



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>



Report on publication and distribution of the SRIA

Authors : Mrs. Motunrayo SHAFU (LGI)

CICERONE - Contract Number: 820707

Project officer: Eleni Magklara

Document title	Report on publication and distribution of the SRIA
Author(s)	Mrs. Motunrayo SHAFU
Number of pages	7
Document type	Deliverable
Work Package	WP5
Document number	D5.3
Issued by	LGI
Date of completion	2021-03-16 17:10:04
Dissemination level	Public

Summary

This report will detail the publishing and distribution efforts for the SRIA according to quantitative indicators and targets. This deliverable is linked to Task 5.1 (Dissemination & Communication) with the objective of ensuring wide diffusion of project results, SRIA, policy toolkit and implementation plan.

Approval

Date	By
2021-03-16 17:10:23	Mrs. Motunrayo SHAFU (LGI)
2021-03-19 15:56:33	Mrs. Cliona HOWIE (CKIC)

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
KEYWORDS	2
1 INTRODUCTION	3
2 PUBLICATION & DISTRIBUTION OF THE SRIA	3
2.1 Design of the SRIA	3
2.2 Print distribution	4
2.2.1 Call for tender	4
2.2.2 Selection of printer	4
2.2.3 Quantities and mail distribution.....	4
2.2.4 Stakeholder engagement	5
2.3 Digital dissemination	6
2.4 Next steps	6





EXECUTIVE SUMMARY

This report details the publishing and distribution efforts for the Strategic Research & Innovation Agenda on Circular Economy (SRIA) according to quantitative indicators and targets. This deliverable is linked to Task 5.1 (Dissemination & Communication) with the objective of ensuring wide diffusion of project results, the SRIA, policy toolkit and implementation plan.

KEYWORDS

Circular economy, environment, resources, public sector innovation, sustainability, SRIA, programme owners, strategy, innovation



1 INTRODUCTION

In line with recent EU initiatives such as the European Green Deal and the EU Circular Economy Action Plan, the Circular Economy Strategic Research and Innovation Agenda (SRIA) is a strategic guidance document that specifically focuses on the topic of circular economy in the European Union. It outlines joint priorities in research and innovation targeted for the use of national, regional, and local programme owners (i.e. public funders of circular economy programmes) to co-implement and cooperate on circular economy R&I actions. The SRIA is composed of four joint programmes: Circular Cities, Circular Industries, Closing the Loop, and Resource Efficiency on Territory & Sea. It focuses on fostering systemic innovation to create holistic, cross-cutting and systemic solutions and create greater impacts in society. The SRIA constitutes the deliverable (D2.1) of T2.1 in Work Package 2 of the CICERONE project.

In order to promote its adoption by European programme owners, WP5 was tasked with the publication and wide dissemination of the SRIA document to targeted stakeholders. This document outlines its publication and distribution efforts.

2 PUBLICATION & DISTRIBUTION OF THE SRIA

Based on the SRIA content delivered by WP2, LGI managed the editing process of the document, including proofreading, illustration sourcing, design, ISBN registration, printing, and distribution. The document was edited and proof-read at multiple points: first by the authors (IVL and CKIC) and finally by LGI upon receipt.

The core project team was involved in the design process for the SRIA and provided feedback on the design of the final document. As the project partner responsible for the graphic design, LGI handled the process of securing the ISBN. The CICERONE SRIA is identified by ISBN 978-2-919313-25-9.

2.1 Design of the SRIA

The design process of the SRIA document can be broken down into four main steps. The first step was to define the structure of the SRIA – this was done by assessing previous SRIA documents that were developed by other H2020 programmes and circular economy institutions. It provided a clear idea as to what was expected for CICERONE's SRIA document. The next step was the creation of the first draft and its subsequent distribution to the core project team for comprehensive feedback which came in handy to make the necessary revisions and ensure the last step of the design process – delivery of a user-friendly file to facilitate knowledge transfer to programme owners (POs).

The editorial process made evident the need to translate complex information into a user-friendly report including infographics, etc. To ensure easy digestion of the document, smaller marketing publications were made by CKIC. The complementary publications identified were:

- Four programme factsheets, one for each of the four joint programmes
- [Executive summary](#) – as a short version of the SRIA
- SRIA slide deck – which can be used for presenting and selling the SRIA

2.2 Print distribution

2.2.1 Call for tender

A call for tender was issued to select a subcontractor for the printing and distribution, based on best value for money and including a specific prerequisite condition of sustainability (recycled paper, etc.). The tender originally included printing and distribution services however all the printing companies were not willing to serve as dispatch centres to several addresses.

The available budget for this task played a key role in the selection criteria – the printing company that met the requirements of providing the best value for price were prioritised.

2.2.2 Selection of printer

This tender was addressed to about 8 printing companies that fit the initial prerequisites. 5 printing companies responded to the tender – with these first set of responses, we were able to filter down to 2 main printing companies (Drifosett and ImpressionDirect) which had the best price for value provided.

Comparing costs between these companies was a vital aspect of selecting the right printing company for the CICERONE SRIA. However, a cheaper printing company doesn't mean it's the best fit. One of the most overlooked aspects is the cost of shipping or delivery, which is one of the hidden fees of printing companies.

ImpressionDirect was selected to carry out the printing of the SRIA copies because their team provided the flexibility necessary during the design process of the SRIA (fluctuating number of pages and copies to be printed) and great customer care during the process of inquiry. 43% of the assigned budget. 300 copies were printed.

Comparison

Printers	52 pages + 4 cover	76 pages + 4 cover	96 pages + 4 cover	Notes
Drifosset	3 893,62 €	5 430,89 €	6 187,66 €	Only delivery to Brussels included (5-7 days of work)
ImpressionDirect	3 560,00 €	5 360,00 €	6 495,00 €	Initial devis is for 48 pages + 4 (5-6 days of work)
CaenRepro	4 683,00 €	6 360,00 €	9 300,00 €	2 nd devis for 72 pages + 4
Advence	5 320,00 €	7 620,00	9 080,00 €	Delivery calculated seperately
PapierVert	3,998.80 €	5,867.30 €	6,937.30 €	1st devis with 52 pages total
Veoprint				

CICERONE 63

Figure 1: Price comparisons - tender responses

2.2.3 Quantities and mail distribution

Initially, the objective was to print 3000 copies of the SRIA and dispatch those to the list of PO addresses which the project partners provided as well as to the partners themselves. After much consideration, it was determined that this strategy needed to be adapted to suit the present sanitary situation of the COVID-19 pandemic which rendered many offices around Europe closed.



In order to avoid waste and unattended packages containing the SRIA copies that POs could not pick up due to the pandemic and considering the budget for dispatch and delivery, it was decided to have a reduced number of copies in print and the dispatch and delivery process was modified to include only the project partners. Print copies were reduced to 300 and the printed copies have now been distributed to the project partners who will then handle the distribution to the POs in their area.

The SRIA being a reference document with a life cycle of several years, a physical publication was found relevant. The dispatch and distribution of the SRIA copies was handled by an established logistics company, ESI which focuses on handling logistics for events, packaging, storage and shipment to locations in Europe and worldwide.

ESI had an adequate storage space and appropriate facilities and staff trained to package and prepare the parcels for dispatch to the indicated project partner addresses in different EU member states and beyond. ImpressionDirect delivered the SRIA copies to the ESI address, and ESI packaged into kits following the directions provided by LGI in the distribution list and sent off to project partners.

LGI maintains contact with ESI to make sure that parcels were appropriately sent on schedule. A monitoring process to ensure tracking of deliveries was also established.

2.2.4 Stakeholder engagement

CICERONE project partners were essential to distribute the SRIA and served as multipliers within their respective networks. Kits were made available for them to adequately promote the SRIA document while complementary efforts were being carried out. The distribution list started by CKIC was initially intended to be a compilation of PO addresses. However, after considering the sanitary situation and available budget, an updated distribution list was built containing partner delivery addresses. The partners then distributed their SRIA copies.

A quality print version of the SRIA has also been made available to every partner in the event where more copies will have to be made.

All partners were sent a link to a communications toolkit with the following elements:

- Link to the **final designed SRIA** (digital)
- **Email template for programme owners (POs)**, to translate/tailor to meet PO needs
- **Email template for other stakeholders**, with tailored messaging
- **SRIA PPT with speaking notes**: to provide partners with the SRIA narrative and accompanying designed slides, to use during meetings with POs
- Designed **executive summary** (digital - short version of SRIA)
- **Programme brochures** (digital) for Cities, Industry, Value Chains & Territory & Sea
- **Link to newsletter** that was drafted
- **Link to online article** (news page)
- **Press release** to share with their communications teams to increase outreach
- **Social media pack** with pre-prepared posts

All partners were encouraged to position the SRIA within their existing meetings with POs, as this will be a key document to shape future CE R&I strategy. For example, some partners had already been organising regional workshops with POs to explain the logic of CICERONE and start building buy-in.

2.3 Digital dissemination

It was imperative to have supplementary digital dissemination activities due to the present sanitary situation of the COVID-19 pandemic and also to complement the limited number of SRIA copies that were printed and dispatched to the project partners. Thus, more online outreach was necessary to adapt to the situation.

The starting point of communication and dissemination efforts for the SRIA was to make the document accessible to the project partners (essential multipliers of the document) on the [internal file sharing system](#) where a SRIA dissemination kit was made available and to all potential stakeholders on the [CICERONE project website](#). CICERONE communications channels – [Twitter](#), [LinkedIn](#) and [newsletter](#) were leveraged upon to share the SRIA.

The designed version of the SRIA has been made available for download on the [CICERONE website](#), and widely promoted on social media and via third-party networks. The SRIA was also submitted to the European Circular Economy Stakeholder Platform (ECESP), a key knowledge and resource Hub for circular economy stakeholders in Europe..

To supplement the initial communications and dissemination efforts, the SRIA was also shared on the following platforms:

- <https://circulareconomy.europa.eu/platform/en/knowledge/strategic-research-innovation-agenda-sria-circular-economy>
- <https://www.clustercollaboration.eu/eu-initiatives/reports/new-circular-economy-strategic-ri-agenda>
- <https://www.era-min.eu/news/new-strategic-research-and-innovation-agenda-circular-economy-published>
- <https://www.climate-kic.org/in-detail/cicerone-report-to-help-europe-approach-circular-economy-systemically/>
- <https://vito.be/en/news/new-circular-economy-strategic-research-innovation-agenda-now-published>
- <https://www.sofia-da.eu/en/current/cicerone-project/415-activities/1813-the-new-strategic-research-innovation-agenda-sria-on-circular-economy-is-now-published.html>
- <https://www.ukmsn.ac.uk/post/strategic-sustainability-r-i-agenda>
- <https://zenodo.org/record/4442840#.YCIJZ-hKhPY>

The SRIA was printed in the October 2020 and a dissemination campaign was built around it - all partners were sent communications materials including the final designed SRIA and supporting marketing materials **before the launch**.

2.4 Next steps

The pandemic has greatly affected the distribution process for the SRIA physical copies. In order to fill this gap, measures are being undertaken to widely distribute the document online and ensure its accessibility to all interested parties. For example, CICERONE organised its third and [final workshop](#) and made the SRIA available to the 150+ participants who attended.

The CICERONE SRIA is working document which will be updated continuously. For the future updates of the SRIA, focus will be placed on dissemination mostly in a digital format, considering limitations due to lack of physical events, meetings and other post-COVID-19 challenges.



Partner	Number of Copies	TRACKING DHL	LIVRé	DATE RECEPTION
		5183604370		
EIT Climate KIC	20		OUI	25-Nov
bluenove	10			
		5183613466		
EIT Raw Materials	20		OUI	25-Nov
		2197587276		
ENEA	24		OUI	25-Nov
ETAg	10	5183640895	OUI	27-Nov
Jülich	10	5183691741	OUI	25-Nov
GKZ	25	2552178322	OUI	25-Nov
VITO	20	5183716252	OUI	25-Nov
		2552197410		
UEFISCDI	10		OUI	25-Nov
		2552215610		
TNO	10		OUI	25-Nov
		5183763491		
RVO	10		OUI	25-Nov
		2955603582		
PNO	10		OUI	25-Nov
UM	10	ATTENTE ADRESSE		
		2552277766		
Wuppertal	10		OUI	25-Nov
DXCACC	10	ATTENTE ADRESSE		
		2552292691		
VTT	10		OUI	25-Nov
CEPS	10	ATTENTE ADRESSE		
		2552302513		
IVL	10		OUI	25-Nov
IETU	10			
		2552319044		
SDA	10		OUI	25-Nov
		2955674186		
WRFA	10		OUI	25-Nov
LGI	10			
		2955681466		
CEA	20		OUI	25-Nov
Bettina Heller	1			

Figure 2: working monitoring file SRIA copies