

Final report

CIRCE

COMMUNICATION



CircE
Interreg Europe



European Union
European Regional
Development Fund

THE CIRCE'S NUMBER

56
NEWS



8000
SESSIONS
ON THE
WEBSITE



4
VIDEOS



36
Articles on the Circe
project



271
FOLLOWERS



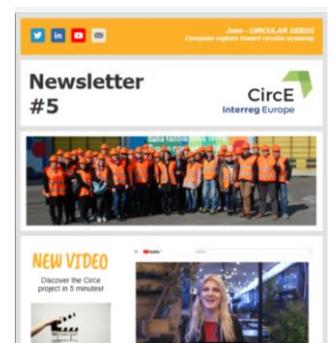
402
FOLLOWERS



18
Business and Circular
economy articles



5
NEWSLETTERS



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FINAL PUBLICATION :

During two years, the Circe communication has never stopped growing. Thanks to the implication of all the partners, the Circe project quickly mushroomed. We focused our work on the website by completing it with news, events, good practices, all the reports of the partners and pictures, videos of all the meetings.

We created new pages on social networks to spread the word on others medias. Espacialy this year, we worked on videos more than on articles to represent the Circe project. All the partners were really satisfied by these news communication tools. Lastly, we promoted the project thanks to the newsletter where business articles and circular economy articles were showcased. The Circe project went well beyond the boundaries of Western Europe, indeed, we talked about the Circe project in Australia.

You will find in below the report concerning communication in details for each semester.



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SEMESTER NUMBER 1:

During the first semester, PP6 is charged of the communication management of the project. The activities before the KO meeting designed the first communication tasks. At the KO meeting PP6 presented the communication activities ongoing: the proposals of the project description for the poster and of the image for the project communication; the communication tools that will be used in the project (Linkedin, Twitter, newsletters, etc) and the target groups of the project communication; the communication plan, detailing the communication tasks per semester and per PP. The PPs approved the project description for the poster. After the meeting each PP communicate to CD2E and LP the name of the contact person for communication.

Social network:

The project decided to use Twitter as main social network. We opened a CIRCE Twitter profile and started posting comments, inviting people and contact groups: <https://twitter.com/CircEconomy>

CIRCE presentation:

PP6 prepared the introductory texts to present CircE on the Interreg Europe website, realized 2 posters and 1 roll-up for CircE and prepared the Database of contacts. In the following months PP6 delivered some of the Semester 1 outputs and managed the twitter communication and the Website administration (9 project news and 9 project events).

Event:

The CD2E and LP attended the Interreg Europe communication workshop on the 29th of May 2017 in Barcelona.

Outcome:

PP6 could not deliver some of the project outputs: 1 e-layout for the review "The magic numbers of CircE"; 1 e-layout for the articles; 1 e-Newsletter "The seeds of CircE"; 1 CircE leaflet (2500 copies).

SEMESTER NUMBER 2:

During semester 2 (from August to December) the communication about CircE project developed its activities. We used different tools, communication supports and social networks to talk about Circular economy. We improved our communication thanks to social networks (twitter).

Newsletters:

We tried to catch up the delay of semester 1: the NL 1 was sent to more than 120 targeted contacts on September 24. The 2nd NL was sent on the same database before the Christmas holidays.

Technical articles & CE story:

CE stories: 2 CE story were written during semester 2 and put online.

2 news related to current issues were promoted: one about recycling and circular textile economy with the presentation of the CETI (European Center for Innovative Textiles) and the other dedicated to Mr Jeremy Rifkin's vision on the CE. Next topics will be debated at the Lille seminar.

Technical articles: 1 technical article (written by PP03) was drawn up and we are currently waiting for PP02's article (they had to postpone this technical writing because of the complicated political situation at the end of the year 2017).

Event:

Barcelona's seminar: it was the opportunity to spread widely our message and involve new SHs in our work. Also, we validated the templates of the technical articles and CE story.

Circe website:

8 opportunities reports were uploaded on the Library.

Social network:

Twitter (followers 159; following 85): a few news were tweeted, as an example about SHs' meeting, the different site visits and also the meeting with Frank Wiseler (Ellen Mac Arthur Foundation). Twitter activity has been progressing. CircE tweets news once a week.

SEMESTER NUMBER 3:

During the third semester (From January to July 2018), the communication about CircE project kept on going and could be improved.

We used different tools, communication supports and social networks to talk about the circular economy.

We worked also on different tools as interviews and video to improve the communication and to make partners and Stakeholder be proud of being part of the project because of its media appearances.

Newsletters:

During the 3rd semester, we could send the newsletter to a larger number of stakeholders, partners and CIRCE's network. Sent the 29th of June to 242 contacts, the newsletter highlighted different topics:

- the sites visits in Lille,
- the business article written by Bulgaria called "Energy production in Waste water treatment plant Kubratovo"
- the « Circe story » written by Catalan partners and called « AEI TÈXTILS, the Catalan cluster of technical textiles. Sustainability, in its wide definition, is nowadays one of the major challenges for the textile industry. »
- an interview of Sara Grassi, Italian stakeholder during Gelderland's seminar.
- And of course : the agenda of the next semester and special circular events

Results:

- 30,4% of the contacts opened the newsletter and 9% pointed on a link. The main clicked link is the e-reportage of Lille's site visit.
<https://www.interregeurope.eu/circe/events/event/1382/circe-partners-meeting-in-lille>
- The second most clicked link is the one about Catalan cluster AEI Textil :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1529934471.pdf

Technical articles & CE story:

Here you'll find the articles written and published during the 3rd semester:

Circular Economy Story :

- AEI TÈXTILS, the Catalan cluster of technical textiles. Sustainability, in its wide definition, is nowadays one of the major challenges for the textile industry:
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563272454.pdf
- The second one has to be finished by Slovenian partners before communicating on it. This will be done as soon as possible during the 3rd semester.

Technical and business oriented articles:

- Resourcing with green energy Energy production in Waste water treatment plant Kubratovo, written by Sofia and published online and in the newsletter
- TRiFOCAL London is an innovative project which looks at food holistically with the aim of encouraging more sustainable food systems in cities, written by LWARB and published online and in the newsletter :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563270871.pdf

Lille's site visits:

Lille's site visits gave us the possibility to exchange with all partners about the production of a video about the project. We together decided to have a video with captures of the next ongoing meetings in Gelderland, Wroclaw and London because of the good repartition. A special attention is took on the equality between partners within this video. Interviews and reportages has been filmed in Gelderland and the work will go on during the 4th semester in order to deliver a final and dynamic video to partners, stakeholders and policy makers in the beginning of 2019.

In Lille, meetings, exchanges and B2B meetings were thus able to take place and intensify various textile, BTP, waste management, breweries, etc. related projects. An e-reportage has been diffuse online:

<https://www.interregeurope.eu/circe/events/event/1382/circe-partners-meeting-in-lille/>.

Social network:

We are actually following 104 pages (85 during the 2nd semester) and 262 (159 during the 2nd sem.) are following the CircE Twitter account.

Number of appearances in media (e.g. press):

This indicator measures the media coverage of the project (e.g. project appearances in the press, radio, television, news website, on line portals, blogs, etc.). The appearance of the project on the partners' websites and in own publications should not be counted. Press releases should not be counted either.

This is the indicator for which we have to feed also the table on Gdrive.

Average number of sessions at the project pages per reporting period:

During the 3rd semester we could account around 1649 sessions on our website between January 2019 and June 2019 (1619 during the 2nd semester). The users are mainly coming from Italy, but connections from all the partners countries is analysed.

SEMESTER NUMBER 4:

During the 4th semester (From July to December 2018), the communication about CircE project kept on going on. To spread our message, we used different supports of communication and we improved them. We created new tools and focused on social networks. During the different meetings in Poland and London, we worked on interviews of the different partners and stakeholders. We used all this content for our website and our social networks. Especially during this semester, we chose to make a communication “one to many” to expand our communication.

Newsletters:

During the 4th semester, we could send the newsletter to our stakeholders, partners and CIRCE's network. Sent the 21 of december to 235 contacts, the newsletter highlighted different topics:

- The sites visits in **London**
- The CircE stakeholders meeting in **Wroclaw**
- The “business article” written by Slovenian partners called : **“New investment in town for real recycling on Slovenia”**
- The « Circe story » written by Catalan partners and called : **“ The first Slovenian Hotel on the Zero Waste path: Hotel Ribno”**.
- **6 interviews** of different stakeholders that we made during the Wroclaw and London meeting.
- The feedback on the 8th International aveniR conference.
- The agenda of the next semester and special circular events.

Results: 19 % of the contacts opened the newsletter and 6,9 % pointed on a link.

Technical articles & CE story:

Here you'll find the articles written and published during the 4th semester:

Circular Economy Story:

- **“The first Slovenian Hotel on the Zero Waste path : Hotel Ribno”** by Slovenian partners. This article is focusing on innovation and tourism. Here is the article available on our website :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563272780.pdf
- **“Digital technologies : accelerating circular economy”** by Italian partners :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563272888.pdf

Technical and business oriented articles:

- One business article about a new investment in town for real recycling. **“Center for the preparation of secondary raw materials in Maribor”** by Slovenian partners :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563271863.pdf
- One business article by Italian partners about the_rethink the production system : **“An approach to industrial symbiosis in the local districts”** :

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https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1563271669.pdf

Videos:

During this semester, we worked on our video project to promote the CircE project. This video will be done at the end of February. We will send the video to all our partners and stakeholders. This video will be shared on our social networks and website. Thank to this video, all the partners will have a tool to promote, communicate and grow up our project. During the 4th semester we worked with a communication agency to produce this video. We realized the majority of the videos during the meeting in London and Poland. This video including interviews, videos of visits, meeting, motion design (map of Europe to show where partners come from), and voice-over to pilot the video.

Social network:

Twitter: We are actually following 118 pages (104 during the 3rd semester) and **341** (262 during the 3rd sem.) **are following the CircE Twitter account**. We have today 300 tweets on our page since the beginning of the project. Since the beginning of the 4th semester we tweet once a week.

Video on social media: We made a short video on social media to promote our project. Here is the link to the video :
<https://twitter.com/CircEconomy/status/1072806858925187072>.

New: we created this semester 1 **Linkedin page** for CircE and one **youtube page**.

Link to the Linkedin page: <https://www.linkedin.com/in/circe-interreg-europe-50b60a176/>

Link to the youtube page:

[pagehttps://www.youtube.com/channel/UCaUbvYKupk5UtynWRNTE8EA/videos?view_as=subscriber](https://www.youtube.com/channel/UCaUbvYKupk5UtynWRNTE8EA/videos?view_as=subscriber)

Number of appearances in media (e.g. press)

This indicator measures the media coverage of the project (e.g. project appearances in the press, radio, television, news website, on line portals, blogs, etc.). The appearance of the project on the partners' websites and in own publications should not be counted. Here is the link related to our media appearances folder (Gdrive) :
https://docs.google.com/spreadsheets/d/1FeKOqdaGX60A5dqhVP-nuqQBSeiRgo9_Ddt_nvdxWOXo/edit#gid=0

During this semester we had especially **2 really interested articles** who talks about us :

- Australia talk about us on "**Insidewaste**" :
<https://www.insidewaste.com.au/index.php/2018/12/04/london-highlights-progress-with-circular-economy-transition/>
- Italy talk about CircE on "**RENEWABLE MATTER**":

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Average number of sessions at the project pages per reporting period

During the 4th semester we could account around **1908** sessions on our website between July and december 2018 (1649 during the 3rd semester). The users are mainly coming from Italy, but connections from all the partners countries is analysed. July (285) + August (187) + September (236) + October (353) + November (458) + December (389). Thanks to the article from the website that we shared on social networks; we increased the number of our sessions during the 4th semester.

SEMESTER NUMBER 5 AND THE FINAL COMMUNICATION SET AND TOOLS:

During the fifth semester (From January to July 2019), we were able to finish all the communication outputs requested. Thanks to the articles, social networks and videos we broke the record of the number of sessions on the Circe website this semester. We focused our work on the final corporate video. This video is the reflect to our project during 2 years. In this video, the 8 partners are represented. We have finished this semester with our annual newsletter: European Regions toward circular economy.

Newsletters:

During the 5th semester, we could send the newsletter to a larger number of stakeholders, partners and CIRCE's network. Sent the 24th of june to **256 contacts**, the newsletter highlighted different topics:

- CircE's Stakeholders' Meeting in Sofia and in Milan
- The Synoptic report
- The new corporate Circe video
- The Value Chains from Catalonia
- Circular economy, one of the challenges of the textile industry in our country (Milan media)
- Circularity potential of the textile and beverage sectors in Catalonia: Regional dissemination of the results of the Interreg Europe project CircE
- 1 Business article written by Gelderland called "**Smart and Circular Manufacturing Industry** », 1 Circe story written by Bulgaria called "**Unlocking the circular economy in construction** »
- Interviews of Rémy Belval, Nick Rawkins, Jon Harrison (3 stakeholders)
- The agenda (circular events).

Results:

- 22,5% of the contacts opened the newsletter and 4% pointed on a link. The main clicked link is the e-reportage of the value chains from Catalonia.

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https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1555321080.pdf?utm_source=UA-25745718-1&utm_medium=email&utm_campaign=CIRCE%27s%20newsletter%20#5
The second most clicked link is the one about the circularity of textile in Catalonia : https://www.interregeurope.eu/circe/news/news-article/5517/circularity-of-textile-in-catalonia/?utm_source=UA-25745718-1&utm_medium=email&utm_campaign=CIRCE%27s%20newsletter%20#5

Technical articles & CE story:

Here you'll find the articles written and published during the 5th semester:

Circular Economy Story:

- Unlocking the circular economy in construction by Bulgaria :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561370076.pdf

Technical and business oriented articles:

- Milan Food Policy actions on food losses and waste management:
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561017431.pdf
- Cautio to generate circular economy of proximity :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561037052.pdf
- The cascading use of wood :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561110536.pdf
- Smart and Circular Manufacturing Industry :
https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1561017858.pdf

Social network:

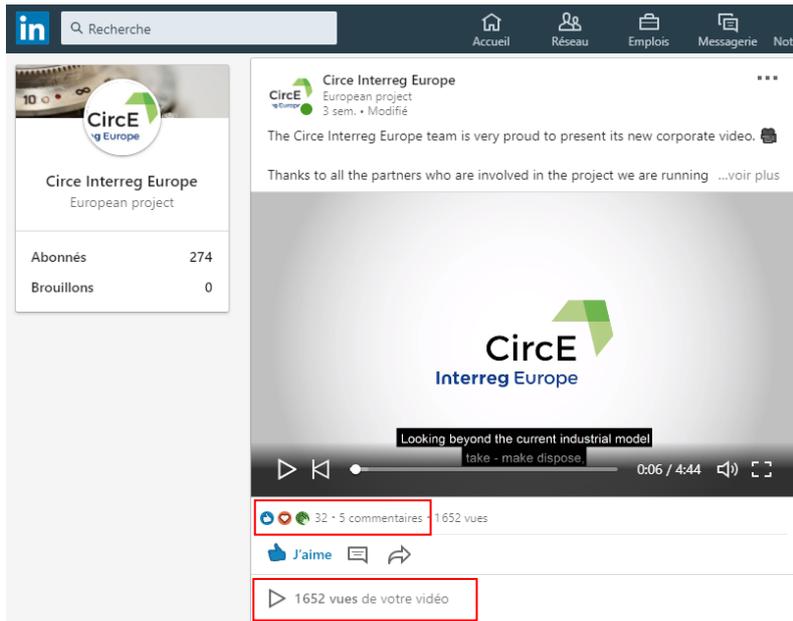
Twitter:

We have **402 followers** (341 during the 4th sem). We are actually following **121 pages** (118 during the 4th semester). We have today **351** tweets on our page since the beginning of the project.

Linkedin:

We have actually **266** followers (239 followers during the 4th smester) and we have **279** vues/post (250 vues/post during the 4th semester).

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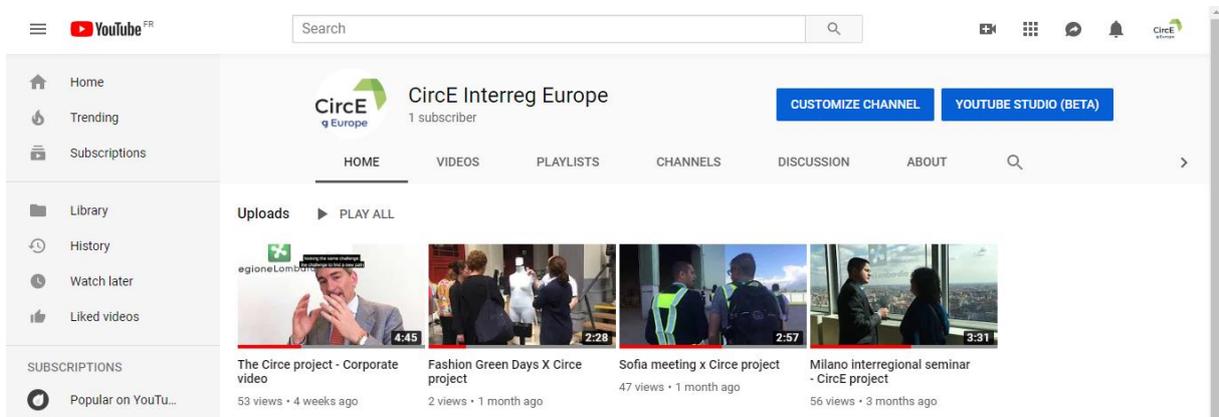


On our LinkedIn page, we could noticed more than 1652 vues on our corporate video, 32 likes and 5 comments.

Youtube page:

We have now 4 videos on our youtube page :

- The Circe project - Corporate video
- Fashion Green Days X Circe project
- Sofia meeting x Circe project
- Milano interregional seminar - CircE project



Number of appearances in media (e.g. press)

This indicator measures the media coverage of the project (e.g. project appearances in the press, radio, television, news website, on line portals, blogs, etc.). The appearance of the project on the partners' websites and in own publications should not be counted. Here is the link related to our media appearances folder (Gdrive) : https://docs.google.com/spreadsheets/d/1FeKOqdaGX60A5dqhVP-nuqQBSeiRgo9_Ddt_nvdWOXo/edit#gid=0

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During this semester one article in particular was referring to us in the L'Eco di Bergamo newspaper : « Alla "Montello" da tutta Europa a scuola di riciclo » : <https://www.interregeurope.eu/circe/library/#folder=842>

Average number of sessions at the project pages per reporting period

During the 5th semester we could account around **2535** sessions on our website between January and June 2019 (**1908** during the 4th semester). The users are mainly coming from Italy, but connections from all the countries partners is analysed. Number of sessions: January (372), February (316), March (537), April (458), May (466), June (386). During the 5th semester we increased a lot our number of sessions on the website thanks to all the partners who promoted the project during their internal events and to our communication on social networks.