

### **CICERONE**

Coordination and Support Action (CSA)

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Proceedings of CICERONE final conference, incl. Declaration of Intent by POs

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# **Summary**

This deliverable provides a summary of the activities undertaken for the implementation of the CICERONE Final Conference, which aimed to present the key findings of the project and launch the new platform for programme owners, the "EU Circular Cooperation Hub" (EU CCH). The report outlines all preliminary activities, including agenda setting, stakeholder engagement, communications and logistics; key outputs including presentations, an overview of the event agenda; and finally outcomes and results.

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Date	Ву
2021-05-10 15:04:57	Mrs. Motunrayo SHAFAU (LGI)
2021-05-10 18:03:56	Mrs. Cliona HOWIE (CKIC)





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# **EXECUTIVE SUMMARY**

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# **KEYWORDS**

Circular economy, final event, lessons learnt, stakeholder engagement, communications, dissemination, research & innovation, programme owners.





### 1 BACKGROUND AND CONTEXT

# 1.1 Objectives of the event

The objective of the CICERONE Final Conference, "Circular Economy Joint Programming in Europe", initially planned in Brussels at the end of the project and aiming to gather 100 to 150 participants, aimed to create a widescale dissemination opportunity with targeted stakeholders and promote joint programming as a means to achieve systemic circular economy transition.

The conference took place on Tuesday 30<sup>th</sup> March 2021 from 14:00 to 16:00 CET, online, and was a key closing point in the project, presenting outputs and outcomes of H2020 CICERONE, as well as inviting policy-makers and programme owners to declare their intent to pursue with the new programme owner platform, the EU Circular Cooperation Hub (EU CCH). A collection of 33 Declarations of Intent was one of the major outcomes of the event, in which leading "lighthouse" POs express their commitments to join in future activities of the Hub.

Specific objectives of the event, as per the grant agreement, include:

- Collect buy-in from policy makers and programme owners to pursue engagement in the future EU CCH activities following the end of the CICERONE project, in the form of Declarations of Intent that represent an endorsement of the concept and services of the Hub
- Presentation of the EU CCH's governance model
- Introduction to the MOOC for programme owners, to be rolled out after the project under the umbrella of the future platform
- Provide an overview of the future online portal of the EU CCH
- Disseminate reports developed within H2020 CICERONE and ensure visibility for the project results

### 1.2 Modification of the event format

In light of the COVID-19 pandemic, CICERONE reviewed its event delivery accordingly in order to adapt to the current situation, respecting travel restrictions and social distancing measures.

To this effect, the initial final event plan was revised and adapted to an online format, ensuring the event could pursue and the dissemination objectives could be met nonetheless. As noted in Section 1.1 Objectives of the event, the final conference was to be held in Brussels, and consideration of hosting at the EU Parliament was discussed to mark the event historically with policy makers and programme owners across Europe.

The main modifications included:

- Transfer to an online event using Zoom, instead of an in-person event in Brussels
- Adaptation of the format to a 2-hour agenda, in order to mitigate risks of stakeholder online fatigue
- A greater focus on dissemination rather than a workshop-based format, due to the constraints of organising the event online

The final format of the event was a 2-hour online conference/webinar using Zoom, including presentations from both CICERONE partners and external speakers to endorse the project results and





the new EU CCH (including policy makers and programme owners), and allowing for a Q&A session at the end of the event. Details on the format can be found in the section *2.1 Agenda & speakers* of this deliverable.

### 2 PRELIMINARY ACTIVITIES

The below section outlines all activities carried out prior to the event including event design, agenda development, speaker mobilisation, communications and stakeholder engagement.

### 2.1 Agenda & Speakers

The event agenda was designed to maximise dissemination and knowledge sharing throughout the event. This included providing a space to share and raise awareness of the CICERONE outputs and outcomes, deliverables and reports; as well as launch the new EU Circular Cooperation Hub to gain buy-in from stakeholders (primarily but not limited to programme owners and policy makers).

Third party speakers included representations from EASME and the Dutch Ministry of Infrastructure and Water Management.

#### **AGENDA**

14:00 – Start of event

14:05 - Welcome and technical instructions

### 14:10 - Introduction to H2020 CICERONE

Laura Nolan (EIT Climate-KIC), Giulio Pattanaro (EASME)

This session provided an overview of the objectives and outcomes of the H2020 CICERONE project, as well as a demonstration of how this projects fits in the EU Circular Economy policy landscape.

### 14:30 - Presentation of the EU Circular Cooperation Hub

Cliona Howie (EIT Climate-KIC), Robbert Droop (former policy maker at Ministry of Infrastructure and Water Management NL), Antoinet Smits (RVO - Netherlands Enterprise Agency)

This session, organised in a storytelling format, aimed to present an overview of the EU CCH and its services, targeted stakeholders and benefits of the platform. This was supported by testimonials from policy makers and programme owners on both the need for the EU CCH, as well as its potential impacts.

# 15:00 - Co-design of joint programmes for the circular economy

Cristian Matti (EIT Climate-KIC), Roberta de Carolis (ENEA - National Agency for New Technologies, Energy and Sustainable Economic Development of Italy), Alexandra Wu (IVL), Shahrzad Manoochehri (World Resources Forum), Motunrayo Shafau (LGI)

This session provided an overview of the implementation plan of the future platform, and enabled a deep-dive into specific services and activities offered by the EU CCH. This included a presentation of the Strategic Research & Innovation Agenda (SRIA), the Massive Open Online Course (MOOC) as well as the online portal.





15:30 - Q&A

Moderator: Cristian Matti (EIT Climate-KIC)

15:50 – **Conclusions and Closing of event** (including a call to action to sign the Declaration of Intent)

# 2.2 Communications and stakeholder engagement

In order to maximise participation, a communications campaign for the event was designed and implemented from January 2021 until the roll-out of the conference. This included:

- Digital campaigns (newsletter, social media, website)
- Promotion on third-party website
- Direct engagement with programme owners, supported by the whole CICERONE consortium
- The above communications and dissemination activities were supported by the development of visuals cards and graphics

### The event was featured on the following websites:

- http://cicerone-h2020.eu/2021/02/22/cicerone-final-conference-30-march-2021-1400-1600/
- <a href="https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/circular-economy-joint-programming-europe">https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/circular-economy-joint-programming-europe</a>
- https://www.era-min.eu/event/cicerone-final-conference
- https://eitrawmaterials.eu/events/cicerone-final-conference/
- https://circuleire.ie/event/final-cicerone-conference/
- <a href="https://www.europa-nu.nl/9353000/1/j9vvj9idsj04xr6/vlgmimj57gwb?ctx=vh7dovmh93zq&tab=1">https://www.europa-nu.nl/9353000/1/j9vvj9idsj04xr6/vlgmimj57gwb?ctx=vh7dovmh93zq&tab=1</a>

The newsletter invitation was sent to 593 recipients, and is available here:

 $\frac{https://mailchi.mp/bd090f791b5f/event-invitationcircular-economy-research-innovation-for-a-green-recovery-6060922?e=[UNIQID]$ 





**Snapshots of communications visuals** 











Topic CICERONE Final Conference

14:00-16:00. This event will present an excellent opportunity to hear directly from the project partners on the results of the project, and experience first-hand the launch of the

platform and its online portal.

Time Mar 30, 2021 02:00 PM in Amsterdam, Berlin, Rome, Stockholm, Vienna





# 3 OUTCOMES

This section details the results of the final event including number of attendees and stakeholder types, content from the presentations, questions and feedback from the audience as well as a summary of the Declaration of Intent collected to support the EU CCH, one of the ley outputs of the final conference.

### 3.1 Attendance

The online event gathered a critical mass of stakeholders, with a total of 439 individuals registering for the event and 218 participants (including speakers) from 174 organisations logging onto the Zoom webinar system on the day. A list of organisations that attended can be found below, withdrawing individual names for GDPR purposes.

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Δ	VΡ	IRF.
٠,		

ACCIÓ-Government of

Catalonia

Agenzia per la Coesione

Territoriale alchemia-nova Anthesis Group

Antwerp Management School Associazione Post Industriale

Ruralità ATHENA RC atia iswaitalia

**AXIA Innovation** 

Benficial Design Institute

BMU Bocconi

BUUR by Sweco CAAB SPA Calabria Region Cap Digital Castlebrook

CEA CEC CEFIC

Centar for circular economy

"CirEkon"

Centre for European Policy

Studies (CEPS) centro ceramico

CERC CIRCE

Circle Economy

Circulania

Circular Economy Research

Center (CERC)

Estonian Research Council European Commission -Executive Agency for SMEs

(EASME)

FCT - Foundation for Science

and Technology

FEC

**FISE Assoambiente** 

Fitsout
Ford Otosan
Francesco Sgromo
Fraunhofer ISE
Fraunhofer Italia
Fraunhofer IWU

FUNDACION PATRIMONIO NATURAL DE CASTILLA Y LEON

German Environment Agency

GIPP

GKZ Freiberg Housing Europe

**IAPMEI** 

Independent Consultant Indonesian Waste Platform

(IWP)

ingeniero Agrónomo

Innovate UK

Institute for Ecology of

Industrial Areas Intesa Sanpaolo

Intesa Sanpaolo Innovation

Center ISS

istanbul chamber of industry

Isuschem s.r.l.

Italian National Agency for

New Technologies, Energy and

Progetto arcadia Province of Fryslan

PtJ

Rabobank

Railroad Row LLC

**REGEA** 

Regional Education and Information Centre for sustainable development in South East Europe (REIC) Riga Technical University

RIVM RTU

SA Keskkonnainvesteeringute

Keskus SA KIK

Sächsisches Staatsministerium für Wirtschaft, Arbeit und

Verkehr

Science Shop kubus,

Technische Universität Berlin

Scott Brownrigg SEI Tallinn

Service public Wallonia

Sofia Development Association

SOfia GREEN, Sofia

**Development Association** 

Sofia Municipality

Stockholm Environment

Institute

Strategic Management Office SUM Lab , Management Institute of Scuola Superiore

Sant'Anna

Swiss Federal Institute of

Technology





Circular Economy Solutions Sustainable Economic The European House -GmbH (C-ECO) Development Ambrosetti Circular Influence **IVL Swedish Environmental Thermowaste** Cleantech Bulgaria Research Institute TNO Club of Rome JPI Urban Europe TU Berlin Comissão de Coordenação e Laboratorio Materiali **Tufts University** Desenvolvimento Regional do Polimerici Ecocompatibili srl UNI Centro (CCDRC) **LANXESS** unibo Comune Lazio Region **UNIDO** Consellería de Medio Leiden University Univ. G. d'Annunzio, Pescara Ambiente, Territorio y LGI Sustainable Innovation Universidad Nacional de Vivienda (Xunta Galicia) **Living Prospects** Colombia Università degli Studi della **DAIS Global LNEC DERA at BGR LUCART SPA** Tuscia DG European Funds Lup Colombia Università di Bologna LVMH Italia Università di Modena e Reggio **Dutch Ministry of** Management Service Company Emilia, DSV University ir Belgrano Infrastructure & Water Meccanotecnica Umbra Management mercato circolare University of Bologna EcoCircular Arg MIND CONSULT & RESEARCH University of Latvia **GmbH** University of Turin Ecoinnovazione srl Ministerio del Ambiente University of Vigo **Ecorys** EEN Switzerland @ Innosuisse Ministry of Economic Affairs Urząd Marszałkowski EGEN | PNO Group and Climate Województwa Śląskiego **EIT Climate KIC** Ministry of Environmental Valladolid City Council elewaut@efm Protection **VDI Centre for Resource** Ministry of Infrastructure and Efficiency eLoop Embassy of the Kingdom of the Watermanagement VDI/VDE-IT Netherlands Ministry of the Environment of Veltha **ENEA** Vinculo Verde Estonia **MKTG** VITO nv Eni Eni SpA **MSIC** VLAIO **Environmental Investment** NATIONAL RESEARCH COUNCIL VTT Technical Research Centre OF ITALY of Finland Ltd Centre **Environmental Investment NCKU** Wcycle Institute Maribor, Centre (Estonia) **Netherlands Enterprise Agency** Institute for Circular Economy **EPA** (RVO) WEDOTECH Erion NL ministry for environment West Sweden Chemical and Estonian Chamber of Min.lenW (retired) Material Cluster Commerce and Industry **OPE Cantabria** World Resources Forum Pedagogical University of Wuppertal Institute Wuppertal Institute for Krakow **Pollution Control Association** Climate, Environment, Energy

### 3.2 Presentations

A collection of all presentation can be found in this section, providing more detail on the content promoted at the event. Presentations were coordination by Coordinator EIT Climate-KIC, with support from partners. A specific emphasis was made on simplifying messaging and adapting to a storytelling

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of Liberia





format in order to increase user experience better engage participants. Furthermore, all slides were adapted to the CICERONE and EU CCH brands.

The full PowerPoint of the event, as well as the recording, can be found at the following link, and have been made available to all at the end of the event: <a href="http://cicerone-h2020.eu/2021/02/22/cicerone-final-conference-30-march-2021-1400-1600/">http://cicerone-h2020.eu/2021/02/22/cicerone-final-conference-30-march-2021-1400-1600/</a>

Direct link to PowerPoint slides: <a href="http://cicerone-h2020.eu/wp-content/uploads/2021/03/CICERONE-Final-Conference-Slides-PDF.pdf">http://cicerone-h2020.eu/wp-content/uploads/2021/03/CICERONE-Final-Conference-Slides-PDF.pdf</a>

# **Snapshot of slides**

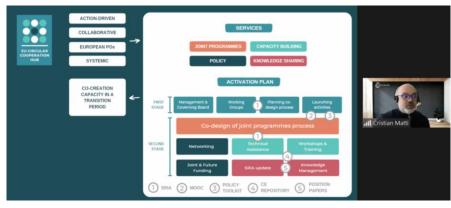








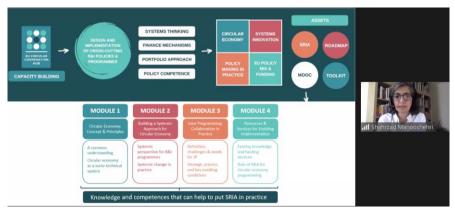


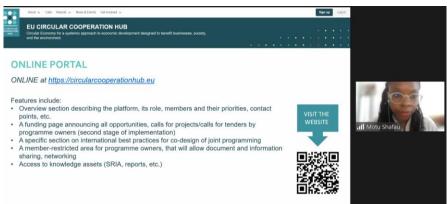










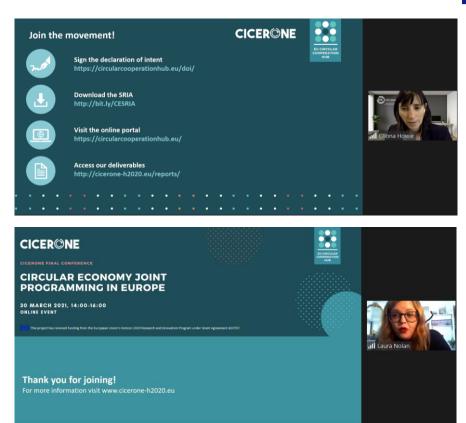












# 3.3 Engagement

To maximise engagement, a Question & Answer session was organised at the end of the event, allowing participants to pose any clarification questions to the team regarding the working and future of the EU Circular Cooperation Hub. Below is a list of questions that were asked in the Zoom chat, to which the team took turns answering during the event (available in the recording https://vimeo.com/531260487).

- Who are doing monitoring and evaluation the program implemented and success in this program schema?
- Does the Cicerone consortium has an ambition to continue Cicerone activities as an official European Partnership? At least I see that the work done so far is very similar to the work European Partnerships are doing.
- What is going to be your role, if any, in the Hubs for circularity flagship initiative?
- What steps should a programme owner take to get involved in a particular EU circular cooperation hub working groups?
- Overall it would be nice to have a system map that shows the roles and interactions of CESP, CCRI-CSO, H4Circularity, ECERA, EU CCH, CCD EEA, Bellagio process, EIT (RM and Climate)..to name a few.
- The MOOC is delivered on a learning platform like coursera or future learn or other? When it will available?
- Does Cicerone cooperate with PACE, the Platform for Acceleration of the Circular Economy, if yes, how?





- Will the platform allow to establish a system vision of agents (problem owners, challenges, available tools and services) for knowledge sharing and promoting collective action (similar to VINEAS.net, although in a different sector)
- Does CICERONE plan to partner with the signatories of the Circular Cities Declaration?
- Can you explain what the next steps are in the set up of the CCH? Has it been decided how it will be funded?
- Is there an overview of the stakeholders organisations who provided responses to the consultation on the SRIA?

### 3.4 Declarations of Intent

One of the main outputs of the CICERONE Final Conference was to collect Declarations of Intent (DoI) from programme owners and policy makers, to mark their commitment to pursue support and participation in the EU CCH activities.

In order to maximise impact, a campaign was started one month prior to the event to mobilise POs to sign and return the DoI. This included:

- Reaching out directly to programme owners by CICERONE partners, providing a summary of the CICERONE activities, concept of the EU CCH and requesting to send back a signed Declaration of Intent
- Public call to sign the online Declaration of Intent on the CICERONE website and social media channels. Additionally, the DoI was mentioned in the event invitation and newsletter.
- Call to sign the Dol during the Final Conference, following the presentation of the Hub

This resulted in 33 Declarations of Intent signed and returned, the list of signatory organisations is available below.

Name	Туре	Country
Fundación Patrimonio Natural de	Regional PO	Spain
Castilla y León, Spain		
REPLACE	Project	Europe
Insight Foresight Institute, Madrid-	Research	Spain
Spain		
Circular Economy Alliance - Cyprus	Network	Cyprus
Impact Consulting	Consultancy	International
Sustain All	Start-up	Europe
Inercia Digital	Education	Spain
Envirom-IT	Consultancy	Europe
Conselleria de Ambiente, Territorio y	Regional PO	Spain
Vivienda Santiago de Compostela, Spain		
InnoWise	Consultancy	Germany
Huygen Installative Adviseurs	Consultancy	The Netherlands
Netherland Enterprise Agency RVO	National PO	The Netherlands
Sofia Development Association	Municipal PO	Bulgaria
Sofia City Council	Municipal PO	Bulgaria





Valladolid City Council	Municipal PO	Bulgaria
ACCIÓ	Regional PO	Spain
SusTec	Consultancy	Europe
Consejería de Desarrollo Rural, Ganadería, Pesca, Alimentación y Medio Ambiente Gobierno de Cantabria	Regional PO	Spain
Executive Agency for Higher Education, Research, Development and Innovation Funding (Bucaresti)	National PO	Romania
Estonian Association for environmental Management	Network	Estonia
Estonian Ministry of Environment	National PO	Estonia
Irish Manufacturing Research	National PO	Ireland
Dutch National Institute for Public Health and the Environment	National PO	The Netherlands
Environmental Investment Centre - Estonia	National PO	Estonia
University of Torino	Research	Italy
Dutch Ministerie van Infrastructuur en Waterstaat	National PO	The Netherlands
CIREKON DOO	Network	Serbia
OVAM	National PO	Belgium
Dirección General de Fondos Europeos, Consejería de Economía y Hacienda Gobierno de Cantabria	Regional PO	Spain
Circular Influence a Switzerland	National PO	Switzerland
WCYCLE Institute Maribor	Project	Slovenia
MIND CONSULT & RESEARCH GmbH	Consultancy	Austria
Public Service of Wallonia - Minister of Economy	Regional PO	Belgium





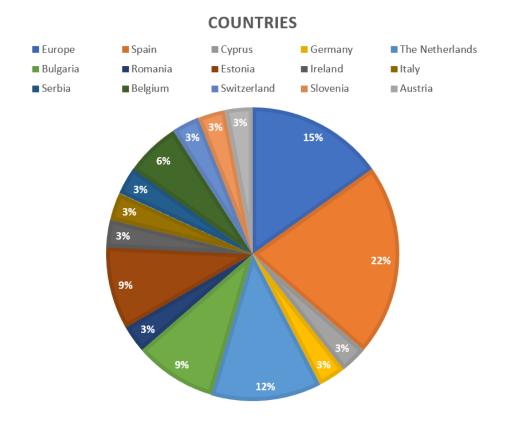


Figure 1 Distribution of Dol signatories by country

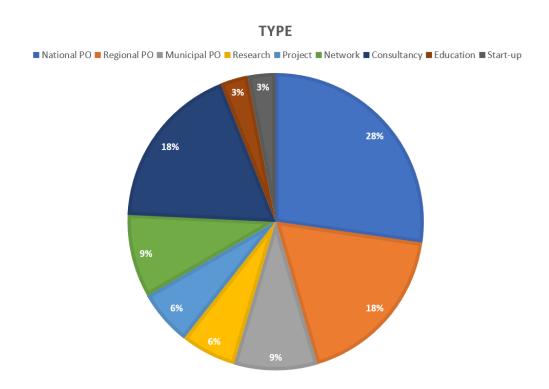


Figure 2 Distribution of Dol signatories by type





The link to the online Declaration of Intent is available here: <a href="https://circularcooperationhub.eu/doi/">https://circularcooperationhub.eu/doi/</a>

The main motivation from signatories of the Declaration of Intent include:

- Desire to connect with other circular economy initiatives
- Gain access to updated strategies on circular economy for R&I
- Have an overview of existing public circular economy initiatives
- Share best practices and lessons learnt
- Activate a co-creation process to leverage know-how across territories

It should be noted that collection of Declarations of Intent will continue in order to demonstrate growing need for the implementation of the platform in the future. Furthermore, feedback was collected, where possible, to better understand reticence or delays in returning the Declaration of Intent, such as:

- Signature of the Dol could not be achieved at an administrative PO level
- Complex process to get to required signature for some organisations
- Desire to see a fully functioning platform before committing
- Mitigation of expectations to financially contribute to the platform development





### **Snapshot of the Dol template**

From:

[Please include the credentials of your organisation]

To:

Cliona Howie Head of Circular Economy EIT Climate-KIC Santander, Spain

Declaration of intent to participate in the activities of the new EU Circular Cooperation Hub, launched by CICERONE (H2020) to increase collaboration and joint programming for circular economy programmes

On behalf of [Organisation name] I would like to express our intent to support the EU Circular Cooperation Hub (EU CCH), launched by CICERONE in 2021, and commit to participating in the platform's activities, among others by joining the Hub's online portal and seeking cooperation opportunities with other programme owners.

As the EU Circular Cooperation Hub's mission is to increase alignment and collaboration between public authorities at EU, national, regional and local levels for circular economy transition, this is of particular interest to [Organisation name] due to our work in [please specify].

Therefore, [Organisation name] would like to express its interest in participating in the following activities:

- Joining the online portal of the EU Circular Cooperation Hub, alongside other programme owners across the EU
- Sharing information and best practices on the progress of our circular economy strategies and roadmaps
- · Seeking potential collaboration opportunities with other public authorities
- Exploring proposed resources from the EU Circular Cooperation Hub for the development of local activities, for example the Strategic Research & Innovation Agenda on Circular Economy (SRIA)

Sincerely,

[Name, date and signature]





# 4 CONCLUSION

The event was run successfully, and met expectations from the project in term of number of attendees, dissemination of the CICERONE project results, launch of the EU Circular Cooperation Hub and collection of Declarations of Intent. Feedback from attendees on the day was very positive, with many stating that the event was useful in terms of content, as well as engaging. The conclusion of the event directed participants to all CICERONE resources available, including reports and deliverables, to support future uptake of circular economy joint programming.