

D2.1 Engagement strategy

WP2 – CONNECT: ENGAGE WITH ALL
STAKEHOLDERS



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			with additional input to refine engagement strategies.	
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List of abbreviations

AEC – Architectural Engineering and Construction

CCRI – Circular Cities and Regions Initiative

CCRI-CSO – Coordination and Support Office

CDW – Construction and Demolition Waste

CE – Circular Economy

EAB – External Advisory Board

EC – European Commission

EO – Expected Outcomes

GA – Grant Agreement

GDPR – General Data Protection Regulation

GHG – Greenhouse Gase

HRB – Horizon Results Booster

KPI – Key Performance Indicator

NEB – New European Bauhaus

NGO – Non-Governmental Organization

WP – Work Package

1 Executive summary

This report is the initial step of WP2 *Connect: engage with all relevant stakeholders*. It intends to define an engagement strategy setting out the framework of the activities to be undertaken. This will include the vision, objectives and KPIs, the target groups, the methodology to identify and approach them, associated to a schedule highlighting the priorities at short, medium and long term, the role of each partner and a first description of the activities to be performed. The engagement strategy will also include the value proposition for stakeholders to collaborate with CIRC-BOOST and key messages to attract them in collaboration with WP8 *Promote: Wide outreach, dissemination and communication of CIRC-BOOST results*.

2 Introduction

The purpose of this deliverable is to set up the CIRC-BOOST engagement strategy (T2.1), which aims to establish connection between Cir-Boost and relevant initiatives and stakeholders. This strategy serves a threefold objective: firstly, to map Construction ecosystem (T2.2) in Europe; secondly to learn from comparable endeavors; and thirdly, to contribute to existing networks.

To achieve this, the report will detail the methodology, especially the approach used to engage various stakeholders. Prior to this, the CIRC-BOOST project will be described within the context of this report. Additionally, it will outline the communication strategy, including how the key messages will be addressed to the target groups. Subsequently, the expected level of engagement from stakeholders will be indicated in the stakeholder analysis matrix. This will help to design the CIRC-BOOST offer, aimed at fostering collaboration with relevant stakeholders, in particular construction companies, workers, researchers and policy makers. The report will also expound upon the assessment process of the engagement strategy and how it will be presented to a larger audience. Finally, the report will include an Action plan which describes the schedule that presents short, medium and long-term priorities, precisising the roles of CIRC-BOOST partners and describing the initial activities to be undertaken.

3 The CIRC-BOOST Vision

CIRC-BOOST project unlocks the potential and the ultimate catalyst for integrated circular construction solutions. It is composed of a consortium of 28 partners, including researchers, construction engineers, urban planners, business developers, experts in communication, and ecosystem facilitators from 8 countries. The collective expertise of all partners contributes to drive the emergence of large-scale circular solutions in the construction industry. Furthermore, CIRC-BOOST is part of Circular Cities and Regions Initiative (CCRI), launched by the European Commission (EC). It is a key element of the European Circular Economy Action Plan. Moreover, it is posed to broaden the scope of the circular economy concept by embracing a wider and more innovative approach. CCRI's mission is clear: to promote the adoption, showcase, and replication of comprehensive circular solutions. These solutions are considered as pivotal for the shift toward a sustainable, regenerative, inclusive, and just circular economy on a local and regional scale. CIRC-BOOST is fully committed to mutual collaboration with CCRI, working together to make this inspiring vision a reality.

In particular, CIRC-BOOST concept is carefully crafted to fulfill the project's overarching objective, driving the demonstration and widespread adoption of innovative circular practices. CIRC-BOOST will achieve this by aligning CIRC-BOOST actions with seven key project pillars, each representing a crucial aspect of CIRC-BOOST journey. From innovation and collaboration to sustainability and scalability, these pillars form the solid foundation on which CIRC-BOOST stands.

Pilot - CIRC-BOOST will provide a space for testing, demonstrating, and validating cutting-edge systemic circular solutions that will revolutionize the construction sector. Each pilot project is meticulously designed to tackle the unique needs and challenges of five distinct European regions (Barcelona, the Greater Paris Metropolis, Balkans region, Arctic region of Norway, Prague), making them the perfect blueprint for success. By embracing this diversity, CIRC-BOOST paves the way for widespread adoption of these solutions in similar regions facing comparable obstacles on their circular economy implementation journey. Moreover, these pilots are just a piece of the grand puzzle.

Evaluate - Environmental, economic, and social impacts of large-scale projects will be thoroughly (in some cases even in-real time) assessed, ensuring a holistic understanding of the transformative power of these solutions.

Enable - CIRC-BOOST will develop a digital logbook, by integrating spatial data and information models of existing buildings, CIRC-BOOST will unlock the potential to generate BIM-based CE digital logbook,

complete with all relevant indicators for Construction and Demolition Waste (CDW) and Circular Economy (CE). This cutting-edge solution will be nurtured through cross-pilot collaboration, showcasing the strength of teamwork.

Marketize - CIRC-BOOST partners will support project innovation actors by empowering them to maximize the business potential of their solutions. Through a carefully curated selection of business and consultancy services, CIRC-BOOST covers the way for effective exploitation measures.

Train - CIRC-BOOST recognizes the importance of education and training in integrating these solutions within the industry and will support construction and design companies in educating and training their workforce to harness the full potential of these new technologies.

Connect - *Knowledge sharing and collaboration as CIRC-BOOST will offer networking activities. Leveraging the extensive presence of CIRC-BOOST partners in regional and international networks, CIRC-BOOST will establish new connections with networks, initiatives, and projects that share CIRC-BOOST vision to disseminate and compare the achieved results with a wide audience. By connecting with new networks, initiatives, and projects. CIRC-BOOST ensures that impact reaches far and wide, inspiring a global movement towards circular construction practices.*

Promote - Inspiring change, shaping policies, and driving the construction industry towards a sustainable and circular future! CIRC-BOOST will raise awareness and disseminate the successful results to policy makers and the European-wide construction industry, ensuring CIRC-BOOST's impact on the European society. Through dedicated promotion channels, thematic portals, and leading construction media, CIRC-BOOST will share the success stories of the project.

3.1 CONNECT: engage with all relevant stakeholders

CONNECT (WP2) will capitalize upon the existing regional and international networks of the CIRC-BOOST partners, while also establishing connections with new networks, initiatives, and projects. This will enable the dissemination and comparison of project results to a broad audience of construction stakeholders, ultimately enhancing the potential for widespread adoption of circular solutions

By actively involving key stakeholders, it will significantly contribute to the overarching goal of adopting systemic circular solutions in the construction sector. In particular, it will make a specific contribution to the expected outcomes (EO), as outlined in the Grant Agreement (GA). In total, seven EO were detailed and each assigned a number. It is also indicated how the results from the WPs will contribute to achieve the outcomes

WP2 will play a major role in contributing to the following EOs:

- EO1. Increased deployment and market uptake of innovative climate-neutral circular solutions for construction, waste prevention, lifetime extension and significant improvement of lifecycle performance of buildings and their components, including GHG emissions
- EO7. Increased knowledge about the overall environmental footprint of buildings and construction materials, including the integrated assessment of material and energy efficiency with regards to possible trade-offs and synergies, and increased practical application of the Commission's Product Environmental Footprint method

Moreover, WP2 will focus on well-structured discussions involving experts with high influence and highly motivated, while Promote (WP8) will present and disseminate the final results. *Cooperation with and recommendations to regional and European policymaker* (T2.4) will also include the process of providing policymakers, and other regions and initiatives, with the final results. Thus, the operational objectives are described as follows:

- To connect with existing relevant local, regional and/or European construction clusters, innovation networks, initiatives and projects to enable the uptake of innovations and strengthen the secondary materials market
- To map existing local, regional, national and European construction clusters, innovation networks, initiatives, projects and stakeholders relevant to Circ-Boost
- To learn from other initiatives, get regular updates on advances of the state-of-the-art, compare Circ-Boost results with similar projects – thus ensuring coherence with them to avoid overlapping and “reinventing the wheel”
- To contribute to existing initiatives, join forces with other projects to save time and resources and maximize impact in order to support collectively the shift towards circular processes in the construction sector
- To liaise with regional and European policy makers and the EC to discuss the challenges in the adoption of circular construction systemic solutions, and provide recommendations

Overall, after identifying, mapping, and connection activities of networking, learning and cooperation, with projects, initiatives and policies, mostly during the work-in-progress phase, key stakeholders will be directly involved in CIRC-BOOST ecosystem.

4 Methodology

The methodology is based on four axes: Identifying, involving, analyzing and evaluating. The first axis consists of identifying stakeholders’ initiatives linked to CIRC-BOOST topics. This will include non-governmental organizations (NGOs), think tanks, academic institutions, AEC companies, and clusters that work or have an interest in regulations, new technologies and process in construction sector. They intend to change existing practices, such as: upscale circularity, especially recycle and reuse and support CIRC-BOOST content/innovations within WP3&WP4, as well as gaining a holistic understanding of the whole life-cycle approach in various sustainability-oriented assessments (WP5) among other objectives. In addition to this, these initiatives may align with upcoming Taxonomy criteria for Circular Economy, and so, relevant to AEC industry and CDW, and other policies, or support secondary supply market.

CIRC-BOOST will also leverage CCRI to list relevant stakeholders and projects, and approaches European projects related to Horizon clusters 4,5 and 6. This will lead to the creation of a stakeholder database. The second step will be to involve stakeholders by contacting and inviting them to join the CIRC-BOOST -ecosystem. Finally, the stakeholder database will be analyzed and used as a basis for mapping the European construction ecosystem and promoting the CIRC-BOOST outcomes.

4.1 Identifying

In order to achieve this, the CIRC-BOOST partners will identify potential contacts, projects or initiatives from their own networks who have an interest in the project's topics. A table template will be created and shared on a common file on CIRC-BOOST MyDisk and completed by CIRC-BOOST partners. This will provide a database of stakeholders representing organizations closely aligned with CIRC-BOOST topics, initiatives and European projects. This database will facilitate communication and collaboration between CIRC-BOOST and these organizations and initiatives, as it is generally more expedient to engage with individuals and entities with whom we have established connections. This database will be periodically updated along the project. (see below and part 6 for tables)

Name of the organisation	Type of entity	Country	Website	Connection with	Comments
INDURA	Cluster	France	http://www.indura.fr/	Cap	accelerating the process of innovation in favour of ever more efficient, resilient and economical infrastructures.
Build&Connect	Cluster	France	https://www.buildandconnect.eu	Cap	a range of services specific to the construction industry market
	Other				

Name of the projects	Horizon 2020 / Europe	Website	Connection with	Comments
Making City	Horizon 2020	https://makingcity.eu/	Cap	Important network of Cities

4.2 Involving

An outreach campaign will be launched to connect with potential stakeholders. The CIRC-BOOST contacts will be invited to consider possible collaboration with CIRC-BOOST (e.g., co-organized webinars, conferences...) and participate in CIRC-BOOST activities (e.g subscription to the Newsletters, participating events...). Each CIRC-BOOST partner will get in touch with them. An e-mail template will be provided to introduce CIRC-BOOST and to ask people to share emails and contact with the CIRC-BOOST team which is responsible for connecting with CIRC-BOOST ecosystem, and will keep them informed of CIRC-BOOST project and involved them in CIRC-BOOST activities throughout the project. This will enable existing initiatives join forces with other projects to save time and resources and maximize impact in order to support collectively the shift towards circular processes in the construction sector.

4.3 Analyzing

The database will be analyzed to map existing local, regional, national and European construction clusters, innovation networks, initiatives, projects and stakeholders relevant to CIRC-BOOST (T2.2). This task will also support CIRC-BOOST partners to learn from other initiatives. CIRC-BOOST partners will also discuss on how this database could be exploited to get regular updates on advances of the state-of-the-art, compare CIRC-BOOST results with similar projects – thus ensure coherence with them to avoid overlapping and “reinventing the wheel”.

4.4 Evaluating

Annually, the methodology will undergo assessment based on the outcomes. Intermediate reports will describe the results and track progress and it will be then adjusted as necessary. This will ensure a continuous watch of new initiatives, networks and circular innovations in the construction sector, selecting the most relevant and informing the pilots’ partners. Monitoring tools, outcomes and Key Performance Indicators (KPIs) will be described in part 6. *Action Plan*.

According to the GA, the outcomes of these activities will be summarized and submitted in the following reports:

Construction Ecosystem portfolio which includes three deliverables:

- D2.3 First intermediate report on the construction ecosystem portfolio (M18)
- D2.4 Second intermediate report on the construction ecosystem portfolio (M36)
- D2.5 Final report on the construction ecosystem portfolio (M45)

Policy Brief which includes two deliverables:

- D2.2 Interim Circ-Boost Policy Brief (24)
- D2.6 Final Circ-Boost Policy Brief (M45)

Networking activities report which includes three deliverables:

- D2.7 First intermediate networking activities report (M18)
- D2.8 Second intermediate networking activities report (M36)
- D2.9 Final networking activities report (M48)

These deliverables will be disseminated to encourage adoption of the recommended changes.

5 Communication & Dissemination strategy

By engaging stakeholders in CIRC-BOOST network, WP2 will work closely with WP8 and contribute to the following objectives:

- **Disseminate** CIRC-BOOST results to the widest audience reachable by developing a database of relevant stakeholders and mapping the Construction ecosystem (T2.2)
- **Raise** policy makers' **awareness** of the challenges faced by CIRC-BOOST innovation actors, and their suggestions for easier uptake of circular solutions by the cooperation with and recommendations to regional and European policymakers (T2.4)
- **Connect** with other WPs to maximise the project outreach with all engaged networks and projects by monitoring the Networking activities implementation (T2.3)

The whole CIRC-BOOST Exploitation, Dissemination and Communication Strategy has been reported in D8.1.

5.1 Target groups & key messages

Stakeholder Engagement Strategy relies on WP8 to define for each target group specific key messages. In total, **eight target groups** have been identified:

- Construction companies and workers
- Architects, designers, and project planners;
- Waste treatment recycling facilities;
- Municipality and public authority bodies
- Environmental / Urban Planning NGOs

- Civil engineering and other thematic research institutes and universities
- European and national policy makers
- Citizens

These target groups were identified at the time of the proposal. This list will be expanded to include newly defined target groups as the project progresses. The updates will be reported in the D8.2 *Final report and strategy updated on Circ-Boost exploitation, dissemination and communication activities*, which will be submitted in Month 48. Additionally, Section 6.1 on KPIs will clarify the priority target groups and outline strategies to effectively engage associations and organizations representing the construction value chain.

Key messages are presented as follows:

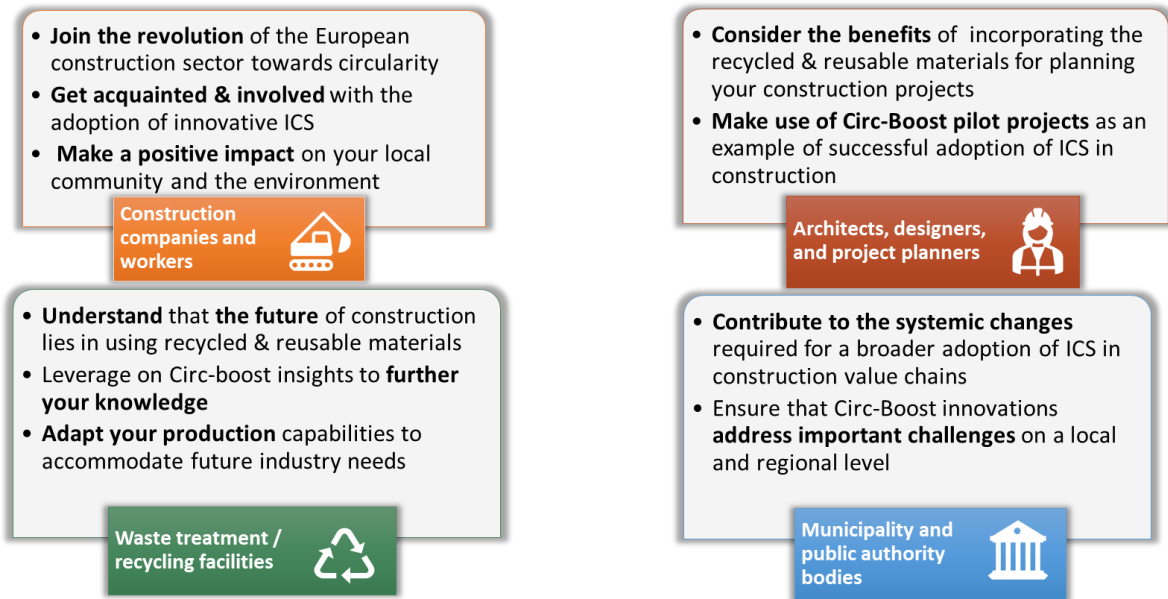


Figure 1 Key messages for target groups

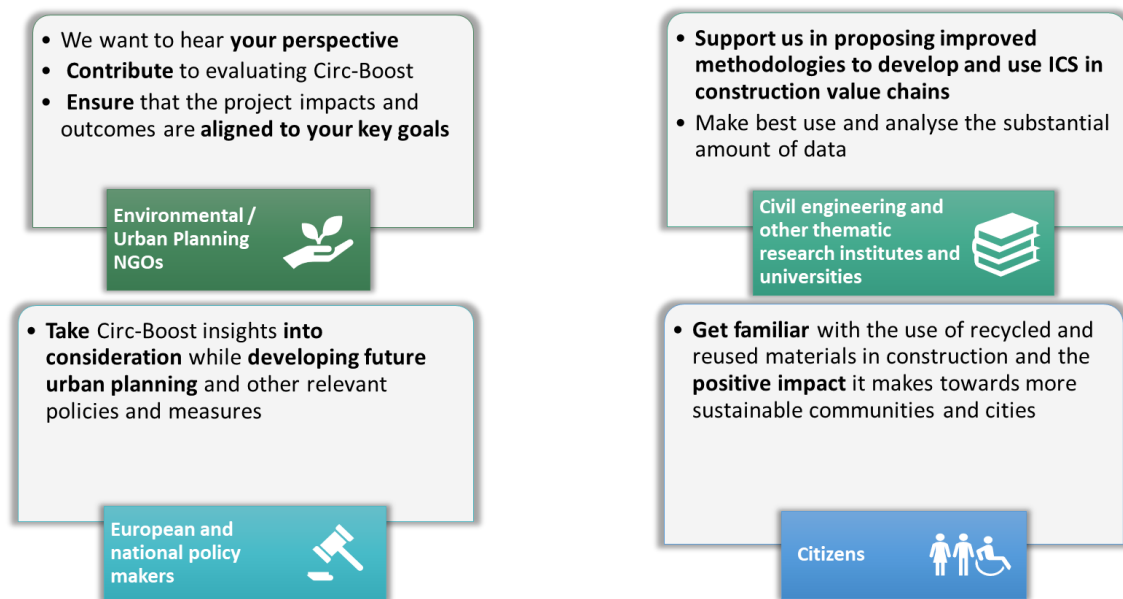


Figure 2 Key messages for target groups

5.1.1 Summary of the dissemination activities per target group

A multi-level dissemination strategy will reach and involve project target groups, enabling them to take up and make use of project results. There is overlap with communication (see below), as some project tools both raise awareness (communication) and share knowledge (dissemination). The key dissemination tools are categorized per target group:

Construction, design, demolition, and waste companies (and their workers):

- E-learning module – will be created based on the recorded physical/remote trainings delivered during the project.
- On-site training & capacity building – industry driven physical and remote trainings and workshops aimed at instructing the workforce to adopt and correctly use the integrated solutions developed during the projects.
- Network of early backers – identify construction companies in all EU countries which already use recyclable and reusable materials in a significant proportion, provide them with all the insights from project activities. Mobilize these companies to disseminate their own experiences as well as the knowledge spilled over from Circ-Boost within their peer group and further.

Policy makers:

- Policy briefs – to inform policy makers about optimal strategies to enable a sustainability shift in construction, overcoming identified regulatory challenges and bottlenecks that limit the uptake of circularity in the sector.
- Engagement activities – such as events and direct contacts, organized to reach key policy stakeholders relevant outside the construction ecosystem (MEPs, relevant European/national policy makers, etc.)
- Policy workshops – in collaboration with EC DGs: DGGROW, DGENV, DGCLIMA, DGCONNECT, DGREGIO.
- High level event – at the end of the project to disseminate key insights from Circ-Boost and sister projects.

Research institutes and universities (mostly but not limited to civil and construction engineering and architecture):

- Pilot project result reports – the reports of the pilot activities can be fed within scientific research work and used as a database for experiments.
- Workshops/Seminars – participation of research project partners in workshops/seminars to share the results and data of the project pilots.
- Open Research Data – the Circ-Boost data space supports the collection and sharing of project research data in an open, trusted, and scalable digital environment.
- Scientific papers – research partners will leverage pilot results to produce open access scientific papers in international journals and conferences.

All project stakeholders:

- Circ-Boost info portal – to synthesize and make accessible key project insights for construction companies, academia, and the wider public. This includes information on public funding instruments.
- Webinars and interactive social media sessions – inviting experts with diverse backgrounds related to the project subject to address key issues of all project stakeholders

5.2 Stakeholders analysis & CIRC-BOOST offer

The Stakeholders analysis will also contribute to map of the construction ecosystem (T2.2) and networking activities (T2.3) by ensuring a continuous watch of new initiatives, networks and circular innovations in the construction sector, selecting the most relevant and informing the pilots' partners through a communication channel via MyDisk.

This matrix below helps to prioritize stakeholders by considering the level of influence and interest of stakeholders. Plus, this will enable to track stakeholders' engagement and how to improve their interest to leverage of their involvement in CIRC-BOOST ecosystem. The different levels of engagement enable CIRC-BOOST partners to tailor specific offer for stakeholders according to the influence and interest of the stakeholders as well as where efforts need to be made to involve stakeholders in specific activities. Stakeholders will also be invited to participate actively in a co-creation or co-organization of some activities.

5.2.1 Construction ecosystem mapping

The database will also facilitate the Construction ecosystem mapping (T2.2) which will ensure an ongoing watch of emerging initiatives, networks and circular innovations in the construction sector. WP2 will then select the most relevant to inform the pilots. It will eventually be necessary to align with Circ-Boost pilots (WP3), WP4 and WP7 to ensure terminology used for classifying stakeholders, as well as is consistent and explore to what extent this can enhance the data specification and result in more meaningful mapping.

5.2.2 External Advisory Board

UPC, CIRC-BOOST coordinator, will also lead the constitution of an External Advisory Board (EAB), which will include a maximum of five representatives from both the construction sector and governmental bodies. In collaboration with UPC, they will be invited to provide guidance for CIRC-BOOST innovation and other key project activities, including participation as speakers in specific events organized by CIRC-BOOST as such workshops and conferences.

5.3 Synergies

Synergies play a crucial role in the stakeholder engagement strategy, maximizing knowledge exchanges, while avoiding overlaps.

To do so, the communication and dissemination tools of the project will be used to facilitate outreach and engagement in various activities. Once a connection is established with CIRC-BOOST partners, stakeholders will be encouraged to designate a primary contact point for seamless communication and collaboration. The email template will stipulate the advantages of being part of CIRC-BOOST Ecosystem as well as the activities in where Stakeholders can participate. To increase influence, stakeholders will be invited to express their interest in joint activities such as:

- Series of online workshops to share knowledge, good practices, do's & don'ts on specific topics (2 per year)
- Public webinars on lessons learnt and projects' results (available on CIRC-BOOST website)
- Communication actions (e.g., joint biannual newsletters with similar EU projects)
- Demonstrations of solutions developed by projects under Cluster 4 Destination 'Climate neutral, circular and digitised production', section "A new way to build, accelerating disruptive change in construction"
- Common booth at major European events
- Conferences targeting policy makers, etc.

Stakeholder contact points and interests will be collected via a form and shared with CIRC-BOOST partners. This process will be GDPR compliant.

Possible synergies have been listed.

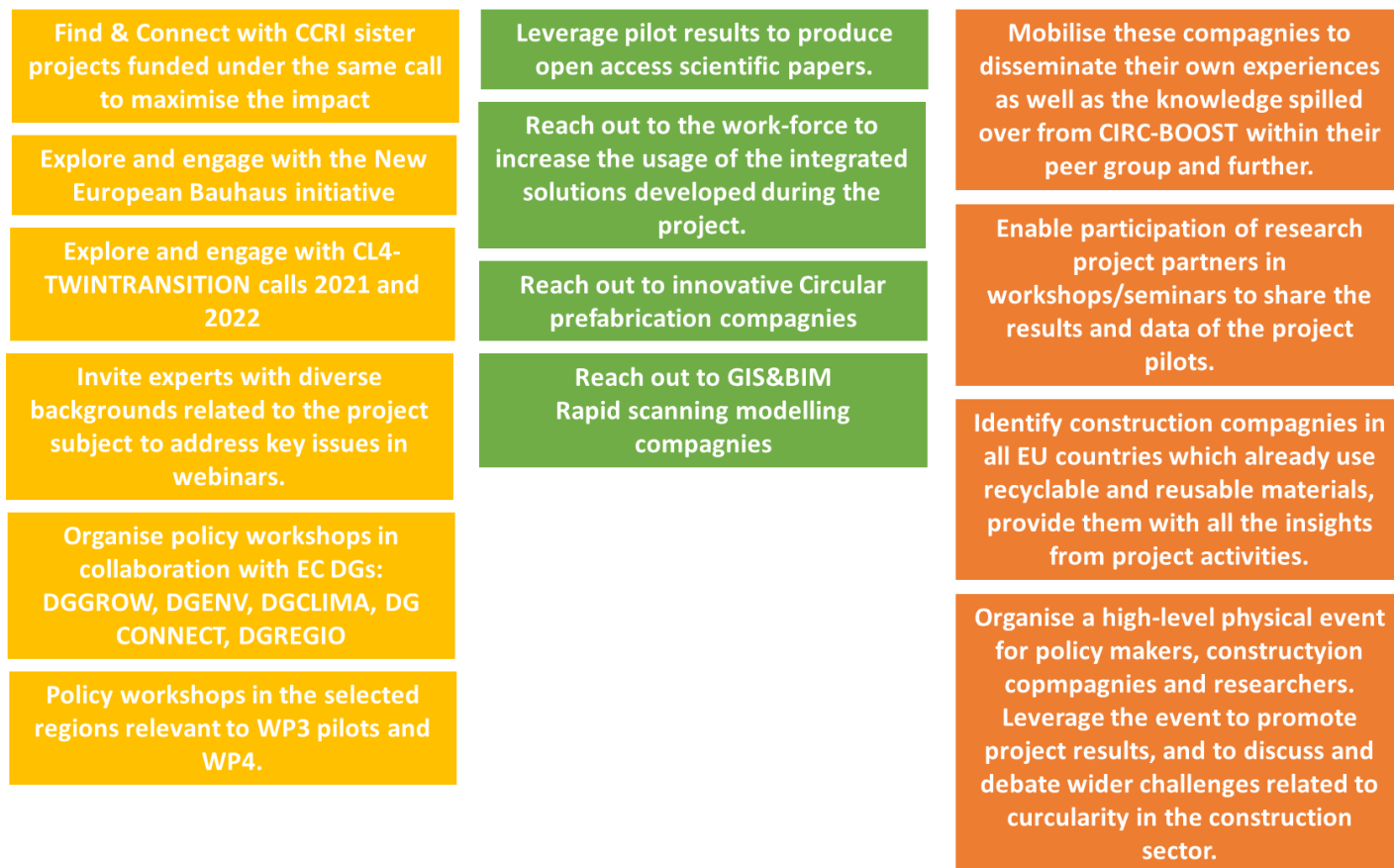


Figure 4 Synergies

The purpose of this table is to clarify synergies driven by specific WPs, in this case WP2 CONNECT, WP7 TRAIN and WP8 PROMOTE. These WPs will work closely together in order to align their scope and achieve common goals. In the yellow box, these are synergies related to WP2 which are largely influenced by other partners and WPs. Green highlights the activities linked to WP7 TRAIN and red represents activities carried out by WP8. However, some activities such as "identifying construction companies in all EU countries (...)" are mainly carried out by WP8 but extended to WP2.

Special attention will be devoted to fostering collaborations with projects that have received funding within Cluster 4's 'Climate-neutral, circular, and digitized production' focus, specifically within the "A new way to build, accelerating disruptive change in construction" section, in addition to engaging with CCRI pilots and fellows, and supporting the New European Bauhaus initiative (NEB).

More in specific, the project will seek close collaboration with the seventeen projects funded under the CCRI initiative and the nine projects (hereafter mentioned) funded under the three following CL4-TWINTRANSITION calls in 2021 and 2022:

- HORIZON-CL4-2021-TWIN-TRANSITION-01-10 with **the projects ACCORD, CHEK, and DigiChecks**
- HORIZON-CL4-2021-TWIN-TRANSITION-01-11 with **the projects RECONMATIC and Reincarnate**
- HORIZON-CL4-2021-TWIN-TRANSITION-01-12 with **the projects BEEYONDERS, HumanTech, and RobetArme.**
- HORIZON-CL4-2022-TWIN-TRANSITION-01-09 with **the projects BUILDCHAIN, Demo-Blog, and Open-DBL.**

Each project will be contacted to present Circ-Boost project in details, and knowledge sharing activities such as commonly organized events, participation in the CIRC-BOOST EAB, or early sharing of data will be proposed and discussed. Ad hoc activities can be organized with the leaders of the CIRC-BOOST pilots depending on the complementarities and expertise of the above-mentioned projects.

WP2 will also explore opportunities within [New European Bauhaus Initiative](#) for active participation. This may involve engagement in NEB events and activities, such as the NEB festival, participation in collaborative events through “join events”, and establishing partnerships or affiliations through “become a partner” or “become a friend”

5.3.1 Circular Cities and Regions Initiative (CCRI)

WP2 is committed to facilitating the engagement and coordination of project partners in networking initiatives, with the aim of enhancing collaborative efforts with other projects and influential innovators in both the project's local regions and beyond.

Sister projects funded under HORIZON-CL6-2022-CIRCBIO-02-01-two-stage are considered valuable resources for collaborations. Through CCRI, the three sister projects in construction sector ([CIRC-BOOST](#), [WOODCIRCLES](#), [RECONSTRUCT](#)) have been connected. The first step will involve identifying the specific content or perspective that each sister project aims to explore and finding potential areas of convergence, such as common communication, policy brief, or at EU level with WP4's information sharing on spatial distribution, precedence, quality and mechanical performance of CDW.

A solid foundation for cooperation will be established among the three projects. To support the projects group, it has been decided collectively to apply for [Horizon Results Booster](#) to provide expertise in identifying and creating the portfolio R&I project results and help projects from the portfolio to design and execute a portfolio dissemination plan. Moreover, the benefits associated with the HRB service will also depend on sister projects commitment to the services. However, external experts will provide a framework to establish a common base for the collaborative efforts over the next 48 months.

In terms of organization, CIRC-BOOST WP2 CONNECT will lead the clustering activities for the next 16 months (July 2023-October 2024), with monthly meetings being organized.

5.3.2 Cities & Regions outreach

To engage with cities and regions, CIRC-BOOST partners, Metropole du Grand Paris (MGP) and CAP, can leverage their networks to connect with stakeholders, particular local policy makers, and disseminate the final results. Additionally, the database containing contacts, projects, initiatives involving CIRC-BOOST partners will help to identify cities and regions that were not initially within the scope.

MGP is a dense, urban inter-municipality comprising the city of Paris, 123 local authorities in the three districts (Hauts-de-Seine, Seine-Saint-Denis and Val-de-Marne) and 7 local authorities in Essonne and Val d'Oise. In total, this urban area gathers 7.2 million inhabitants. MGP addresses global competition which focuses on metropolises - dense, connected urban areas with distinctive features in terms of housing, transport, the environment and the distribution of economic activities. MGP responds to all these challenges. As the largest employment centre and office park in Europe, it plays a key role in global growth. It is rising to the challenge of economic, social and cultural development, environmental protection and international attractiveness, by focusing on employment, investment and innovation. MGP has both a global and a local perspective, as an inter-municipal structure promoting dialogue and strategic direction for the municipalities in the densely populated urban area.

As a business cluster, CAP enhances the key factors of competitiveness, with a particular focus on particular innovation, to promote growth and employment in France. It brings together companies of all sizes, research laboratories and training institutions in specific areas, with strong involvement from national and regional public authorities. In this context, CAP has established robust collaborations with French local authorities including:

- 3 regions : Ile-de-France, Hauts-de-France and Pays de la Loire
- 2 metropolises : Métropole Européenne de Lille and Dijon métropole
- 6 inter-municipalities : Le département de la Seine Saint-Denis, Grand Orly Seine Bièvre, Grand Paris Seine Ouest, Saint Quentin en Yvelines, Grand Paris Sud
- 3 cities : Meudon, Issy-les-Moulineaux and Aulnay-Sous-Bois

At European level, Cap has been also involved in European projects related to construction, involving cities as such the European projects [Making Cities](#), [AI4CITIES](#). Many of these local authorities may express interest in CIRC-BOOST innovation, as well as [ICLEI](#) – Local Governments for Sustainability, a global network comprising more than 2500 local and regional governments committed to sustainable urban development.

5.4 Communication & dissemination tools

In brief, communication and dissemination tools of the project will be used to leverage upon the Pan European networks, to reach and involve them in activities and to offer the possibility to join a co-development process where stakeholders can be actively involved in the collaborative and inclusive approach to creating new content, ideas, activities, in particular for policy briefs, events, workshops, and at the CIRC-BOOST high level event. In addition, a series of slides presenting CIRC-BOOST will be developed, shared with CIRC-BOOST partners and adapted according to their needs. This communication support will encourage CIRC-BOOST partners to present CIRC-BOOST during networking activities.

The communication and dissemination tools are described in the CIRC-BOOST Exploitation, Dissemination and Communication Strategy (D8.1).

6 Action Plan

To check progress of the stakeholder engagement strategy, monitoring tables (see below figures 10,11 and 12) were created to follow activities and CIRC-BOOST partners and sister projects involvement as well as a timeline to have a clear vision of the roles of partners and the schedule with short, medium- and long-term priorities.

CIRC-BOOST partners will be invited to complete the table and reminders will be sent regularly (every 2 months). Interim reports (D2.3, D2.4, D2.2, D2.7, D2.8) will enable CIRC-BOOST partners to review the strategy and adapt if needed.

Outcomes will be delivered in three reports,

- a Construction Ecosystem portfolio (D2.3, D2.4, D2.5) which aims at mapping the stakeholders and consists of an attractive graphic brochure listing the identified clusters, networks, initiatives, projects and policy-makers to be shared with and used by other initiatives
- a Policy Brief (D2.2, D2.6) which gathers concise and actionable recommendations based on the project's main lessons learnt and key inputs to help decision-makers to design, adopt and/or implement new initiatives or policies aiming at facilitating the uptake of circular construction solutions
- a Networking activities report (D2.7, D2.8, D2.9) which will detail activities performed, results, impact achieved.

Two tables will be completed by CIRC-BOOST partners to compile a list of contacts that can be reached out to. The first table will focus on the relationships between CIR-BOOST partners and entities such as cluster, NGOs, local authorities, and the industry. The second table will gather a list of European projects that might be interested in collaborating. This will enhance the synergies with sister projects and CCRI.


 CIRC-BOOST RELATIONSHIP related to project's topics						
Name of the organisation	Type of entity	Country	Website	Connection with	Comments	
INDURA	Cluster	France	http://www.indura.fr/	Cap	accelerating the process of innovation in favour of ever more efficient, resilient and economical infrastructures.	
Build&Connect	Cluster	France	https://www.buildandconnect.eu	Cap	a range of services specific to the construction industry market	
	Other					

Figure 5 CIRC-BOOST connections

This table will evolve and be aligned with WP3 and WP4, and with the possibility of adding other further distinctions, such as stages LCA stages at which contacts operate (A1-A3, A4, A5, B1-B5, C1-C4), solutions, technologies involved, materials associated with stakeholders.

CIRC-BOOST RELATIONSHIP with European projects linked to project's topics				
Name of the projects	Horizon 2020 / Europe	Website	Connection with	Comments
Making City	Horizon 2020	https://makingcity.eu/	Cap	Important network of Cities

Figure 6 CIRC-BOOST and European projects

This table below, to be completed by all CIRC-BOOST partners and sister projects, will help to monitor the networking activities and facilitate joint events with sister projects.

POTENTIAL EVENTS									
NO	Event name	Date	Location	Description	Type of event	Relevance for Circ-Boost	Participation goal	Attendees from Circ-Boost	Link to the event info
1	Pollutec	10-13 October 2023	Lyon, France						https://www.pollutec.com/en-gb.html
2	2nd Coordination and Support Workshop	8-9 November 2023	Brussels, Belgium						
3	1st CCRI	8-10 November 2023	Brussels, Belgium						

Figure 7 Table for reporting potential events for CIRC-BOOST and Sister projects

KPIs and Action plan are described below.

6.1 Key Performance Indicators - KPIs

A structured table has been developed to align KPIs with specific actions, target audiences, and engagement strategies across pilots and work packages. It serves as a clear roadmap for engaging a broad range of stakeholders throughout the construction value chain.

Table 1 Circ-Boost Engagement Strategy Overview: KPI-Specific Actions & Targets

KPIs	Specific objectives	Pilots and/or WPs Concerned	Target audience	How to identify and approach the target audience?
50 collaborations* with construction networks and initiatives	<ul style="list-style-type: none"> - Increasing knowledge - Showing measurable improvements - Supporting the strengthening of value chains 	All	Various stakeholders across the value chain	Mapping relevant stakeholders, direct outreach, engagement via events & working groups
At least 5 policy and regulatory-related workshops organized	<ul style="list-style-type: none"> - Sharing knowledge - Promoting innovative practice and sustainable solutions - Encouraging discussions around the shift towards circular economy models, resource recovery, and the design for longevity and reusability 	All pilots + WP2	Regional, National or European bodies	Invitations through existing networks, collaboration with policy forums & EC initiatives
2 partnerships with cities and regions enrolled in CCRI	<ul style="list-style-type: none"> - knowledge sharing and increasing 	All pilots + WP4 + WP2 + WP8	Regional/local policymakers, CCRI	Stakeholders Identification of interested cities via CCRI networks, outreach through EC-funded forums
>3 policy briefs published during the project	<ul style="list-style-type: none"> - Influencing regulations and standards that shape the future of industries, creating spaces for dialogue and supporting the development of industry-friendly policies. 	WP2	National and EU policymakers, regulatory bodies, Large-scale construction companies	Collaboration with experts, dissemination via conferences & policy platforms
Organization of 2 independent events with the New European	<ul style="list-style-type: none"> - fostering innovation and cross-sectoral collaboration. 	All pilots + WP4	Urban planners, policymakers, sustainability experts	Partnering with NEB stakeholders, co-organizing panels and workshops

Bauhaus (NEB) initiative				
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***Levels of Collaboration:**

- **Not contacted:** Stakeholders identified but not yet approached.
- **Contacted:** Initial outreach made, awaiting engagement.
- **Aware:** Stakeholder engaged and informed about Circ-Boost.
- **Collaborating:** Active participation in discussions, events, or projects.

Collaborations with construction networks and initiatives includes:

- **Cross-Sector Collaborations:** number of collaborations established with organizations, cluster businesses, or sectors outside the project's immediate scope, fostering innovation and cross-sectoral collaboration.
- **Research Collaborations:** number of collaborations with research institutions or think tanks, facilitating data collection, analysis, and knowledge dissemination.
- **Industry Association Collaborations:** number of collaborations with relevant industry associations to ensure alignment with sector needs and contribute to broader knowledge exchange and policy dialogue. This includes core industry partners in construction:
 - Construction companies
 - Architects and designers
 - Project planners / project managers
 - Engineering firms
 - Product manufacturers
 - Waste treatment and recycling facilities
 - Maintenance and facility management companies

The number of collaborations with regional, national, and European bodies is taken into account to encompass all levels of governance, each exerting a different geographical impact. This is illustrated in Table 2.

Table 2 Overview of bodies, roles, examples and geographical scope

Types of bodies	Role	Examples	Main geographical scope for Circ-Boost
Regional Bodies	<p>They usually operate at sub-national or local levels and are typically responsible for:</p> <ul style="list-style-type: none"> - Implementing regional policy priorities - Facilitating local partnerships and managing regional funding schemes - Issuing construction permits and enforcing zoning regulations 	<ul style="list-style-type: none"> - Regional Development Agencies - Local Urban Planning Departments - Municipalities - Local Authorities - Chambers of Commerce - Business clusters - Others 	<p>The project focuses on pilot regions including the Barcelona region, Île-de-France, the Belgrade area, Vesterålen area, and the Prague metropolitan area.</p>

	<ul style="list-style-type: none"> - Supporting regional innovation, sustainability, and circular economy initiatives 		
National Bodies	<p>These are national-level institutions responsible for setting and enforcing policies, standards, and strategic funding frameworks. Their main roles typically include:</p> <ul style="list-style-type: none"> - Developing and legislating building codes and circular economy regulations - Providing national funding, grants, and incentive schemes - Coordinating large-scale infrastructure and development programs - Supporting initiatives that span multiple regions within the country 	<ul style="list-style-type: none"> - National Ministries and Agencies - National Standardization Bodies - National Innovation or Research Funds - Public procurement authorities - Others 	<p>Pilots are localized in five European countries: Spain, France, Serbia, Norway and Czechia.</p>
European/international Bodies	<p>Operate across EU or global contexts to:</p> <ul style="list-style-type: none"> - Define overarching strategies (e.g. European Green Deal, Circular Economy Action Plan) - Provide EU-wide funding and coordination frameworks 	<ul style="list-style-type: none"> - The European Commission - EU-funded programmes (Horizon Europe, LIFE, Interreg, etc.) - The World Green Building Council - ICLEI – Local Governments for Sustainability - Others 	<p>Circ-Boost partners actively contribute to various European and international sustainability initiatives.</p> <p>Pilots cover three broader European areas:</p> <ul style="list-style-type: none"> - The Balkans - The Nordic Region - Central Europe

	<ul style="list-style-type: none"> - Foster international collaboration and knowledge exchange - Establish standards and certification schemes 		
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WP7 is specifically focuses on employee and workforce development through the design and delivery of targeted training. This will engage organizations in upskilling and reskilling their workforce to meet the demands of evolving technologies and emerging industry standards.

In addition, particular attention will be given to both individual pilots and cross-pilot activities (WP4) in relation to stakeholder mapping. Each pilot region will be encouraged to organize dedicated events that address one or more of the specific objectives and target audiences outlined in *Table 1: Circ-Boost Engagement Strategy Overview – KPI-Specific Actions & Targets*.

6.2 Roles & Timeline

This part describes CIRC-BOOST partners and timeline. Most of Circ-Boost will be involved in WP2 activities. However, some of them will have specific roles in WP2 in terms of their contributions, such as these on this table.

Table 3 Main roles of CIRC-BOOST WP2 partners

Partner	Role	Contact
Cap	<ul style="list-style-type: none"> - WP2 leader 	julia.morawski@capdigital.com
CVUT	<ul style="list-style-type: none"> - T2.4 leader - Collaborating with WP2, WP6 and WP8 leaders for strategy adjustments 	Tereza.Pavlu@cvut.cz
SrbGBC	<ul style="list-style-type: none"> - Collaborating with WP leaders for strategy adjustments; - Liaise with Stakeholders analyst support for ecosystem mapping; - Liaise joint networking activities: co-organizing series of online workshops on good practices; public webinars and communication actions such as focus groups with projects under Cluster 4 Destination ‘Climate neutral, circular and digitised production’, section “A new way to build, accelerating disruptive change in construction” (regional Balkan level; European GBCs, Circularity Accelerator within WGBC) and sister projects under 	dragana.korica@serbiagbc.rs goran.radulovic@spacetime.rs

	<p>CL4-TWINTRANSITION calls 2021 and 2022</p> <ul style="list-style-type: none"> - Recommendations to EC initiatives, such as CCRI, NEB, EU Green Deal (incl. its Balkan region EGD incorporation into all interrelated sectors and policies by Sofia Declaration on the Green Agenda for the Western Balkans) 	
UPC	<ul style="list-style-type: none"> - CIRC-BOOST coordinator - Collaborating with WP2, WP6 and WP8 leaders for strategy adjustments Stakeholders analyst support 	albert.de.la.fuente@upc.edu nikola.tosic@upc.edu
ABE	<ul style="list-style-type: none"> - WP8 leader - Collaborating with WP2, WP6 and WP8 leaders for strategy adjustments Stakeholders analyst support 	katarina@balkanecoinnovations.org
OFI	<ul style="list-style-type: none"> - WP6 leader - Collaborating with WP2 and WP8 leaders for strategy adjustments - Supporting in the definition of Circ-Boost assets and value proposition and Stakeholders analyst support 	Istrocco@deloitte.it pluperto@deloitte.it

The stakeholder engagement is a continuing process and timeline would reflect the need for flexibility and perpetual improvements. Regular reviews and adjustments based on WP2, WP6 and WP8 feedback as well as stakeholders and changing circumstances will be considered. This iterative approach may lead to modifications in the timeline as needed.

A flowchart has been designed to redirect stakeholders to the right Circ-Boost WPs. This will help to connect the stakeholders with CIRC-BOOST partners related to the appropriate subjects.

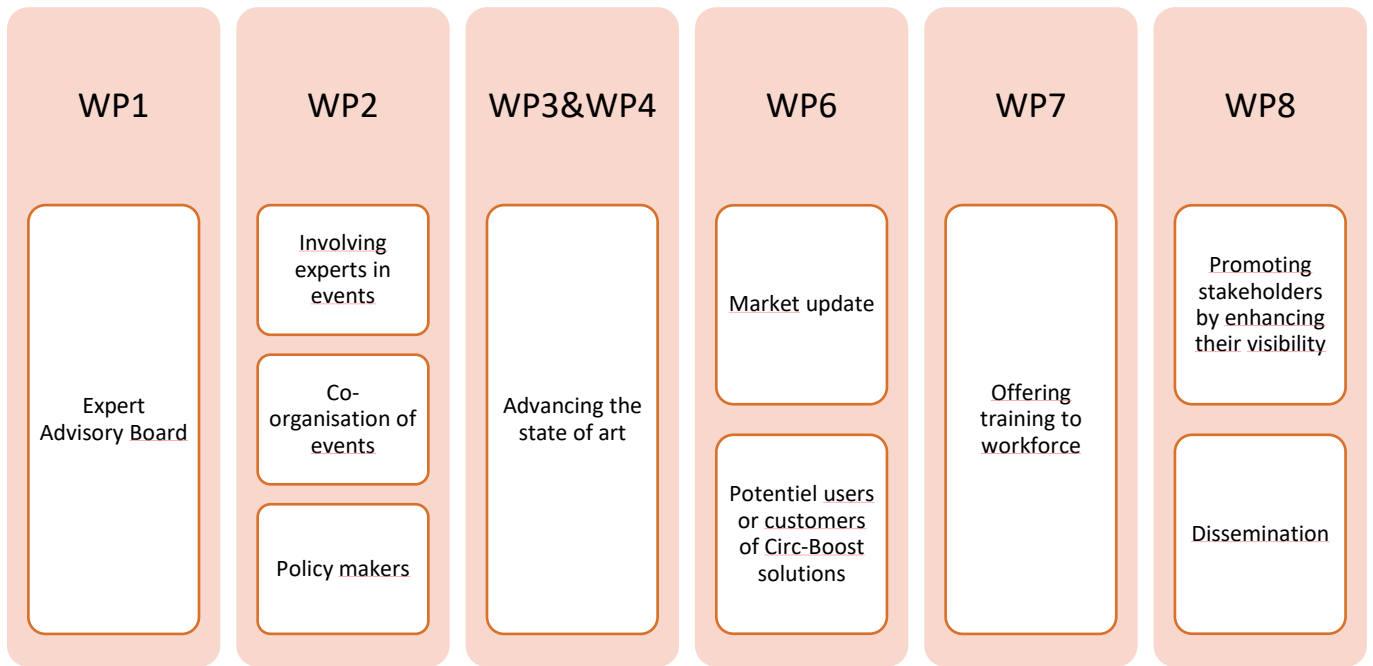






Figure 8: Relationship Diagram: stakeholders and WPs

Table 4 CIRC-BOOST ENGAGEMENT STRATEGY TIMELINE

		CIRC-BOOST ENGAGEMENT STRATEGY TIMELINE		
Duration of the project 48 months		Milestones		
Short-Term	M1-M7	June 2023-December 2023		
Priority	Establish the foundation			
Responsible	Activities	Contributors	Due date	objective
UPC	Establishing contacts with sister projects	ABE, CAP	M1	Identify
ABE	D8.1 Circ-Boost Exploitation, Dissemination and Communication Strategy submission	WP8	M4	
CAP	D2.1 Engagement strategy report review	ABE, SrbGBC	M5	
CVUT	Collecting the existing policy recommendations linked to WP3 topics	All	M6	Identify
CAP	Applying for HRB	Sister projects, ABE	M6	Identify
CAP	Identifying and listing the regional initiatives linked to T2.2 (D2. 2)	UPC, FCE, SKA, EIGD, DRX, OFI, ABE, UGE, SrbGBC, UIT, LND, SIT, PCO, MGP, CSTB, NGEB	M7	Identify
CAP	Draft email template	ABE, SrbGBC	M7	Involve
CAP	creating a series of slides to pitch circ-boost at events	UPC, FCE, SKA, EIGD, DRX, OFI, ABE, UGE, SGBC, UIT, LND, SIT, PCO, MGP, CSTB, NGEB	M7	Involve
Medium term	M6-M42	November 2023-november 2026		
Priority	Engagement and Relationship Building			
Responsible	Activities	Contributors	Due date	objective
CAP	campaign on Circ-boost communication channels	ABE	M18	Involve
CAP	liaise individually with stakeholders	All	M18	Involve
CAP	completing the list of potential events	All	M18	Involve
CAP	D2.3 – First intermediate report on the construction ecosystem portfolio submission	UPC, FCE, SKA, EIGD, DRX, OFI, ABE, UGE, SGBC, UIT, LND, SIT, PCO, MGP, CSTB, NGEB	M18	Evaluate
CAP	Transitioning the coordination responsibilities to another sister project	ABE, UPC	M16	Involve
CVUT	D2.2 Interim Circ-Boost Policy Brief submission	SrbGBC	M24	Involve
CAP	D2.4 – Second intermediate report on the construction ecosystem portfolio submission	UPC, FCE, SKA, EIGD, DRX, OFI, ABE, UGE, SGBC, UIT, LND, SIT, PCO, MGP, CSTB, NGEB	M36	Evaluate 
Long term	M25-M48	June 2025-May2027		
Priority	Sustain and Develop Engagement			
Responsible	Activities	Contributors	Due date	objective
CVUT	D2.6 – Final Circ-Boost Policy Brief	UPC, CAP, FCE, SKA, ABE, SGBC, UIT, PCO, MGP	M45	Evaluate 
CAP	D2.9 – Final networking activities report submission	All	M48	Evaluate
ABE	Involve stakeholders to the final high-level physical event	All	M48	Involve

7 Conclusion

CIRC-BOOST project envisions a circular construction industry and seven key pillars serve as the foundation of driving its transformation. These pillars cover piloting innovative solutions, evaluating impacts, enabling digital solutions, promoting innovation, providing training, fostering connections, and actively promoting the project's outcomes to policy makers and the industry.

In conclusion, this report outlines the comprehensive stakeholder engagement strategy developed for the CIRC-BOOST project, which intends to foster collaboration and connections with relevant stakeholders in the construction sector. The strategy includes a precise methodology, clear objectives and assessment process with regular deliverables which lead to follow the progresses.

In particular, the methodology for stakeholder engagement relies on four axes comprising identifying, involving, analyzing and evaluating stakeholders. This includes creating a stakeholder database, outreach campaigns, and prioritizing stakeholders based on their influence and interest. It also designs specific offers for different stakeholder groups. Particular attention is drawn to policy makers, research institutes, and industry players who have the most impact on the uptake of circular solutions in the construction sector.

Moreover, synergies with sister projects and other initiatives are highlighted as crucial to maximize knowledge exchanges and avoid duplication of efforts. Various communication and dissemination tools are detailed to facilitate outreach and collaboration with stakeholders. To measure the success of the strategy, an action plan including KPIs, timelines and roles for CIRC-BOOST partners is provided.

Overall, CIRC-BOOST stakeholder engagement strategy is a structured approach at building a strong ecosystem, gathering a large community of game changers to drive the adoption of circular construction solution. This stakeholder engagement strategy reflects the project's commitment to creating a sustainable and circular future for the construction industry.

References

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- CIRC-BOOST D8.1 Exploitation, Dissemination and Communication Strategy
- CIRC-BOOST Kick off Meeting WP8 slides
- Stakeholder analysis [Wikipedia](#)

End of Document