



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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4	31.10.2025	Dorato, S., Firus, K.	Updated version M36	Updates and revisions after 36 months of project execution



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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's aims 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 2).

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
CMCC	Fondazione Centro EuroMediterraneo sui 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
IAMC	Integrated Assessment Modeling Consortium
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
M	Month
MCC	Mercator Research Institute On Global Commons And Climate Change GGMBH
NGO	Non-governmental organisation
RRI	Responsible Research and Innovation
TUB	Technische Universität Berlin
TW	Twitter
WP	Work Package



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’s overall goal and its 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, this 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 that was distributed to the project consortium. The survey aimed was 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: [“Launch of CircEULAR project website” \(D1.4\)](#), [“Report describing the terms of reference and composition of the Advisory Board” \(D7.1\)](#), [“Report describing the plans for coordination with the broader research community and projects working on related research question” \(D7.2\)](#) and [“Data Management Plan” \(D7.3\)](#).

Update M20: This update focuses on further increasing the awareness and spreading the knowledge of CircEULAR, based on lesson learned during the first 20months of the project.

Update M36: Based on the monitoring of Key Performance Indicators (KPIs) and lessons learned in the previous period, this update aims to fine-tune and adapt the planned activities in the communication and dissemination strategy as the project enters its final impact phase. In addition the Exploitation plan (Section 6) was further specified, based on the advancements of planned Key Exploitable Results and the respective exploitation planning.

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.

Update M20: The implementation of the strategy consists of several actions that aim at reaching the overall goal and the objectives defined. So far, various results have been disseminated and the main target audiences have been informed about them. In addition, networking activities and collaboration started to be established.

Update M36: The communication and dissemination activities are ensuring a strong policy and societal impact of CircEULAR's results by engaging relevant private and public sector stakeholders to build consensus-based recommendations that influence current practices and regulations, while also giving high visibility to CircEULAR's modelling frameworks within the EU and global scientific communities.



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 from 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.

Update M20: The key messages have been used in the project communication, by adapting them to the different communication tools and aims. They served as an inspiration for producing content and communicating project information.

Update M36: Key messages for communicating the project are tailored to different tools and objectives, and are an inspiration for producing content to communicate the project.

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 share knowledge and experience on new business models to grow circular economic practices, showcasing transparency, robustness, 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 communicate 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 effectiveness 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.

Update M20: These target groups have been further investigated in order to successfully reach them using the different communication channels (i.e. researchers by using scientific publications, policy and decision makers with stakeholders workshops, general public through social media). For example, informed by the stakeholder mapping, the core target groups have been refined as follows:

- Research (e.g. other universities, research institutes, research networks, think tanks)
- Policy (National & EU policy makers, Local & national policy makers, policy officers and assistants, city networks)
- Industry (domain experts, innovative start-ups/ best-practice business models & VC firms, established companies, business and service platforms, representative umbrella organizations/ associations, EU-level industry representative bodies, thought leadership networks)
- Civil society (consumer associations, NGOs, CSOs, thought leadership agents, interest groups)

An example of how this was put into practice can be taken from the first stakeholder workshop in Spring 2024. This ensured a broad breadth of participation with greater representation of industry, umbrella organizations for sectors and materials were targeted and attended.

All CircEULAR partners are also encouraged in identifying and engaging the most relevant targets.

Update M36: Public entities and private stakeholders have been further investigated to ensure that results produced during the project are properly addressed to them and several activities for reaching them have been implemented. Moreover, the general interested public remains an important audience that will be considered for promotion of climate actions.



5. Communication and dissemination tools of CircEULAR (Where)

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.

5.1 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^[66]), 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).

Update M36: The project has already surpassed its target of 20 scientific publications, with 38 peer-reviewed journal articles by the end of RP2. In addition, 8 datasets have been deposited on Zenodo. along with 4 software tools.

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).

¹ <https://pure.iiasa.ac.at/>



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.

Update M36: CircEULAR partners have consistently presented research outputs and engaged in scientific dialogue with the broader research community. By M36, the project achieved 68 presentations at scientific conferences and other related events, including strong representation at the Industrial Ecology (ISIE 2022, 2023, and 2025) and Integrated Assessment Modelling (IAMC Annual Meeting 2022, 2023, and 2024) conferences.

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-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).

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

³ https://github.com/iiasa/message_ix

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

⁵ https://github.com/kswiebe/FEMRIOv1_EXIOfuturesIEAETP

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

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



5.4 Outreach events for stakeholders and the general public

CircEULAR will be present at events to raise its profile with various target audiences throughout the whole project duration, and to contribute to the public discourse on circularity 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.

Update M20: Collaboration with the Vienna Climate Biennale for Art&Science has started, with several CircEULAR partners contributing to specific activities. The Biennale itself is scheduled to take place in Vienna from April-July 2024, with the Vienna Climate Summit set for 24-25 June 2024 at Kunsthaus Wien, being the event at which the results of the collaboration between CircEULAR and the Biennale will be shared. In preparation of the opening, on 25 January 2024, CircEULAR also held a joint networking event with the Vienna Climate Biennale, bringing together artists, policy makers, representatives of businesses and civil society and researchers from different disciplines tackling the climate crisis.

Update M36: A partner event as part of EU Green Week in collaboration with sister projects CIRCOMOD and CO2NSTRUCT titled "Building a Greener Future: Circular Economy Strategies for Climate Change Mitigation in the Built Environment". 64 participants tuned in to the webinar which was a great opportunity to share preliminary findings. The online learning journey tool Circular ReBoundary planned to launch in autumn 2025 will also further extend the reach of CircEULAR. Together again with CIRCOMOD and CO2NSTRUCT, the organisation of the Final Conference in May 2026 in Brussels is planned.

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 project results. Stakeholders' engagement - from the public and the private sectors - will help build consensus recommendations to influence current practices and regulation, 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 stakeholder effort and fatigue (e.g., avoiding duplication of activities), assure smooth communication, and keep their motivation high in order to create a mutual benefit for 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).

Update M20: The stakeholder engagement methodology has been further developed and it can be accessed in D1.1. In terms of carried out activities, they can be summarised as follows. As part of the research involved in stakeholder mapping, 15 expert interviews were carried out. In addition to exploring key barriers, enablers and visions for circular business models, interviewees were invited to the workshop and were asked to suggest names of other organisations or contacts that they would recommend reaching out too. This snowballing technique proved very effective. The first stakeholder workshop took place in Brussels on March 14th 2024. It was deemed a success with 29 attendees -7 with interest in mobility, 13 in buildings and 9 in digitalisation. Out of the 29 attendees, 12 were male and 17 were female and 10 from policy/ research, 6 from civil society and 13 from industry either companies or umbrella organisations. The diverse range of interested stakeholders and the desire to remain involved was commented on by both participants and research partners. Building on the back of this workshop we are developing and have opened up a channel for a community of interest around the project, we are currently exploring different ways of keeping the momentum high (e.g. bilateral meeting/exchanges, extending the contact database, open webinars, validation of outputs). In order to ensure that stakeholder input into the narratives and the broader project parameters is widely accessible a briefing note was produced and shared with all research partners and attendees.

Update M36: The stakeholder methodology has continued to be successfully implemented, it carries on following the two-track approach. On the one hand, expanding the stakeholder contact database with over 830 entries and further extending a community of practice of approximately 180 interested quadruple helix stakeholders from across policy, industry, research and civil society spanning the three focus areas. The stakeholder engagement activities have continued to expand in collaboration with research partners. This has included:

- a workshop exploring circular practices for businesses and consumers in Groningen where 24 local actors attended,
- a series of online preliminary pathways sessions primarily with policy and research stakeholders to validate and check the assumptions, parameters and feasibility of the narrow-slow-close scenarios, attended by 42 stakeholders across four sessions (household appliances, buildings, mobility and digitalisation),
- two additional sessions on Extended Producer Responsibility attended by 11 participants,
- two parallel stakeholder events one on participatory backcasting for the built environment (housing and mobility) and one on the role of data and AI in low-carbon urban planning attended by 25 external stakeholders.

These larger engagement activities have been coupled with bilateral exchanges between researchers and external experts in research, policy and industry.



5.6 Policy briefs

Major outlets of CircEULAR research aimed 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 translates 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 not only based on scientific results but also aligned with current policies and trends as they are envisioned by policy officers and experts. This network of people will be an important channel for the dissemination of policy briefs among their peers.

Update M20: Concrete steps have yet to be taken on the delivery of policy briefs, the stakeholder mapping has taken into account the need to further build up the policy makers' stakeholder cohort. This has started by the invitation and attendance of some key policy contacts at the first stakeholder workshop. Furthermore, participants stressed the importance of ensuring that scientific evidence and policy demands are aligned, this will be factored in when beginning to plan for and further develop the policy dialogues and the policy briefs.

Update M36: An internal policy group was set up in September 2024. This has since been extended, the main partners involved are CMCC, IIASA, LMU, PIK, UOXF, INEGI and T6. A policy dialogue approach has been developed and agreed. This includes consultation with policy stakeholders to sense-check, improve and validate results - not just at the end but throughout the research process. For this reason, policy stakeholders attended the first stakeholder meeting in March 2024, the joint-event with EEA and CIRCUMOD in September 2024 and a series of online workshops to test the preliminary pathways in Spring 2025. The types of policy stakeholders involved are EEA, DG ENV, DG CLIMA, DG AGRI, ITF, JRC, DG EMPL, ICLEI, ITU, WRAP, etc. The policy dialogue also involved local policy actors in the stakeholder event held in Groningen in September 2024 and Berlin in September 2025. These included representatives from national ministries (Economic Affairs, Infrastructure and Water Management, Spatial Development), national environment agencies, and housing, waste and urban/spatial planning departments of municipalities. At the most recent Consortium (September 2025) we brainstormed content for the policy briefs. We agreed that we would collaborate and issue at least one joint policy brief on pathway frameworks (narrow-slow-close) with our sister projects CO2NSTRUCT and CIRCUMOD. In the upcoming months we will be agreeing and refining both the content and structure of the other policy briefs. It is likely that we will deliver more than the three stated in the GA. We will ensure that both the development and finalisation of these policy briefs are a collective effort. They will be presented and discussed at our final event in May 2026 in Brussels. We plan to ensure that the policy briefs are contextualised in the current policy backdrop to ensure relevance and impact.

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 [“Report describing the plans for coordination with the broader research community and projects working on related research questions” \(D7.2\)](#).

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.,).

Update M20: Besides the ongoing exchanges with the sister projects mentioned in the DoA, the collaboration with the PRISMA project has been established. In particular, to support the organisation of the first stakeholder workshop: indeed, joining forces helped in reaching a wider audience, reduce the event-related costs and exchanging ideas and know-how.

Update M36: CircEular is cooperating with the EDITS initiative, with concrete outputs including two review papers (Mastrucci et al., 2023; Wiedenhofer et al., 2024) that assess model scopes and scenarios regarding buildings and industry futures. A number of activities were jointly conducted with the sister projects CircoMod and CO2NSTRUCT. CircoMod and CircEular held their respective second project meetings back-to-back in Venice in April 2023. Representatives from the CircoMod project participated in CircEular’s stakeholder workshop in Groningen in September 2024, which focused on business and consumer perspectives on the role of circularity to achieve a net-zero emission Europe. In the same month, during CircoMod’s midterm event in Brussels, CircEular, CircoMod, and EEA organised a joint Event on Circular Economy Strategies to Support Carbon Neutrality. Furthermore, the three sister projects CircEular, CircoMod, and CO2NSTRUCT jointly organised a partner event in the form of a webinar entitled *Building a Greener Future: Circular Economy Strategies for Climate Change Mitigation in the Built Environment* during EU Green Week in June 2025. An extended research visit of the PI to Kyoto University in June/July 2025 offered the opportunity for more concerted outreach and collaboration with research organizations, industry and policy stakeholders in Japan. This included a presentation at the International Energy Workshop 2025 in Nara, the AIM International Workshop 2025 at the National Institute for Environmental Studies (NIES) in Tsukuba and seminars at Kyoto University and Osaka University on the potential of circular economy strategies in the built environment to reduce GHG emissions. Moreover, a seminar at Toyota Research & Development Labs in Nagoya allowed for an exchange with industry stakeholders, gathering feedback on CircEular pathway analysis. In addition, CircEular is collaboration with the emerging fields project **REMASS**, led by BOKU.



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.

5.8 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 [“Launch of CircEULAR project website” \(D1.4\)](#).

Update M20: The website was launched in M1 of the project, and it has been improved to include expanded content and additional information about CircEULAR’s exploitable results, news, and events. In particular, there are two dynamic sections, which are regularly updated: the “Tools and Resources” section, which collects project reports and publications, and the “News and Events” sections designed to provide updates on ongoing project activities, partner actions and initiatives, as well as upcoming events where CircEULAR will be involved.

Update M36: A new section on the website “Science & Art” dedicate to collect materials to display the linkage between Science and Art created within the framework of the Klima Biennale Wien, where CircEULAR’s research findings have been highlighted through the lens of artists. Moreover, updates are still posted on the “News and Events”, as well as the deliverable and publication are published. A legacy version of the website will be evaluated to prominently display all the main findings of the project in the last months of the project.

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 X - 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 post 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](https://twitter.com/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](https://www.linkedin.com/company/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](#)



Update M20: Social media channels primarily serve to disseminate project-related content, including partner written news on a rotational basis. Additionally, these channels serve as platforms for sharing content from other projects or interesting resources, as well as for documenting participation in events. A specific template, aligned with the project's visual guidelines, has been developed to strengthen the CircEULAR identity. The KPI target of reaching 1,000 followers on platform X may seem ambitious, but the utilization of LinkedIn is also proving instrumental in fostering the collection of new followers and disseminating project outputs. In addition, post engagement metrics will be considered as an indicator to evaluate the effectiveness of social media activity, ensuring a comprehensive assessment of CircEULAR's online presence. However, partners will be further encouraged to share posts through their personal or institutional profiles, as well as to be more proactive in inviting their networks to follow CircEULAR channels.

Update M36: At the beginning of 2025, the consortium decided to leave X and open a BlueSky account to continue sharing project outcomes. However, this resulted in the loss of the existing community, and the original target of 1,000 followers (set specifically for X at the project launch) now seems unfeasible. Nevertheless, the use of LinkedIn and BlueSky, both showing a good level of engagement (15%), ensures a solid assessment of CircEULAR's online presence.

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.

5.9 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).

Update M36: Online press releases were written and shared at a project milestones. Additional releases will be prepared in the coming months to reach a wider audience, announcing the main project outcomes and findings, as well as major events. These press releases are distributed not only to project partners, with a request to share them through their own contacts and networks, but also among sister projects, relevant stakeholders, platforms and networks) as indicated in the Annex 2) that can be leveraged to increase visibility. They are also featured in the CircEULAR Digest News.

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.

Update M20: For the project promotion, in particular during specific events or conferences, some communication and supportive materials has been prepared and shared with all the project partners: Slidedeck, PowerPoint, PowerPoint template, Roll-up.

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. In CircEULAR exploitation, routes are mostly scientific, but also political and economic as well as societal.

CircEULAR partners currently foresee seven Key Exploitable Outputs (KEOs) (Table 1). They have been identified on the basis of the CircEULAR's outcomes and impact pathway identified in the DoA and were integrated with additional ones in M20 and verified in M36. 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 for the first version at M6 and then refined in the updates of the strategy in Months 20 and 36. In the second analysis at M20 we also included, for each KEO, the main partner/s as well as other CircEULAR partners involved as well as an indication on the possibility to offer consultancy or training services on procedural or methodological issues, and on ideas for future projects or funding (updated in the version of M36). 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 and activities 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.



Table 1 - Key exploitable outputs (KEOs) of the CircEULAR project with description of respective target groups, added value, similar outputs and sustainability – status Month 36 (September 2025)

KEO.1 Open-access dataset of model-based scenarios/pathways (CircEULAR Scenario Explorer)

- *Type:* Data
- *Related Deliverable:* Scenario Explorer with quantitative information on all pathways incl. sensitivity analyses and input assumptions (D6.2 - IIASA)
- *Main partner in charge for realisation of KEO:* IIASA
- *Target Groups:* Researchers, Academics, Policy analysts, Policy makers (EU and national)
- *Added Value:* Open access data to bolster further research
- *Similar outputs, e.g. by other projects:* ENGAGE Scenarios Explorer (ENGAGE project 2019-2023)
- *Sustainability:* Uploading datasets on to Zenodo Community so that it is maintained by IIASA throughout the duration of the project as well as beyond the lifetime of the project.
- *Possibility to offer consultancy or training services on procedural or methodological issues:* IIASA regularly provides capacity building on the use of Scenario Explorer and related online tools. Note that IIASA is hosting a [Scenario Explorer](#) also for the sister project CIRCOMOD and will join forces on data dissemination at the end of both projects.
- *Involvement of further CircEULAR partners:* CMCC (IAMC member)
- *Other projects/proposal or additional funding:* PRISMA (coordinated by CMCC, IIASA and U Oxford are partners) is using ICT sector energy and material projections developed as part of CircEULAR.

KEO.2 Open-access provision of empirical data on acceptance and adoption of circular consumption practices as well as on determinants and prevalence of circular citizenship behaviours (including survey data with documentation and descriptive analysis)

- *Type:* Data and report
- *Related deliverables:* Reports and survey data on identification of promising technologies and business practices of circularity for inclusion in decarbonization pathways (D3.1 - CMCC); Publication of finalised data collection framework, informed by insights from qualitative phase (D4.3 - LMU); Report and survey data summarising results of WP4 analysis (D4.5 - LMU)
- *Main partner(s) in charge for realisation of KEO:* CMCC, LMU, RUG
- *Target Groups:* Institutions and businesses that help in the promotion, support, planning and reorganisation of circular consumption practices; Other researchers and research networks; Policy makers; NGOs, possibly domain expert
- *Added Value:*
 - Providing a valuable scientific contribution in identifying circular consumption activities and actions that are/are not compatible with current systems and providing insights into how they may be integrated in future orientations of daily life.
 - Create a match between the demand and the supply side in the context of circular provision of goods.
 - Scientific contribution about citizenship behaviours like protesting, signing petitions, talking to friends and family about the Circular Economy.
- *Similar outputs:* Currently no information
- *Sustainability:*



- Interim report on Circular Consumption Survey (CCS) published (D4.4). **CCS data set** made available internally via the dedicated Zenodo community to the consortium along with accompanying detailed documentation (full questionnaire, codebook and statistical summaries) CCS data will be publicly available from 01 September 2026 so that the data is available beyond the lifetime of the project.
- Research papers
- Science communication, e.g. on conferences, LinkedIn
- Preprint of framework paper available on open access on Zenodo
- *Possibility to offer consultancy or training services on procedural or methodological issues:* Currently not planned, however two in internal training Q&A seminars for consortium members were held in M32
- *Involvement of further CircEular partners:* Will be evaluated in a next stage
- *Other projects/proposal or additional funding:* Currently not.

KEO.3 Online tool “Circular ReBoundary“ with data, information, and evidence of business models for the circular provision of goods and services

- *Type:* Business models/Tools
- *Related deliverables:* Online tool containing information on available circular approaches in the provision of goods and services (D3.2 - CMCC), Synthesis report on integrated modelling of circular economy business models, household behaviours, and material management in the buildings and household services sector (D5.3 - MCC)
- *Main partners in charge for realisation of KEO:* CMCC, MCC
- *Target Groups:* Business sector, which is informed about successful (and unsuccessful) business models to be adopted; Policy makers, industry and civil society that are interested in the analysis of the building stock
- *Added Value:* The online tool facilitates the communication and exploitation of CircEular results among the business sector and other stakeholders. The tool will also be disseminated as part of the report which showcases prototypes for integrated modelling which considers complex dynamics relevant to understand potential effect sizes of interventions.
- *Similar outputs:* Currently no information.
- *Sustainability:* The tool is available online ([link](#)) open access, and CMCC ensures its continuation and maintenance for at least 5 years as part of the set of tools and models hosted at SEME division of CMCC. The tool is also made available on the CircEular website. The tool will be advertised on the EU circular stakeholder platform and through multiple communication channels. The synthesis report on integrated modelling of circular economy business models, will be uploaded and available on Zenodo.
- *Possibility to offer consultancy or training services on procedural or methodological issues:* Webinar to present “Circular ReBoundary” tool functionalities scheduled for December 3rd 2025.
- *Involvement of further CircEular partners:* The “Circular ReBoundary” tool has mainly involved the participation of T6 and RUG (use of the survey), IIASA for the integrated modelling in the report.
- *Other projects/proposal or additional funding:* CMCC will try to integrate the “Circular ReBoundary” tool into future proposals for further funding to extend it. The tool and D3.1 were presented at a policy session in Bergen, Norway (EEA, JRC, DTU participants contributed own resources).



KEO.4 Open-source provision of models and tools (model code, documentation, and relevant input-data)

- *Type:* Models/Tools
- *Related Deliverables:* Report on circularity and the materials-energy-GHG nexus for EU27+3 countries (D2.1 - BOKU); Report on material stock accounts for buildings and mobility (D2.3 - TUB); Open access to code base for model linkage (D6.3 - IIASA)
- *Main partners in charge for realisation of KEO:* BOKU, TUB, IIASA
- *Target Groups:* Researchers, Academics, Policy analysts, Consulting, Students
- *Added Value:* Open access model code and results data to bolster further research and application
- *Similar outputs:* <https://www.database.industrialecology.uni-freiburg.de/>; <https://zenodo.org/communities/engage-climate>
- *Sustainability:*
 - Datasets and model code are permanently shared via the Zenodo CircEULAR Community, maintained by IIASA throughout the duration of the project as well as beyond the lifetime of the project. <https://zenodo.org/records/12794253>
 - Additionally, IIASA created a dedicated homepage for the MISO2+ model and the derived database developed by BOKU: <https://socialecologyboku.github.io/MISO2/index.html#>
 - Upload on to the [Zenodo Community: MESSAGEix-Materials model](#). The source code, model implementation, and tutorials of EUBUCCO (see KEO8) and AI4UP model are available on GitHub: [EUBUCCO](#), [AI4UP](#)
- *Possibility to offer consultancy or training services on procedural or methodological issues:*
 - Consulting and training on data and model use is already ongoing with the European Environmental Agency (EEA). BOKU also started working with the circular economy consulting firm <https://www.circle-economy.com/>.
 - Next steps include collaborating with Eurostat and the JRC to advance the European circularity monitoring framework.
 - IIASA regularly runs a [community meeting](#) around the MESSAGEix model and provides training courses on the use of the modelling tools.
 - EUBUCCO held a stakeholder session as part of CircEULAR to explore applications in policy and business, and seeks to continue applications with subsequent funding. Training resources for data onboarding are provided on a dedicated website. No further in-person training services are planned.
- *Involvement of further CircEULAR partners:*
 - IIASA regularly runs a [community meeting](#) around the MESSAGEix model and provides training courses on the use of the modelling tools.
 - NTNTU estimated material stocks in vehicles. For other outputs, e.g. EUBUCCO, this will be evaluated in a next stage.
- *Other projects/proposal or additional funding:*
 - FWF Emerging Field REMASS: <https://remass.boku.ac.at/>
 - EEA: Investigating material stocks in Europe: <https://forschung.boku.ac.at/de/projects/16214>
 - ERC Advanced Grant MAT_STOCKS <http://matstocks.boku.ac.at/>
 - (2018-2024)



- Multiple (e.g., the development of the MESSAGEix-Materials model was developed with funding from different sources, among them CircEULAR ([Zenodo](#)))
- Further, the [COMMITTED project](#) supported capacity building as part of the [MESSAGEix community meeting](#)

KEO.5 Policy recommendations for policy making

- *Type:* Document; *Related Deliverable:* CircEULAR policy recommendation to smooth circular economy for climate change mitigation (D1.3 - T6)
- *Main partner in charge for realisation of KEO:* T6
- *Target Groups:* Policy and decision makers, both at EU and national levels
- *Added Value:* Provide to policy and decision makers research findings and recommendations in a way that facilitate their uptake. One concrete example is the contribution of BOKU to the Contributions to the Austrian Resource Use Report to the Ministry of the Environment, based on their work for D2.1.
- *Similar outputs:* All EU projects usually deliver policy briefs and recommendations. Among the ones planned by CircEULAR it is important to mention that one will be developed jointly with sister projects in order to converge recommendations to ensure a higher reach and impact.
- *Sustainability:* Policy briefs will be presented and disseminated during the project. They will be uploaded on the project website that will remain active for four years after the end of the project. They will also be uploaded on the EU Horizon Results Platform and on Zenodo.
- *Possibility to offer consultancy or training services on procedural or methodological issues:* Policy design and policy brief/recommendation support is one of the key services offered by T6 and we incorporate the lessons learned in the project for future projects and opportunities.
- *Involvement of further CircEULAR partners:* All partners were encouraged to partake. Those that have expressed a direct interest include IIASA, PIK, LMU; CMCC, and UOXF.
- *Other projects/proposal or additional funding:* T6 has and will continue to include policy design as a central activity in proposals writing.

KEO.6 Stakeholder Engagement Methodology

- *Type:* Document;
- *Related Deliverable:* CircEULAR stakeholder dialogue protocols and methods (D1.1 - T6)
- *Main partner in charge for realisation of KEO:* T6
- *Target Groups:* Researcher; Other EU projects; Decision makers
- *Added Value:* Stakeholder engagement ensures that research activities respond to the needs of the community and support researchers in incorporating different points of views in their work.
- *Similar outputs:* The engagement methodology developed for CircEULAR is based on state of art practices. We know that other sister projects use similar processes but some differences are present.
- *Sustainability:* The methodology (D1.1) is available on the project website and on CORDIS and will be made available on Zenodo.
- *Possibility to offer consultancy or training services on procedural or methodological issues:* T6 offers training and consultancy on how to carry out stakeholder engagement in an effective and non-exploiting way. The lessons learned from CircEULAR will help further improve our offers.



- *Involvement of further CircEULAR partners:* IIASA
- *Other projects/proposal or additional funding:* T6 will include the methodology used for stakeholder engagement in CircEULAR in future proposals.

KEO.7 Material stock data related to mobility and buildings

- *Type: Data; Related Output:* EUBUCCO buildings dataset (TUB), material inventories for the rolling stock in the transport sector that are currently being compiled jointly with CIRCOMOD (NTNU)
- *Main partners in charge for realisation of KEO:* IIASA, TUB, NTNU
- *Target Groups:* Research community; Policy analysts; Industry and the civil society that are interested in analyses of the building stock (one example is the building sector, i.e. identifying buildings suitable for energy retrofits, EV, and heatpump installation as well as a reduction of floorspace per capita and reuse of building materials).
- *Added Value:* Open access online tool that can be consulted by all interested in the data. E.g. the data will include EUBUCCO – the European building stock characteristics in a common and open database for 200+ million individual buildings. Providing the basis for a comprehensive geographical analysis of the building stock and the decarbonization potential of circular consumption practices. In this respect, the main contribution of the project is to enable scaling of the analysis and to support the generalizability of the results so that the findings can be transferred to other regions.
- *Similar outputs:* <https://human-settlement.emergency.copernicus.eu>
- *Sustainability:* Upload on Scenario Explorer and Zenodo. EUBUCCO will continue to be openly accessible at <https://eubucco.com/>, with the code being available at <http://github.com/ai4up/> and the data permanently archived on Zenodo.
- *Possibility to offer consultancy or training services on procedural or methodological issues:* Consultancy services could be offered to city administrations and decision makers that utilize EUBUCCO to model low-carbon urban planning pathways.
- *Involvement of further CircEULAR partners:* NTNU for vehicle material stocks; BOKU for transport infrastructure material stocks.
- *Other projects/proposal or additional funding:* Currently not.

Update M20: The exploitation plan has been extended by adding further Key Exploitable Results (KER) and adding further information for each of the KEOs (in Table 2). Scientific exploitation has started through publications.

Update M36: Former Tables 1 and 2 were merged and the information was updated. Some of the expected KEOs are now finalised and the exploitation routes and planned activities could be concretised and exploitation activities during the project could be planned. One important tool for this is making KEOs available through the Horizon Results Platform.



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.

Update M20: At this time, CircEULAR's communication and dissemination activities have transitioned into a strategic phase, focused not only on enhancing project awareness and visibility, but also on disseminating its initial outcomes and results. This effort involves active engagement with partners, sister projects, and stakeholders to effectively amplify and disseminate these contents across broader networks.

Update M36: The project has entered the exploitation phase, which aims to create impact through the concrete use of its results. Activities include broad promotion of the main outcomes at events on different levels, as well as the delivery of publications, policy recommendations, and the organisation of a final conference. In addition, regular communication efforts, such as updating the website to highlight consortium activities and posting on social media, will continue until the project's end. A project video will also be produced to further enhance project main results.

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 2 (based on DoA) shows the general project KPIs and the targets employed by the CircEULAR consortium to maximise impact that the project aspires to.

Table 2 - List of communication, dissemination and exploitation KPIs of the CircEULAR

Type of Measure	KPIs	Target	M36
Scientific publications	Scientific publications in peer-reviewed journals (Number of publications)	20	29
	Downloads/page views of scientific publications in peer-reviewed journals ¹⁹ (Number of downloads/page views)	10,000	30,640
	Citations of scientific publications in peer-reviewed journals (Number of citations)	300	145
Stakeholder workshops and outreach events	Total number of stakeholder events organized	6	8
	Total persons directly reached through project activities, including meetings, workshops, and presentations (Number of participants)	1,500	~ 870
	CircEULAR presentations at scientific conferences or other related events (Number of presentations)	50	28
	Outreach events for stakeholders and experts (e.g., side-events at UNFCCC negotiations and other international events) (Number of events)	3	1
	Events in collaboration with the Vienna Biennale for Change to reach to contribute to the public discourse about the contribution of circularity to addressing climate change	2	2
	Stakeholders interacted with (Number stakeholders)	50	~ 70
Policy briefs and web-based outreach tools	Number of policy briefs (incl. summary for policy makers)	3	0
	Number of web-based outreach tools	2	0
Website and social media	Unique visitors to the project website	2,000	6,056
	Media pieces (e.g., press releases and articles, videos, audio clips) (Number of pieces)	100	>100
	Number of Twitter followers	1,000	>100
	Dissemination material (e.g., brochures and flyers) (Number of items)	4	3



Networking	Research collaborations with institutions outside the consortium (Total number of institutions)	6	>10
	Collaborative events with related projects (Number of events)	4	8
Open Access to data and tools	Number of users of CircEULAR Scenario Explorer (visits per month)	100	N/A
	Number of data views/downloads (downloads per month)	30	Datasets: 7,299/2,626 Software: 603/132

Update M20: In addition to X account, CircEULAR is also using LinkedIn. Therefore, the total amount of followers will count both the one of X and the one of LinkedIn. The post engagement will be also evaluated to better understand the success of project communication and the interest of the audience.

Update M36: In 2025, CircEULAR decided to leave X and open BlueSky. Therefore, the KPI counting the “Number of Twitter followers” is now calculating the followers of LinkedIn and BlueSky. Moreover, we are also considering the post engagement as a measure of success.

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.

Update M20: The updated Communication, Dissemination and Exploitation Plan integrates the insights gained during the first 20 months of the project and took into consideration the achieved values for the KPIs (these are shown in the first progress report). This period was primarily dedicated to raising awareness of CircEULAR and sharing its preliminary results through both communication and dissemination channels. It also involved strategic stakeholder engagement through the organisation of the first stakeholder workshop entitled 'Towards Net-Zero through a Circular Economy', and initiated collaboration with the Vienna Climate Biennale for Art&Science. Looking ahead, the strategy remains dynamic and will be further refined in subsequent reporting periods and at the end of the project. Ongoing updates and adjustments will ensure that the plan remains responsive to emerging challenges and opportunities, ultimately maximising the impact of CircEULAR.

Update M36: This version is considering a phase in which the project focused more on dissemination activities oriented to attract attention and pave the way for the use and uptake of outputs, including include presentation of results through scientific papers, conferences or networking events. From now on, the efforts will be on the strategic impact of the project results for supporting their sustainability and exploitation also after the project has ended.



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Annex 1: CircEULAR partners' communication channels

PARTNER	WEBSITE	NEWSLETTER	TW	LI	FB	IG	OTHER
IIASA	https://iiasa.ac.at/programs/ece	https://iiasa.ac.at/options-magazine	@iiasavienna	https://www.linkedin.com/company/iiasa-vienna	@IIASA	@iiasavienna	<ul style="list-style-type: none"> • Zenodo: https://zenodo.org/communities/iiasa-ece/ • IIASA Connect https://connect.iiasa.ac.at/ • GitHub: https://github.com/iiasa • IAMC: https://www.iam-consortium.org/news-jobs/iamc-news/ https://iiasa.ac.at/media/press-releases-by-email
BOKU	https://boku.ac.at/en/wiso	https://boku.ac.at/wiso/sec/social-ecology-newsletter	@WiederhoferD @BOKU_SE C		@socialecologyvienna		



PARTNER	WEBSITE	NEWSLETTER	TW	LI	FB	IG	OTHER
CMCC	https://www.cmcc.it/research-organization/research-divisions/sustainable-earth-modelling-economics	https://www.cmcc.it/mediacommunication/newsletter	@CmccClimate	https://www.linkedin.com/company/cmccfoundation	@CmccClimate	@cmccclimate/	
LMU	https://www.geographie.uni-muenchen.de/departments/fiona_eng/departments/sozialgeographie/index.html		@LMU_Muenchen @egrealis				<ul style="list-style-type: none"> Research Gate: Henrike Rau, Eoin Grealis
NTNU	https://www.ntnu.edu/ept		@NTNU		@ntnu.no	@ntnu	
RUG	https://www.epg groningen.nl/		@epg groningen		@epg groningen		
T6	https://www.t-6.it/		@T6Ecosystems	https://www.linkedin.com/company/15783396/			
TUB	https://www.susturbekon.tu-berlin.de/sustainability_economics_of_human_settlements/						
MCC	https://www.mcc-berlin.net/en/research/working-						



PARTNER	WEBSITE	NEWSLETTER	TW	LI	FB	IG	OTHER
	groups/land-use-in-frastructure-and-transport.html						
EMPA	https://www.empa.ch/web/s506		@Empa_CH	http://www.linkedin.com/company/empa	@Empa-Swiss-Federal-Laboratories-for-Materials-Science-and-Technology	@empa_materials_science	
UOXF	https://www.creds.ac.uk/		@CREDS_UK	https://www.linkedin.com/company/credsuk/			
INEGI	https://www.inegi.pt/en/		@inegi_portugal	https://www.linkedin.com/company/3264346/	@inegi.portugal	@inegi.pt/	



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

- [Energy Demand changes Induced by Technological and Social innovations \(EDITS\)](#): 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.
- [UNEP International Resource Panel \(IRP\)](#) - 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

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



- [Modelling the role of circular economy construction value chains for a carbon-neutral Europe \(CO2NSTRUCT\)](#) - 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
- [NAVIGATE H2020](#) - 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.
- [MAT STOCKS](#) - 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.
- [iDODDLE](#) - The iDODDLE project will develop a new thematic, cross-domain, interdisciplinary science of digitalised daily life to support action on climate change.
- [2D4D – Disruptiv Digitalisation for Decarbonization](#) - 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.
- [European Circular Economy Stakeholder Platform](#) - 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.
- [EU Circular Talks](#) - 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.
- [Carbon Brief](#) - An online platform sharing the latest developments in climate science, climate policy and energy policy to help improve the understanding on these topics.
- [The Forum Network](#) - 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.

For more information:

<http://circeular.org>

And follow us on:

BlueSky: <https://bsky.app/profile/circeular.bsky.social>

LinkedIn: <https://www.linkedin.com/company/circeular/>



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