Horizon 2020 Programme

CICERONE

Coordination and Support Action (CSA)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 820707

Start date : 2018-11-01 Duration : 24 Months
http://cicerone-h2020.eu

CICERONE
Circular economy platform for European priorities strategic agenda

Dissemination and communication strategy

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CICERONE - Contract Number: 820707
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Document title	Dissemination and communication strategy
Author(s)	Ms. Laura NOLAN
Number of pages	14
Document type	Deliverable
Work Package	WP5
Document number	D5.1
Issued by	CKIC
Date of completion	2019-02-05 16:51:32
Dissemination level	Public

Summary

The Dissemination and Communications strategy focuses on building and strengthening the brand identity of CICERONE, and the core communications channels we use to engage with our key audiences / stakeholders. Its aim is to provide a clear, high level framework within which the project can develop effective and appropriate means of engaging with its target audiences.

Approval

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EXECUTIVE SUMMARY

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KEYWORDS

Communications, Strategy, Outreach, Dissemination, Plan

1   STRATEGY OVERVIEW

1.1   Objectives

CICERONE brings together programme owners, research organisations, businesses and other stakeholders to create a platform for efficient Circular Economy programming. The project is set out in three main stages: research on state of the art of circular economy in Europe – development of the Strategic Research & Innovation Agenda for circular economy, and finally the development of an online joint programming platform for circular economy in the EU.

The key objectives of CICERONE in terms of dissemination and public communication are to:

- Ensure wide diffusion of project results, SRIA, policy toolkit and implementation plan
- Consolidate project information results from Work Packages into comprehensive and easy to read news outputs tailored for CICERONE's target audiences and stakeholders
- Consolidate best practices based on inputs from different national or regional initiatives
- Strengthen or establish new close collaboration and ties with networks, initiatives at European, national, region levels to share information and exploit synergies and additional dissemination channels
- Coordinate the participation of partners in selected conferences
- Coordinate publications, including magazines and open access journals and online repositories
- Ensure all partners widely share project results and outcomes within their own channels
- Analyse the impact of all communications actions
- Develop and manage the project's brand, logo and visual identity
- Develop and maintain the project's website and social media channels
- Coordinate and manage email marketing such as email campaigns and newsletters
- Coordinate media and PR activities for the project

1.2   Target audiences

A stakeholder group will be established and coordinated throughout the project's duration. It represents a significant channel for dissemination and for building interactions. In particular, the group

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will operate with an open door policy, it will include industry representation as well as other non-industry actors, and experts on different project thematic fields. Stakeholders will be invited to all of the project's events, they will receive the project's e-newsletter and they will be invited to become members of the CICERONE group on social networks.

Communication activities will be closely linked to dissemination objectives. They will include various means and channels at different levels (local, national and international) and will be aimed at diverse audiences. The main target groups of the CICERONE communication strategy are:

- SMEs and Industrial actors
- Regional and National level Programme Owners
- Public authorities (**particularly those linked to regional Smart Specialisation Strategies)
- Circle Economy Stakeholder Platform Coordination Group
- EC: EASME, DG GROW, DG REGIO, JRC (operator of RIS3)
- European and international actors (EIB, OECD)
- SPIRE PPP and A. SPIRE community
- Sectorial industrial initiatives (clusters, associations, networks, etc.)
- Regional multipliers like Chambers of Commerce and Industry and local industry clusters
- General public / citizens
- H2020 SC5 NCPs via the NCPs CaRE network
- E.N.T.E.R. - The European Network for Transfer and Exploitation of EC Project Results

1.3   Key messaging and mission statement

A set of key messages have been developed to inform and educate each target audience on the project's objectives and results. The tables below summarise the priority key messages to be disseminated throughout the project, reflecting the objectives and mission of CICERONE.

WHAT	OPTIMISING CIRCULAR ECONOMY PROGRAMMING IN EUROPE		
	STATE OF THE ART	**STRATEGY (SRIA)**	**PLATFORM**
HOW	We are assessing and benchmarking the current performance of circular economy research & innovation funding in Europe.	We are stablishing an efficient and inclusive mechanism to jointly define and prioritise circular economy research & innovation priorities at European scale.	We are building and testing a lasting organisation and pathways to reach impact, translated into a joint programming platform for POs.

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Message type	Key message
Challenge	Circular businesses and projects are fragmented, making international synergies difficult
Challenges	It has become more and more apparent that joint programming is a must to optimise impact
Mission	CICERONE is developing this strategic coordination of objectives and programming of regional, national and European funding programmes
Offer	We are assessing and benchmarking the current performance of circular economy research & innovation funding in Europe
Offer	We are establishing an efficient and inclusive mechanism to jointly define and prioritise circular economy research & innovation priorities at European scale.
Offer	We are building and testing a lasting organisation and pathways to reach the desired impact, translated into a joint programming platform for programme owners.
Challenge	The European Commission's package in Circular Economy has enabled an exposition of initiatives in Europe
Challenge	The outcomes of research and innovation are not fully exploited and promoted at European level
Mission	CICERONE brings together key stakeholders including programme owners, researchers and businesses to build a platform for efficient circular economy.

1.4 Status quo

Strengths

- CICERONE partners already have a strong community and online presence that can be leveraged on. This strategy seeks to both build on the channels we already have in place, and develop relationships to improve engagement or fill existing communication gaps.
- CICERONE has a strong and diverse stakeholder database, of which we can pull out tangible collaboration opportunities for stakeholder engagement
- Support from the EU to promote the project will be provided, more specifically on social media

Opportunities

- Circular Economy a "hot topic", need to make the most of current debates and conversations to raise awareness of CICERONE's activity in this field
- Possibility to collaborate with other H2020 projects, or other networks, as multipliers to reach our target audiences
- CICERONE partners organise or participate to a wide spectrum of events across Europe, providing dissemination opportunities for CICERONE

Weaknesses

- Ensuring communications are multiplied by such a large consortium of 24 partners could be complex, processes need to be put in place to track accordingly

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- New programme – extra efforts will need to be made at he start of the project to build credibility and "build a name" for ourselves

Threats

- Efficiency in addressing industry players and investors, that are harder to convince on circular economy
- Programme owners may not buy into the joint programming platform, some marketing will have to be done to fully express the added value of the product

2   COMMUNICATIONS CHANNELS

The table below summarises the tools and actions that are planned to be implemented in CICERONE. Specific communications channels (list of events, networks, third party sites, etc.) are listed in the Annex section.

Tool / Channel	Purpose	Audience
Public website	CICERONE's website will be a key channel of information and will reach all target audiences. The website contain information on the project scope and objectives, time schedule, activities and results, public documents (resource library), events calendar, news articles and multimedia (videos, infographics). CICERONE's website URL: http://cicerone-h2020.eu/ • News articles will be posted on the website at least once a month, and will include: • CICERONE event announcements and invitations • Outcomes of events and stakeholder consultations • Interviews with consortium partners • Report publication announcements Where possible, CICERONE will develop interactive communications materials (video, infographics) to ensure our key messages are disseminated in a concise and modern way on our online communications channels.	All
Social media	A LinkedIn and Twitter account have been set up and strategy will be designed to maximise actions undertaken in the project, and engage in 2-way dialogue. CICERONE Twitter: @CiceroneH2020	All

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	CICERONE LinkedIn: https://www.linkedin.com/company/cicerone-h2020 To maximise outreach we will mention and tag all partner organisations in social media posts, as well as key EU accounts. All CICERONE partners will contribute to dissemination on social media channels and invited to share content through their personal channels. To this end, continuous social media packs will be created and shared with the consortium.	
Networks	Third party networks will be identified and used to multiply our outreach and impact. These networks, mostly from the circular economy community, will serve as extra dissemination channels to reach stakeholders that aren't in our database. This will not only expand our outreach, but also avoid stakeholder fatigue through synergies found in CICERONE's and others networks' dissemination channels.	Industry, Policy makers, Clusters
Multimedia	Where possible, CICERONE will develop interactive communications materials (video, infographics) to ensure our key messages are disseminated in a concise and modern way	All
Email marketing	A bi-annual e-newsletter will be sent out to all stakeholders in the database, and to any member o of the public who voluntarily signs up from the project website. The newsletter will contain packaged information available on the website (redirecting to the website), and will act a multiplier of key messages to our target audiences. Our newsletter will be a channel to push out and disseminate news, events and key publications and reports from the project. The chosen platform for CICERONE's newsletter is Mailchimp, and a sign-up form has been set up to collect consent from recipients, in accordance to GDPR legislations: http://bit.ly/ciceroneupdates	All

Project toolkit	A project toolkit including document templates, a slide deck, communications cards, visual identity and logo – will ensure the project's brand and identity / visibility among all relevant stakeholders is cohesive and recognisable.
	
	Presenting our brand correctly is crucial. This means being consistent with our logo, typefaces, slogan, colours, and being "on-brand" with our key messages and the way we use words and images on all applications.
	
	The below tools will be prepared and circulated to the consortium members to ensure brand consistency:
	
	   ➢ Word template
	   ➢ Powerpoint template
		All

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	➢ Powerpoint presentation deck (the challenge, about the project, the partners, etc.) ➢ Roll-up banner (to be translated and printed by partners individually) ➢ Flyer (to be translated and printed by partners individually) ➢ Brand guidelines ➢ Fonts and typefaces	
Communications support materials	A set of marketing materials will be developed and used during events, to build brand recognition for CICERONE. This will include roll-up banners, flyers and comms cards to redirect audiences to specific knowledge outputs and publications, depending on the event.	All
Press relations	Mainstream and specialised media will be targeted and 3 press releases will be disseminated to showcase the project's objectives and raise awareness on CICERONE actions and achievements: launch of project (simultaneous to website launch, launch of joint programming platform, project results.	All – with focus on POs
Online event calendar & event participation	Speaking or showcasing the project and its results with a stand at specific events will be an important activity in the project in order to communicate results and promote new products (e.g. PO joint programming platform).	All – with focus on POs
Publications	We will ensure visibility for publications produced across our communications channels: online (available on website, promoted on social media), or presented at events. We will also look into making publications available on third party platforms and repositories.	All – dependent on the type of publication

3   CALENDAR

The below table lists the upcoming events CICERONE will be active in over the next quarter. This calendar will be updated on a regular basis based on upcoming opportunities and results from the project.

Month	Activity	Action
February 19	CICERONE First Workshop "Circular Europe: the future of circular economy programming" at the World Resources Forum	90 minute workshop organised by CICERONE, with the objectives on collecting inputs for the SRIA, and strengthening the project's brand with external audiences. Planned activities include: - Design and print of a project banner - Design and print of communications cards - Social media activities and promotion
February 19	Assessment of needs and priorities for the future	The CICERONE communications team will support Task 4.1.2 by providing support in building the

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	joint programming platform (RVO)	survey for POs on priorities and needs for the platform. The survey will be disseminated to CICERONE's database.
March 19	EU Circular Economy Stakeholder platform	CICERONE will hold a networking table at the 2019 CE Stakeholder event in Brussels. This networking table presents an opportunity to raise awareness of CICERONE and build visibility for the project. Planned activities: - Communications cards - Social media activity - Short introduction video to CICERONE This event will be used as an opportunity to launch a campaign on the benefits of joint programming.
March 19	CICERONE Advisory Board	CICERONE's Advisory board will meet in Brussels early March, on this occasion, the project will showcase all communications materials already produced.
June 19	Wold Circular Economy Forum	CICERONE is currently looking into opportunities at the 2019 World Circular Economy Forum in Helsinki, Finland. This could potentially be a joint collaboration with EIT Climate-KIC.

4   MONITORING & EVALUATION

A set of monitoring and evaluation tools will be set up to ensure all outreach activities are tracked, including media mentions, website visits, publications downloads and social media impressions.

- Google analytics: a Google analytics account will be set up, linked to the project website. This will enable us to track:
  - Number of website visitors
  - Location of website visitors
  - Number of individual downloads per publication
  - Most visited website page
- Google alerts
- Media mentions and social media tracking excel
- Stakeholder engagement key message tracking
- Tracker for events all CICERONE partners have participated in

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Annexes

Annex 1: CICERONE partners' social media channels

Partner	Twitter	LinkedIn
EIT Climate-KIC	https://twitter.com/ClimateKIC @ClimateKIC	https://www.linkedin.com/company/climate-kic/
Bluenove	https://twitter.com/bluenove @bluenove	https://www.linkedin.com/company/bluenove/
CEA	https://twitter.com/CEA_Recherche @CEA_Recherche	https://www.linkedin.com/company/cea/
CEPS	https://twitter.com/CEPS_thinktank @CEPS_thinktank	https://www.linkedin.com/company/ceps/
Cheng Kung University	N/A	https://www.linkedin.com/school/national-cheng-kung-university/about/
Estonian Research Council	N/A	N/A
EIT Raw Materials	https://twitter.com/EITRawMaterials @EITRawMaterials	https://www.linkedin.com/company/eit-raw-materials/
ENEA	https://twitter.com/ENEAOfficial @ENEAOfficial	https://www.linkedin.com/company/enea_2/about/
Geokompetenz	N/A	https://www.linkedin.com/company/geokompetenzzentrum-freiberg-e-v-/about/
IETU	N/A	
IVL	https://twitter.com/IVLSvenskaMiljo @IVLSvenskaMiljo	https://www.linkedin.com/company/ivl-swedish-environmental-research-institute/
Juelich	https://twitter.com/fz_juelich @fz_juelich	https://www.linkedin.com/company/forschungszentrum-julich/
LGI Consulting	https://twitter.com/LGI_Consulting @LGI_Consulting	https://www.linkedin.com/company/lgi-consulting/

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University of Maribor	N/A	https://www.linkedin.com/company/university-of-maribor/about/
PNO	https://twitter.com/PNOconsultants @PNOconsultants	https://www.linkedin.com/company/pno-consultants/
RVO	https://twitter.com/RVO_Nederland @RVO_Nederland	https://www.linkedin.com/company/rijksdienstvooronderenemendnederland/
Sofia Development Association	N/A	N/A
TNO	https://twitter.com/TNO_Research @TNO_Research	https://www.linkedin.com/company/tno/
UE FISCDI	https://twitter.com/uefiscdi @uefiscdi	https://www.linkedin.com/company/executive-agency-for-higher-education-research-development-and-innovation-funding/about/
VITO	https://twitter.com/VITObelgium @VITObelgium	https://www.linkedin.com/company/vito/
VTT	https://twitter.com/VTTFinland @VTTFinland	https://www.linkedin.com/company/vtt/
World Resources Forum	https://twitter.com/WRFSwitzerland @WRFSwitzerland	https://www.linkedin.com/company/world-resources-forum/
Wuppertal Institute	https://twitter.com/Wupperinst @Wupperinst	https://www.linkedin.com/company/wuppertal-institute-for-climate-environment-and-energy/
Xunta de Galicia	https://twitter.com/Xunta @Xunta	https://www.linkedin.com/company/xunta-de-galicia/about/

Annex 2 : Identified third party channels

Initiative	Key Elements	Interest for CICERONE	Relationship with CICERONE
European Circular Economy Stakeholder Platform (ECESP)	European initiative to promote dialogue, best practices and knowledge transfer in the field of circular economy	Mutual exchange of project inputs and outputs, exploitation of results to avoid parallel efforts	ENEA is a member of the Coordination Group

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EREK European Resource Efficiency Knowledge Centre	Platform to enable and reinforce businesses and especially (SMEs) to take action for Resource Efficiency in Europe and beyond	Connection to SMEs involved in resource efficiency issues and best practices	ENEA, IETU are EREK founding members
European Circular Economy Research Alliance (ECERA)	European RTOs conducting research and supporting policy and business towards a circular economy	Coordinated actions to develop R&I and support circular economy implementation in Europe	ENEA, VITO, Wuppertal, IVL, CEA, IETU, TNO are founding members
European Commission Circular Economy Financing Expert Group	A Forum that provides advice and expertise to the European Commission to support the generation and financing of circular economy in the Member States	Mutual exchange of information and best practices analysis and on specific financial instruments, as well as strategic links to financial institutions (i.e. EIB)	Climate KIC and University of Maribor are members
European Chemical Agency (ECHA)	European Agency managing the implementation of the EU regulation REACH for chemical substances	Coordinated actions for chemical substances substitution with regards to sustainability	ENEA supports the Italian Ministry of Economic Development for REACH implementation in Italy and is Member of SEAC
PRIMA Partnership for Research and Innovation in the Mediterranean Area	Innovative solutions in the agro-food and water systems, contributing, to the sustainable use of natural resources, economic growth and stability	SRIA definition in 3 main thematic areas: Management of Water, Farming Systems, Agro-food Value Chain	ENEA supports the Italian Ministry of Research in the SRIA definition and impact assessment
A.SPIRE Sustainable Process Industry through Resource and Energy Efficiency	European Association committed to manage and implement the Sustainable Process Industry Public-Private Partnership	Connection with RTOs and industry for resource efficiency issues and experiences. Definition on R&I needs	ENEA and IVL are SPIRE members A.SPIRE supports CICERONE
WssTP (European Technology Platform for Water)	Network of more than 700 individuals from industry, research, technology providers, policy makers and water users. Promotes coordination and collaboration of R&I in the European water sector	Connection with RTOs and industry for resource efficiency in water sector. Definition on R&I needs	ENEA and IVL are WssTP members WssTP supports CICERONE

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EURISA	European Industrial Symbiosis Association	Connection with European IS stakeholders	ENEA is a founding member
Smart Cities Marketplace	Stakeholder platform of the European Commission's EIP for Smart Cities and Communities	Connection with EU urban stakeholders	CEPS is a member of the consortium that created the first SCC platform
ERA-MIN 2 COFUND	Implement a European-wide coordination of research and innovation programs on raw materials to strengthen the industry competitiveness and the shift to a circular economy	Connection with EU and international Stakeholders in the raw materials sector	JÜLICH, project partner, PO, managing 9 projects from first call
World Resources Forum (WRF)	World Resources Forum conference series, including World Circular Economy Forum (WCEF)	Dissemination of results and achieving synergies in networks, events and stakeholders	WRF Association is a CICERONE project partner

Annex 3 : Event opportunities

Event name	Date	Location	Description
European Industry Day 2019	5-6 February	Brussels, Belgium	Industry Days 2019 will be a high-level conference featuring key political speakers and experts from various industrial spheres, as well as sessions organised by industrial stakeholders. Review progress on the Commission's strategic approach to industrial policy and present actions to further develop industrial competitiveness in Europe.
World Resources Forum 2019	24-27 February	Antwerp, Belgium	The general theme for the Forum is 'Closing Loops – Transitions at Work'. With this theme, WRF 2019 wants to focus on hands-on sharing of best practices. This event will be the host of CICERONE's first Workshop "Opening the box".
Sustainability Summit 2019	21-Mar	London, UK	Bringing together industry leaders, policymakers, entrepreneurs and researchers from around the world, the Sustainability Summit will assess what businesses need to achieve and chart a path for getting there.

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Plastics Recycling Show Europe 2019	10-11 April	Amsterdam, The Netherlands	The event covers the supply chain from design for recyclability, collection, sorting and recycling of industrial, commercial, agricultural, post-consumer and ocean plastic through to the recycled polymer being designed and incorporated into new products and applications.
EU Green Week 2019	13-17 May	Brussels, Belgium	The next edition of EU Green Week (13-17 May 2019) will put the process of environmental implementation into the spotlight. Questions include: do environmental policies laws really matter, and what the added benefits are for citizens? What does successful implementation look like? Why do "implementation gaps" exist? How can we move from knowing that stakeholders need to take ownership of these laws to actually making it happen? And most importantly, how can the EU facilitate the process, making sure that citizens' voices are heard?
Sustainability Leaders Congress 2019	15-16 May	Berlin, Germany	An event that brings you innovative concepts from speakers and organisations that are thinking ahead of the curve. Where audience members can discuss advanced Sustainability and CSR practices developed and applied by the top of the sector, and can practically apply these once back in their workplace.
EIT Raw Materials Summit 2019	May	TBC	The event will gather experts from Europe and the rest of the world to discuss strategies in relation to raw materials supply and access, innovation in the raw materials value chain as well as entrepreneurship and education. The Summit will be an opportunity to understand and discuss the EU positioning with respect to the challenges ahead, such as the energy transition and the impact this will have on raw materials supply and policies.
Urban Future Global Conference 2019	22-24 May	Oslo, Norway	The URBAN FUTURE global conference is Europe's largest event for sustainable cities. It's the place to meet the most passionate and inspiring CityChangers from all over the world.
World Circular Economy Forum	3-6 June	Helsinki, Finland	The WCEF2019 will bring together around 2,000 key circular economy thinkers and doers from around the world. This year the forum will have a strong emphasis on scaling up the circular economy transition and

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			building the next era of the circular economy.
Responsible Business Summit Europe 2019	10-12 June	London, UK	Renowned as the go-to event for those looking to meet, learn and help shape ideas on the future of responsible and sustainable business. Over 600+ CEOs and business leaders will meet in London on 10-12 June, 2019 to address the core challenges and understand the latest technologies that are shaping the future of responsible business. Bringing together leading practitioners from sustainability, procurement, governance, innovation and communications alongside Investors, Government officials, Academia and NGOs to debate the key issues and opportunities for digitally-driven responsible business.
Front End of Innovation Europe 2019 (FEI)	16-18 June	Florence, Italy	Over two days hear from industry giants on how they are reshaping their business, explore innovation labs, and get hands on with workshops. FEI helps create your innovation roadmap.
Circularity '19	18-20 June	Minneapolis, USA	Circularity 19 will bring together more than 500 thought leaders and practitioners to define and accelerate the circular economy. Through inspirational plenaries, interactive breakouts, hands-on design charrettes, networking events and a solutions-focused expo, Circularity 19 will inspire, inform and empower participants to seize the opportunities of the emerging circular economy. This year's program will be framed by six program tracks: - Business Strategy & Innovation - Circular Cities - Design & Materials - Logistics & Infrastructure - Next-Gen Packaging - Standards & Metrics

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