



Horizon 2020  
Programme

**CICERONE**

*Coordination and Support Action (CSA)*

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<http://cicerone-h2020.eu>



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**CICERONE project website**

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Circular Economy platform for European priorities strategic agenda Eleni Magklara

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### Summary

The CICERONE Public Website was designed and developed with the aim to address the key questions that external visitors are expected to have, including: -What the project is about -What the project is delivering, and why -Who the partners of the project are -Where to find more information on the topic or related topics (Newsroom) Google Analytics is employed as a tool to monitor the statistics of the website and make changes to the content architecture if necessary. The CICERONE website officially launched in February 2019. It will be continuously updated and will evolve with the life-cycle of the project.

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### Approval

Date	By
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**Circular economy platform for European  
priorities strategic agenda**

## **CICERONE public website**

**Deliverable D5.2**

**Lead Beneficiary: LGI**

**February 2019**

**Motunrayo Shafau**

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## Document Information

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## History

Date	Submitted by	Reviewed by	Version (Notes)
14/02/2019	Motunrayo Shafau, LGI		

## ABOUT CICERONE

CICERONE brings together programme owners, research organizations and other stakeholders to create a platform for efficient Circular Economy programming. The priority setting and the organization of the future platform will be driven by Programme Owners (POs), involved either as project partners, or via a stakeholder network.

Diversity of national / regional situations is reflected in the partnership. The work will be carried out in close cooperation with research & technology organisations (RTOs), which contribute with their expertise of the main scientific and technological challenges. Consultation mechanisms will also ensure that all stakeholders will be able to actively contribute (civil society, industry, innovative SMEs, startups, cities, investors, networks, etc.). An initial benchmarking exercise will be carried out for a deeper understanding of the state of the art, mapping stakeholders, existing RDI priorities as well as funding and legal mechanisms. A prioritisation methodology will be developed to support an analysis of the current performance: synergies, gaps and duplications will be characterised, and pathways for improvements will be formulated. Identified best practices will drive the definition of policy recommendations.

Once the state of the art has been clearly mapped out, the actual prioritisation work will be carried out. This includes building a Strategic Research and Innovation Agenda (SRIA), performing an ex-ante impact assessment of joint programming on circular economy R&I, and developing a policy toolkit to promote the priorities and foster adoption by policy-makers. The project will also set the grounds for the future PO platform, starting with defining its strategic role in the existing landscape. The next step will be to specify governance and possible legal frameworks, as well as creating a financially sustainable model. It is a key objective that the platform be sustained after the end of the project.

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## TABLE OF CONTENT

ABOUT CICERONE.....	3
TABLE OF CONTENT .....	4
Tables .....	4
Figures .....	4
EXECUTIVE SUMMARY .....	5
KEYWORDS .....	5
<b>1 INTRODUCTION.....</b>	<b>5</b>
<b>2 CONTENT .....</b>	<b>6</b>
2.1 Home page .....	6
2.2 About CICERONE.....	8
2.2.1 Our Mission .....	10
2.2.2 Newsroom .....	11
2.2.3 Multimedia .....	12
<b>3 OTHER CONSIDERATIONS .....</b>	<b>12</b>
3.1 Browser compatibility .....	12
3.2 Google Analytics .....	12
CONCLUSION.....	12

## Annex

### Tables

Aucune entrée de table d'illustration n'a été trouvée.

### Figures

Figure 1: CICERONE homepage .....	7
Figure 2: CICERONE homepage .....	7
Figure 3: CICERONE homepage .....	7
Figure 4: CICERONE homepage .....	8
Figure 5: Context .....	8
Figure 6: Objectives .....	9
Figure 7: Partners .....	9
Figure 8: Results .....	10
Figure 9: Results .....	10
Figure 10: Our mission.....	11

## EXECUTIVE SUMMARY

The CICERONE Public Website was designed and developed with the aim to address the key questions that external visitors are expected to have, including:

- What the project is about
- What the project is delivering, and why
- Who the partners of the project are
- Where to find more information on the topic or related topics (Newsroom)

Google Analytics is employed as a tool to monitor the statistics of the website and make changes to the content architecture if necessary. The CICERONE website officially launched in February 2019. It will be continuously updated and will evolve with the lifecycle of the project.

## KEYWORDS

Circular economy, Environment, resources and sustainability, Public sector innovation, sustainability, SRIA, programme owners.

## 1 INTRODUCTION

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

- Raise awareness about CICERONE and the benefits generated by its objectives in various business sectors, and among policy makers, the scientific community and the general public.
- Centralise and make available all possible relevant public reports.
- Ensure international visibility for CICERONE and its associated activities.

The public website for CICERONE will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables.

This document outlines the main sections and technical characteristics of the website.

## **2 CONTENT**

The CICERONE website will promote the international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders or visitors, such as:

- What the project is about
- What the project is delivering, and why, including its mission
- Who the partners of the project are
- How to get involved

### **2.1 Home page**

All of the important information on the project can be accessed directly from the homepage and highlights of each section or topic are displayed.

Visitors have direct access to information on:

- The project
- The activities carried out
- The expected results
- The latest news and events
- Access to subscribe to the project's Newsletter
- Latest published resources
- The partners of the consortium



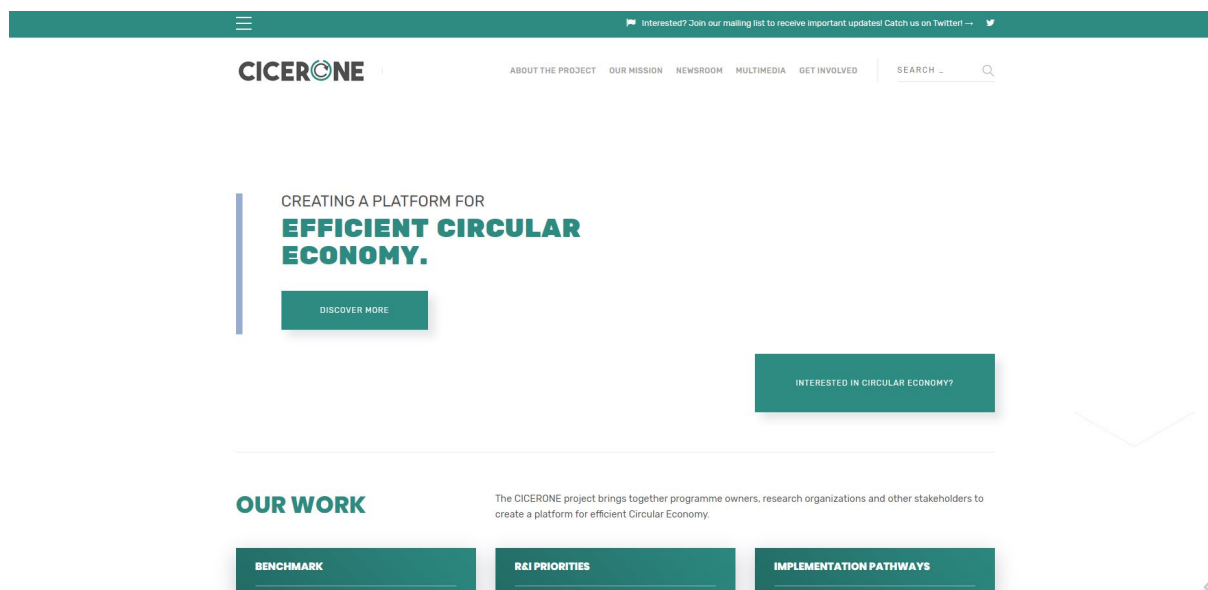


Figure 1: CICERONE homepage

## OUR WORK

The CICERONE project brings together programme owners, research organizations and other stakeholders to create a platform for efficient Circular Economy.



Figure 2: CICERONE homepage



Figure 3: CICERONE homepage

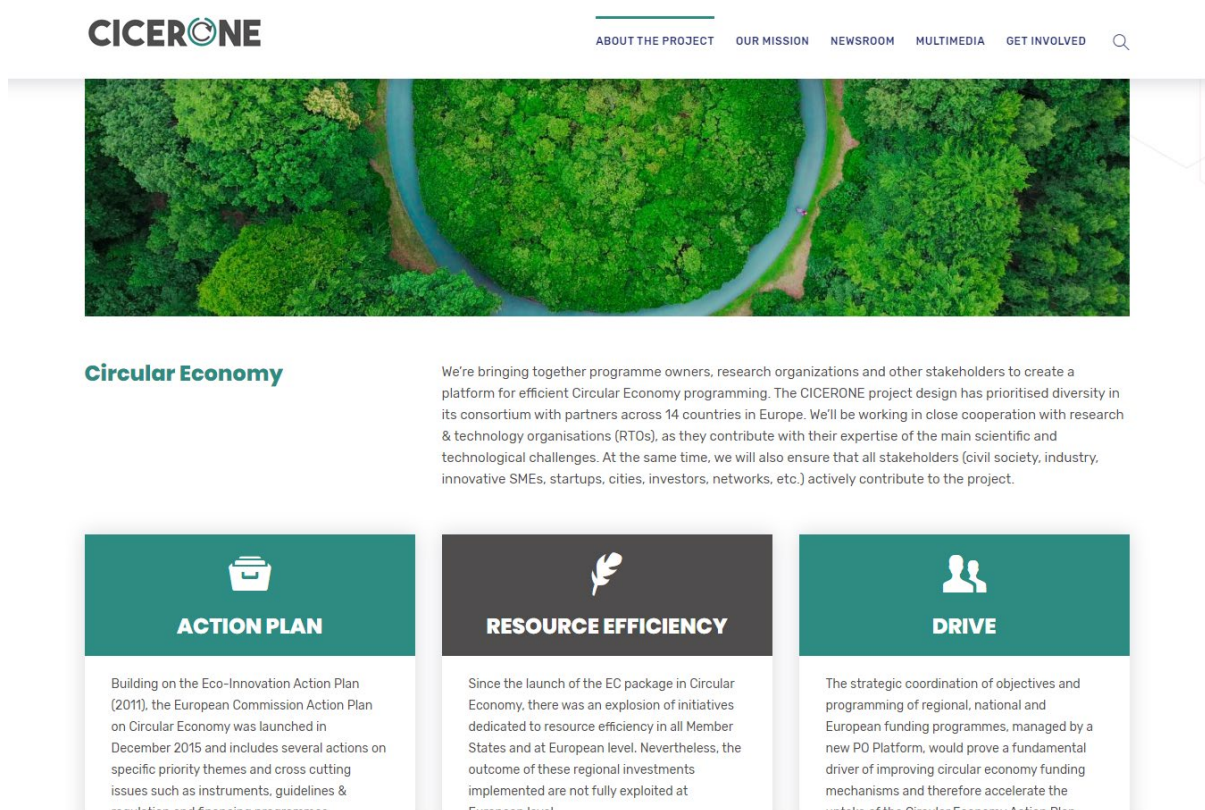


**Figure 4: CICERONE homepage**

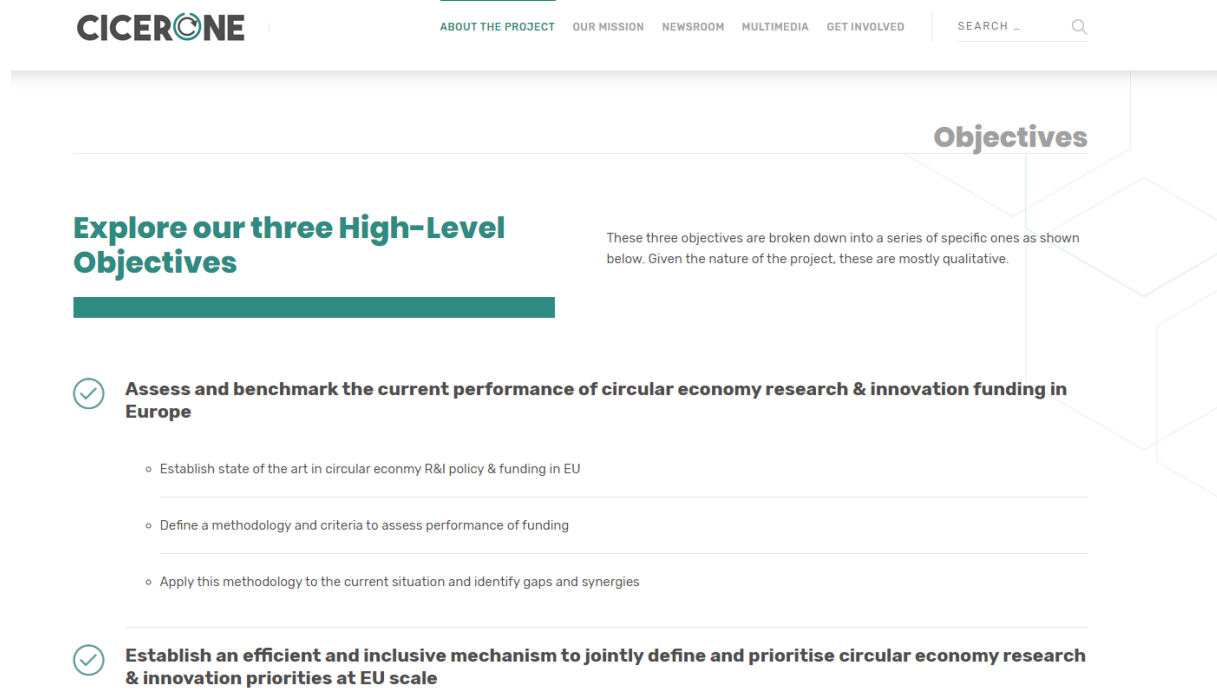
## 2.2 About CICERONE

The “About CICERONE” section describes the project in general and the project’s focus on circular economy.

Visitors can also access all the pages on the website directly from the header, left sidebar titled More Information which includes links to key sections of the website and the footer where they can find the Twitter feed and other key details about the project (this is the case on all pages).

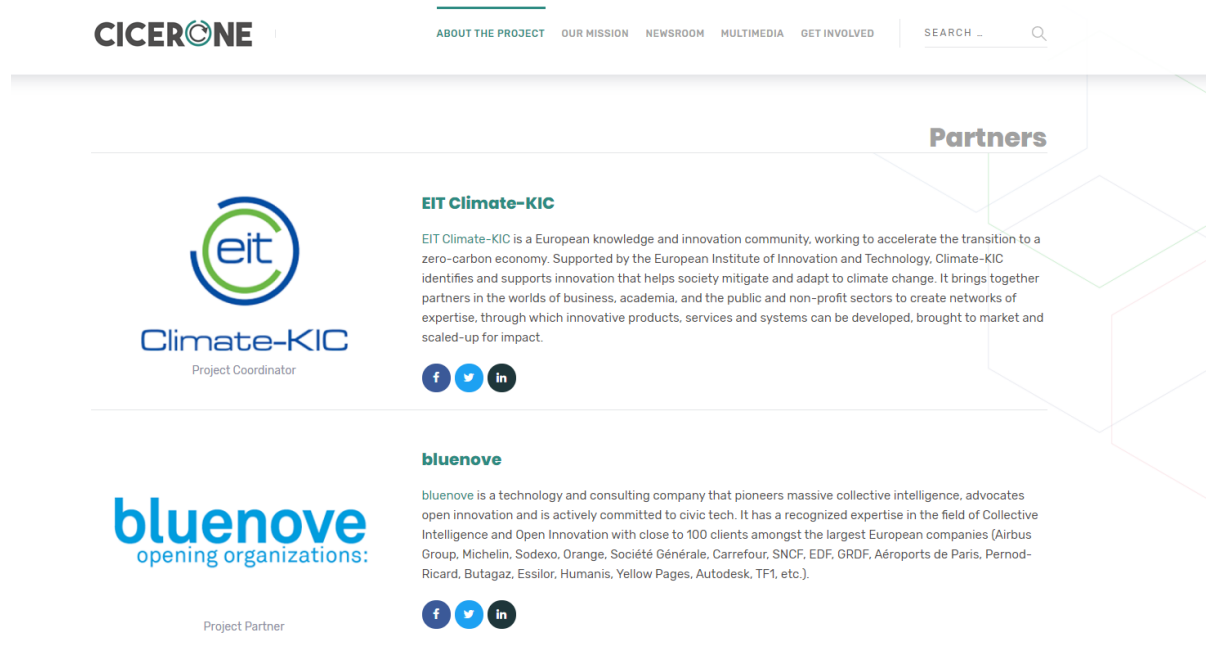


**Figure 5: Context**



**Figure 6: Objectives**

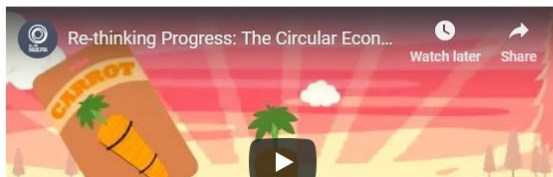
The “Partners” section, on the Home and About pages, lists the partners participating in the project, including their logo and link to their website.



**Figure 7: Partners**

## Results

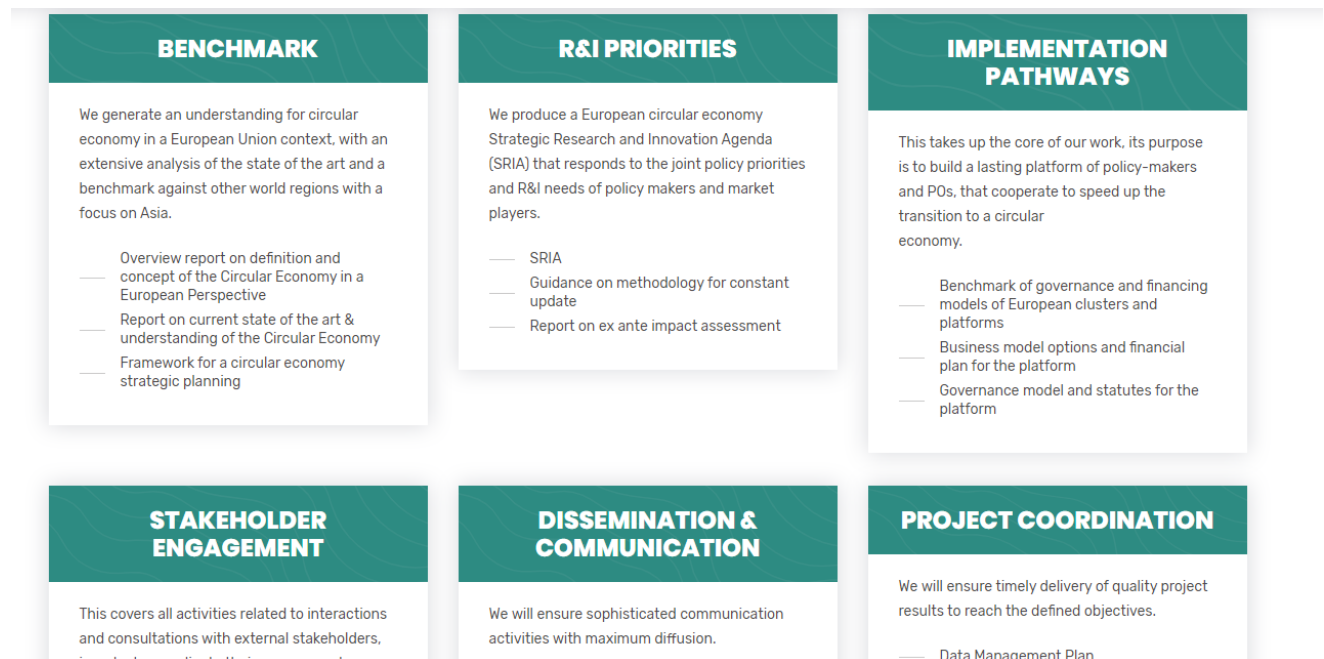
## CICERONE COVERS THE FULL SCOPE OF RESEARCH AND INNOVATION FOR CIRCULAR ECONOMY.



CICERONE will establish a platform which will determine the priorities and pathways for coordinated R&I for circular economy. In turn, this agenda will influence the priorities in future European, national and regional CE programmes.

This will lead to more synergy, sharing of results, and return on public investments in research and innovation.

**Figure 8: Results**



**Figure 9: Results**

The 'Results' section gives access to the results produced in the project and public reports/deliverables etc. This section will be updated as these documents are made publicly available.

### 2.2.1 Our Mission

This section gives more context to the CICERONE project responding to the question 'Why Circular Economy?'.



## Projects

## Why Circular Economy?

6 FEBRUARY 2019 CIRCULAR ECONOMY PRINT

As global population increases rapidly, demand for everyday basic goods such as food, transportation and manufactured products is growing at high speed. This demand is putting an enormous strain on our planet's resources.



**Figure 10: Our mission**

### 2.2.2 Newsroom

## Newsroom

**Circular Europe: Join  
CICERONE's first workshop**  
— 11 FEBRUARY 2019

11 FEBRUARY 2019



CICERONE H2020 will hold its first workshop at this year's World Resources Forum Conference in Antwerp, Belgium. The session will focus on ident...

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## H2020 CICERONE kicks off in Madrid

7 FEBRUARY 2016



The event started with a networking session between partners and various Spanish stakeholders present (including projects CICERONE is planning to link...

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## Why is circular economy important for Europe?

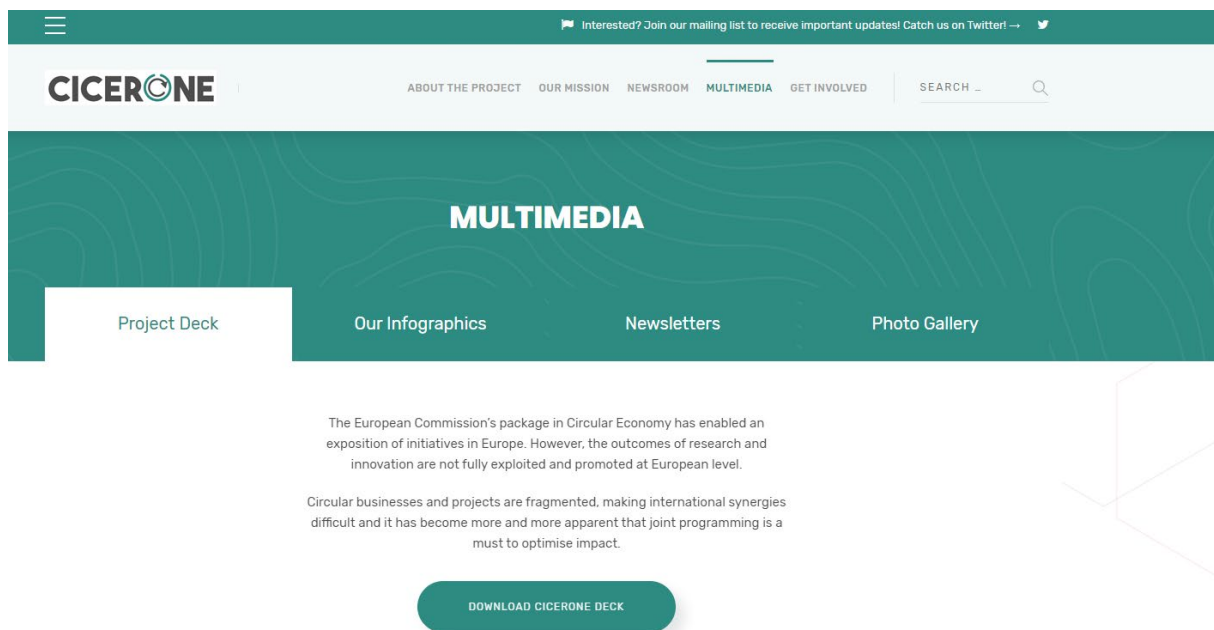
29 JANUARY 2015



This post was written by LGI consulting, [click here to view the original post](#). The circular economy is accessible, inclusive and practical, so much th...

[READ MORE](#)

### 2.2.3 Multimedia



The 'Media' section gives access to documents that provide additional information on the project, such as communication material (presentations/decks/infographics), the project's newsletters, other promotional materials.

On this page, users can also sign up for the newsletters.

## 3 OTHER CONSIDERATIONS

### 3.1 Browser compatibility

The website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome.

The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it's viewed on, regardless of whether it is viewed on a desktop, tablet or mobile.

### 3.2 Google Analytics

To understand how the website is used by visitors, a Google Analytics account was registered for CICERONE. The reports will give a clear idea on:

- How many users are visiting the site
- Which pages are the most viewed
- The geographic location of visitors

## CONCLUSION

The CICERONE website will be updated regularly and will remain a flexible tool, content and structure may evolve if necessary.