

D8.1 Exploitation, Dissemination and Communication Strategy

WP8 PROMOTE: WIDE OUTREACH, DISSEMINATION, AND
COMMUNICATION OF CIRC-BOOST RESULTS



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List of abbreviations

EU – European Union

EC – European Commission

GA – Grant Agreement

WP – Working package

FAQ – Frequently Asked Questions

DCE – Dissemination, Communication and Exploitation

GDPR – General Data Protection Regulation

KERs – Key Exploitable Results

KPI – Key Performance Indicators

Q&A – Questions and Answers

1 Executive summary

This document outlines the Dissemination, Communication and Exploitation (DCE) plans for the Circ-Boost project to structure and coordinate activities and efforts to ensure the intended outcomes, and intended specific objectives of the project are met. It includes effectively reaching and engaging a wide audience, including target groups: researchers & other relevant players from the educational sector focusing on circular construction, policy makers, workers and building companies, waste treatment facilities, NGOs, citizens, and others (covering also specific sub-groups of all abovementioned), horizontally across all project activities.

To support the main goal of the project, the Circ-Boost Communication team will develop an effective strategic approach for DCE, as well as materials and tools to be used by all consortium partners across project activities, considering the following aspects (but not limited to):

- Complete Dissemination, Communication and Exploitation assessment considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring Circ-Boost right in front of diverse audiences,
- Design of the Dissemination, Communication and Exploitation plan of all activities that are going to be implemented during the project together with the complete online and offline material,
- Critical KPIs to be tracked and benchmarked to prove the overall value of our dissemination efforts and set further guidance regarding communication, ecosystem building & exploitation.

2 Introduction

2.1 Circ-Boost project

The overall objective of the Circ-Boost project is to enable and demonstrate an increase in the large-scale uptake of integrated circular solutions (ICS) in European construction value chains demonstrated through five large scale pilots.

To achieve this, specific objectives have been defined:

1. Test and demonstrate the impact of market-ready integrated circular construction solutions in five large scale pilots set in five different European regions.
2. Demonstrate and boost uptake of innovative circular design processes and solutions by involving designers and practitioners in each project pilot. Ensure that each project pilot includes implementation of material efficiency, optimization methods, dismantling concept, and life extension methodologies in the design phase.
3. Increase knowledge data availability and data accuracy about existing building material composition by developing a digital solution that will integrate the spatial data and information models of existing buildings within, this further enabling a generation of Building Information Modelling (BIM)-based CE passports with all relevant CDW and CE indicators in line with the second Digital Agenda for Europe.
4. Evaluate the environmental, economic, and social impact of Circ-Boost solutions from each pilot by implementing innovative integrated sustainability assessment based on coupled threefold evaluation system:
 - a. Cost-Benefit Analysis;
 - b. Product Environmental Footprint (PEF) and Life Cycle Assessment (LCA) for the assessment of environmental externalities, and
 - c. quantitative evaluation for the social impact.
5. Connect with and contribute to relevant pan-European and regional networks and initiatives that will support the shift towards circular processes in the construction sector. Leverage partners' presence in relevant regional/international networks to cross-pollinate with similar or complementary initiatives, include new stakeholders in the pilot activities, and ensure that project results will be of help for construction value chains in other European regions.
6. Pursue joint activities with CCRI pilots and fellows and the New European Bauhaus initiative.
7. Boost the large-scale market uptake potential of the project's ICS by:
 - a. adopting and demonstrating new business models,
 - b. providing direct business support to project innovation actors through strategically designed support modules focusing on supply chain and market analysis, business model development, and market launch strategy preparation.
8. Instruct and train the local construction stakeholders (construction and demolition companies, design companies, waste treatment companies, surveyors) on how to properly adopt the project's validated processes and technologies by setting up a thorough offer of training material for e-learning modules, webinars, and on-site trainings that will systematically provide them with practical knowledge and guidance.
9. Overcome regulatory challenges for circular construction by enabling wide discussions with policy makers and regulators at regional, national, and European level about bottlenecks and policy limitations identified throughout the project.

2.2 Dissemination, Communication and Exploitation plan overview

The Dissemination, Communication and Exploitation (DCE) of the project's results are fundamental components of the Circ-Boost project and clear plan and strategy are developed for this purpose. All planned activities, and results will be disseminated throughout the life span of the project. All things considered; this document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates

of the DCE plan can be made upon approval by the consortium during the implementation process of the project.

Our envisaged Dissemination and Communication plan and strategy is tailored to contribute to the achieving of the overall project goal, reaching the defined target groups and making sure that the key messages of the project are disseminated.

In this regard, the objectives of the dissemination and communication activities will be focused on:

- Promoting broad visibility of the project effort and disseminate its results to a wide audience, especially through the publication of scientific articles, reports, and policy briefs,
- Creating and optimally exploiting the project website, the appropriate communication channels, and dissemination tools,
- Establishing cooperation with related initiatives and projects both within the social media context and beyond, as appropriate,
- Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholder in the social media ecosystem.

The present Deliverable 8.1 Exploitation, Dissemination and Communication Strategy was developed within the framework of the Task 8.1 Exploitation, Dissemination and Communication Strategy (M1-M3), under the WP8 – PROMOTE: Wide outreach, dissemination, and communication of Circ-Boost results.

The aim of the deliverable is to:

- consolidate the overall strategy of Circ-Boost from day one,
- define the goals of DCE activities,
- identify the most efficient means to achieve them,
- decompose them into a detailed implementation plan.

To this end, the DCE plan sets out the objectives, tools, materials, and channels to be exploited to effectively spread Circ-Boost activities, achievements, and tangible results to targeted audiences with a strong focus on construction companies.

This document is structured as follows:

Chapter 3 will define the dissemination and communication plan, including the target groups which this project will engage and provide key messages it will convey to them. It will also present the underlying strategy that was developed, describing the tools that will be employed to reach the defined target groups, both graphic and digital materials.

Chapter 4 will define the Exploitation strategy, by defining the Circ-Boost exploitation assets as well as presenting the project's exploitation action plan.

2.2.1 Approach

All communication actions will be aimed at reaching one or more different target audiences (identified in Chapter 4), through different tools, channels, and activities.

Dissemination and Communication activities are aimed at informing and engaging the target audiences.

2.2.2 Promotion by project partners

All Circ-Boost project partners are promoting the project using the means and channels at their disposal. Each partner promotes through their own channels the project amongst their stakeholder network and utilizes their social media accounts to amplify (by means of “liking”, “sharing” or “retweeting”) the material published by the Circ-Boost accounts.

After the first results are available, the project partners from the pilot countries will be required to assist in engaging the specific regional stakeholders, drawing on their existing knowledge of the local specificities, stakeholder groups and communication channels. The plans will be presented to the final deliverable D8.2

Final report and strategy updated on Circ-Boost exploitation, dissemination, and communication activities (M48).

Across all dissemination and communication activities Circ-Boost continues and will continue to follow the project's principles and add to its overall objectives.

2.2.3 Team organization

The Circ-Boost Communication activities are led by the Communication Manager, Katarina Đokić (ABE). However, all Circ-Boost project partners have a role to play in WP8. As described in chapter 4, all project partners will play a very important role in ensuring that effective communication is carried out in their regions and within their networks, thus active participation of all project partners is envisioned.

Person	Role
Katarina Đokić (ABE)	Communication manager
Davide Guariento (ABE)	Communication team member
Julia Morawski (CAP)	Network representative

Table 1: Circ-Boost communication team roles

3 Dissemination and communication

3.1 Dissemination strategy

The objective of the dissemination strategy is to identify and organize the activities to be performed to maximize the impact of the project and to promote exploitation routes of the project results. Therefore, complete Dissemination & Communication assessment will be performed, considering the full stakeholder journey, with channels, tactics, and campaigns (both online & offline) to bring Circ-Boost right in front of diverse audiences.

3.1.1 Target groups

The focal point of the Circ-Boost overall dissemination strategy is the identification and mapping of targeted stakeholders (whom to disseminate to) and understanding of their needs and characteristics to tailor clear and concise messages (what to disseminate) to the different target audiences. This also comes to ensure the use of the most appropriate dissemination channels and communication tools and drive the development of proper material per target stakeholders (how to disseminate). It further defines a time plan (when to disseminate), with specific objectives and target focuses, assisting all project partners in implementing communication activities and reaching the dissemination and exploitation objectives throughout the project implementation.

The Circ-Boost dissemination (communication and exploitation as well) needs to be tailored to the specific needs of the different target audiences of the project. Thus, defining the target groups is a key component, vital for the dissemination strategy.

Having all in mind, the Circ-Boost Consortium identifies the 8 target groups. The following are presented in Figure 1 below.



Figure 1: Circ-Boost identified target groups

Each target group has its own sphere of communication. The Circ-Boost approach will be aimed at various groups, with the primary audiences shown in the figure above.

A clear overview of the targeted institutions, projects or people will ensure a more strategic and effective approach for sending invitations for events and workshops, information gathering, dissemination of results etc. The Communication team has created Stakeholders Lists and will periodically ask partners to provide information and contacts of target institutions and persons, always taking into consideration the GDPR regulation. This list will be continuously updated throughout the project.

3.1.2 Key messages

Key messages that will be communicated to the defined target groups are tailored specifically to each target group, in order to reach each stakeholder group efficiently and communicate the information most important for that target group.

The key messages are presented in the table below, together with their respective target group and expected reach:

Target group	Message	Reach
Construction and demolition companies and workers	Join the revolution of the European construction sector towards circularity. Get acquainted and involved with the adoption of innovative ICS and directly make a positive impact on your local community and the environment.	>10000 (individuals)
Architects, designers, and project planners	Consider the benefits of incorporating and increasing the use of recycled and reusable materials for planning and designing your construction projects and their structural design. Make use of Circ-Boost pilot projects as an example of successful adoption of ICS in construction.	>100 (individuals)
Waste treatment / recycling facilities	Understand that the future of construction lies in using recycled and reusable materials. Leverage on Circ-boost insights to further your knowledge, remodel your business plans, and adapt your production capabilities to be able to accommodate future industry needs.	>40 (facilities)
Municipality and public authority bodies	Contribute to the systemic changes required for a broader adoption of ICS in construction value chains. Ensure that Circ-Boost innovations address important challenges on a local and regional level.	>20 (entities)
Environmental / Urban Planning NGOs	We want to hear your perspective: contribute to evaluating Circ-Boost to ensure that the project impacts and outcomes are aligned to your key goals.	>50 (organisations)
Civil engineering and other thematic research institutes and universities	Support us in proposing improved methodologies to develop and use ICS in construction value chains. Make best use and analyse the substantial amount of data collected and publicly disseminated during the Circ-Boost project.	>100 (universities)
European and national policy makers	Take Circ-Boost insights into consideration while developing future urban planning and other relevant policies and measures.	>50 (individuals)
Citizens	Get familiar with the use of recycled and reused materials in construction and the positive impact it makes towards more sustainable communities and cities.	>200k (individuals)

Table 2: List of key messages per their target group and expected reach

3.1.2.1 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.

3.1.3 Other dissemination materials

3.1.3.1 E-learning platform

The e-learning platform will be created based on the recorded physical/remote trainings delivered during the project.

It will include theoretical and practical knowledge on how to integrate circular economies in construction value chains and the related economic benefits in the form of presentations, webinars, and e-learning formats (i.e., an online MOOC on selective deconstruction of existing buildings to facilitate reuse and recycling of C&DW and resources will be developed).

The e-learning module will be presented on the Circ-Boost website and available to all relevant stakeholders.

3.1.3.2 Scientific articles

Large attention will be given to dissemination through peer-reviewed papers. Therefore, Circ-Boost will implement the mandatory practice of responsible management of research data (and research output) under the principle ‘as open as possible, as closed as necessary, to guarantee an easy access to all project scientific publications.

The selection of scientific journals for publication will be led by the journal’s authoritativeness (inclusion in databases such as Web of Science and Scopus) but journals employing an open peer review process will be preferred, these being combined with publication on the Open Research Europe platform.

The Communication team is collecting all the titles of papers under the writing process through the following living document.

The image shows a spreadsheet titled "Scientific articles" with the CircBoost logo in the top left. The spreadsheet has 14 columns: NO, Partner, Title, ISBN, Authors, Keywords, Topic, Status (writing process, under revision, published), Journal, Research Gate (uploaded or not), Date of publishing, Open access Y/N, Funder, and Link. Each column has a dropdown arrow. The first row contains the number "1" in the "NO" column, and the rest of the rows are empty.

Figure 2: Sheet to collect scientific peer-reviewed articles

3.1.3.3 Trainings

The Circ-Boost training programme is developed to directly transfer knowledge to the construction industry to catalyze immediate market uptake of the developed integrated solutions.

The innovation partners will contribute to organizing and delivering training to ensure that the regional (and beyond) construction workforce will be ready to uptake the developed circular solutions. All the project pilot leaders will contribute to developing training materials and delivering training to the local construction workforces.

An intuitive guideline will be developed for pilots, providing guidance on developing and delivering training to industry actors based on their needs and interests.

Based on the provided guidelines, each pilot will develop a training and workshop plan and the needed material for their region. The task will develop two types of training material to be used for training relevant industry stakeholders:

- (i) theoretical and practical knowledge on how to integrate circular economies in construction value chains and the related economic benefits, developed in the form of presentations, webinars, and e-learning formats;
- (ii) step-by-step instructions on how to adopt the integrated solutions developed during the project, which will also include in person demonstrations to show how to adopt the technologies, directly instructing the construction work force, such as engineers, machinery workers, designers, architects.

All the material developed will be either produced or translated in the local languages of the five regions. At the end of the project all the developed training and workshop materials will be bundled and released (open access with CC license) in English.

3.1.3.4 Policy briefs

Circ-Boost will produce 1 policy brief that summarizes all the challenges faced in each projects region, further proposing solutions at regulatory level.

Policy brief will outline 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 the circular construction solutions.

The policy brief will also include knowledge collected from Circ-Boost's sister projects, to support the synergy between the same cluster projects. To support the gender dimension of the project, and as a result of the success stories analysis, the workshops and the open round tables, a chapter of the policy brief will be drawn up to identify possible changes in policy design and implementation to boost women employment in the construction sector.

Circ-Boost will share its policy brief as widely as possible to reach as many Europeans policy makers as possible and other key stakeholders. The project will use its own dissemination channels and further support is expected by other projects and the EC. The policy brief will be uploaded on the project website and shared directly to the policy makers.

3.1.3.5 Events

Circ-Boost partners will take part in local (national), EU and international level conferences, fairs, events, and exhibitions in order to raise awareness around the Circ-Boost activities and expected results and disseminate the relevant developments and outcomes.

Dissemination events and conferences will be important as they act as places to establish presence, build liaisons, and engage key stakeholders in the social media ecosystem. Therefore, partners will focus on promoting Circ-Boost in thematic events which attract a high number of scientists, construction companies and workers, and/or other relevant stakeholders, aiming to maximize the effect of direct interaction with them. Their participation will be documented with pictures and videos to be shared on project social media and website.

Furthermore, the project foresees the organization of a final high-level physical event which will be tailored to Circ-Boost main target groups: 1 day for policy makers; 1 day for construction, waste management, and design companies; 1 day for researchers.

In order to reduce the events footprint, the project will try to organize the event in collaboration with the other funded projects under the same call, sharing and comparing results and outcomes. The event will be leveraged to promote project results, as well as to discuss and debate wider issues and challenges related to circularity in the construction sector. The results will be presented in the final report.

Finally, an Excel table has been prepared by the Communication team, to gather information concerning events and conferences that Circ-Boost partners aim to and will participate in. This Excel table will be a "live" document, monthly updated. Hereafter is a first list of events that are of interest for some of Circ-Boost partners.

Publications	>16 scientific papers >10 articles	<ol style="list-style-type: none"> 1. Google Analytics – to track and report the project website traffic 2. Social Media Metrics – to track the engagement on social networks 3. Communication reporting table: <ol style="list-style-type: none"> a. Partners will report on the communication activities implemented in one single place: the registries Excel file, available on MyDisk team page b. Partners should save evidence of the activities conducted (such as ppt presentations made, invitations, agenda, pictures, post on social media, etc.).
Policy brief	1 final policy brief	

Table 3: List of Key Performance Indicators per tool with evaluation elements

3.2.2 Graphic Material

3.2.2.1 Colors

The selection of the color identity of the project is crucial to ensure the communication of the correct message. In Circ-Boost, the project’s color palette was selected to be eye-catching and to communicate trustworthiness and sustainability.

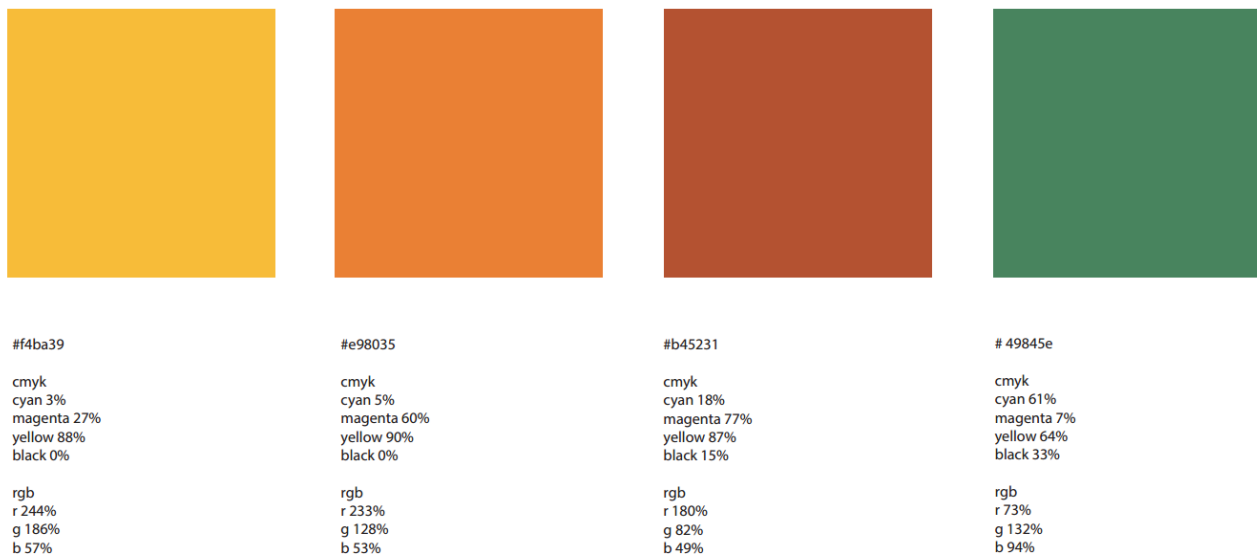


Figure 4: Circ-Boost colors

After researching the meaning of colors in different countries, this palette turned out to represent this project and its goals the best.

Yellow: Yellow is the color of the sun. As such, it’s easy to understand why yellow evokes feelings of optimism, clarity, and warmth. Yellow is also a rich color; it calls to mind gold and treasure. Another perk of yellow is that because it is so bright, it can stand out even when it is in busy surroundings. If you want to put a smile on the faces of consumers, call on the power of yellow.

Orange: Orange is creative, youthful, and enthusiastic.

Brown: The warmth of brown is associated with reliability, healing, and strength. Additionally, many find comfort in the plainness of brown because the color is considered all-natural and earthy.

Green: Green is the color which human eyes are most sensitive to, and humans can easily differentiate most shades of green. Green is serene and peaceful, and it conveys the idea of growth.

All the project partners are kindly requested to use the presented color palette for any graphics or color designs or backgrounds that will be used to communicate about Circ-Boost.

3.2.2.2 Visual identity

Logo

The logo plays a central role in the project's visual identity. It aids recollection and recall, and it should be included in all external and internal communications from the project.

The logo chosen is clear, captures the attention of the public and communicates the main concepts of Circ-Boost – circularity, construction, building.



Figure 5: Circ-Boost logo

It is used as the main character on all graphics and other applications. It consists of two elements: the first is the letter element-logo, i.e., the name of the project, two words in two different colors: brown and green, and the second is the stylization of circularity, concentric circles around the first letter capital C in three different colors: brown, orange, and yellow, which represents an association with project activities - green buildings, circular construction.

Also, with its simplicity and firmness of form, it is associated with the characteristics of business, success, security, prosperity.

One of the most crucial rules before the use of the logo is: "If you can't read it, you can't use it". The partners should ensure that they use the right size and resolution for each promotional activity and avoid pixilation. Another general rule for partners is that the logo should never be altered in any way, and it should never be rotated.

The partners should consider that every time that the Circ-Boost logo is used, the following messages should be indirectly communicated to the target groups:

- Differentiation
- Memorability
- Persistence (durable)
- Positivity (avoids negative connotations)
- Originality

EU emblem and funding statement

A copy of the EU emblem and a text stating that the project has received co-funding from the Horizon Europe program will be included in any dissemination material including the electronic ones. This emblem is available from the EU at the link:

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

The EU emblem accompanied by the above-mentioned text will be added as follows:

The project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101082068.

Project banners

The main objective of the banners is to generate awareness and raise curiousness. Beyond social media, it is envisioned that other versions of these banners will be used in further dissemination tools of the project, e.g., the project's website, newsletters, leaflets, etc.

3.2.2.3 Official project templates

To ensure consistency of the project's visual identity, the communication team has prepared and will continue to prepare templates to be used universally for the preparation of reports, presentations, deliverables, press releases, etc.

These templates will be shared through email communication and via the project's MyDisk folder among all the partners.

Deliverables template

For the needs of the preparation of the project's deliverables, a deliverable template has been produced in an MS Word format applying the project style.

The purpose of such a template is to have a consistent and recognizable layout for the project's deliverables. The deliverable template has a cover page with eye-catching visuals that displays the project's logo in a prominent position, the name of the deliverable and the relevant Work Package, while at the bottom of the page there is a clear statement that the project has received funding from the EU along with the emblem of the EU.

The second page of the template includes a table with the document's information and a table with the document history.

The third page of the deliverable template is reserved for the tables of contents and figures. The final page lists the documents' references, while the document also contains a back cover with similar visuals.

The first, second, and third page of the template remain static, do not change, and contain only the information referred to above. The footer of the template also contains the EU emblem and the project logo.

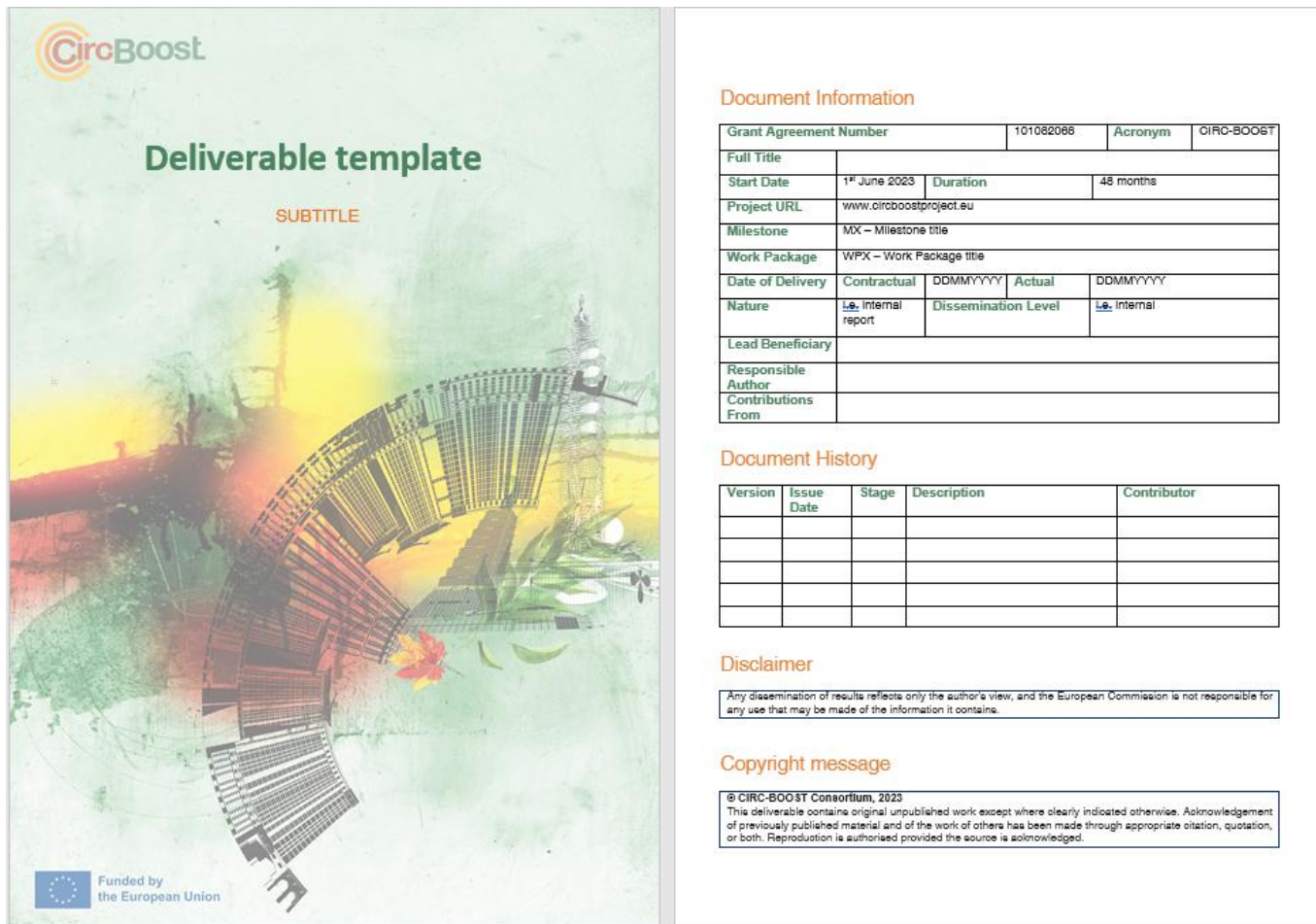


Figure 6: Circ-Boost deliverable template

PowerPoint template

Circ-Boost presentations are part of the different dissemination activities designed to support the Consortium’s dissemination efforts. The presentation template will be used in all events and meetings where the project results and activities are presented, and it was designed following the graphic identity guidelines to facilitate the recognition of the project.



Figure 7: Circ-Boost PowerPoint presentation template

3.2.3 Digital

3.2.3.1 Website

The goal of the project's website is to promote the projects' goal to the target groups and to be used as the main tool to disseminate the project results to the general public.

In more detail, the Circ-Boost website will provide updated information on the following indicative pages:

LANDING PAGE / Home

Goal: ensure clarity and understanding of the project in one glance. Contains:

- Circ-Boost (name, one sentence description and goal of the project with accompanying illustration), 4 main quadrants (2 per line) to introduce the project:
 - About the project – duration, goal, promotional sentence, Call-to-action button leading to About the project sub-section
 - Pilots – number of pilot projects, location, map of Europe with pins of pilot project locations, goal of pilot projects, Call-to-action button leading to Pilots sub-section
 - Media – latest news and updates from Circ-Boost, list view, Call-to-action button leading to Media section
 - Partners / Network – short introduction of project partners, and sister projects, two Call-to-action buttons leading to Partners and Network sub-sections.
- Circ-Boost X (Twitter) feed with latest tweets from Circ-Boost account
- List of Circ-Boost social media accounts
- Footer

Main menu sections

ABOUT THE PROJECT

Goal: provide detailed understanding about the project and its official documents. Contains:

- Project information, Work Packages, Deliverables, Milestones, FAQs

PILOTS

Goal: provide detailed understanding of pilot projects and their outputs. Contains:

- Pilot project information, Outputs, all data produced by the pilot projects

MEDIA

Goal: provide easy access to the media/digital material produced during the project. Particularly aimed at young audiences used to consume video-based material. Contains:

- Latest news and events, webinars, podcasts, live streamed events, photos, blogs, and press releases

NETWORK

Goal: provide detailed understanding of project partners, their involvement, and activities, as well as information about clustering activities with Circ-Boost sister projects. Contains:

- Information about project partners, their locations, involvement, and activities
- Information about sister projects funded under the same call, and clustering activities conducted to ensure synergies with relevant projects

CONTACT

Goal: provide area to get in touch with project partners and ensure that project partners are easy to get in touch with. Contains:

- Project contact information and get in touch form to send message to project's Communication team

An initial mock-up (wireframe) of the website's home page is presented below. The full website will be delivered in M6, while by the end of M4 a first simplified version will be published.

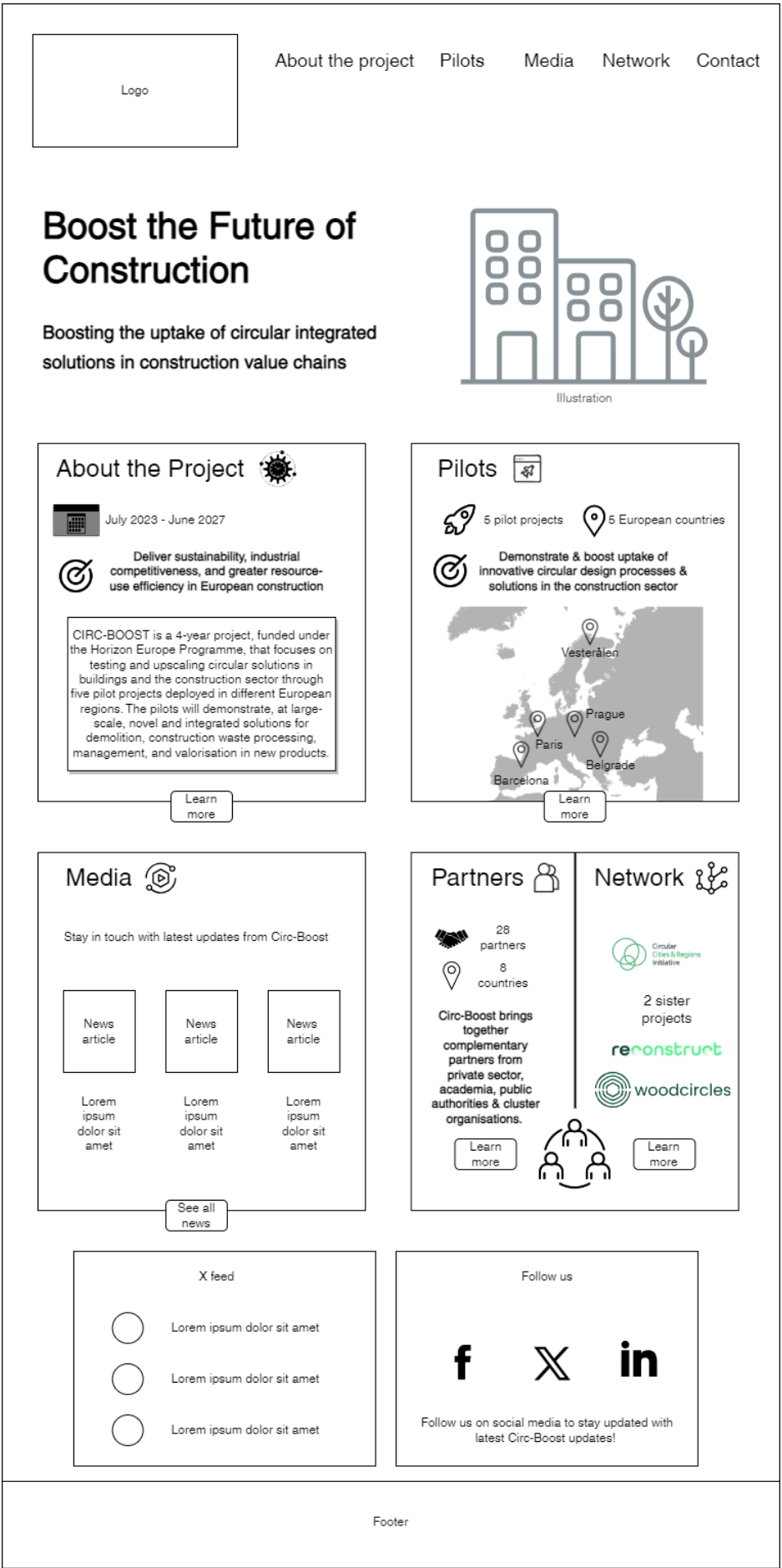


Figure 8: Circ-Boost project website wireframe

3.2.3.2 Printed materials

Reference promotional instrument when participating in events. Their usage will be limited to minimize the project carbon footprint, as such the use of syndicated materials (pens, notebooks, etc.) and any other printed material will be considered for their impact, cost, and their environmental profile (recycled paper, non-petroleum ink, etc.) and only printed in case deemed necessary for participation in physical events.

The most common items include brochures, posters and any other laid out paper-based resource. The project will prepare 3 sets (iterations) of each version to select the best one. Translation of the material will be kept into account if needed.

Most of the PR material will be available as e-documents and printing will occur as required (e.g., for events, workshops, etc.). As a sustainable project, we will select for more circular options: e.g., FSC-certified/recycled paper, printing using non-toxic inks, opt for non-plastic materials (e.g. bamboo pens/USBs). Finally, we will link to web material as much as possible, using embedded QR-codes, to minimize the amount of printing.

- The first set of material will primarily look at explaining the objectives of the project in a consistent manner, showing the potential achievements and impact.
- The second set will show the more advanced results.
- The third set will highlight the results.

If needed, these sets will be released with two or three different contents, tailored to each stakeholder category the project aims to reach. The project will give primary focus to digital promotional materials since this is aligned with a minimum environmental impact.

In case custom made design is needed, either it's a printed one or online for any event, partners should inform the Circ-Boost Communication team at least two months before.

3.2.3.3 Email account

An e-mail account which the public will be able to address for any issue relevant to the project and has been created: info@circboostproject.eu.

The responsiveness will be between 24h and 48h, taking into consideration the type of question requested from the Circ-Boost service center and the coordination with project partners as relevant to query. This account will be included in all used dissemination tools, such as the project website, social media accounts, printed material etc.

3.2.3.4 Modus operandi for social media posting

The following points described a step-by-step approach to provide suggestions for social media content:

1. If someone from the partners would like to suggest a post, following steps are recommended:
 - Access the Excel sheet (uploaded to the MyDisk platform, in the WP8 folder)
 - Upload a photo / picture that is suggested for posting
 - Rename it and use the same photo description in the sheet
 - Fill in the cells in the sheet accordingly
 - Inform the Communication Team
2. Once the suggested photo/picture/video etc. is posted, the partners should do the following:
 - Like
 - Share
 - Comment

All partners should participate in contribution to making and choosing material for social networks.

Excel tables for pictures and videos will be prepared by the Communication Team and shared with all partners, to gather ideas and suggestions for posting. Partners will be reminded every month to fill in these tables with their ideas and suggestions.

Posts, pictures and videos to be posted

Month	NO	Title for the post	Description of the post	Name of the photo/video	People in the photo/video to tag	Location	If to be re-shared, please provide the link	Date	COMMENT
January	1								
	2								
	3								
February	1								
	2								
	3								
March	1								
	2								
	3								
April	1								
	2								
	3								
May	1								
	2								
	3								
June	1								
	2								
	3								
July	1								
	2								
	3								

Figure 9: Sheet for posts

3.2.4 Social media

Social media accounts and profiles play a promotional role for the project, and it was planned to extensively use them to enhance the project online presence in a way that complements the other communication channels.

The objective for social media for the reporting period have been defined – build relationship and effectively engage with relevant stakeholders on a frequent and sustained basis to inform them about the Circ-Boost latest activities and achievements while stimulating dialogue between the project consortium and the outside world. Project related social media networks are available online, starting July 2023, and specific efforts have been made to develop the project presence on Facebook, X (Twitter), and LinkedIn.

3.2.4.1 Facebook

A dedicated Facebook page has been created, with the messages being both professional and trustworthy, and aligned with posts on other social media.

With its sophisticated targeting measures, in the context of Circ-Boost, Facebook represents a massive opportunity for reaching construction companies, especially the European ones.

Also, this channel is used to communicate and disseminate the project activities, upcoming and past events as well as results, and in general to share experiences and facilitate conversations about the project.



Figure 10: Facebook page snapshot

3.2.4.2 X (Twitter)

Circ-Boost X (Twitter) account will be used for amplifying communications to a large community of active stakeholders, as well as for propagation of news and project developments. Regular Twitter chats focus at attracting and engaging with target audiences leading also to the establishment of a trusted Circ-Boost network, enlarging the outreach to broad and targeted audiences.



Figure 11: X page snapshot

3.2.4.3 LinkedIn

LinkedIn page has been set up, a free subscription, which is open to all who are interested in learning about the project and its goals.

This page will help us to strategically connect and professionally engage with our target groups, particularly other researchers, farming and environmental organizations, and policy makers.

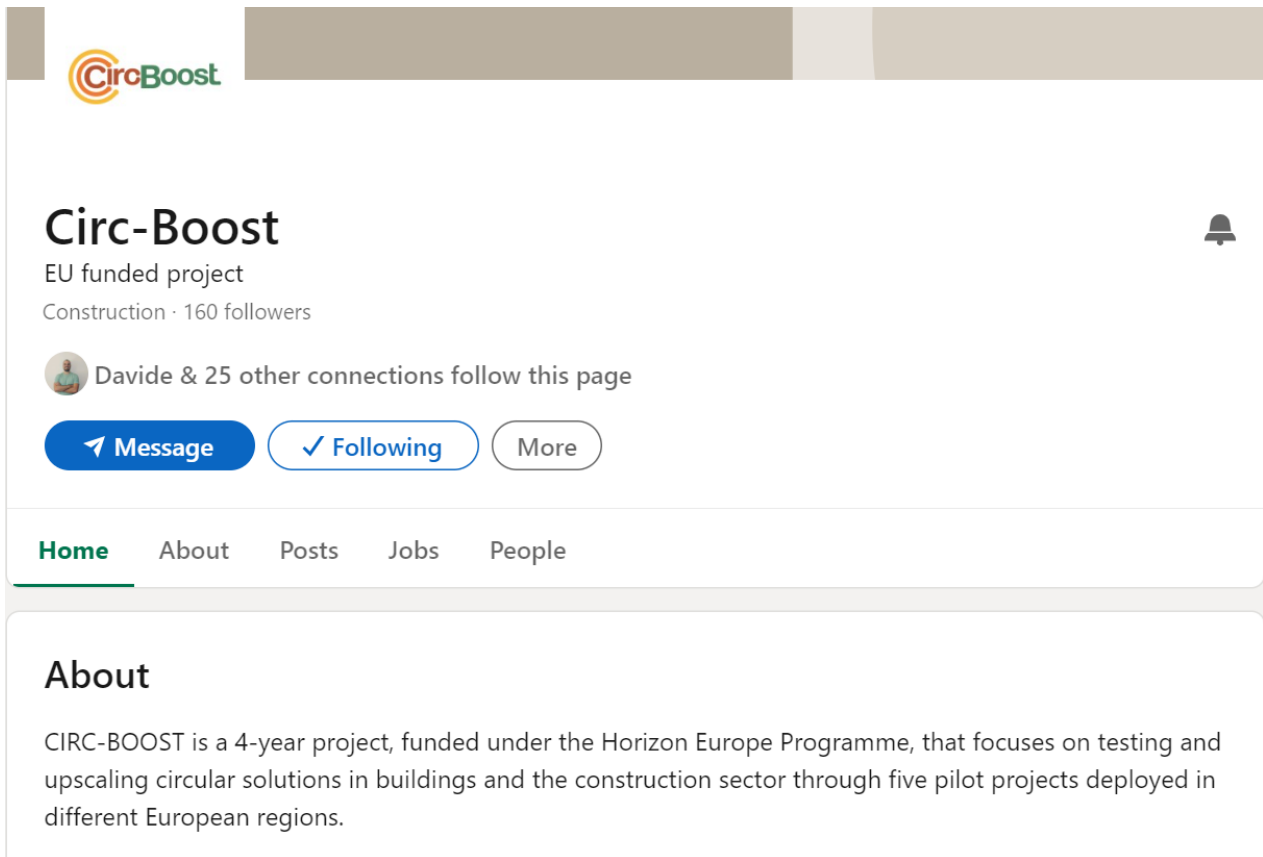


Figure 12: LinkedIn page snapshot

3.2.4.4 Hashtags

A hashtag is a metadata tag that is prefaced by the hash symbol, #. Hashtags are widely used on microblogging and photo-sharing services such as Twitter and Instagram as a form of user-generated tagging that enables cross-referencing of content sharing a subject or theme.

After research the hashtags that fit Circ-Boost project, which have most traction in common subjects are the following:

- #circboost
- #euproject
- #circularsolutions
- #circularconstruction
- #construction

3.2.4.5 Podcasts

Podcasts will be released discussing various thematic issues relevant to circular construction, green building, and circular economy. Various guests (scientists, construction workers, company owners, etc.) will be invited for discussions on key project topics. This will allow to share project results and knowledge in an informal way, capturing the younger generations that are used to this new format.

The podcasts will be video based, recorded, uploaded to the project website and popular podcast platforms (Apple Podcasts, Spotify, YouTube.)

We encourage all partners to participate in the creation of podcasts, suggesting a list of potential guests and interesting topics. The communication will then support the set-up of the interview and moderate the podcast.

Hereafter, in figure 10, a concise explanation on how to properly set up the equipment for a podcast is included.

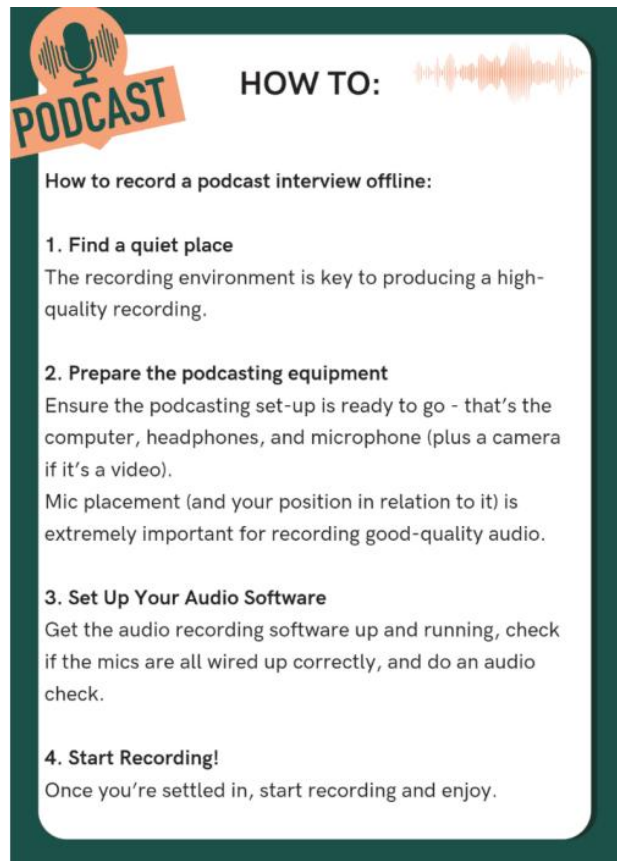


Figure 13: Instructions for recording a podcast

The following are some potential topics to be discussed in the podcasts:

1. Sustainable approaches to construction in different countries and geographical conditions
2. Economical barriers to implementing circular construction in Europe
3. What is the main source of knowledge for European construction workers?

3.2.4.6 Webinars

Webinars address key issues of interest recognized on the engagement survey, on website Q&A, in the construction knowledge exchange, etc. with hosting/contributions from construction companies, experts, innovators and others involved in the project or in other liaison activities.

Webinars will be posted and advertised on all Circ-Boost social media channels.

Every partner is encouraged to develop and share their own webinar ideas.

Here is a list presenting some of the topics that may be interesting and relevant to discuss:

1. How to increase the uptake of circular construction?
2. Barriers for increasing the uptake of circular construction
3. Policy interventions to enable a wide-scale shift towards the circular construction

Like for podcast, here is included a step-by-step approach to ensure that the webinar is successfully produced and disseminated. The communication team will coordinate every step of the process with the support of the partners contributing to the production of the webinar content.

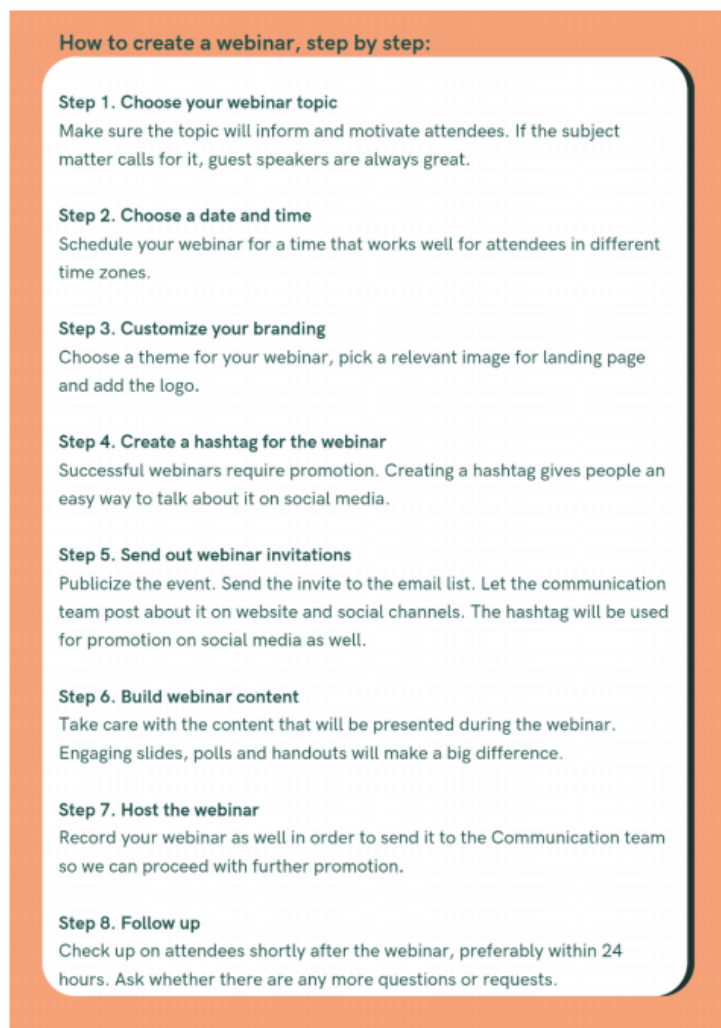


Figure 14: How to create a webinar

3.2.5 General media

This communication activity refers to the development of newspaper articles, external blog posts, and online articles at selected publications.

The following media strategy will be adopted, which will allow for a regular publication of press releases:

- The articles and press releases will be developed by the core consortium.
- All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient.
- Through the local efforts from all partners, it will be possible to achieve a wide European outreach.
- Once results are available, the news will be success story oriented.

When the need arises for dissemination of project results and information, press releases will be made by the communication team and distributed to a certain number of media channels and platforms, to amplify the impact and visibility of the project.

3.3 Synergies with other networks, initiatives, and projects

Focusing at reaching a wider audience beyond the main targeted stakeholders of the project, the DCE will outline liaison and networking activities with other EC projects, initiatives and networks that will further enhance the dissemination range and impact.

Circ-Boost Communication team will seek collaborations and establish dialogue with different EU/International projects and initiatives, as well as relevant networks and organizations relating to Circ-

Boost’s scope and activities. This will be an on-going activity that will enable exchange of views and potential development of synergies.

Circ-Boost will systematically approach, engage, and involve an extensive number of regional and international networks and initiatives to share and discuss project results. An engagement strategy with guidelines and concrete steps on how to connect to regional networks will be prepared and shared with all project partners.

These synergies may result in the following activities:

- Cross promotion of activities and events,
- Participation in events and conferences,
- Knowledge sharing.

For the entire duration of the project, WP2 will collect and map the Circ-Boost construction ecosystem, periodically updating it. At the current stage the project partners are already well connected to an extensive network of key stakeholders, part of which are shown in the following table.

The following table presents networks of interest recognized by Circ-Boost that will be contacted to successfully gauge potential target group interest, support the engagement, and seek further collaborations.

Target group	Networks	Reach
Construction, Waste management, and Design companies and their workers	Plataforma Tecnológica Española de Construcción (PTEC), Official Chamber of Building Contractors of Catalonia, SEOPAN (Association of Infrastructure Contractor and Concessionaires), Australian Contractors Association Membership, ANPAR: Italian National Association of producers of Recycled Aggregates, ANCE: National Association of Building Constructors (Italy), GRDC (Associació Catalana de Gestors de Residus de Construcció i Demolició), National Public Works Federation (FNTP); Construction and Public Works General Contractors of France (EGF BTP), Serbian Demolition Association	>10000 companies that are active in the construction value chains of at least 10 European countries.
Policy makers and public authorities	European Committee for Standardization (CEN), World Business Council for Sustainable Development (WBCSD), Roads Australia, Order of Engineers – Salerno (IT), Hellenic Ministry of Environment and Energy, Samfunnsbedriftene (NO), Avfall Norge, over 50 municipalities in the 5 countries where Circ-Boost pilots are set.	>50 municipalities, >10 organization that have regional or European political influence >5 ministries
Research and Education	European University Association (EUA), Over 100 research institutes across Europe and beyond that collaborates with project partners, Innovation Greece, Marine Recycling Cluster.	>100 Research institutes and universities across Europe and beyond
Other Construction value chain actors	International Federation for Structural Concrete (fib), International Union of Laboratories and Experts in Construction Materials, Systems and Structures (RILEM), Asociación Científico-Técnica del Hormigón Estructural (ACHE), Advances materials and nanomaterials Spanish Technology Platform (MATERPLAT), European Construction Technology Platform (ECTP), ACI Italy Chapter	>25 organizations that are of key importance for the construction value chains

Table 4: Network of key stakeholders by their target group and expected reach

3.3.1 Sister projects and other relevant projects

In order to enhance the visibility of Circ-Boost and to ensure maximum attractiveness and engagement of all target groups and relevant actors, a series of liaison and networking activities will be organized/attended within the project life span. Collaborating with sister projects awarded under the same call will be the starting point for all collaborations. Having that in mind, the Circ-Boost’s sister projects are:

1. [WOODCIRCLES](#)
2. [RECONSTRUCT](#)

The Circ-Boost communication team has established contact with the communications teams of both projects. A joint kick-off has been organized under the facilitation of the European Research Executive Agency and the Circular Cities and Regions Initiative (CCRI), where the representatives of all three sister projects presented their respective projects, their activities and explored the ways in which the projects can collaborate and establish synergy.

A common plan will be developed to maximize the impact of our efforts and shared activities will be conducted.

In addition, a list of other complementary projects with whom collaboration will be initiated has been prepared and it will be periodically updated during the project lifetime.

WP2 will support the project partners to participate in and organize networking activities to strengthen the collaboration with other projects and key innovation actors in the project regions and beyond. Particular focus will be on establishing strong partnerships with projects funded under Cluster 4 Destination 'Climate neutral, circular and digitized production', section "A new way to build, accelerating disruptive change in construction," CCRI pilots and fellows and the New European Bauhaus initiative.

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 after the signature of the GA to present Circ-Boost project in details, and knowledge sharing activities such as commonly organized events, participation in the Circ-Boost advisory board, or early sharing of data will be proposed and discussed. Ad hoc activities may be organized with the leaders of the Circ-Boost pilots depending on the complementarities and expertise of the above-mentioned projects. Likewise, a list of events will be requested from the CCRI for the upcoming year to ensure coordination with them and the CCRI Coordination and Support Office (CCRI-CSO) will be invited to form part of the Circ-Boost advisory board and attend project events and other key activities. Results will be promptly disseminated to the CCRI-CSO to maximize the project outreach.

Likewise, the project dissemination channels will be leveraged to share CCRI results and achievements.

As well strong synergies will be established with the other projects funded under the same call. The three funded projects will work hand in hand from the GA development phase to identify common activities and strengthen their cooperation. The goal is to ensure that at least D2.4 Final Circ-Boost Policy Brief will include input and gather knowledge from all the three projects together. Another suggestion is to organize a final event together, which remains to be agreed upon by the coordinators of the projects.

Finally, the project will closely support the New European Bauhaus, not only by disseminating their activities and results, but also by participating (or suggesting project partners) at relevant events, activities, competitions, open calls, etc.

4 Exploitation Strategy

The concept of exploitation is different from the concept of dissemination, although an effective exploitation strategy should include both dissemination and exploitation activities. In this context, it is highly important to understand the concepts of dissemination and exploitation. Dissemination is the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including scientific publications in any medium.

Exploitation is the use of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardization activities.

Even though exploitation and dissemination are different concepts, an exploitation strategy includes the development of dissemination activities. Therefore, while dissemination is related to making the results of the project visible, the exploitation is responsible for guaranteeing the use of the project results in other activities during and after its implementation.

In order to achieve its exploitation goal, Circ-Boost has developed a set of actions to ensure effective exploitation of the results after the completion of the project. These tools and activities will allow the project target audiences to benefit from the knowledge generated during the project lifetime. Such activities will be cross-work package, as highly relevant work with regards to business models and the development of exploitation routes will be carried on under WP7.

Circ-Boost produces a wide range of validated, knowledge-based results with extensive exploitation potential. The table below shows the key exploitable results and the planned exploitation route for each of them, specifying the main target groups.

Further analysis of exploitable results and related exploitation routes will be carried out during the entire project. Workshops will be periodically organized with the project partners to update the exploitation routes as well as the list of key exploitable results. A living document will be created and shared with all the partners. It will be the basis for continuous development of Circ-Boost's go-to-market strategy.

Work package	KERs	IP	Exploitation route	Target groups
3	Novel BIM-based selective demolition optimization	Best practice recommendation	A policy recommendation (including a protocol) will be produced on the established novel best practice in BIM application for existing structures and the optimization of their selective demolition processes and techniques. The recommendation will contain a detailed description of the procedure and establish a set of scenarios for which the proposed procedure is optimal.	Demolition and construction companies; Local authorities
3	Radio frequency wireless sensors for material traceability	Patent	The developed radio frequency wireless sensors with optimized batteries for material and element traceability will be patented. The device will enable real-time geolocation of elements and materials on construction sites, precast concrete plants or CDW treatment sites.	Precast concrete producers; Construction companies; CDW management companies
3	Concrete elements from material stock after demolition or secondary raw material (such as fly ash)	Soft IP: Company Know-how	Unique concrete elements will be developed from the material stock obtained after demolition (precast elements from recycled aggregate concrete, 3D printed concrete urban furniture, lightweight concrete facade claddings).	Aggregate and cement producers; Construction companies; Precast concrete producers; Architects
3	Novel soil remediation for heavy metals	Best practice recommendation	A method statement and best practice recommendation for a novel soil remediation technique for heavy metal leaching involving	Developers; Earthworks companies; Local authorities

			hybrid bioremediation and nanobubble water treatment will be prepared.	
3	Digital platform for waste and materials matchmaking	Open access	The digital marketplace tested during the project will be extended beyond Plaine Commune territory to foster the material reuse even further.	Construction companies; Local authorities; Urban planners
3	A multi-site recycling and remanufacturing facility	Patent	The multi-site recycling and remanufacturing facility concept may be implemented on other work sites. Solutions developed on the site will be launched in the market by local companies that are participating in the project. New collaboration with other regional companies will be pursued too.	Construction companies; Local authorities; Urban planners
3	Recycled tire use in infill wall insulation and flooring	Patent	The application of recycled tires for masonry infill and partition walls insulation and for flooring will be patented.	Construction companies; CDW management companies; Architects
3	Reuse of structural steel for composite decks and steel frames	Best practice recommendation	Within the Serbian pilot, the application of composite decks made with green concrete, steel sheeting and reused steel beams, as well as moment-resisting frame with reused steel beam and columns, will define optimal strategies and best practices for steel element reuse and service life extension. Innovative connections between steel structural elements are key components that allow the adaptability of construction member reuse.	Construction companies; Demolition companies; Developers
3	Building design for disassembly	Utility model	The Norwegian and Serbian pilots will comprise the construction of the GaiaVesterålen Museum according to a novel design for disassembly approaches, considering modularity, multipurpose use and circularity. The building will showcase a methodology that can be taken up by other regions.	Construction companies; Developers; Demolition companies; Local authorities
3	Facade units made of recycled aggregate concrete	Utility model	The result – façade panels - can be commercialised for other building projects in a form of licence to potential industrial producers.	Precast concrete producers; Concrete tiles and paver producers; Construction companies; Architects
3	Technology for surface grinding and treatment for RAC façade panels	Approved method statement	Exposed grinded surface for architecture purposes and surface treatment for durability purposes. Approved technology can be transferred to other projects.	Precast concrete producers; Concrete tiles and pavers producers; Developers; Construction companies; Architects
3	Anchoring system for façade panels	Approved method statement	Structural system and technology for anchoring the façade panels to the building structure. Approved technology can be transferred to other projects.	Developers; Construction companies; Façade producers; Architects

4	Novel open-source digital solution: 3D web CE map	Open access	<ul style="list-style-type: none"> Collaborate with municipal authorities where these maps are developed to integrate the CE map assessment results into their urban planning and waste management systems, enabling efficient resource allocation and waste reduction strategies. Collaborate with smart city initiatives to incorporate the CE Map into broader urban planning and sustainability efforts. Partner with industry associations representing construction, waste management, real estate, and sustainability sectors to promote the adoption of the solution among their members. Develop training programs for construction and real estate professionals and engage students and academia, emphasizing the use of the CE Map for sustainable building practices. Launch public awareness campaigns to educate citizens about the importance of circular economy principles in the built environment and related data transparency while promoting the utility of the CE Map using info portals, social media, webinars, and educational materials. Encourage building owners to voluntarily share data generated by the CE Map to create industry benchmarks and best practice standards for resource management. 	City Authorities/ Government Agencies / Policy makers responsible for urban development, environmental assessment and disaster management; Waste management companies; Construction & demolition companies; Real estate developers; Building owners and Managers; Social Society Associations; Relevant industry Associations; LCA/LCC Accessors.
7	Training and capacity building deck used for training >1000 companies and their employees in 5 European countries	Open access	The accumulated material developed for training within this project will be bundled into a Circ-Boost CE integrated solution presentation deck that will be disseminated to the wider construction industry. Project partners will continue using and updating the deck after the project.	Construction industry; Academia
2	Policy brief to overcome regulatory challenges and bottlenecks	Open access	Circ-Boost will share its policy brief as widely as possible to reach as many Europeans policy makers as possible and other key stakeholders. The project will use its own dissemination channels and further support is expected by other projects and the EC.	Policy makers; Researchers; Other interested construction stakeholders
5	Integrated sustainability assessment methodology	Open access	Circ-Boost will make openly available an online tool and methodology statement for performing integrated sustainability assessment of construction materials, elements, and structures.	Architects; Developers; Construction companies; Local authorities
3	Production of recycled aggregates	Best practice recommendation	Within the Norwegian pilot, it is aimed to produce recycled aggregates and certify them. Demonstrate the small-scale production and promote it for less populated places with limited resources and possibilities.	Waste management facilities; Demolition companies; Developers; Construction companies; Concrete producers

Table 5: Draft exploitation plan for key exploitable results

4.1 Tasks and activities

In Circ-Boost project, Work package 6 – Marketize will be dealing with Key exploitable results and prepare go-to-market strategy. Below is the list of tasks and activities planned within the Work package, along with the timeline.

T6.1 Value chain analysis

Data Gathering (M13-M15)

- Collect data and info on the value chains of 5 pilots
- Identify key stakeholders and their roles in the value chains
- Document current business relationships within the value chains

Needs Assessment (M16-M20)

- Analyze the gathered data to understand the needs of value chain actors
- Determine both environmental and economic requirements

Model Development (M21-M24)

- Develop circular construction models based on the identified needs
- Ensure the models satisfy both environmental and economic criteria
- Transfer analysis results to pilot for market orientation

T6.2 Frontal learning

Lesson Organization (M25-M27)

- Organize frontal lessons and activities for project innovation actors regarding relevant CE, business modeling, and go-to-market strategy experience

Plenary Sessions (M28-M31)

- Conduct plenary sessions to share knowledge on circular business modelling, market analysis, supply chain analysis, go-to-market strategies, and pitching skills
- Foster Q&A and brainstorming sessions for knowledge exchange and problem-solving

1to1 Training (M32-M36)

- Provide 1to1 training sessions tailored to each pilot
- Address case-specific questions and apply theory to individual pilot projects

T6.3 1to1 Mentoring

Mentor Assignment (M13)

- Match each innovator with a mid-senior Deloitte OFI professional as a mentor
- Ensure mentors have relevant expertise for each specific context

Periodic Mentoring (M14-M36)

- Conduct 1-on-1 mentoring sessions once or twice a month
- Provide holistic support to ensure innovative solutions, circular value creation, and cost-cutting along value chains
- Adapt mentoring methods to the needs of each pilot project

T6.4 Circ-Boost integrated solutions business plans and market uptake strategy

Business Plan Development (M25-M36)

- Translate strategies from T6.2 and T6.3 into concrete business plans
- Develop step-by-step market uptake plans
- Conduct financial analysis and make predictions
- Specify potential buyers/users and commercial agreements

Investment Pitch Preparation (M37-M46)

- Adapt business plans for pilot partners interested in seeking investments
- Include a sustainability strategy for all Circ-Boost KERs

5 Conclusions

Deliverable 8.1 defines a detailed plan for the Exploitation, Dissemination and Communication activities. As a living document, the information included in here will be regularly updated and the strategy upgraded based on the obtained results and the collected feedback from the target groups.

The collaboration with other EU funded projects, particularly with the sister projects WOODCIRCLES and RECONSTRUCT, is envisaged and common activities will be plan throughout the project duration to maximize the projects' outreach and minimize duplication of efforts. Likewise, we will strongly involve other EU initiatives in key project activities, inviting them to workshops and events. Policy makers, both at European and national level, being one of the main target groups, will be periodically reached through policy briefs and policy workshops to share with the acquired knowledge on optimal policy interventions for supporting the shift of the agricultural sector towards more sustainable practices.

Circ-Boost projects will strongly rely on and leverage social media channels and project partners' networks to connect with all key target groups, particularly with construction companies and policy makers.

Finally, being a research and innovation project, Circ-Boost partners will produce and openly publish over 20 peer reviewed papers to share the project results with a wide range of scientists and researchers, who will be able to build upon the shared knowledge, hence increasing the impact of the project's results.

References

- GA, Project 101082068 — CIRC-BOOST — HORIZON-CL6-2022-CIRCBIO-02-two-stage

End of Document