1), <u>"Report describing the plans for coordination with the broader research community</u> and projects working on related research question" (D7.2) and "Data Management Plan" (D7.3).

2. Overall goal and objectives of CircEUlar (*Why*)

From a communication and marketing point of view, goals and objectives identify the reason behind a communication, dissemination and exploitation plan.

A goal is the desirable result that a project wants to achieve, in a broad and long-term period. It is crucial to define the choice of an effective communication strategy, in terms of activities, key messages and tools to use. On the other hand, an objective is something that is more specific, measurable, and set-up on a short-term perspective to drive the communication strategy to reach the overall goal. Deeply, a single goal can have different objectives that help creating awareness, increasing interest and promoting actions or specific behaviours (Coleman, 2022).



2.1 Goal

The overall goal of the project communication, dissemination and exploitation is to place the knowledge that CircEUlar generates in the hands of researchers, policy makers, business leaders, educators and students, and the public at large.

According to the guidelines for Communicating EU Research and Innovation (REA, n.d.), the CircEUlar strategic plan needs to inform, promote and communicate the project activities and results to various target groups and stakeholders (*Communication*). By making these results public for others actors that can make good use of them (*Dissemination*), the project will then contribute to the advancement of the state of the art of circular economy measures and strategies in the context of climate change mitigation (*Exploitation*).

2.2 Specific Objectives

Following the main goal of the communication, which aims to reach an audience that not only belongs to the scientific and expert community, but also resides outside of the immediate networks, the strategy attempts to achieve specific objectives, ensuring a broad visibility and raising awareness about the CircEUlar project and its results:

- Objective 1 Disseminate project results and insights within the research and scientific stakeholder community.
- Objective 2 Inform and involve policy, industry and civil society stakeholders at local, national and European levels in participatory approaches for project activities, and with this to contribute to the public discourse about the contribution of circularity to addressing climate change.
- Objective 3 Synthesise the project's main findings and translate them into actionable knowledge for policy makers, non-expert audiences and the general public.
- Objective 4 Foster the creation of networking opportunities among scientific communities, policy makers and businesses, specifically active in the three focus areas of the projects, i.e. Mobility, Buildings and household services and Digitalisation.
- Objective 5 Provide full open access to the datasets and tools, with teaching material on the use of these tools and the reuse of datasets to enable exploitation of project results by others.

3. Key messages of CircEUlar (What)

Key messages are the priority ideas and points of information we want the audience to understand and remember. They are brief summaries of what the project is, how it is different, and the value that brings to stakeholders. In order to make easily understandable the concept of the project, key messages try to describe the challenges CircEUlar aims to address, the mission and the results that can be further exploited. These messages can be used and customised within the different communication channels by all partners that want to communicate the project.

3.1 Challenge

As the state-of-the-art in circular economy modelling is only weakly integrated with global climate change mitigation and policy analysis tools, the CircEUlar project uses three focus areas - Mobility, Buildings and Household Services, and Digitalisation - for gathering data, developing empirical analysis and creating new approaches that are able to maximise relevance for circular economy and climate change mitigation outcomes.



CircEUlar is among the first EU-wide modelling activities based on material flows adjusted for the benefits of digitalisation on buildings, mobility and provision of services. The project aims to find out how circularity contributes to the energy transition, combining renewable energy, circularity and behavioural change.

Avoiding the climate catastrophe requires transformative action across production and consumption. A comprehensive assessment of the behaviour and perspective of all actors - both from the supply and the demand side - is needed to provide solutions towards a circular economy. This is what CircEUlar will achieve.

3.2 Mission

The CircEUlar interdisciplinary project team, supported by policy, industry partners and broad participation from other stakeholders, develops and applies new empirically-grounded modelling approaches to analysing material stocks and flows, and the interdependencies among energy, materials and greenhouse gas (GHG) emissions.

CircEUlar aims to provide new empirical and modelling insights in three areas of interest to the circular economy: mobility, buildings and household services, and digitalisation. In the mobility focus area, CircEUlar assesses both, the material embedded in vehicles, batteries and transport infrastructure, as well as total vehicle stocks required in novel circular economy paradigms, such as shared urban mobility. In the buildings and household services focus area, CircEUlar examines circular practices in dwelling construction and renovation, including as a result investment decision, location choices, and supply chain availability. In the digitalisation focus area, the project explores the potential for digital applications to improve the speed, ease, efficiency, coverage, and transparency of provenance systems for tracking material flows through supply chains, and their applicability in the circular economy.

CircEUlar enables exciting interdisciplinary collaborations on decarbonisation and the circular economy, bringing together researchers working on social metabolism, business models, social practices, and climate change mitigation to develop novel analysis and modelling tools for assessing European and global transformation pathways.

3.3 Outcome

CircEUlar develops new insights on circular economy potentials and impacts to be integrated into EU and global modelling frameworks for analysing pathways to net-zero GHG emissions. Specifically, it considers physical, economic, behavioural, and infrastructural drivers and policy levers of the circular economy and GHG emissions to explicitly link material stocks and flows with real-world consumer and market behaviour.

CircEUlar provides insights into effective strategies and pathways to promote the circular economy, implementing an interdisciplinary approach and using a combination of empirical data and comprehensive/cross-cutting models.

4. Target groups of CircEUlar (*Who*)

Using different communication and marketing tools, CircEUlar intends to reach a diverse audience composed of organisations from the project consortium that make concrete use of the results, and groups outside the project that have interest in the potential use of the findings, such as the scientific community, industrial partners, policymakers, media and the general public.



4.1 Core target groups - Main beneficiaries of the project

These target groups will mainly derive some benefits from the implementation of CircEUlar, as they can be affected directly or indirectly by the communication, dissemination and exploitation of findings and knowledge related to the project.

- Researchers involved in scientific assessments to support policy making To engage in contributing to the state-of-art for increasing awareness on the challenges and opportunities to achieve the joint goal of a circular, low-carbon economy and circular practices, in the context of mitigation pathways, to identify co-benefits as well as potential barriers and trade-offs.
- **Policy makers at national and European levels** To engage in improving the integration of the circular economy into climate action, policies and their evidence base, including circular economy monitoring frameworks and criteria. To inform and increase the practical usability of the knowledge base on climate change impacts.
- Local and national decision makers To involve for support in the elaboration of new policies and incentives to foster circular economic practices, reflecting an increased understanding of implications of a circular economy driven transformation for different social groups. To disseminate insights to regulate and enhance current production cycles towards sustainable practices.
- Business, Industry, Start-ups and emerging local circularity business To inform about new business models to grow circular economic practices, showcasing transparency, robust-ness, trustworthiness, practical usability of the knowledge base on climate change impacts and circularity and providing ad-hoc knowledge on (un)successful business models.
- Industrial ecology, social sciences and integrated assessment modelling research communities - To inform about the importance of a systems perspective for circular economy strategies. To give a better understanding of the circular provision of goods and services to simultaneously achieve a low-carbon economy, decreasing the demand for material inputs, and promoting economic prosperity and a just distribution of economic benefits. To share new datasets and methods for uptake by researchers in these communities.

4.2 Wider target groups - Multipliers and secondary users

These target groups will be informed about project activities and results to prompt the spreading of knowledge, even if they are not experts in the field. Indeed, they can help to reach a broader impact of the project dissemination to less technical actors.

- International organisations and local organisations To disseminate the understanding of circular economic practices on different social groups, (un)successful business models and the implications for a low-carbon economy. To raise awareness about the knowledge base on climate change impacts.
- Journalist and Media To share information about the project major research outcomes in order to make them covered in the popular press and reach an audience that resides outside of our immediate networks. To increase the understanding of the transparency, robustness, trustworthiness and practical usability of the knowledge base on climate change impacts and the relation to circular economy practices for use by practitioners, other stakeholders and citizens.
- **General Public** To raise awareness of circular economic practices to reduce material use and greenhouse gas emissions. To inform that the European Commission funds initiatives to



implement the European Green Deal and the Climate Pact, pursuing the joint goal of a circular, low-carbon economy.

• Related projects and initiatives - In order to achieve the group audiences identified previously, a community interested in CircEUlar activities and results will be created via an open science approach with initiatives and projects that share similar or complementary objectives and commitment to exchange data, modelling methodologies and insights on the effective-ness of different Circular Economy strategies. Indeed, the communication and dissemination actions will address this group to inform about project activities and findings and identify complementary outcomes and synergies for a wide dissemination (e.g., through joint events) to common target users.

Visual Identity

For an effective communication strategy of the project, Task 1.5 of WP1 "Stakeholder Engagement and Outreach", includes designing the CircEUlar's visual identity, and producing promotion materials such as the project logo, presentation templates, and document templates, social media templates for communicating objectives, activities and results of CircEUlar. A Communication Kit is available in the shared working space of the consortium, containing all these materials.

Further information regarding the project brand identity is available in the Annex 3.

5. Communication and dissemination tools of CircEUlar (*Where*)

5.1 Scientific publications

The primary channel for disseminating project results and insights within the research community will be through scientific publications in peer-reviewed journals. Scientific publications in peer-reviewed journals are planned to complement work package deliverables of the CircEUlar project and will contribute to the visibility of the project within the scientific community. All project publications will be available Open Access for download and linked on the CircEUlar website.

In line with the Grant Agreement, all publications will explicitly acknowledge Horizon Europe funding. Publications will be made gold open-access where possible, and whenever open-access is not available as a choice, post-print versions of publications will be made available via established repositories, either subject-based, universal (e.g., Zenodo^(M)), or institutional repositories of the project partners (e.g., IIASA¹).

CircEUlar will also work with popular scientific press, e.g., via developing press releases, to provide input to articles aimed at the scientifically oriented general audience (For more information about outreach activities, see chapter 5.4).

To complement journal articles and make their content more accessible, a set of Policy Briefs will also be published, including selected topics as well as a Summary for Policy Makers that synthesizes the project's main findings. (For more information about policy briefs, see chapter 5.6).

¹ <u>https://pure.iiasa.ac.at/</u>



5.2 Scientific conferences

CircEUlar partners will disseminate detailed project results by presenting at international scientific conferences. In the first 18 month period, CircEUlar partners plan to disseminate project results by participating in the following events: EAERE (28th Annual Conference of the European Association of Environmental and Resource Economists, June 2023, Limassol, Cyprus), ICEP (International Conference on Environmental Psychology, Aarhus, Denmark, June 2023), ISIE 2023 (11th International Conference on Industrial Ecology, Leiden, Netherlands, July 2023), SCP23: SCORAI-ERSCP-WUR Conference (Wageningen, Netherlands, July 2023), and IAMC Sixteenth Annual Meeting 2023 (Venice, Italy, November 2023).

At the 15th IAMC Annual Meeting (College Park, MD, November 2022), CircEUlar was represented and, together with researchers from the CIRCOMOD consortia have, for the first time, co-organized a parallel session on circular economy at the meeting.

Throughout the duration of the project, presentations of project results by consortium members at scientific conferences is highly encouraged.

5.3 Open Access to data and tools

CircEUlar will promote and adopt a rigorous open access/open-source approach to data, modelling code, documentation, and deliverables/scientific reports. The consortium will ensure that all datasets, analysis and modelling tools developed through the project and associated codes are made available for reuse and exploitation by others through collaborative development frameworks such as GitHub. A first publication (Wagner et al. 2022) led by CircEUlar partners MCC and TUB illustrates this approach by utilizing publicly available datasets and making code available in a GitHub repository2.

Several of the tools employed by the consortium are already managed as open-source software (e.g., MESSAGEix3, pyMRIO4, EXIOfutures5). Repositories will cover model code, specific documentation and all relevant input-data, with API-based usage of input data prioritised, and sufficient documentation for handling proprietary data. Many of the datasets generated will be relevant for and hosted on the industrial ecology6 or IAMC7 Zenodo open data repositories and as a general rule, data will be made available via a CC-BY licence.

New empirical datasets from the online surveys of nationally representative household samples across countries (WP4 & WP5) will also be archived in public data repositories such as ReShare.

For some of the open datasets developed in CircEUlar, web-based tools for easier, user-friendly access will be provided. A database of available circular approaches in the provision of goods and services will be built using systematic literature review and WP1 stakeholder engagement by CMCC. The database will identify synergies with climate change mitigation and policies promoting circularity and will be openly access as an online tool. IIASA will host a central portal, the so-called Scenario Explorer infrastructure8, for all pathway related data products in CircEUlar. The Scenario Explorer infrastructure is currently the most widely used data hub for global integrated assessment modelling comparisons and the IPCC WG3 scenario assessment. It is also being applied in several projects with a global (e.g., Horizon2020 projects CD-LINKS, ENGAGE, NAVIGATE) and European focus (e.g., SET-Nav, ECEMF, ARIADNE and openENTRANCE). Thus, CircEUlar will develop tailor-

² <u>https://github.com/wagnerfe/xml4urbanformanalysis</u>

³ <u>https://github.com/iiasa/message_ix</u>

⁴ <u>https://github.com/konstantinstadler/pymrio</u>

⁵ <u>https://github.com/kswiebe/FEMRIOv1_EXIOfuturesIEAETP</u>

⁶ <u>https://zenodo.org/communities/indecol/</u>

⁷ <u>https://zenodo.org/communities/iamconsortium/</u>



made, open-access data and visualisation tools targeted at different user groups to respond to diverse user needs. Further details on the management, storage and availability of data are further described in the "Data Management Plan" (D7.3).

5.4 Outreach events for stakeholders and the general public

CircEUlar will be presented through events to make it known to the various target audiences throughout the whole project duration, and contribute to the public discourse about circularity to addressing climate change. Indeed, partners of the CircEUlar consortium are regularly invited to give talks and keynotes in different events and conferences, and this will create new opportunities to showcase the activities and disseminate the outputs and the knowledge generated by the project. First identified events are the annual European Green Week or the European Week of Regions and Cities, if topics of the event are in line with the project.

A final conference is planned in Brussels at the end of the project to inform and stimulate an exchange between researchers, European-level decision makers, business/industry stakeholders, and representatives of civil society.

An event database collecting a list of relevant conferences and events where partners may present projects results or organise dialogue sessions or workshops has been created and shared among the consortium, in order to plan strategic communication actions and support all the organisation in the participation to these events (e.g. realisation of social media posts, preparation of news for website, creation of leaflets, etc.). The database is shared with the two sister projects CIRCOMOD and CO2NSTRUCT in order to identify joint possibilities of presenting projects activities and results.

5.5 Stakeholder engagement and workshops

CircEUlar research work will benefit from the interaction with projects stakeholders (main groups are identified above in chapter 4.1 "Core target groups - Main beneficiaries of the project") that will be engaged in different phases of the project and through dedicated activities. Indeed, stakeholders will inform project research, support its development by providing inputs, and validate projects results. Stakeholders' engagement - from the public and the private sectors - will help building consensus recommendations to influence current practices and regulations, but also to contribute to policies on circular economy and GHG mitigation in governments, business and NGOs at both the local, national and European levels.

In order to start the engagement, a co-design team consisting of a network of stakeholders (policy, industry and civil society actors at local, national and European levels) will be set up and involved in participatory approaches such as backcasting (Task 1.2 "Policy dialogue events and community building") and "Story and Simulation" (Task 1.3 "Co-production of circular economy driven net-zero pathways"; "Report on pathway narratives and documentation of model parameterizations" (D6.1)) to inform the project about desirable outcomes for the circular economy. This engagement process will be aligned with RRI principles and will follow a non-extractive approach. Activities will be carefully planned to reduce the effort from stakeholders (e.g., avoiding duplication of activities), assure a smooth communication, and keep their motivation high in order to create a mutual advantage from the project results.

The stakeholder mapping activity - preliminary to the organisation of the stakeholder workshops - started during the kick-off meeting and, moving from the initial mapping of stakeholders provided in the DoA, will proceed to further refine the list of stakeholder typologies, the aim of their engagement with the project and the related timing. The mapping will be complemented with desk research and will be followed by a set of bilateral meetings with WP2-WP5 leaders for its finalisation (planned for M15).



5.6 Policy briefs

Major outlets of CircEUlar aiming at the non-scientific audience will include Policy Briefs on selected topics at the local, national and European level and a Summary for Policy Makers that synthesizes the project's main findings and translate them into actionable knowledge for policy formation. These documents will be widely distributed to policy makers, the business community, NGOs and think-tanks, and implementation agencies through the extensive and far-reaching networks of the CircEUlar partners in Europe and beyond (see also chapter 5.7).

The dissemination will be based, not only on dedicated online and face to face activities, but will also rely on a network of policy makers that will be engaged in the co-design of the policy. We call this process policy dialogue and it assures that project recommendations are based not only on scientific results but also aligned with current policies and trends as they are envisioned by policy works and experts. This network of persons will be an important channel for disseminate policy briefs among their peers.

5.7 Networking and collaboration with the wider research community and the two "sister" projects

The CircEUlar consortium has a far-reaching network within the scientific community, but also it is connected to policy makers at different levels as well as smaller and large companies that are particularly active in the three Focus Areas. Indeed, via a rigorous open science, CircEUlar will make its own research results and policy-relevant insights available to follow-up activities and the wider international community.

Specifically, joint activities will be conducted with projects on complementary topics, including potential sister projects funded under the same call, and partner institutions outside of Europe to link to the highly relevant international dimension of climate change mitigation and circular economy themes. The description of the plans for coordination with the broader research community and projects funded under the same call HORIZON-CL5-2021-D1-01-02 – CIRCOMOD and CO2NSTRUCT – are available in the <u>"Report describing the plans for coordination with the broader research community and projects working on related research questions"(D7.2)</u>.

As for further research collaboration, cooperation is envisioned with the Energy Demand changes Induced by Technological and Social innovations (EDITS) initiative. EDITS is a global knowledge exchange and networking activity on low energy demand futures supported by the Japanese Ministry for Trade and Industry (METI), coordinated by the Japanese Research Institute of Innovative Technology for the Earth (RITE) and IIASA. The EDITS network offers the opportunity to coordinate with the wider research community, including non-EU institutions, on the research agenda relevant for CircEUlar.

Additionally, activities with the Integrated Assessment Modelling Consortium (IAMC), a relevant research community focused on integrated assessment modelling, is also envisioned and will be an important venue for presenting results of CircEUlar, in particular those related to developing climate change mitigation pathways with a circular economy focus.

CircEUlar looks also for collaborations with research groups in non-EU countries. In China there is mutual interest in collaboration with Tsinghua University's Institute for Circular Economy to exchange data, modelling methodologies and insights on the effectiveness of different Circular Economy strategies beyond Europe. In the US, the Mobility and Energy Transitions Analysis (META) Group at Oak Ridge National Laboratories, USA, indicated interest in collaborating with the CircEUlar consortium.

Finally, CircEUlar will be well represented in the International Society for Industrial Ecology (ISIE), which constitutes a crucial intellectual origin of and resource for circular economy research. This happens especially via WP2 "Stocks and Flows of Materials, Energy and Emissions in a European



Circular Economy" lead by BOKU, whose representative is a highly active member of the Industrial Ecology Society who together with international colleagues recently (12/2022) founded a new section on a "Sustainable Circular Economy" in that society. Some activities – such as the organization of numerous special session proposals for the ISIE conference in Leiden in July 2023 have already been set in motion. Further opportunities via this scientific society will be utilized to promote CircEUlar and create synergies with other initiatives and projects (e.g., networking, outreach, special issues in the society's journal, etc.,).

5.8 Website www.circeular.org

A CircEUlar project website was released at the project's start in September 2022. The website facilitates dissemination of information about the project to numerous audiences, including policy makers, members of the media and general public, and members of the external and internal research communities and the private sector.

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), news and events, and project contact information. Planned additions to the website include information on project results and products, a media webpage with related press-releases, news coverage, and dissemination material. All public results produced by CircEUlar will be posted on the project website. A further description of the website is found in the <u>"Launch of CircEUlar project website" (D1.4)</u>.

Storytelling in motion

The basic idea behind the online communication and dissemination activities of the project is to implement a "storytelling in motion" strategy, using activities and narrations aimed at city, regional and business stakeholders across Europe. The aim is not to wait for the first exploitable results of the project to be available, but to spread important messages from the start of the project. Much valuable content will be already existing since the beginning of the project and can be shared.

For example, a project video for dissemination of project activities with engagement purpose will be realised and also quick fire-interviews with project partners focusing on CircEUlar tools and methods, or with stakeholder partners talking about their experiences and motivations. Then, these videos will be published on the website and on social media. Indeed, consistency and synergy are two important principles to consider when implementing a strategy, as the power of integration among communication channels reinforces the effects of each tool, and allows effectively achieving the goal and addressing the audiences.

5.9 Social Media

In order to give to CircEUlar the visibility needed to reach an extremely wide and targeted audience, inform about the project findings and promote the engagement of stakeholders, a social media strategy was setup, both for communication and dissemination. Indeed, the CircEUlar social media strategy aims at disseminating project news, results and events, and increasing the general awareness of the project. Additionally, social media allow to build an active and interested community, involving people to share contents and create conversations.

CircEUlar actively maintains its online presence using LinkedIn (LI), Twitter (TW) and OpenAIRE. The first one consists of a networking platform for professionals, useful to engage the scientific and policy making communities, other projects as well as international organisations and local organisations. Twitter is the most effective tool to share short and relevant content, engaging researchers,



decision and policy makers, journalists and the general public. Instead, OpenAIRE is a comprehensive aggregation platform consisting of an open dataset of research information dedicated to scientific knowledge that can easily be shared and downloaded by different organizations and communities.

5.9.1 Twitter (TW) https://twitter.com/circEUlar_model

Twitter is the main channel to interact with researchers, policy and decision makers, journalists and the general public. It will be used to disseminate project news, results and content related to events. The CircEUlar TW account will also try to generate conversation and interaction among stakeholders, around the topic of circular economy.

As TW allows to write messages of maximum 280 characters, including links (a URL is always altered to 23 characters), the tweet should be short, clear and catchy, and always accompanied by a visual image, hashtag and tagging relevant handles. Emojis can also be used to make reading easier.

Project handle: @circEUlar_model

Project hashtag: #CircularEconomy #NetZero #NetZeroEmission #ClimateChange #Circularity #Transition #Defossilisation #CircularProduction #CircularConsumption #CircularTransformation #Digitalisation #Mobility #Climate #Energy #Mitigation #EnergyTransition #Decarbonisation #SustainableEconomy #Sustainability #Recycle #Recycling #OpenScience #HorizonProject #HorizonEU

5.9.2 LinkedIn (LI) https://www.linkedin.com/company/circeular/

LinkedIn is a more networking and business-oriented channel which can help to increase the project visibility among policy and decision-makers, other European projects as well as international and local organisations. This channel will be used to share news, project findings, reports and interesting information related to circular economy and global climate change mitigation practices.

The LinkedIn post character limit is 3k, and the ideal length is between 1900 and 2000 words with consistent and reliable content. It is always suggested to accompany the posts with visual aids, such as photo, video, or document and a link to the main source of the news. In the text box, emojis can also be used. To increase outreach, it is important to use a hashtag to make the keyword or phrase in the post searchable, as well as to tag other accounts with the aim of encouraging interaction.

Project handle: @circeular

Project hashtag: #CircularEconomy #NetZero #NetZeroEmission #ClimateChange #Circularity #Transition #Defossilisation #CircularProduction #CircularConsumption #CircularTransformation #Digitalisation #Mobility #CLimate #Energy #Mitigation #EnergyTransition #Decarbonisation #SustainableEconomy #Sustainability #Recycle #Recycling #OpenScience #HorizonProject #HorizonEU

5.9.3 OpenAIRE

OpenAIRE works by aggregating, indexing, and providing access to a large repository of research articles, data, and other scientific outputs from European projects. It does this by working with research institutions, repositories, and publishers to gather information about research outputs and make it available through a centralized portal.

The portal provides an interface for discovering and accessing research outputs, and offers various features such as search, browse, and filter options. OpenAIRE also provides various APIs and services for integrating its repository with other systems, such as research information management systems, bibliographic databases, and institutional repositories.



By collecting and providing access to research outputs, OpenAIRE supports the open access movement, promotes the sharing and reuse of research outputs, and complements the reporting features of CORDIS.

Benefits include:

- increased visibility and impact of research by providing access to a large number of European research articles and data,
- improved discovery and access relevant research articles and data, improving their research productivity,
- compliance with open access policies
- interoperability: uses common standards and protocols to ensure interoperability between different systems and services, making it easier to access and reuse research data.

Relevant entries in IIASA's institutional repository, PURE, that have received funding from the EC are being entered and tagged accordingly so that the interoperable format is used by aggregation services like OpenAIRE to harvest and include all relevant publications and link them to specific EC funded projects. While PURE does this at an institutional level, the information is then used by these services to collect research outputs by all partner organizations participating in a specific project.

5.10 Media outreach and press work

Via a balanced suite of different communication and marketing actions and activities, CircEUlar intends to reach an audience that resides outside the immediate networks (e.g., beyond our stakeholders and those they regularly interact with) and to transfer the knowledge the project generates.

Drawing upon the expertise of the press offices of the partner institutions, some press releases will be realised at key moments in the project to attract the attention of journalists so that major research outcomes are covered in the popular press. The press release, that will be shared with all the partners, asking for publishing it or distributing it to their press contacts, will be written in a way that they can be easily personalised in regard to single needs, e.g., by adding a quote from the representative of the partner, the possibility to add the institution's logo, translating it, etc. in order to increase their impact.

The project will also try to use tools that the European Commission offers, e.g., to disseminate information about a public event or an important result. First of all, the Project Officer will be informed and some tools might be available through his intervention, and then several freely accessible tools are at disposal and will be chosen for sharing content (See Annex 2).

5.11 Additional communication materials

Promotional material - printed or digital - will be the main instrument when participating in events or spreading important news with the aim of widening the audience. Upon a common decision among partners, CircEUlar will therefore have a leaflet or a roll-up aimed at providing general information on the project, its approach and expected impacts, and a slide deck to support the consortium when presenting the project during important meetings and occasions.

6. Exploitation plan

As mentioned before, an exploitation strategy should ensure that research results and outputs are used to that they create concrete value and impact for society. Exploitation routes can be scientific, economic, political or societal.



On the basis of the CircEUlar's outcomes and impact pathway identified in the DoA, CircEUlar partners foresee the following Key Exploitable Outputs (KEOs):

Table 1 - List of key exploitable outputs (KEOs) of the CircEUlar project

Key Exploitable Output (KEO)	Туре	Related deliverables
KEO.1 Open-access dataset of model-based scenarios/pathways (CircEUlar Scenario Explorer)	Data	Scenario Explorer with quanti- tative information on all path- ways incl. sensitivity analyses and input assumptions (D6.2)
KEO.2 Open-access provision of empirical data on acceptance and adoption of circular consumption practices (including survey data with documentation and descriptive analysis)	Data	Reports and survey data on identification of promising tech- nologies and business practi- ces of circularity for inclusion in decarbonization pathways (D3.1) Publication of finalised data collection framework, informed by insights from qualitative phase (D4.3) Report and survey data sum- marising results of WP4 analy- sis (D4.5)
KEO.3 Online tool with data, information, and evidence of business models for the circular provision of goods and services	Business mo- dels/Tools	Online tool containing informa- tion on available circular ap- proaches in the provision of goods and services (D3.2), Synthesis report on integrated modelling of circular economy business models, household behaviours, and material man- agement in the buildings and household services sector (D5.3)
KEO.4 Open-source provision of models and tools (model code, documentation, and relevant input-data)	Models/Tools	Report on circularity and the materials-energy-GHG nexus for EU27+3 countries (D2.1) Report on material stock ac- counts for buildings and mobil- ity (D2.3) Open access to code base for model linkage (D6.3)
KEO.5 Policy recommendations for policy making	Document	CircEUlar policy recommenda- tion to smooth circular econ- omy for climate change mitiga- tion (D1.3)



For each of these KEOs, a preliminary analysis on the target groups, the added value and similar KEOs of other projects and first plans of respective partners on the sustainability after the end of CircEUlar was done.

Table 2 -	Target groups,	added value.	similar outputs	and sustainability of	of CircEUlar KEOs	(preliminary	analysis)
						()	

Key Exploitable Output (KEO)	Target groups	Added value	Similar outputs, e.g. by other projects	Sustainability
KEO.1 Open-ac- cess dataset of model-based scenarios/path- ways (CircEUlar Scenario Explo- rer)	Researchers, academics	Open access data to bolster further research	ENGAGE Scenarios Explorer (ENGAGE project 2019-2023)	Uploading data- sets on to Ze- nodo Community so that it is main- tained by IIASA throughout the duration of the project as well as beyond the life- time of the pro- ject.
KEO.2 Open-ac- cess provision of empirical data on acceptance and adoption of circu- lar consumption practices (inclu- ding survey data with documenta- tion and descrip- tive analysis)	Institutions that can help in the promotion, sup- port, planning and reorganisa- tion of circular consumption practices in lo- cal communi- ties; business sector	Providing a valua- ble scientific con- tribution in iden- tifying circular consumption acti- vities and actions that are/are not compatible with current systems and providing in- sights into how they may be inte- grated in future orientations of daily life. Create a match between the de- mand and the supply side in the context of circular provision of goods.	Currently no informa- tion	Integration of outputs into tea- ching program- mes Further research
KEO.3 Online tool with data, in- formation, and evidence of busi- ness models for the circular provi- sion of goods and services	Business sec- tor, which will be informed about unsuc- cessful (and unsuccessful) business mo- dels to be adopted	The value added is provided by not only the results but also the on- line tool, that will facilitate the com- munication and exploitation of the results among the business sector.	Currently no informa- tion	The tool will available online open access, and CMCC will ensure its conti- nuation and maintenance for at least 5 years as part of the set



				of tools and mo- dels hosted at SEME division of CMCC.
KEO.4 Open- source provision of models and tools (model code, documen- tation, and rele- vant input-data)	Students, aca- demic, resear- chers	Bolstering re- search activity in the topic of circu- larity	https://zenodo.org/com- munities/engage-cli- mate	Upload on to the Zenodo Commu- nity
KEO.5 Policy re- commendations for policy making	Policymakers, both at EU and National levels (to include par- liaments, not only the execu- tive authorities	To demonstrate the individual (and joint) im- pacts of changes to various policies which might seem trivial without the modelling. Some of these changes might seem small and easy to do	Currently no informa- tion, but we intend to team up with sister pro- jects in order to con- verge recommenda- tions (if feasible) to en- sure a higher reach and impact.	Policy briefs to be disseminated also after the end of the pro- ject.

As soon as the project produce results that can be concretely used, the exploitation phase will begin and will be mainly covered by presenting them through the communication and dissemination channels described above. In the final update of this document, a focus will be on the sustainability of the outputs after the end of the project.

7. Timeline (*When*)

The overall communication, dissemination and exploitation strategy will be implemented throughout the project in three main phases, supporting other project activities and following the general project work plan. Each of these has specific objectives and will therefore perform specific actions using appropriate channels.

7.1 Awareness phase (COMMUNICATION)

This phase focuses on the creation of a communication and dissemination strategy with planned activities to create an initial awareness about the project. The main objective is to inform, promote and communicate activities and first results. Indeed, by M6 all the communication and dissemination products about the project were set and project activities, first results and planned outputs started to be promoted.

In particular:

- development and publication of the overall strategy;
- realisation of the visual identity of the project;
- writing the first press release for the launching of the project;
- creation of the website;
- opening of social media channels;



- realisation of a roll-up for presenting the project;
- creation of database of stakeholders, related projects and initiatives, and events;
- coordination meetings on potential joints outreach activities with sister projects.

7.2 Strategic phase (DISSEMINATION)

As soon as the actions of the project have results, this phase begins to further increase awareness and spread knowledge for others to use. In particular, the promotional materials will be adapted and started to be used by partners to engage the audience and disseminate the first results and the relevant news regarding ongoing activities and actions. Dissemination activities will be also oriented to attract attention and pave the way for the use and uptake of outputs: these include presentation of results through scientific papers, conferences or networking events. Also, the outreach through networks and towards policy makers at European level will be started.

7.3 Impact phase (EXPLOITATION)

This phase is dedicated to making concrete use of the results of the project and wider the impact. In particular, the overall mission is to improve the understanding of the circular provision of goods and services to simultaneously achieve a low-carbon economy, decrease the demand for material inputs, and promote economic prosperity and a just distribution of economic benefits; advance the integration of social science-based knowledge into modelling tools and scenarios applied in climate change mitigation and circular economy analyses; ensure widespread application of new modelling approaches for linking circular economy potentials and impacts into climate change mitigation pathways; and build societal acceptance of circular consumer practices to reduce material use and greenhouse gas emissions.

In order to achieve these impacts, empirical results, full datasets of cross-national surveys and new model results on low-carbon circular economy features consistent with EU Green Deal targets will be openly and freely available.

8. Methodology & Structure for the communication and dissemination activities of CircEUlar (*How*)

Task 1.5 Communication and dissemination activities is led by T6. In particular, T6 is responsible for the visual identity, design and printing of materials and templates; designing and implementing the social media and online presence for communicating objectives, activities, team, events, results and tools of the projects; coordinating the participation in events to ensure strong uptake of scientific results by relevant stakeholders; looking for reaching established networks to exploit for a wide achievement of the target audience; tracking and monitoring coordination.

As shown in Annex 1, all partners have an impressive experience in communication and dissemination as well as strong networks through which the CircEUlar outreach will be fostered. In particular, the project coordinator IIASA will play a crucial role in the development and regular updated of the project website, the coordination of the scientific dissemination (including publications and conferences), the management of the Zenodo community and its maintenance of its institutional repository PURE for aggregation services like OpenAIRE, the coordination of the networking with the sister projects and in the organisation of the final scientific outreach event.

All partners will actively contribute to the dissemination activities on social media and the project website by the regular provision of news managed through a weekly rotation system. News and social media content by partners are then elaborated and scheduled by the communication lead for the CircEUlar Twitter and LinkedIn accounts. Additionally, partners as well as members of the CircEUlar Advisory Board are asked to share news and outputs from the project using the channels



that each department / organisation uses successfully for communicating project activities and result, e.g.,

- partners who have established institutional newsletters can publish selected project news through these tools;
- partners who have established institutional social media accounts can share the content published on CircEUlar social media, mentioning the project handle and using the strategic hashtag. (See Annex 1 - Partners' communication channels)

8.1 Monitoring activities to maximise impact of the project

T6 also coordinates the activities to measure and guarantee the achievement of communication, dissemination and exploitation goals, through a periodic monitoring of Key Performance Indicators (KPIs), and a fine-tuning or adaptation of planned activities in the communication and dissemination strategy.

The KPIs monitoring will take place on a six months' basis, whereas the reporting of KPIs will be a regular section in the project periodic reports to the European Commission. Table 3 (based on DoA) shows the general project KPIs and the targets employed by the CircEUlar consortium to maximise impact that the project aspires to.

Type of Measure	KPIs	Target
Scientific publications	Scientific publications in peer-reviewed journals (Number of publications)	20
	Downloads/page views of scientific publications in peer-reviewed journals19 (Number of down-loads/page views)	10,000
	Citations of scientific publications in peer-reviewed journals (Number of citations)	300
	Total number of stakeholder events organized	6
	Total persons directly reached through project ac- tivities, including meetings, workshops, and presentations (Number of participants)	1,500
	CircEUlar presentations at scientific conferences or other related events (Number of presentations)	50
Stakeholder workshops and outreach events	Outreach events for stakeholders and experts (e.g., side-events at UNFCCC negotiations and other international events) (Number of events)	3
	Events in collaboration with the Vienna Biennale for Change to reach to contribute to the public dis- course about the contribution of circularity to ad- dressing climate change	2
	Stakeholders interacted with (Number stakehold- ers)	50
Policy briefs and web- based outreach tools	Number of policy briefs (incl. summary for policy makers)	3

Table 3 - List of communication, dissemination and exploitation KPIs of the CircEUlar



	Number of policy briefs (incl. summary for policy makers)	2
	Unique visitors to the project website	2,000
Website and social me-	Media pieces (e.g., press releases and articles, videos, audio clips) (Number of pieces)	100
dia	Number of Twitter followers	1,000
	Dissemination material (e.g., brochures and flyers) (Number of items)	4
Notworking	Research collaborations with institutions outside the consortium (Total number of institutions)	6
Networking	Collaborative events with related projects (Number of events)	4
Open Access to data	Number of users of CircEUlar Scenario Explorer (visits per month)	100
and tools	Number of data views/downloads (downloads per month)	30

9. Conclusions

The communication, dissemination and exploitation plan with the definition of target groups and main channels shall ensure a smooth and effective communication and dissemination throughout the project, in line with the general timeline of the project. Some activities cannot be planned in detail now (e.g., topics of policy briefs, concrete networking activities or detailed information on KEOs) as they depend on external circumstances or on first project results.

Therefore, internal updates of this strategy are planned at the end of M20, M38 and M48 of the project. These updates will also take into account the analysis of achievements through the KPI and respective necessary adaptations for the next phase of communication, dissemination and exploitation activities.



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Annex 1: CircEUlar partners' communication channels

PARTNER	WEBSITE	NEWSLETTER	тw	LI	FB	IG	OTHER
IIASA	https://iiasa.ac.at/pro grams/ece	https://iiasa.ac.at/op tions-magazine	@iiasa vienna	https://www.linke- din.com/com- pany/iiasa-vienna	https://www.fa- ce- book.com/IIASA/	https://www.in- sta- gram.com/iia- savienna	 Zenodo: https://zenodo.or g/communities/ii- asa-ece/ IIASA Connect https://con- nect.iiasa.ac.at/ GitHub: https://github.com /iiasa IAMC: https://www.iamc onsor- tium.org/news- jobs/iamc- news/ https://iias a.ac.at/me- dia/press-re- leases-by-email
BOKU	https://boku.ac.at/en/ wiso	https://boku.ac.at/wi so/sec/social-eco- logy-newsletter	@Wie denho- ferD @BOK U_SE C		https://www.fa- cebook.com/socia- lecologyvienna/		



PARTNER	WEBSITE	NEWSLETTER	TW	LI	FB	IG	OTHER
СМСС	https://www.cmcc.it/r esearch-organiza- tion/research-divi- sions/sustainable- earth-modelling-eco- nomics	https://www.cmcc.it/ mediacommunica- tion/newsletter	@Cmc cCli- mate	https://www.linke- din.com/com- pany/cmccfounda- tion	https://www.face- book.com/CmccCli mate	https://www.in- sta- gram.com/cmc cclimate/	
LMU	https://www.geo- graphie.uni-muen- chen.de/de- partment/fiona_eng/d epartment/sozialgeo- graphie/index.html		@LMU _Muen chen @egre alis				• Research Gate: Henrike Rau, Eoin Grealis
NTNU	https://www.ntnu.edu /ept		@NTN U		https://www.fa- ce- book.com/ntnu.no	https://www.in- sta- gram.com/ntnu	
RUG	https://www.epgro- ningen.nl/		@epgr oninge n		https://www.fa- cebook.com/ep- groningen/		
Т6	https://www.t-6.it/		@T6E cosys- tems	https://www.linke- din.com/com- pany/15783396/			
TUB	https://www.sustur- becon.tu-ber- lin.de/sustainabi- lity_econo- mics_of_hu- man_settlements/						



PARTNER	WEBSITE	NEWSLETTER	тw	LI	FB	IG	OTHER
MCC	https://www.mcc-ber- lin.net/en/re- search/working- groups/land-use-in- frastructure-and-tran- sport.html						
EMPA	https://www.empa.ch /web/s506		@Emp a_CH	http://www.linke- din.com/com- pany/empa	http://www.fa- cebook.com/pa- ges/Empa-Swiss- Federal-Laborato- ries-for-Materials- Science-and- Techno- logy/22760499391 6414	https://www.in- sta- gram.com/emp a_mate- rials_science/	
UOXF	https://www.creds.ac .uk/		@CRE DS_U K	https://www.linke- din.com/com- pany/credsuk/			



Annex 2: CircEUlar potential collaboration & networks, related projects & initiatives, magazines & platforms

Annex 2 provides a list of organisations, magazines and platforms that CircEUlar aims to use for communication, dissemination and exploitation purposes. Detailed information on each of the identified organisations or projects are collected in a database which is continuously updated and is an internal document of the consortium and its two sister projects CIRCOMOD and CO2NSTRUCT.

International collaboration & Networks

- <u>Energy Demand changes Induced by Technological and Social innovations (EDITS)</u>: The EDITS network brings together experts of various disciplines to regularly discuss about, and engage in the multi-faceted energy demand research. The EDITS community works together based on common interest in interlinked topics, on transferring methodological knowledge, and on exploring modelling innovations across demand-side models.
- EUROSTAT Eurostat is the statistical office of the European Union that aims to provide high-quality statistics and data on Europe.
- Integrated Assessment Modeling Consortium (IAMC) An organisation of scientific research institutions that pursues scientific understanding of issues associated with integrated assessment modelling and analysis.
- Intergovernmental Panel on Climate Change (IPCC) The United Nations body for assessing the science related to climate change which provides regular assessments of the scientific basis of climate change, its impacts and future risks, and options for adaptation and mitigation.
- Organisation for Economic Co-operation and Development (OECD) The OECD is an international organisation that works to build better policies that foster prosperity, equality, opportunity and well-being for all.
- <u>UNEP International Resource Panel (IRP)</u> The International Resource Panel (IRP) is a global science-policy platform established by the United Nations Environment Programme (UNEP) in 2007 to build and share knowledge needed to improve our use of natural resources. It includes scientists and governments from both developed and developing regions, civil society, industrial and international organizations.

Related projects/initiatives with shared interest

 <u>Circular Economy Modelling for Climate Change Mitigation (CIRCOMOD) -</u> CIRCOMOD aims at developing a new generation of advanced models and scenarios that will assess how CE can reduce future GHGs and material use.



- <u>Modelling the role of circular economy construction value chains for a carbon-neutral Europe (CO2NSTRUCT) -</u> CO2NSTRUCT aims to
 augment such models with circular economy measures, boosting their capability to generate and assess circular options. This will contribute
 to achieving the emission reduction targets set by policymakers and evaluate the circular economy's impact on greenhouse gas abatement
- <u>NAVIGATE H2020</u> By tackling existing weaknesses and lack of capabilities of the current generation of Integrated Assessment Models, NAVIGATE provides new insight into how long-term climate goals can translate into short-term policy action, and how countries and sectors can work in concert to implement the Paris Agreement.
- <u>MAT_STOCKS</u> MAT_STOCKS focuses on the empirical investigation of the stock-flow-service nexus. It generates global stock, flow and service databases, investigates long-term case studies, maps stocks at high resolution, develops innovative models of stock-flow-service interrelations and analyses their importance for sustainability transformations.
- <u>iDODDLE</u> The iDODDLE project will develop a new thematic, cross-domain, interdisciplinary science of digitalised daily life to support action on climate change.
- <u>2D4D Disruptiv Digitalisation for Decarbonization</u> 2D4D aims to ensure that digital transformation will be an enabler for decarbonisation. The project will identify and measure the decarbonisation consequences of disruptive digitalisation technologies in three challenging sectors: additive manufacturing in industry, mobility-as-a-service in transportation, and AI in buildings.

Magazines, Platform and freely European accessible tools

- Horizon Magazine An online magazine which collects the latest news and features about thought-provoking science and innovative research projects funded by the EU.
- <u>European Circular Economy Stakeholder Platform</u> A joint initiative by the European Commission and the European Economic and Social Committee, the European Circular Economy Stakeholder Platform which brings together stakeholders active in the broad field of the circular economy in Europe.
- <u>EU Circular Talks</u> A platform for stakeholder interaction and discussion on circular topics, in the form of online workshops, webinars or interviews with high-profile supporters and experts of the circular economy. Participants will also be invited to join the debate on our Linkedin Groups.
- <u>Carbon Brief</u> An online platform sharing the latest developments in climate science, climate policy and energy policy to help improve the understanding on these topics.
- <u>The Forum Network -</u> An open platform for anyone to browse, read and share its content about the most pressing social and economic challenges confronting society.



Annex 3: CircEUlar Identity Handbook

The CircEUlar Identity Handbook aims to present:

- The CircEUlar logo and its use;
- Guidance on the fonts to be used;
- The EC rules for publications and specific applications in the CircEUlar project.

A rules for publications





Introduction

This document presents:

- The CircEUlar logo and its use;
- Guidance on the fonts to be used;
- The EC rules for publications and specific applications in the CircEUlar project.

In order to ensure visibility of the **CircEUlar** project activities and deliverables, the project partners should use the **CircEUlar logo** as further specified in this handbook.

The rules are binding for all publications, seminars, websites, press releases, and press articles that partners produce in the framework of the project.

Please note: for scientific articles and publications, specific rules will be defined by the project management and disseminated to all partners.



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- 7 Black and white logo
- 8 Colours
- 9 Brand logo and legibility
- **10** Misuses
- **11** Background
- 12 Typography
- 13 Third Typography for Deliverables and Web
- 14 Standard texts for CircEUlar publications
- **15** Use of European flag



Logo

The version of the CircEUlar logo shown on this page is the "master logo".

The colours to be used for the **CircEUlar logo** are explained later in these guidelines. In exceptional circumstances, as further detailed in page 7, the alternative versions might

be used.

The logo should be displayed in a way that is easily visible and with sufficient prominence.





Brand and blank space

In order to underline the meaning of the **CircEUlar logo** it is necessary to leave a blank space around. The "**Y**" size is the minimum space that should be allowed around the brand logo. The exact measures are shown in the graphic below.

However, in certain situations leaving a space might be difficult.

In such circumstances you should use your creative judgement of the context and give the brand logo a maximum impact.





Brand with pay off

A pay off has been developed in order to highlight the overall aim of the project and describes it in a few words. The pay off "**Circular and low-carbon pathways**" is part of the brand and should be used together with the logo in the way presented below. We suggest to use the logo with the pay off in all important materials.

In case you wish to use the **CircEUlar logo** together with the pay-off, always maintain at least the minimum amount of clear space around the **CircEUlar logo** to preserve its integrity. The clear space isolates the signature from competing graphic elements such as copy, photography, and other graphic elements and gives the signature the prominence and impact it deserves.





Black and white logo

In exceptional circumstances a black & white version of the **CircEUlar logo** can be used. A special version was created for printing systems allowing gray scale only: both for the brand icon and for the brand name use "**black 100%**".

See an example below on the left.

A negative version of the logo should be used on a black background: both for the brand icon and for the brand name use "**white colour**". See an example below on the right.





Colours

The colours of the **CircEUlar logo** are an important identity element and must always be reproduced with maximum fidelity. You can find the mix of the colours below.



R 227, G 193, B 113

#e3c171



Brand logo and legibility

The application of the **CircEUlar logo** on a background is not always clearly definable and may lead to improvisation.

The basic principle is to maintain the signature's colour integrity with a maximum of contrast.

Below you find two colour possibilities for various background luminosities.





Misuses

The **CircEUlar logo** should never be stretched, skewed, angled, cropped, reconfigured or in any other way manipulated.

The examples below illustrate incorrect applications of the CircEUlar logo.

In summary: none of these or any other variations, no matter how subtle, are acceptable.





Background

To use the graphic element of the **CircEUlar logo**, as a texture, it is necessary to leave an empty space around the brand by inserting it on a dark background (such as CircEUlar Grey) and desaturating it to 22% and applying the Adobe "overlay" filter or 40% if on a white background. The texture will be applied only halfway and inserted laterally according to the needs encountered.

It is necessary to leave a **minimum empty space** around the texture. The "X" dimension is the minimum space that should be allowed around the brand logo.

The example application is shown in the illustration below. However, depending on the circumstances, we suggest that you use your own creative judgment of the context and give maximum impact to the texture.





Typography

For graphical consistency we have defined a primary and a secondary font family for all communication materials.

"Font QG Regular" is the chosen primary font family for the logotype. It shall also be used as a headline font, e.g. for a brochure or other publications of the project.

"Font Nexa Bold" is the typeface family to be used for titles or subtitles. "Font Nexa Light" is the font family that shall be used for "body texts" for publications.

Font QG Regular

 $\label{eq:limbound} \Lambda\Lambda\,55\,CC\,DD\,CC\,FF\,GG\,HH\,II\,JJ\,KK\,LL\,MN\,1NN\,OO\,FF\,QQ\,RR\,SS\,TT\,UU\,VV\,ZZ$

Nexa Bold

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Zz 1234567890 &\$?!(.,;;)

Nexa Light

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Zz 1234567890 &\$?!(.,;;)



Third Typography for Deliverables and Web

"Arial" is the alternative typeface family to be used both for titles and body texts for word or other text documents (e.g. Deliverables) and website texts.

Arial normal

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Zz 1234567890 &\$?!(.,;;)

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Zz 1234567890 &?!(.,:;)



Standard text for CircEUlar publications

According to the Grant Agreement (par. 17.3), the following standard text for inclusion in the acknowledgements of any publication must be used:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Climate, Infrastructure and Environment Executive Agency (CINEA). Neither the European Union nor the granting authority can be held responsible for them."



Use of European flag

According to the Grant Agreement (par. 17.2) "...communication activities of the beneficiaries related to the action...,dissemination activities... funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)" as follows:



Instructions for the use of the European flag and downloads in various formats can be found at: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

You can find more information in the following guidance documention "The use of the EU emblem in the context of EU programmes": <u>https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en</u> The rules laid out on the website are binding.



Mandatory use of other elements

As the **CircEUlar** project is also funded by **SERI**, it is necessary to mention the funding in all written publications, reports and scientific publications as well as in all public documents (print/digital) associated with the results of the funded project.

The following reference should be made: "**This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI)**".

In addition to the reference in the text, the **SERI logo** can be displayed in publications, on websites or in social media; instructions for the use and downloads in various formats can be found at: <u>https://www.sbfi.admin.ch/logos</u>

Sample SERI logo with addition for funding recipients

Project funded by



Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Education, Research and Innovation SERI

Project funded by



Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Education, Research and Innovation SERI



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For more information:

http://circeular.org

And follow us on:

Twitter: https://twitter.com/circEUlar_model

Linkedin: https://www.linkedin.com/company/circeular/



The CircEUlar project is funded by the European Union

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Project funded by



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CIRCeu

Swiss Confederation

Federal Department of Economic Affairs, Education and Research EAER State Secretariat for Education, Research and Innovation SERI