



## Circular and Dynamic Manufacturing Supply Chain Orchestration and Optimization

### D6.2 Periodical dissemination retrospect and follow-up action plan

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## Abbreviations

Acronym	Description
MWCB	Mobile World Capital Barcelona
WP	Work Package
EOI	Expression of Interest
OC	Open Call
EC	European Commission
KPI	Key Performance Indicator
EXD	Experiments for Demonstration
IoT	Internet of Things
CM	Conditional Monitoring

## Executive Summary

This deliverable is funded by the European Commission. It describes all the activities, communication channels and materials created, implemented and monitored during the first 12 months of the project to ensure a successful promotion of the project and dissemination of its first outcomes and results. The project's initial communication and dissemination activities have been demonstrated in the previous deliverable: "*D6.1 Initial plan for the exploitation and dissemination of results*", submitted at M3.

This document is structured into sections that cover:

### **Activities and Results – KPI:**

This project features 2 sets of KPIs in the WP6 of the project, dedicated to communication and dissemination separately, to ensure that they are effectively monitored so all awareness-raising activities are registered and available to be reported to the EC when required.

### **Target**

The project has selected relevant stakeholders and focused its communication and dissemination activities according to the appropriate channels.

### **Online and Offline Channels**

The project's main communication channel is its [website](#), which serves as a hub to host and distribute important relevant content. At M12, it is close to 2375 visitors.

In addition to the website, the project has two social media channels: [LinkedIn](#) and [Youtube](#). On these channels, the project shares relevant news about the consortium partners (news, events, workshops...), amongst news related to the project ecosystem to an engaged community of 450+ followers.

### **Open Call: Communication and Dissemination Activities**

Specific communication and dissemination activities were led regarding Open Call #1, or Expression of Interest (EOI). It was launched on May 31<sup>st</sup>, 2024, and targeted towards supply chain actors across various manufacturing industries wanting to engage in circular business with other complementary entities. The EOI was disseminated on the website and on Social Media.

### **Follow-up Communication and Dissemination Action Plan**

The document describes the following KPIs over the next 3 years to continue delivering a strong and efficient communication and dissemination strategy. Yearly KPIs are presented: various types of publications, events, workshops, skills developments, etc. CIRCULOOS plans to carry out the creation of videos for the remaining pilots, events attendance such as the Dutch Design Week later in 2024 and MWC Barcelona 2025 amongst others. All partners collaborate to the coming up activities.

## 1. Introduction

The CIRCULOOS' activities as of M12 and from the kickoff of the project have been communicated steadily and efficiently. As the main channel, the project's website serves as a predominant entry point to know everything about CIRCULOOS. It is where visitors and followers of CIRCULOOS can get a full understanding of the project, as well as follow its progression and access its news, events, activities and outcomes. Since the launch of the program, it has evolved and will continue to adapt to the project's development and outcomes. So far, it has been focusing on:

- Shedding lights on why the circular economy supported by CIRCULOOS is crucial to the European ecosystem
- News regarding the consortium partners on the project and on behalf of it
- Events organized and attended by partners
- Sibling projects and synergies (for instance the Reincarnate project)
- The Open Call: the project is now working towards the completion of one of its main milestones: the first of 3 Open Calls. A specific strategy has been created and been implemented to maximize impact and will be explained further in the document (section 6). It involves a targeted campaign to attract applicants, disseminate information about the project and lead activities to facilitate participation to Open Calls #2 and #3.

Overall, the communication and dissemination management of the project activities and results will be further explained in Section 5 "Where: Online and Offline Channels".

Other than the project's website, other communication online channels are being used to maximise the impact of the project, such as social media, newsletters, press releases. Also, offline channels, such as the project's presence at events or conferences. When required, communication efforts increase in the form of short-term campaigns or specific campaigns, such as to promote open call participation. In that case, all project partners received a communication toolkit to strengthen these efforts and reach the maximum people as possible.

### 1.1. Project Introduction

The overall vision of CIRCULOOS is to deliver the tools to enable MSMEs to become full members of the Circular Manufacturing value chain. These tools orchestrate and continuously optimise the supply-chain end-to-end and integrate planning and execution monitoring to enable transparent and on-time communication. Combining these with direct calculation of the product sustainability and circularity profile, for both internal and external partners, this environment will enable them to configure and execute disruptive circular manufacturing processes for sustainable production that covers the entire life cycle of products; either by recovering the value of product that ended-up as waste or from recycled and remanufactured products.

To achieve this objective the project aims to deploy:

- Circular end-to-end supply chain orchestration for collaborative workflows which incorporates planning and execution metrics and integrates advanced and multimodal visualisation and analytics. The visualisation is delivered by comprehensive Digital Twins of the supply chains formulated, the factory processes and product design phases.
- Supply Chain Optimisation that monitors the global (across the supply chain) and local (within the factory) processes and execution, inputs and outputs and configuration parameters, to enable

data-driven AI decision making, this way supporting continuous optimization of targeted and measured performance and sustainability parameters.

- Dynamic Sustainability Assessment functionalities that investigate alternative supply-chain scenarios (varying in terms of materials used, processing technologies, suppliers involved and/or activated circular economy practices) in place of the existing schemes, quickly measuring their performance in terms of environmental sustainability and circular economy profile.
- Supply Chain Data Spaces for seamless, multi-level data flow across the supply chain partners, supporting the reuse of materials in novel products, the extension of the life-cycle of finished products (remanufacturing), and data-driven decisions for collaboration of parties offering matching services in the most dynamic and efficient way.
- Cybersecure and trustworthy data sharing across the supply chain by employing a distributed, trusted and efficient Identity and Access management system, that together with the associated trust framework will coordinate the identities of all IoT objects and ensure trustworthy data sharing among its members, aligned with the trust framework that is being implemented in EBSI.
- CM specific tools for the automatic recognition of recyclable parts by modern Machine Vision tools and Advanced Robotics, to enable optimized flows in the selection process.
- Novel circular business processes will be demonstrated supporting reusing, reducing, and recycling material in production and consumption systems. The new collaborative production models will provide quantifiable results on the sustainability increase across the supply chain, in terms of efficient use of raw materials, of by-products, of waste and energy and of emissions reduction. CIRCULOOS leverages the above with the RAMP integrated innovation IOT platform and the European network around it to deliver a CM ecosystem and platform for Manufacturing SMEs.
- Skills upskilling and reskilling will be provided in RAMP and through online courses, webinars, and best practice guides and success stories based on the pilots and Experiments for Demonstration (EXDs).

## 1.2. Deliverable Purpose

The objectives related to this deliverable have been achieved in full and as scheduled. In the sections below is the periodical dissemination retrospect during the project's first year. It includes a focus on the first outcomes of the ongoing communication and dissemination activities to support the Expression of Interest, which is the first of the 3 Open Calls set for the project.

The results are achieved according to the expected KPIs to reach the project's objectives. Moreover, a follow-up action plan for communicating and disseminating the project is outspreaded, which of course, it will be adapted to any contingency that CIRCULOOS might face throughout its lifecycle.

## 2. What: Project Activities and Results

This section showcases the different KPIs planned for WP6. On one hand, there are all the dissemination KPIs, which according to the [European Commission](#), are related to sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. As the project is still at a very early stage, the potential dissemination of knowledge will be expanded in the coming months. On the other hand, there are the communication KPIs, which quoting [European Commission](#) are more focused on informing, promoting and communicating activities and results. In this sense, since the project is already active, it has been possible to show everything that has been done so far, to promote its activities and make the project known to its public. Thereby, both tables are featured, which were also presented on D6.1 at the first stage. Throughout this deliverable, in Section 5, this table will be updated with the results that have been obtained so far.

**Table 1.**  
*Dissemination KPIs*

Measure	Audience	Means	Target KPIs
Technical publications	CIRCULOOS communities, industry stakeholders	Technical articles, white papers, joint publications with associations (Digital Factory Alliance, EIT Manufacturing, EFFRA, Manufature, Manufacturing Clusters, etc), industry stakeholders/ clusters.	> 5 technical articles > 2 white papers
Scientific publications	Scientific and Research communities	Open Access to publications to highly cited communities and journals, examples include: IEEE Industry Applications Society (IAS), IEEE Robotics and Automation Society (RAS), Journal of Inter. Measurements Confed. (IMEKO), ACM Transactions on Cyber-Physical Systems, IET Information Security.	> 15 publications in scientific journals
Scientific conferences	Scientific, Research and industrial communities	Participation to scientific conferences, such as IEEE International Conference on Emerging Technologies and Factory Automations, IEEE International Workshop on Factory Communication Systems, International Conference on Technologies & Business Models for Circular Economy, IEEE International Conference on Industrial Informatics, CIRP conference on Manufacturing Systems, IEEE International Workshop Metrology for Industry 4.0 and IoT, Internet of Things Cyber Security Conference.	> 15 publications and/or presentation delivered in major conferences
Trade fairs/exhibitions	Industry stakeholders, vertical	Participation and presentations to major trade fairs and events, such as: State of Play (EFFRA), IoT Tech Expo, IoT World Congress, Industry 4.0	> 10 participations in major events/trade

	industries	Conference 2022, Circular Economy Stakeholder Conference, etc.	fairs > 5 banners/posters
Workshops through associations, communities and clusters	Application developers, cybersecurity/ ICT/ IoT industry suppliers, tech. providers.	Outreach events through workshops for targeted alliances, associations and communities in which consortium partners are active members (e.g. EFFRA, Manufacture Technology Platform (ETP), European factories of the future research association NEMA); clusters and partnerships (e.g. FIWARE, GAIA-X, European Circular Economy Stakeholder platform); related EU funded projects, etc.	> 2 technical workshops > 2 workshops presenting use case results
Skill development	EXDs, MSMES +SMEs	Training webinars and documentation.	40 videos +20 documents
Training seminar	Universities, Researchers, entrepreneurs	Online tutorials through webinars, presentations to schools/universities, curricula in BSc, MSc and/or PhD courses.	> 6 presentations to schools/universities
Standards	SDOs, opensource SW communities	Harmonization, interactions and contributions to emerging and new standards, such as FIWARE, AIOTI, etc.	> 4 SDOs involved > 4 standardisation contributions

**Table 2.**  
*Communication KPIs*

Measure	Audience	Means	Target KPIs
Website	ALL	Online project website designed and developed by MWCcapital, updated throughout the project.	Website ready by M03 7.000 visitors by M42
Social media	ALL	Online presence in social media channels such as LinkedIn & Twitter, spreading news about the project.	> 1000 stakeholders > 200 monthly impressions
Newsletter	Tech providers vertical industry stakeholders	Newsletters will be circulated via email lists providing an overview of the main project activities and outcomes.	> 6 newsletters > 1000 contacts reached

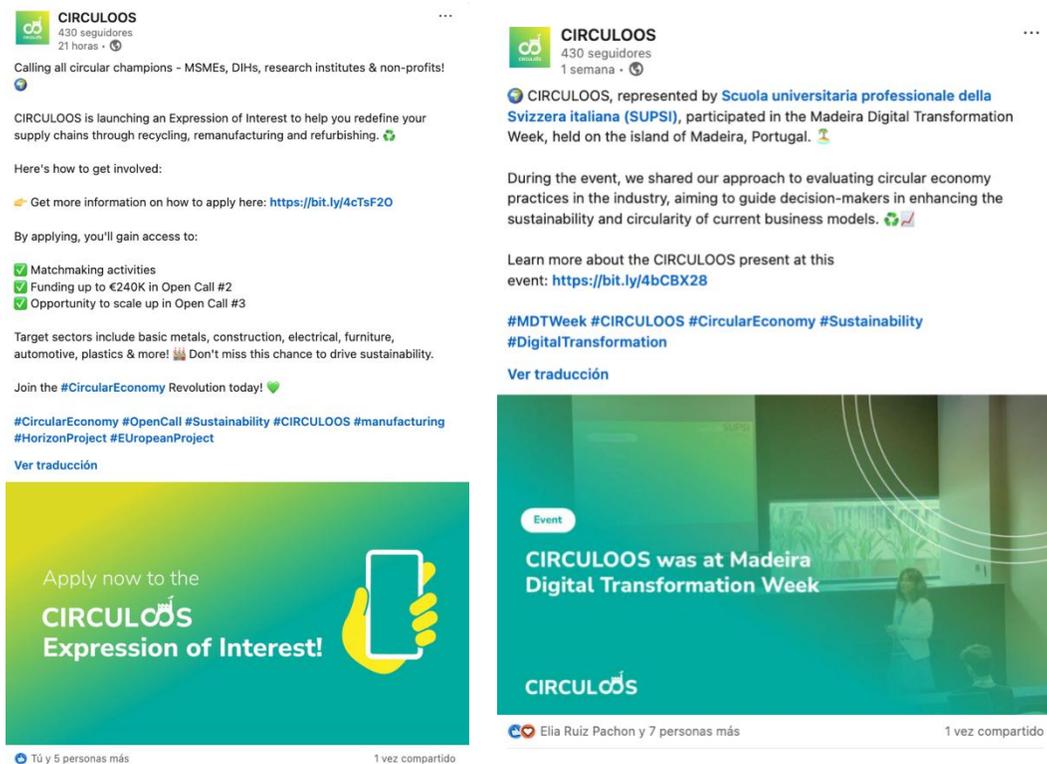
Video clips	ALL	Multimedia video podcasts presenting the project, its innovation, and its key outcomes.	> 3 videos produced > 2.000 views in YouTube
Printed material, flyers	ALL	Brochures, leaflets, flyers in events, roll-up banners, posters, also available online for printing through the project's website.	> 2.000 printed copies distributed > 4 roll-up banners/posters
Public events	General public academia	Public events with general public, schools and higher education institutions to inform them about the project and its impact in the everyday life.	> 4 public events > 3 open days at schools > 100 participants /event
Newspapers & magazines	ALL	Non-technical articles and press releases in local newspapers and magazines to reach a broader audience providing a visibility of the project and its main achievements.	> 3 press releases in newspapers and magazines
DIH	Tech providers vertical industry stakeholders	Promotion of the project results in various DIH to amplify the project's outreach for early adoption.	> 30 DIHs contacted
Fora&Blog	Tech providers vertical industry stakeholders	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on CIRCULOOS potential and features.	> 5 publications to blogs > 5 blogs/for a to post
Other projects & activities	Tech providers vertical industry stakeholders	Liaison with other projects to co-ordinate the activities CIRCULOOS considering the on-going activities in other projects. For these reasons, liaison delegates will be identified.	> 8 relevant projects

### 3. Who: Target

As thoroughly explained in D6.1, various stakeholder groups were identified as the main target audiences of CIRCULOOS; each group has specific interests, needs and expectations, and therefore tailored messages and materials will be prepared to garner their attention and to engage them appropriately. Table 3 below presents an overview of these defined project target groups and outlines the communications focus for each group. Some of them were manufacturing MSMEs, RTOs and Academia, Technology Suppliers, Regulators and Policy makers, Digital Innovation Hubs, and the general public. The consortium members, which have their own established networks, and the project's attendance at events is creating new

contacts for the project. So, it is good for the project connecting with such audiences and leverage on them for its on-going and future activities.

Some of the key messages created for the target audience are:



**Figure 1.**  
Key messages created for the CIRCULOOS targeted audience

Since almost all of the dissemination and communication tools and channels are appropriate for all the different target groups, some tools are better suited to specific audiences. Such as Zenodo platform, press releases, or events. See table below, which appeared in D6.1 as well.

**Table 3.**  
CIRCULOOS Communication and Dissemination Tools per target

CIRCULOOS tools and its related target groups Manufacturing MSMEs	RTOs and Academia	Technology Suppliers	Digital Innovation Hubs	Regulators and policy makers	General Public
Website	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Blogs	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓
Brochure	✓		✓	✓	✓
Press Releases	✓		✓	✓	✓

Events	✓	✓	✓	✓	
Zenodo		✓			

## 4. Why: Objectives

As stated in D6.1, Dissemination and Communication are important in establishing opportunities to raise awareness of and promote the CIRCULOOS project's activities and results throughout its lifecycle.

The dissemination and communication objectives evolve alongside the different stages of the project, changing direction and messaging while raising awareness of the project in general. At the moment (M12), the project aim is to:

- Ensure wide communication of the project results to the targeted audience.
- Maintain the communication channels detailed in D6.1 to promote the CIRCULOOS activities and inform them about their results and achievements.
- Design and execute open call procedures and promote the first open call –Expression of Interest– to ensure applicants' reach, through a specific strategy, activities and platform (RAMP). The EOI will be ongoing until M18 and the campaign will focus on community building activities and dissemination of the project and the 3 Open Calls benefits for the applicants and the ecosystem to relevant stakeholders.
- Reach DIHs to ensure ecosystem building and promote CIRCULOOS tools and technologies in their regions. Thus, create strong relationships with MSMEs.
- Provide support for transferring knowledge on IoT/CM and trustworthy supply chains and developing resilience by identifying the existing skills gaps and providing specific training services, thus empowering and strengthening SMEs and small mid-caps capacities in these technologies.

## 5. Where: Online and Offline Channels

The project activities and outcomes are shared within website, LinkedIn Newsletter, LinkedIn account, YouTube Channel, Flickr, and events (offline and online), marketing materials, and press releases. The different target audiences are best reached through different channels. In the following section, each communication channel will be explained in detail according to its implementation and the results the project is obtaining from them. Thus, according to the dissemination and communication KPI tables shown above, there is an updated version with an additional column that displays the KPIs achieved at the moment compared to what is stipulated to be achieved at the end of the project.

**Table 4.**  
*Achieved Dissemination KPIs*

Measure	Audience	Means	Target KPIs	Achieved KPIs
Technical publications	CIRCULOOS communities,	Technical articles, white papers, joint publications with associations (Digital Factory Alliance, EIT Manufacturing,	> 5 technical articles	N/A

	industry stakeholders	EFFRA, Manufacture, Manufacturing Clusters, etc), industry stakeholders/ clusters.	> 2 white papers	
Scientific publications	Scientific and Research communities	Open Access to publications to highly cited communities and journals, examples include: IEEE Industry Applications Society (IAS), IEEE Robotics and Automation Society (RAS), Journal of Inter. Measurements Confed. (IMEKO), ACM Transactions on Cyber-Physical Systems, IET Information Security.	> 15 publications in scientific journals	2
Scientific conferences	Scientific, research and industrial communities	Participation to scientific conferences, such as IEEE International Conference on Emerging Technologies and Factory Automations, IEEE International Workshop on Factory Communication Systems, International Conference on Technologies & Business Models for Circular Economy, IEEE International Conference on Industrial Informatics, CIRP conference on Manufacturing Systems, IEEE International Workshop Metrology for Industry 4.0 and IoT, Internet of Things Cyber Security Conference.	> 15 publications and/or presentation delivered in major	2
Trade fairs/ exhibitions	Industry stakeholders, vertical industries	Participation and presentations to major trade fairs and events, such as: State of Play (EFFRA), IoT Tech Expo, IoT World Congress, Industry 4.0 Conference 2022, Circular Economy Stakeholder Conference , etc.	> 10 participations in major events/ trade fairs > 5 banners/ posters	5
Workshops through associations, communities and clusters	Application developers, Cybersecurity / ICT/ IOT industry suppliers, tech. providers	Outreach events through workshops for targeted alliances, associations and communities in which consortium partners are active members (e.g. EFFRA, Manufacture Technology Platform (ETP), European factories of the future research association, NEMA); clusters and partnerships (e.g. FIWARE, GAIA-X, European Circular Economy Stakeholder platform); related EUfunded projects, etc.	> 2 technical workshops > 2 workshops presenting use case results	1
Skill development	EXDs, MSMES +SMEs	Training webinars and documentation.	40 videos +20 documents	N/A

Training seminar	Universities, Researchers, entrepreneurs	Online tutorials through webinars, presentations to schools/universities, curricula in BSc, MSc and/or PhD courses.	> 6 presentations to schools/universities	N/A
Standards	SDOs, opensource SW communities	Harmonization, interactions and contributions to emerging and new standards, such as FIWARE, AIOTI, etc.	> 4 SDOs involved > 4 standardisation contributions	N/A

**Table 5.**  
*Achieved Communication KPIs*

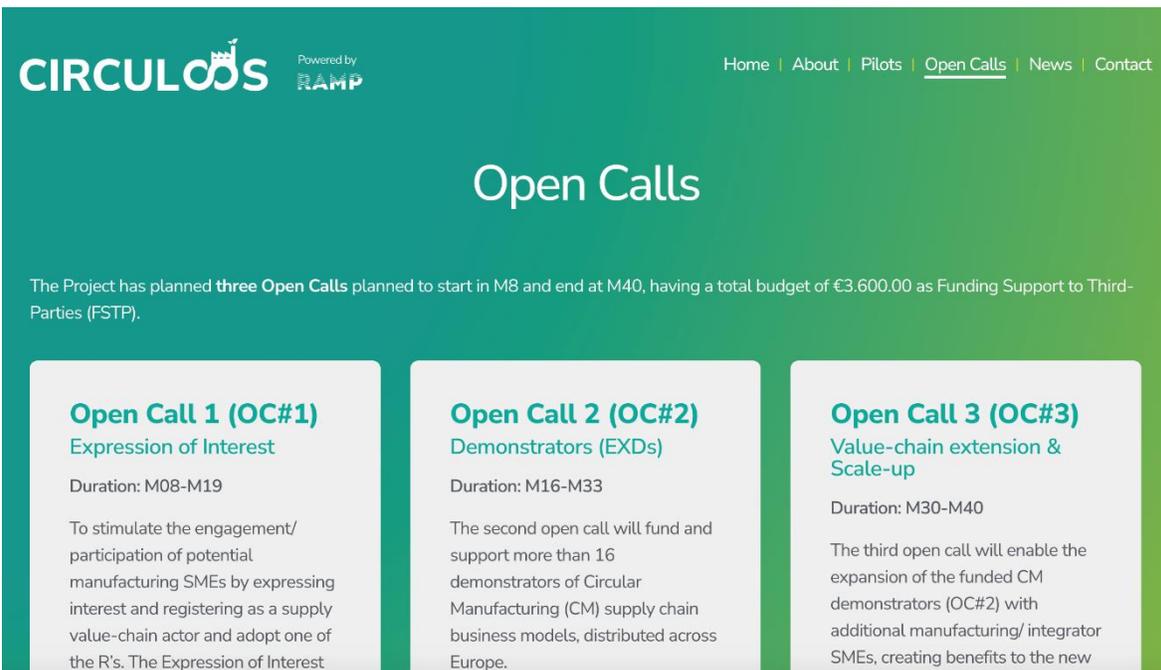
Measure	Audience	Means	Target KPIs	Achieved KPIs
Website	ALL	Online project website designed and developed by MWCcapital, updated throughout the project.	> Website ready by M03 >7.000 visitors by M42	1.793 visitors
Social media	ALL	Online presence in social media channels such as LinkedIn and Twitter, spreading news about the project.	> 1000 stakeholders > 200 monthly impressions	422 followers 1.329 impressions (190 impressions per month)
Newsletter	Tech providers vertical industry stakeholders	Newsletters will be circulated via email lists providing an overview of the main project activities and outcomes.	> 6 newsletters > 1000 contacts reached	2 newsletters 226 subscribers
Video clips	ALL	Multimedia video podcasts presenting the project, its innovation, and its key outcomes.	> 3 videos produced > 2.000 views in YouTube	3 videos 88 views
Printed material, flyers	ALL	Brochures, leaflets, flyers in events, roll-up banners, posters, also available online for printing through the project's website.	> 2.000 printed copies Distributed > 4 roll-up banners/posters	3 flyers created 500 printed copies Roll-ups created to be printed
Public events	General public academia	Public events with general public, schools and higher education institutions to inform them about the project and its impact in everyday life.	> 4 public events > 3 open days at schools >100 participants /event	4 public events
Newspapers & magazines	ALL	Non-technical articles and press releases in local newspapers and magazines to reach a broader audience providing a visibility of the project and its main achievements.	> 3 press releases in newspapers and magazines	2 press releases
DIH	Tech	Promotion of the project results in	> 30 DIHs	8 DIHs contacted

	providers vertical industry stakeholders	various DIH to amplify the project's outreach for early adoption.	contacted	
Fora&Blog	Tech providers vertical industry stakeholders	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on CIRCULOOS potential and features.	> 5 publications to blogs > 5 blogs/for a to post	N/A
Other projects & activities	Tech providers vertical industry stakeholders	Liaison with other projects to coordinate the activities CIRCULOOS considering the on-going activities in other projects. For these reasons, liaison delegates will be identified.	> 8 relevant projects	Liasion/ communication started with 8 different projects

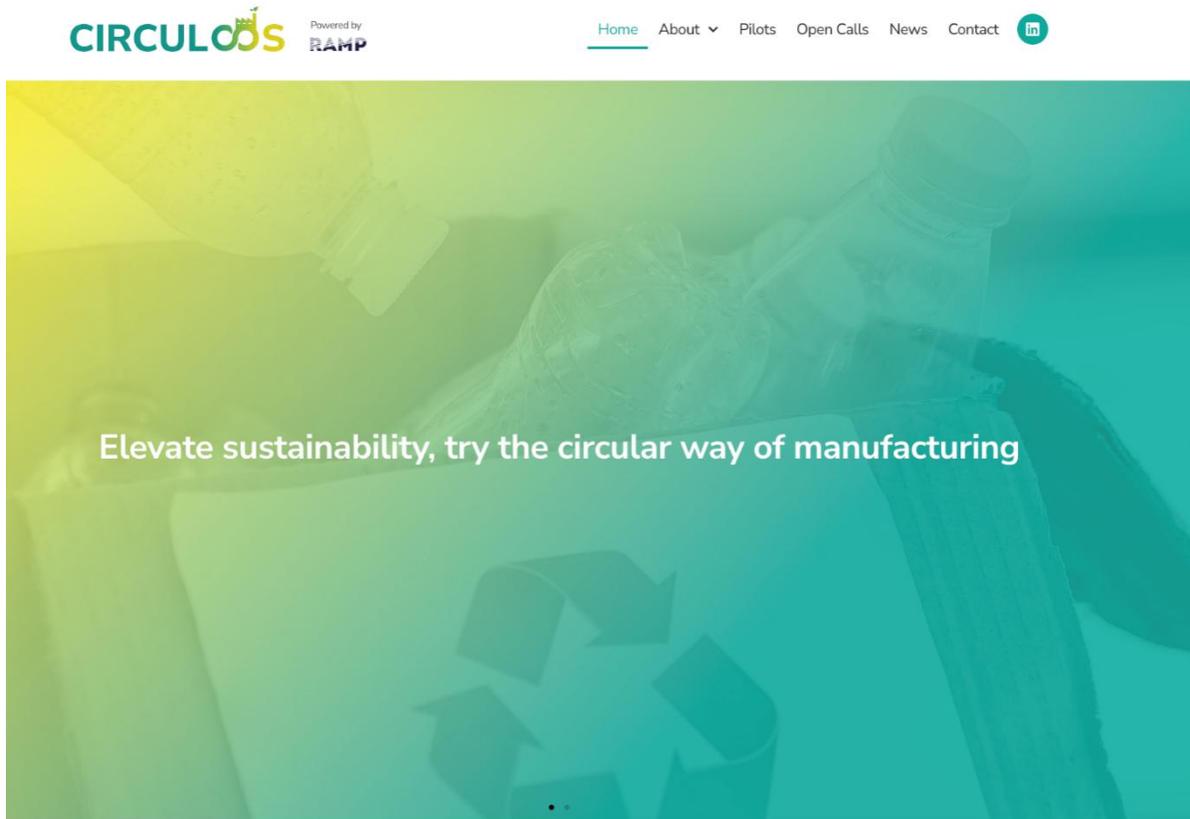
## 5.1. Website

The project's website was launched on M3. It's been created through the platform WordPress. The brand identity of the project is reflected in the colours, the typography and the elements used. The website has different webpages, which include:

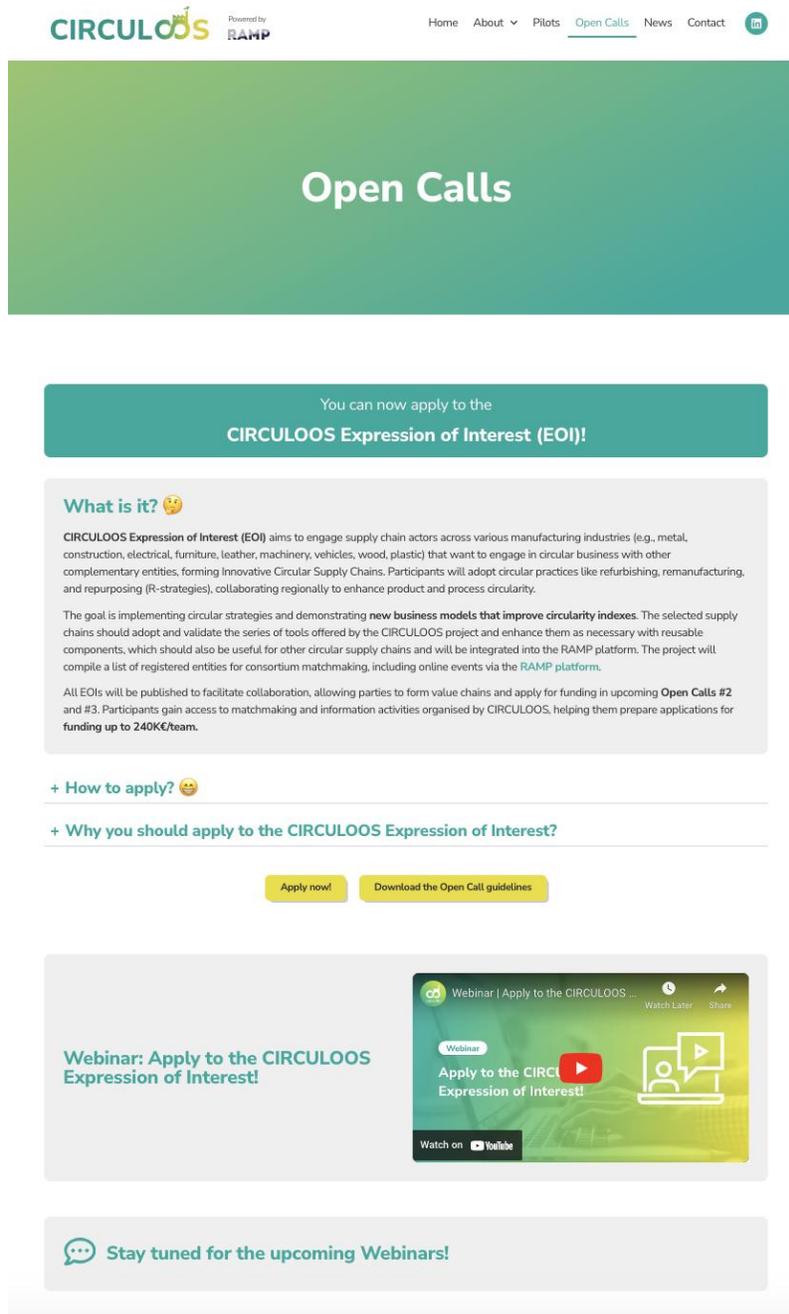
- **Home:** It contains a brief and concise paragraph about what is the project.
- **About:** Deeper information about the project, list of CIRCULOOS partners.
- **Tools:** Briefly gives information about the deployments of the project.
- **Architecture:** Describes de CIRCULOOS Architecture and its objective.
- **RAMP:** Information about what the RAMP platform is and its link to the CIRCULOOS project.
- **Pilots:** Description of the three pilots that will be developed during the lifecycle of the project (technologies used, partners involved, countries where the pilots will be implemented).
- **Open Calls:** Explanation about the three open calls.
- **News:** Articles, news, interviews, events and other project developments are updated and then promoted on the project's social media channels.
- **Contact:** Form to get in touch with the CIRCULOOS' consortium.
- Footer:
- **Privacy Policy:** Privacy Policy from Dissemination Manager – Mobile World Capital Barcelona.
- **Cookies:** Cookies Policy disclaimer (Matomo Analytics).
- **Social media:** Three buttons with direct access to [CIRCULOOS LinkedIn](#), [YouTube channel](#) and [Flickr](#).
- **Disclaimer:** This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295.



The website has been updated as the project has evolved with up-to-date information on the Open Calls.



**Figure 3.**  
*CIRCULOOS homepage updated aesthetics*



**Figure 4.**  
CIRCULOOS Open Calls updated webpage

The aesthetics of the website has evolved maintaining the colors of the project identity. The objective of this swift has been to improve the information of the website, so it is more user-friendly. The home has been improved with a slider where it highlights the most up-to-date news and the open call-to-actions such as the Expression of Interest or Open Calls, so people can apply directly from the homepage. Other than that, an illustrated video is embedded explaining the CIRCULOOS project, as so does the paragraph behind it.

Moving to the About webpage, it offers a more in-depth view of the project, and it links throughout a button to the tools that the project is using or developing to achieve its goals of adopting circular value chains within the manufacturing industry. It also contains a carousel with all the CIRCULOOS partners in it. The about contains a dropdown webpage within the menu called Tools, which goes through all of them that the project wants to deploy.

The Pilots webpage contains a brief explanation about each of the pilots of the project and pictures in carousel for each of them. The project's Communication and Dissemination leaders are also working on separate videos from the CIRCULOOS partners comprising the three pilots to better understand their implications and the project's outcomes.

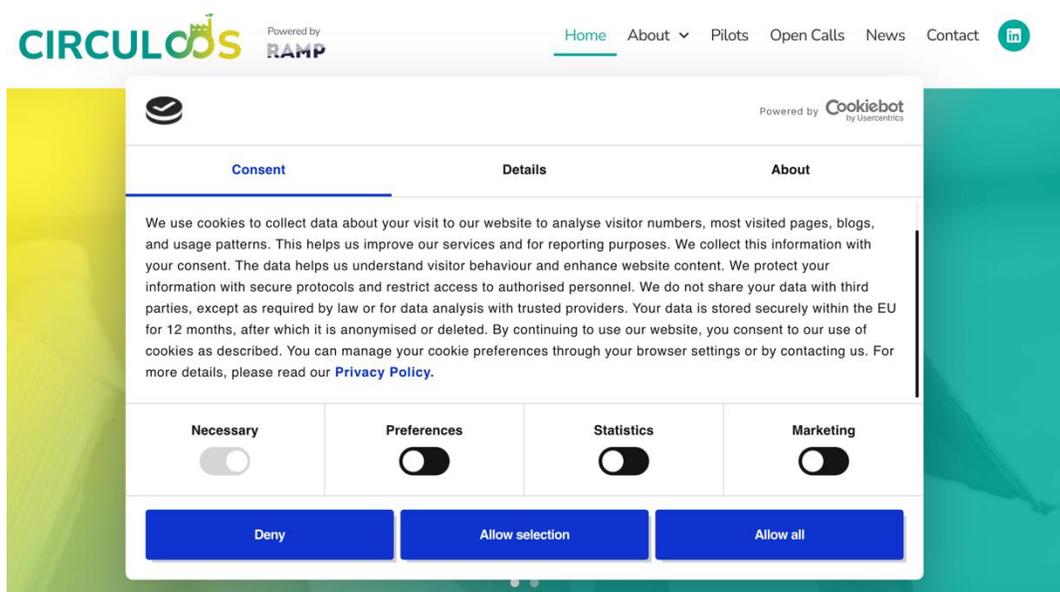
The Open Calls webpages is the one that has more changes since the Expression of Interest has opened recently. It contains the explanation, how to apply, buttons to the guidelines and to the application. It also contains the video to the first webinar and information about the following open calls. On section 5, all the communication and dissemination material that has been created is thoroughly explained.

On the News webpage visitors can visualise all the articles, news, newsletters, interviews, press releases and public deliverables of the project.

Furthermore, there is a Contact form on the menu, so visitors can ask any questions they might have.

CIRCULOOS is using LinkedIn as its main social media channel. Thus, the website contains a direct button to the CIRCULOOS LinkedIn page, where users can follow it, interact with the posts and stay up to date on the project's news.

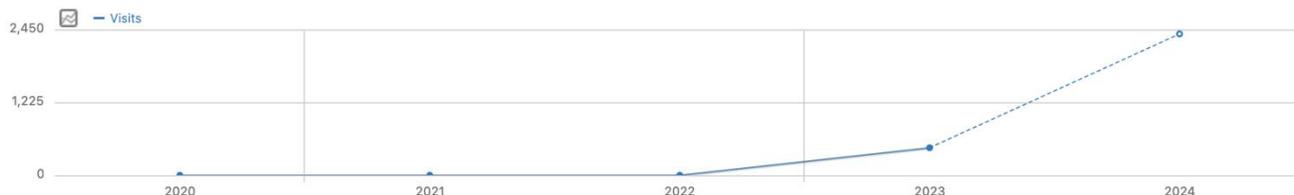
In the subsection below, the metrics of the CIRCULOOS website are exposed from November 2023 up to July 2024. Throughout these seven months that the website has been on-going, it has achieved 4.408 visitors out of the KPI of >7.000 visitors that should be obtained by M42. Other than that, in the following tables it is featured the graphics of the visits over the time, the number of page views, and the most popular pages and blogposts.



**Figure 5.**  
*Cookies pop-up banner from the website*

**Visits over time**

Visits Over Time

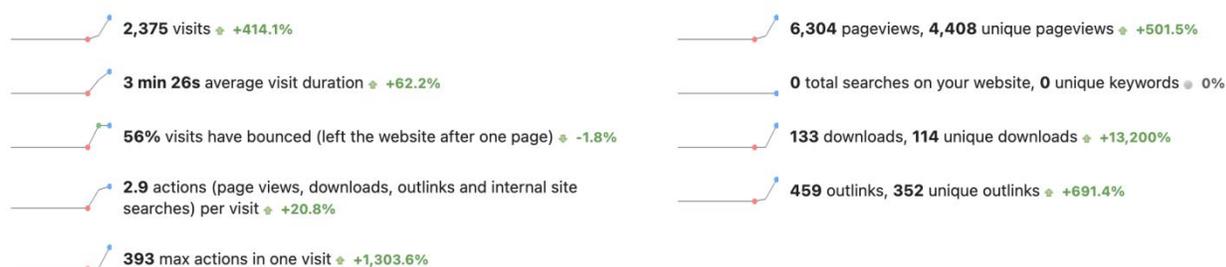


**Figure 6.**  
*Visits over time. Matomo Analytics*

This graph shows the visits the CIRCULOOS website has received over time. The website was launched in November 2023. The number of visits has increased over time and more exponentially in 2024, as the expression of interest began on May 31<sup>st</sup>.

In Figure 7 below, the concise growth of the visits to the website can be appreciated from the very beginning of the project. To highlight, the average visit duration is very high, as so the actions per visit:

Visits Overview



**Figure 7.**  
*Visits overview. Matomo Analytics*

**Table 6.**  
*Matomo Analytics (Page Views and Number of Visitors)*

Analytics	Data
Page views	6304
Number of visitors	4408

## Most popular pages

### Page titles

PAGE TITLE	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
Circuloos - Elevate sustainability, try the circular way of manufacturing	1,837	1,208	44%	00:00:57	51%	2.63s
Open Calls - Circuloos	1,563	1,063	65%	00:01:38	79%	2.22s
About - Circuloos	712	446	54%	00:01:40	53%	1.91s
Pilots - Circuloos	499	329	78%	00:01:23	50%	2.42s
News - Circuloos	504	245	48%	00:00:43	32%	2.15s

**Figure 8.**  
Most popular page titles. Matomo Analytics

## Most popular blogposts

What is the circular economy? Building a new future for the industry with Circular econo...	52	43	68%	00:01:49	70%	2.7s
Innovation and Inclusivity: Anastasia Garbi's Perspective from CIRCULOOS on Women Le...	52	41	82%	00:00:46	71%	3.14s
Sustainability and Circular Economy decision-making using GRETA - Circuloos	53	39	85%	00:01:53	67%	1.83s
CIRCULOOS has just participated at European Robotics Forum 2024 with Better Factory ...	52	38	60%	00:02:43	66%	2.87s
5 Actions for businesses in the circular economy sector - Circuloos	52	37	53%	00:02:44	54%	1.89s

**Figure 9.**  
Most popular blogposts. Matomo Analytics

Regarding the blogposts, since November 2023 the CIRCULOOS website has been populated with a total of 18 blogposts, comprising articles, news, press releases and interviews. By M42, the KPIs respond to 40 blogposts. The publications come from the content plan that was created in D6.1. Nonetheless, it has changed, since not all the articles have been created as it was a first approximation of content. However, it has also compiled pieces of news about different events or conferences where the project has participated in.

In Table 7 it is featured the tentative plan scheduled in D6.1, and in a yellowish colour it is highlighted the blogpost that have been created and published to populate the CIRCULOOS website. The rest of the titles will come throughout the following months and will be adapted to the momentum the project is facing.

**Table 7.**  
First content plan

Provsional title	Objective	Target Group	Tentative Date	Partners involved
What is circular economy the 5R	General promotion	ALL	M3	All partners
Good practices: when the industry giants embrace circular economy	Promote Open Calls	MSMEs	M4	All partners

The European Commission plan for industries to adopt circular economy	General promotion	ALL	M5	All partners
Circular economy new framework (policy, standards, people behaviour)	Policy	Policy makers	M6	FIW
The pilots	Pilots' promotion	ALL	M7	Fiction Factory, Thermolympic, Contenedores lolo, Khoani, B&A, Plennid
RAMP, the tool revolutionizing the manufacturing sector	Promote RAMP	Technical provider, MSMEs, DIH	M8	ED
How DIH is helping to shape the adoption of circular economy in the manufacturing sector	General promotion	Technical provider, MSMEs, DIH	M9	DIH
Get up to 60k€ to transform your MSMEs into the factory of the future with CIRCULOOS	Open call promotion	MSMEs	M10	F6S
Interview with European Dynamics, coordinator of the project	Partner + project promotion	ALL	M11	ED
Participation at EFFRA	Results promotion	Universities	M12	SUPSI

**Table 8.**  
*Content publications*

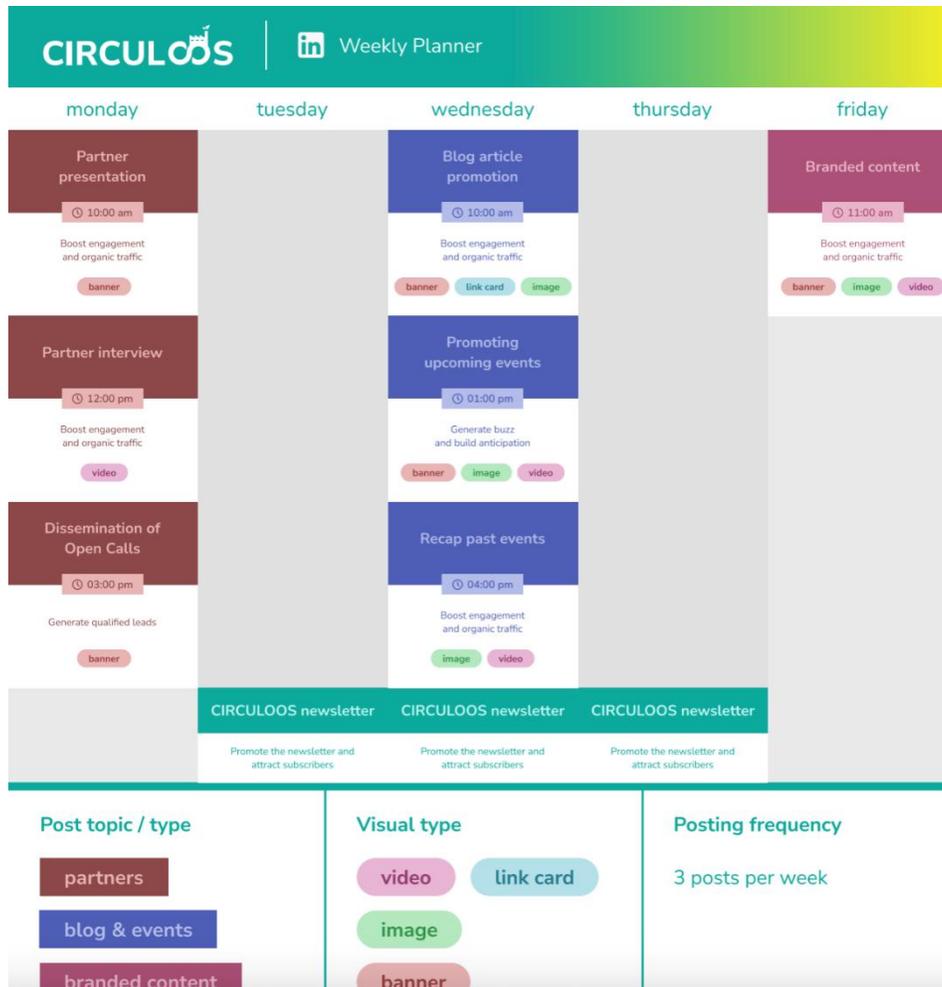
KPI: 40

Number	Title	Partner	Link
1	CIRCULOOS empowers MSMEs for Circular Economy Success with Sustainable Solutions	MWCB	<a href="#">Link</a>
2	What is the circular economy? Building a new future for the industry with Circular economy principles	MWCB	<a href="#">Link</a>
3	Circular economy' good practices in the manufacturing sector	MWCB	<a href="#">Link</a>
4	5 actions for businesses in the circular economy sector	MWCB	<a href="#">Link</a>
5	CIRCULOOS has just participated at European Robotics Forum 2024 with Better Factory and KITT4SME	MWCB	<a href="#">Link</a>
6	Innovation and Inclusivity: Anastasia Garbi's Perspective from CIRCULOOS on Women Leading in Tech, MWC24 Highlights	MWCB	<a href="#">Link</a>
7	CIRCULOOS Project's First Consortium Meeting	MWCB	<a href="#">Link</a>
8	10 good reasons for Manufacturing SMEs to adopt the circular economy principles in Europe	MWCB	<a href="#">Link</a>
9	CIRCULOOS has just started a new collaboration with the Reincarnate project	MWCB	<a href="#">Link</a>
10	Introducing our project coordinator EUROPEAN DYNAMICS	ED	<a href="#">Link</a>
11	Sustainability and Circular Economy decision-making using GRETA	SUPSI	<a href="#">Link</a>
12	Blockchain Technology for Circular Economy Innovation	ALA	<a href="#">Link</a>
13	CIRCULOOS at the Digital Enterprise Show 2024	MWCB	<a href="#">Link</a>
14	Introducing our project partner: ITI Magyarország	ITI	<a href="#">Link</a>
15	CIRCULOOS launches its first Expression of Interest for Circular Economy Initiatives	F6S	<a href="#">Link</a>
16	Introducing our project partner: Innomine	INN	<a href="#">Link</a>
17	CIRCULOOS First Expression of Interest Webinar Recap	MWCB	<a href="#">Link</a>
18	CIRCULOOS was at Madeira Digital Transformation Week	MWCB	<a href="#">Link</a>

## 5.2. LinkedIn

CIRCULOOS is using LinkedIn as its main social media channel. CIRCULOOS' LinkedIn account followers can easily follow the newsletter, and it is accessible for new target audiences.

Posts are published up to three times a week, taking into consideration the following social media calendar that has been created by Mobile World Capital Barcelona according to their expertise in the field:



**Figure 10.**  
*Social Media calendar*

There are seven different types of posts: partner presentation, partner interview, dissemination of open calls, blog article promotion, promoting upcoming events, recap past events, and branded content.

Currently, CIRCULOOS has 452 followers on LinkedIn, reaching more than 8.000 impressions. The follower profile coincides with this data:

- Owned Social Media



**Figure 11.**  
*Example of Owned Social Media Post*

- Shared Social Media



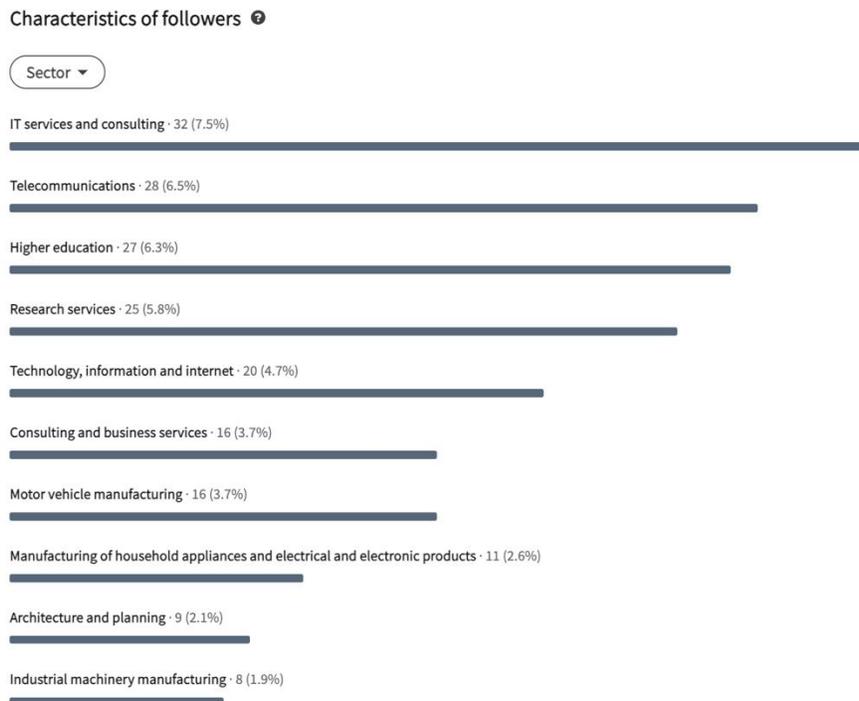
**Figure 12.**  
*Example of Shared Social Media Post*

- Earned Social Media



**Figure 13.**  
*Example of Earned Social Media Post*

**The characteristics of the LinkedIn followers are:**



**Figure 14.**  
*Characteristics of the LinkedIn followers*

### 5.3. LinkedIn Newsletter

CIRCULOOS is using the newsletters tool that LinkedIn offers. It is about to be released every three months. CIRCULOOS’ LinkedIn followers can easily follow the newsletter, and it is accessible for new target audiences. Following the “tentative Newsletter plan for the first year of the project” CIRCULOOS has sent 3 newsletters achieving 250 subscribers:

**Table 9.**  
*LinkedIn Newsletters*

Number	Title	Date	Impressions	Link
1	Discover Circuloos and the Power of Circular Manufacturing	22/03/2024	209	<a href="#">Link</a>
2	Adopt circular economy principles: Join the CIRCULOOS Expression of Interest!	31/05/2024	399	<a href="#">Link</a>
3	Read this if you missed the webinar that tells you how to apply to the CIRCULOOS Expression of	26/07/2024	678	<a href="#">Link</a>

	Interest!			
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### 5.4. Press Releases

CIRCULOOS aimed at sending a press release at every milestone of the project. The overall KPI for press releases is >3 throughout the project. Despite this, the first year of the project it was contemplated in D6.1 to release 4 pieces of news about the kickoff of the project, participation at an important event, about the first open call and the matchmaking as a result of the first open call. However, since the Open Calls procedures have changed and the Expression of Interest will remain open, the scheduled press release regarding this topic will be sent between September and November 2024 and January 2025. All the press releases have followed the standard format defined in D6.1, with the catchy title, the bullet point summary and 3-4 short paragraphs to grab the attention of journalists and media outlets.

To reach the target groups, MWCB has deployed three types of actions:

- The press release is shared with the consortium through a media toolkit, for them to share it with their press department.
- The press release is sent to media through agency EINPressWire.
- Specific media are listed to send them directly the press release with possibilities to interview the members of the consortium.

**Table 10.**  
*Press Releases*

Number	Date	Title	Partner
1	28/11/2023	CIRCULOOS: Empowering MSMEs for Circular Economy Success with Sustainable Solutions	MWCB
2	18/03/2024	CIRCULOOS has just participated at European Robotics Forum 2024 with Better Factory and KITT4SME	MWCB

Up to now, the CIRCULOOS project has obtained more than 400 press clippings. As explained above, MWCcapital is using the platform EinPressWire to distribute this kind of content to the specific media. Thus, featuring the project in outlets such as [AP News](#) or the [Global Tech Reporter](#).

## 5.5. Videos

Throughout the CIRCULOOS lifecycle, the communication and dissemination managers have been committed to the creation of videos. The use of these videos has been focused on both online and offline events, to engage interested audiences and to better disseminate the project's objectives and its main tasks and future impacts. According to the importance of creating animated content, the impact managers of the project have already completed the videos KPIs, since it was of 3 videos. More videos will be created throughout the project and all of them will be promoted to achieve a good number of visits.

All the videos created by the CIRCULOOS project have been uploaded to its YouTube channel, as a repository of the created content, so it makes it easier to use the videos for the CIRCULOOS website and to share them to the rest of the social media channels (LinkedIn, LinkedIn newsletters, etc.).

The videos contain explanation of the project, interviews with the CIRCULOOS coordinator, summary videos of the events attended around Europe and interviews with the members of the pilots, so it makes it easier and more engaging to disseminate their tasks.

Moreover, MWCcapital is working on a series of videos related to the Pilots of the project. These are interviews to the partners in charge of each pilot in one of their industries and it is well explained the task that they are carrying out and its importance for the project in putting all the circular innovation into them and how all of these will be featured in the different funded projects through the CIRCULOOS open calls. The first videos that will be released will be the ones related to the Spanish Pilot, comprising the partners Thermolympics, Canonical Robots and Contenedores Lolo.

**Table 11.**  
*Videos*

Number	Title	Date	Views	Link
1	CIRCULOOS in Rimini at the ERF 2024	9/04/2024	2	<a href="#">Link</a>
2	Anastasia Garbi, ED	9/04/2024	59	<a href="#">Link</a>
3	CIRCULOOS project	6/03/2024	5	<a href="#">Link</a>
4	Webinar   Apply to the CIRCULOOS Expression	03/07/2024	5	<a href="#">Link</a>

	of Interest!			
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## 5.6. Events

CIRCULOOS planned a strategy for its attendance at events back in D6.1. It consisted of different levels of participation:

- Showcasing the CIRCULOOS project through exhibition booths
- Creating content for panels in both offline and online events
- Organising seminars and workshops within larger events
- Organising webinars to promote the project results and open call

At this stage of the project, it has participated in exhibition booths and has created content for panels in offline and online events. A webinar to disseminate the open call to the potential target has been created and MWCcapital together with F6S are planning future workshops to explain the process of applying to the Expression of Interest and its benefits for receiving the fundings during the Open Call #2 and #3.

In subsection number 6, there is an explanation of the Follow-up Communication and Dissemination Plan, where the upcoming events where CIRCULOOS will participate are listed.

At the moment, CIRCULOOS has organized 6 workshops, has attended 4 trade fairs out of a >10 KPI, has already succeeded on the number of attended in the overall of the events, and has done 6 technical workshops out of 2 (KPI).



**Figure 15.**  
*Collage of CIRCULOOS pictures at events*

**Table 12.**  
*Events*

Partner	Attended /Owned	Start	End	Event	City	Country	Event type	Attendees	Activities
FIF	Attended	16/11/2023	16/11/2023	New economy cafe	Rotterdam	Netherlands	circular start ups	2	poster booth

FIF	owned	05/12/2023		Workshop circular exhibition building at Stedelijk museum team, director, design, building and curators, etc.	Amsterdam	Netherlands	museums	20	workshop
FIF	owned	07/12/2023	07/12/2023	HMC, teachers working on good used materials and showing Jutplaats	Amsterdam	Netherlands	education	25	workshop
FIF	owned	07/12/2023	07/12/2023	Workshop circular exhibition building at Van Gogh Museum team, director, design, building, curators, etc.	Amsterdam	Netherlands	museums	30	workshop
FIF	owned	01/11/2023	01/11/2023	Visit gedeputeerde staten Mevr Rommel	Amsterdam	Netherlands	business	20	workshop
FIF	owned	16/11/2023	16/11/2023	steering meeting HVA	Amsterdam	Netherlands	education	30	presentation
FIF	owned	10/01/2024	10/01/2024	Nike design team	Amsterdam	Netherlands	business	22	workshop
FIF	owned	14/03/2024	14/03/2024	Archis/ Het nieuwe instutuut	Amsterdam	Netherlands	business	100	event
FIF	owned	29/02/2024	29/02/2024	Maatschap	Amsterdam	Netherlands	business	30	event
MWCB/ED	owned	26/02/2024	29/02/2024	Mobile World Congress 2024	Barcelona	Spain	business	N/A	Panel
MWCB/ED/CAN/CUT/SUPSI	attended	13/03/2024	15/03/2024	European Robotics Forum	Rimini	Italy	Business and scientific	N/A	booth, workshops
MWCB	attended	10/04/2024	10/04/2024	Advanced Factories	Barcelona	Spain	Business	N/A	Tour, visit

SUPSI/ Innomin e	attended	24/06/ 2024	28/06/ /2024	Madeira Digital Transformatio n Week	Funchal	Portugal	Business and Scientific	300	Presentation, Conference
CUT	attended (virtually)	01/07/ 2024	04/07/ /2024	2024 International Conference on Control, Decision and Information Technologies (CoDiT 2024)	Valetta	Malta	Educatio n	450	Paper presentation (virtually)
Alastria	attended	11/07/ 2024	13/07/ /2024	Digital Enterprise Show 2024	Málaga	Spain	Business	150	Presentation
Alastria	attended	11/06/ 2024	11/06/ /2024	Jornada EENBasque sobre Financiación en Cascada	Bilbao	Spain	Business	450	paper presentation (virtually)
Innomin e	attended	19/06/ 2024	19/06/ /2024	Circular Economy National Conference	Budapest	Hungary	business and scientific	N/A	participation
Innomin e	attended	06/07/ 2024	06/07/ /2024	Ferenc Farkas International Scientific Conference	Pecs	Hungary	scientific	N/A	participation
Innomin e	attended	06/06/ 2024	06/06/ /2024	EIT Manufacturing Day Vienna	Vienna	Austria	business	N/A	participation
Innomin e	attended	22/05/ 2024	22/05/ /2024	360 TECH INDUSTRY – Feira Internacional da Indústria 4.0/5.0, Robótica, Automação e Compósitos	Leça Palmeira, Matosinho s	Portugal	business	N/A	participation

At the events, several types of flyers have been printed and distributed throughout the attendees:

# CIRCULOOS

**Elevate sustainability, try the circular way of manufacturing**

CIRCULOOS, funded by EU, helps small and medium-sized businesses adopt a circular economy by offering tools to manage and improve their entire supply chain for sustainable production through innovative circular manufacturing processes. It represents a significant step for these enterprises in their transition towards a circular economy.

[circuloos.eu](http://circuloos.eu)

Powered by

## Pilots

- 1

**Controlling and recycling manufactured plastic**

  - Thermolympic (MSME) & Contenedores Lolo (recycler)
  - Objective:** acquire certified and high-quality recycled plastic from additional sources other than only the customer themselves.
  - Technology:** Two vision units and a robotic arm.
- 2

**Remanufacturing leather waste remanufacture**

  - Khoani (leather waste) & B&A (leather products)
  - Objective:** evaluate supply chain sustainability and improving business models and confirm manufacturing circularity and sustainability.
  - Technology:** Digital Twin to visualize the waste generated and plan the products to be produced using this waste.
- 3

**Remanufacturing wood for sustainable construction**

  - Fiction Factory (wood crafting), Plennid (Wood supply) & Herso
  - Objective:** The companies need a sufficient stream of half-fabricated products with continuity.
  - Technology:** Software.

[circuloos.eu](http://circuloos.eu)

## Partners

[circuloos.eu](http://circuloos.eu)

[circuloos.eu](http://circuloos.eu)

This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295

**Figure 16.**  
*Flyer with the Overall Information About the Project*

# CIRCULOOS

## OPEN CALL

**Start your journey into circular economy on Spring 2024!**

CIRCULOOS, funded by the European Commission, helps small and medium-sized businesses adopt circular economy principles by offering tools to manage and improve their entire supply chain for sustainable production through innovative circular manufacturing processes.

[circuloos.eu](http://circuloos.eu)

- 1

**Scan the QR Code to visit our website, and learn more about how to join our open calls!**
- 2

**Build new value chains**
- 3

**Join a circular manufacturing community through modern digital**

[circuloos.eu](http://circuloos.eu)

Powered by

Get funded to test the CIRCULOOS approach with your partners!

Learn more about our **open calls** and how you can contribute to the circular innovation movement.

Stay tuned for more during this Spring 2024!

## Partners

[circuloos.eu](http://circuloos.eu)

[circuloos.eu](http://circuloos.eu)

This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295

**Figure 17.**  
*Information to promote the launch of the first Expression of Interest*

**CIRCULOOS**  
You can now apply to the  
**CIRCULOOS Expression of Interest!**

**What is it?**  
CIRCULOOS Expression of Interest (EOI) engages supply chain actors in manufacturing industries (e.g., metal, construction, electrical, furniture) to create **Innovative Circular Supply Chains**. Participants will adopt circular practices like refurbishing, remanufacturing, and repurposing, collaborating regionally to enhance circularity.

**Apply now!**

**Benefits**

- Matchmaking services, webinars and information for a high quality proposal
- Adopt emerging and AI tools for secure data sharing, collaboration and value chain optimisation
- Funding up to **240K€/team** in Open Calls #2 and #3
- Be part of the European Hub for Circularity
- Extend product lifespans and minimise waste & pioneer in Circularity
- MSMEs become equal member of circular manufacturing value chains

**How to apply**

**Scan the QR to apply!**

**Upcoming CIRCULOOS Open Calls**

The CIRCULOOS Expression Of Interest serves as the first step in a three-step process, facilitating access to funding and scaling opportunities through the project's upcoming **Open Calls #2 and #3** in 2025/2026.

- 2 Demonstrators (EXDs)
- 3 Value-chain Extension & Scale-up

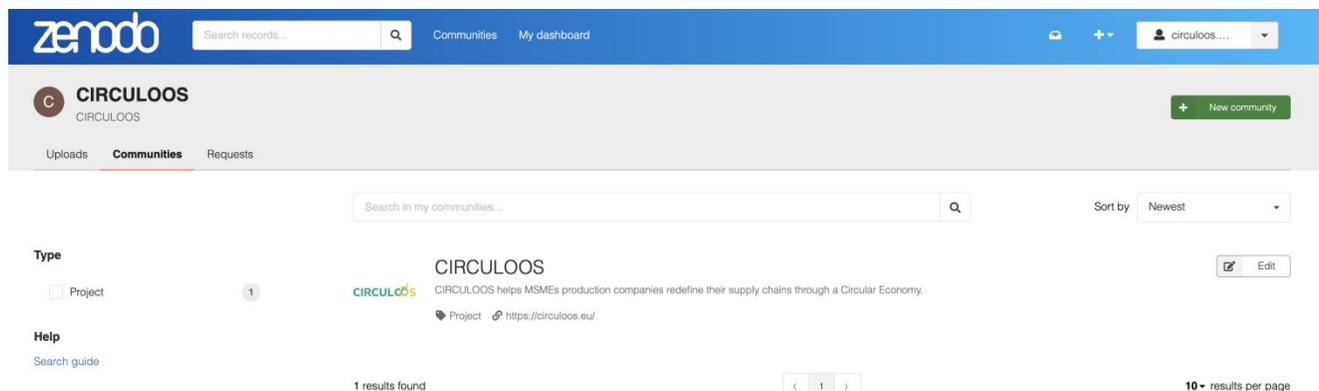
Partners: *InfraDynamics*, *FIWARE*, *Centre University of Technology*, *Innomio*, *HERSO*, *ALA/TRIA*, *ITS*, *Mobile Work Central Europe*, *SUPSI*, *KHOANI*, *Pharmalytics*, *ESG*, *plennid*, *INCLUSNN*, *plennid*, *INCLUSNN*.

Powered by *FIWARE* *RAMP*. This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295.

**Figure 18.**  
*Information to enrol the Expression of Interest*

## 5.7. Scientific and technical publications

The CIRCULOOS consortium has created a [Zenodo profile](#), which is an open-access platform. It is aligned to the project’s commitment to transparency, knowledge sharing, and the broader dissemination of the project's outcomes. By making the materials openly accessible on Zenodo, CIRCULOOS ensures that the research findings and resources are readily available to a global audience, including fellow researchers, practitioners, and the general public. This not only enhances the visibility and impact of the work done but also fosters collaboration and knowledge exchange within the wider scientific and creative communities. Additionally, utilizing an open-access platform like Zenodo reinforces the project’s dedication to promoting open science principles and advancing the accessibility of research, contributing to the greater good of the research ecosystem.



**Figure 19.**  
*CIRCULOOS Zenodo's community*

CIRCULOOS' has already published 3 scientific articles out of 15. And as seen in the events table above (Table 12), it has attended three conferences. See the published scientific articles in the table below:

**Table 13.**  
*Published Scientific Articles*

Title	Journal	Date	Link	Partner	Author
Manufacturing Logistics Optimization using the SPECTER Task Planner: A shoe Manufacturing logistics Case Study	European Robotics Forum (ERF2024)	13-15/3/2024	<a href="https://erf2024.eu/">https://erf2024.eu/</a>	CUT	A.A. Tziola, S.G. Loizou
Discrete Abstractions for Manufacturing Logistics Optimization for the Food Service Industry	2024 International Conference on Control, Decision and Information Technologies (CoDiT 2024)	1-4/7/2024	<a href="https://codit2024.com/">https://codit2024.com/</a>	CUT	A.A. Tziola, S.G. Loizou
Bounded Control Mobile Robot Navigation Functions	32nd Mediterranean Conference on Control and Automation (MED 2024)	11-14/6/2024	<a href="https://www.med-control.org/med2024/">https://www.med-control.org/med2024/</a>	CUT	L.A. Ravina, E. Rimon, S.G. Loizou,

As this table will evolve throughout the lifecycle of the project, these articles, once the permission is approved, will be uploaded in the CIRCULOOS Zenodo’s community.

## 5.8. Training

Regarding the Dissemination of KPI on Training, it belongs to the objective of Task 6.5 Strategy for skills development to foster circular manufacturing (MWCB, M9-M42) is to provide support for the transfer of knowledge on IoT/CM and trustworthy supply chains and developing resilience by identifying the existing skills gaps and providing specific training service, thus empowering and strengthening SMEs and small mid-caps capacities in these technologies. At the end of the project, 40 videos and 20 documents will be available on CIRCULOOS website, 6 seminars in high schools and universities will be held. To ensure the impact of the task, a dissemination plan will be elaborated to reach the DIHs.

After a first benchmark, which includes a state-of-the-art and exhaustive list of available courses (see Table 14. Exhaustive list of training related to Circular Manufacturing), elaborate desk research, and feedback from partners and external stakeholders, training needs will be assessed. On the one hand, the multi-disciplinary consortium members will help to identify the specific needs in this new ecosystem thanks to their experiences in the field.

On the other hand, the European Digital Innovation Hubs (DIHs) will contribute to ensuring complete coverage of the demands since their members are the first to be concerned by the impact of adopting manufacturing circular processes.

The following activities are foreseen:

- a) A Training Benchmark: desk research, partners and network (M03-M13)
- b) Training Needs Survey: Establish indicators (M14-M18)
- c) Training Needs Focus Group: Using the EDXs (M22-M24)
- d) Training sessions organization: coordination with partners (M24-M42)
- e) Learning workspace: Publish on the Circuloos Platform

Based on the previous, the contents of the learning modules will be defined, and training contents to support the introduction of circular manufacturing and the composition of reliable supply chains for sustainable products will be drafted using a bottom-up and top-bottom approach.

Currently the Training Benchmark activity is almost complete, social media copies will be elaborated in an intent to recollect more training. During *Webinar / Apply to the CIRCULOOS Expression of Interest!*, a [form](#) was shared with the audience for them to add existing training. The input was added to the table below:

**Table 14.**  
*Exhaustive list of training related to Circular Manufacturing*

Origen	Provider	Name	Link	Type	Format	Duration	Price	Location
Own research	EIT Manufacturing	CircularDev Summer School: Be the Next Manufacturing Entrepreneur	<a href="#">link</a>	Summer School	Blended	1-2 week	1.500 €	Dublin
Own research	EIT Manufacturing	MSc in Zero Defect Manufacturing for a Circular Economy	<a href="#">link</a>	Master	On site	2 years	16.000 €	Varios
Own research	KTH international technical university.	MG2043 Circular Manufacturing Systems 6.0 credits	<a href="#">link</a>	Course	On site	2 years	N/A	Stockholm

Own research	TwinRevolution	TwinRevolution e-learning course: Exploring Twin Digital and Green Transition in Manufacturing Industry	<a href="#">link</a>	webinar	online	50 hours	Free	Online
Own research	AIMPLAS Plastics Academy	Online course on Mechanical Recycling of Plastic Materials	<a href="#">link</a>	webinar	online	40 hours	392 €	Spain
Own research	BUSGoCircular	BUSGoCircular trains the trainers on circularity in design and construction	<a href="#">link</a>	webinar	online	7,50 hours	free	Online
Own research	Green Growth	A Handbook for trainers: The circular economy applied to the construction industry	<a href="#">link</a>	Handbook for trainers	online	N/A	free	Online
Own research	FURN360	FURN360: Circular business training course for the furniture and woodworking sectors	<a href="#">link</a>	Course	online	N/A	free	Online
Own research	CIRCOVET	circular economy practical training materials for plastic manufacturing industries	<a href="#">link</a>	MOOC	online	N/A	free	Online
Own research	NTNU	VB8001 - Sustainable and Circular Manufacturing Summer School	<a href="#">link</a>	Summer School	On site	1 semester	N/A	Trondheim
Own research	Green Industry Platform	Circular Economy for Industry	<a href="#">link</a>	Course	online	N/A	free	Online
External input	ImpactX	CVC FAST FORWARD - Remanufacturing the future	<a href="#">link</a>	Factsheet	online	N/A	N/A	
External input	Circo	Circo	<a href="#">link</a>	Workshop	on site	1 day	N/A	NL

## 5.9. Sibling Projects

For a good communication and dissemination strategy within the awareness of European Projects it is much convenient to relegate on other similar EU-funded projects and initiatives that already have a good network, which might help boost the reach of the project per se and coordinate joint activities to maximize the impact. Thus, within the CIRCULOOS project, it was settled that it would liaise with 8 different initiatives. At this point, it has already started its communications with its sibling projects, which are the initiatives funded under the same topic, but it has also liaised with other relevant EU-funded projects such as Better Factory, KITT4SME, Reincarnate and NewWave. European initiatives have been

also contacted to learn more about their duty and see if future collaborations are possible as the European Cluster Collaboration Platform and the European Circular Economy Stakeholder Platform.



**Figure 20.**  
*Relevant projects to liaise*

Moreover, the CIRCULOOS partner INNOMINE participated in a presentation in the Digital Transformation Week in Madeira together with its sibling projects, Wasabi, AIREDDGIO.50 and AIRISE.EU. They talked about the point of view of I4MS in Horizon Europe tackling mostly topics related to digital transformation, manufacturing, SMEs, Industry 5.0, human-centrism, sustainability, resilience and EU Manufacturing Industry.

## 6. Open Call: Communication and Dissemination activities

The first of the project's 3 Open Calls –qualified as an Expression of Interest (EOI)– was launched on May 31<sup>st</sup>, 2024, and extends until March 2025, covering a timeframe of 8 months, also slightly overlapping the launch of the Open Call #2, set in January 2025. Registrations are open throughout the phase, supported by a strong communication and dissemination strategy to attract applicants early in the phase, but also during the whole Expression of Interest. Activities in the EOI include webinars, various matchmaking activities and consistent support to entities in forming consortia, to apply to the second round of Open Calls in 2025.

The promotion of the Expression of Interest (EOI) was done to maximize the number of targeted high-quality applications and increase the process's efficiency.

## 6.1. Target

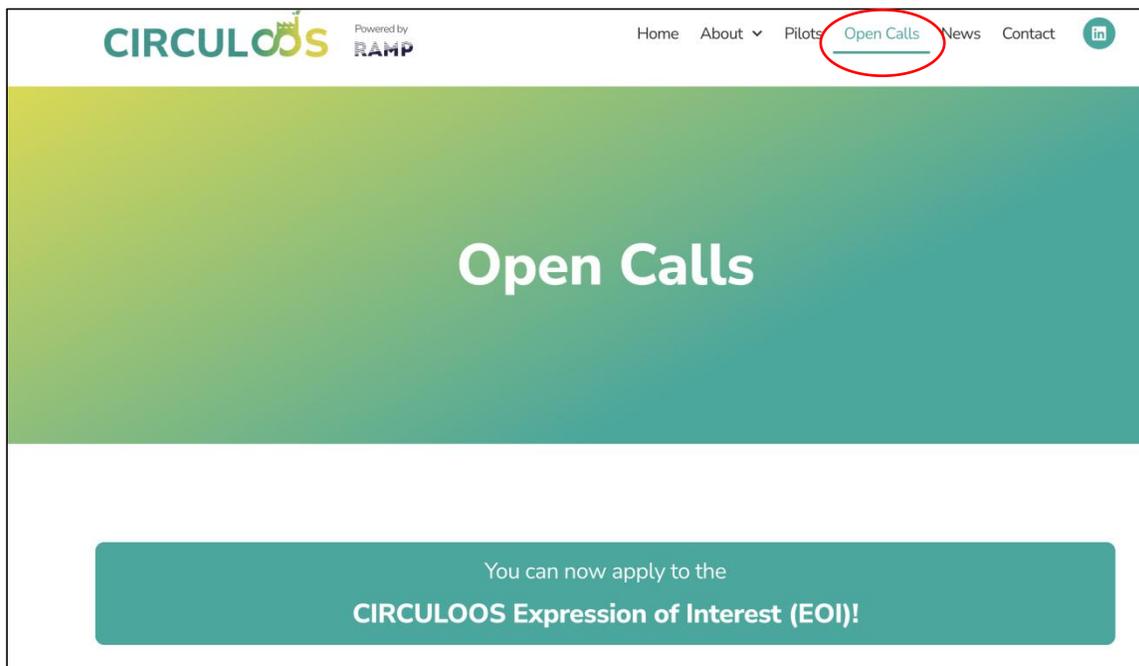
The target audiences for the EOI mentioned below regard the applications for the EOI that the Communication activities focus on. It does not include wider audiences like the public or less relevant stakeholders.

- Manufacturing SMEs (MSMEs) and micro-SMEs. MSMEs and micro-SMEs with a commercial activity in the manufacturing industry as a producer, or a technology/ service supplier for applications in the manufacturing industry. Entities that can adopt the role of: Recyclers, up-cyclers, repairers, waste collectors, or other entities enabling the circular loop.
- DIHs or eDIHs.
- Academic institutes (Universities), research institutes and other not-for-profit research entities.

## 6.2. Communication and Dissemination Strategy

### 6.2.1 Website

As mentioned above in this document (Chapter 5.3), MWCcapital updated the website to include an introduction to the 3 Open Calls and more specifically the Expression of Interest. It is featured in the Open Calls section.



**Figure 21.**  
*Open Calls section access from the homepage*

It includes (a) a concise presentation of the Expression of Interest within the framework of the Open Calls: it serves as a brief reminder of the type of MSMEs the project is aimed at, but also of the consortium building activities expected in the EOI phase of the project and (b) a section dedicated to the application process.

You can now apply to the  
**CIRCULOOS Expression of Interest (EOI)!**

**What is it?** 🤔

CIRCULOOS Expression of Interest (EOI) aims to engage supply chain actors across various manufacturing industries (e.g., metal, construction, electrical, furniture, leather, machinery, vehicles, wood, plastic) that want to engage in circular business with other complementary entities, forming Innovative Circular Supply Chains. Participants will adopt circular practices like refurbishing, remanufacturing, and repurposing (R-strategies), collaborating regionally to enhance product and process circularity.

The goal is implementing circular strategies and demonstrating **new business models that improve circularity indexes**. The selected supply chains should adopt and validate the series of tools offered by the CIRCULOOS project and enhance them as necessary with reusable components, which should also be useful for other circular supply chains and will be integrated into the RAMP platform. The project will compile a list of registered entities for consortium matchmaking, including online events via the **RAMP platform**.

All EOIs will be published to facilitate collaboration, allowing parties to form value chains and apply for funding in upcoming **Open Calls #2 and #3**. Participants gain access to matchmaking and information activities organised by CIRCULOOS, helping them prepare applications for **funding up to 240K€/team**.

**Figure 22.**  
*Rundown of what the EOI means for applicants*

**– How to apply?** 😊

The participation in the CIRCULOOS EOI and support activities requires that all interested parties register themselves and/or their companies on the **RAMP platform**.

The registration is open at any time during the matchmaking stage (from October 2024 to March 2025). However, **registering before or during the official launch of the Expression of Interest will allow more time to participate in relevant match-making events and webinars that will be held under the responsibility of CIRCULOOS.**

Interested entities are also invited to pre-register on F6S, to get updates and newsletters on **Open Call #2 and Open Call #3** by submitting their information at the F6S CIRCULOOS page.

**Figure 23.**  
*Summary and link to the application process and form*

- A compelling section describing the benefits of the program, including [a link to the program’s tools](#), prompting potential applicants to apply.

### – Why you should apply to the CIRCULOOS Expression of Interest?

CIRCULOOS aims to establish a Circular Manufacturing (CM) ecosystem by starting from the existing RAMP DIH network of over 30 DIHs in Europe, thus becoming the European Hub for Circularity in the European regions. Circular supply chain collaboration will be demonstrated and tested in 3 pilots (internal) and over 16 demonstrators (Open Calls) for new sustainable products.

The R-strategies (Repair, Reuse, Recycle, Refurbish, Remanufacture, Repurpose) aim to extend product lifespans and minimise waste. The CIRCULOOS project focuses on these strategies, especially those that necessitate re-engineering production processes and are challenging for small and medium-sized enterprises (SMEs) to implement. CIRCULOOS aims to facilitate collaboration among various actors through its data management and AI tools on the RAMP platform, which helps in mapping organisational cooperation for a circular economy.

RAMP enhances factory flexibility, reduces resource usage, and allows for equipment reconfiguration (like robots and assembly lines) while maintaining quality, working conditions, delivery, and time constraints.

In the face of these challenges, CIRCULOOS aims to deliver the tools that enable MSMEs to become full members of the circular manufacturing value chain. These tools orchestrate and continuously optimise the supply-chain end-to-end and integrate planning and execution monitoring to enable transparent and on-time communication. Combining these with direct calculation of the product sustainability and circularity profile, for both internal and external partners, this environment will enable them to configure and execute disruptive circular manufacturing processes for **sustainable production** that covers the entire **life cycle of products; either by recovering the value of product that ended-up as waste or from recycled and remanufactured products.**

[Learn about CIRCULOOS tools](#)

**Figure 24.**

*Project's benefits and assets + link to a page describing the project's tools*

- Next are links to:
- [The Application Guidelines](#)
  - The registration page on the [RAMP Platform](#)
- [The YouTube video](#) of the recorded introduction webinar held on the 19<sup>th</sup>, June 2024 following the EOI kickoff.
- Lastly, the page showcases a brief description of the follow-up steps and 2 Open Calls, highlighting the financial benefits of the program.

Next Open Calls...

**Open Call #2**

**Demonstrators (EXDs)**

**Duration: M16-M33**

CIRCULOOS Open Call #2 will only accept consortiums of 2-4 entities and will provide **funds up to €60K per partner** (applicable funding rate: 60% of the eligible costs for profit making entities and 100% for non-profit or academic organisations). Its main objective is to match about 32 MSMEs with 16 suppliers towards the design and implementation of at least 16 demonstrators.

Therefore, the open call will provide **up to €240,000 (total lump sum) to up 16 consortia**. Funds will be disbursed based upon the successful delivery of technical and business reports along the 12-month implementation program, scheduled to launch in February 2025.

Stay tuned!

**Open Call #3**

**Value-chain extension & Scale-up**

**Duration: M30-M40**

The CIRCULOOS Open Call #3 will enable the extension of pilots and/or newly established value chains, by inviting new MSMEs to benefit/contribute to the established value-chain, extending and scaling it up to improve sustainability performance, and thus, **opening a second round of funding**. A limited number of applications by new MSMEs will be invited together with Open Call 2 to build on the existing pilots, and more will be invited later on to build on the value chains resulting from the Open Call 2. This will be launched tentatively in 2026.

Stay tuned!

**Figure 25.**

*2 Boxes showcasing the 2 next Open Calls and their main assets*

On top of the Open Call page, two website posts were dedicated to the promotion of the Expression of Interest:

- [The first news post](#) coupled the announcement of the Expression of Interest and the press release developed to disseminate the information to relevant outlets
- [The second post](#) was a lookback at the webinar held on June 19<sup>th</sup>



**The European Project is accelerating the transition towards circular manufacturing through new collaborations and funding opportunities**

The [CIRCULOOS](#) project, funded by the European Commission's Horizon Europe programme, officially launched its first Expression of Interest (EOI) on May 31st. It invites micro, small, and medium-sized enterprises (MSMEs), Digital Innovation Hubs (DIHs), research institutes, and non-profit entities to adopt circular economy principles in their manufacturing companies.

**Sustainability through the R- Strategies**

The EOI targets organisations willing to adopt one of the R-strategies: recycling, remanufacturing, or refurbishing. Sectors of interest include but are not limited to basic metals, construction, electrical equipment, furniture, leather, machinery and equipment, motor vehicles, wood products, plastics, and other industries aligned with the project's objectives.

CIRCULOOS aims to bring these SMEs to these R-strategies through a case-driven framework. In this framework, new digital tools and models of circular supply chains are built on existing collaborations of commercial entities through the project's Pilots and Open Calls.

**How to Apply**

Interested parties are encouraged to register themselves or their organisations on the RAMP platform (<https://ramp.eu/#/service-request/list-public>). The registration for the CIRCULOOS EOI and support activities will remain open until Open Call #2.

The registration is open at any time during the matchmaking stage (from October 2024 to March 2025). However, registering before or during the official launch of the Expression of Interest will allow more time to participate in relevant match-making events and webinars that will be held under the responsibility of CIRCULOOS.

**Pathway to Funding and Scaling Opportunities**

The CIRCULOOS EOI serves as the first step in a three-step process, facilitating access to funding and scaling opportunities through the project's upcoming Open Calls #2 and #3 in 2025/2026.

The Eoi will include matchmaking activities to form consortia of 2 to 4 entities that can apply to the #2 and #3 Open Calls. The matchmaking will be done through RAMP, where the objective is to help applicants to find partners to team up in a consortium. Thus, searching for a matching partner from available entities in [RAMP](#) from those already applied and published their interest will be achievable. CIRCULOOS will compile a list of registered entities available, and willing to match in a consortium. Other types of matchmaking activities will be held, including online events where participants will have the opportunity to meet each other and collaborate.

Afterwards, participants will be able to apply for CIRCULOOS open call #2 and #3.

The Open Call #2 will provide up to €60,000 per consortium of 2-4 entities, for a €240,000 total funding to 16 selected consortia during a 12-month implementation program. The Open Call #3 will invite new third parties to contribute to and benefit from the established value chains, extending and scaling up the circular economy initiatives to further improve sustainability performance.

**About CIRCULOOS**

CIRCULOOS is a European Union-funded project under the Horizon Europe program, aiming to deliver circular manufacturing tools that orchestrate and continuously optimize the supply chain end-to-end while comprehensively integrating planning and execution. The project follows a case-driven framework, where new digital tools and models of circular supply chains are built on existing collaborations of commercial entities through Pilots and Open Calls.

For more information about the CIRCULOOS project and the Expression of Interest, please visit <https://circuloos.eu/> or contact the team via our contact page: <https://circuloos.eu/contact/>

**Figure 26.**  
*First news post regarding the EOI*



On June 19th, CIRCULOOS hosted a webinar to discuss the benefits of participating in the CIRCULOOS Expression of Interest. The session was attended by 32 participants and covered the objectives, guidelines, and scope of the upcoming CIRCULOOS Open Calls. If you missed the webinar, you can still watch it at the [CIRCULOOS Open Calls page](#) for more information.

The webinar began with an introduction to the CIRCULOOS project. Supported by European Dynamics, the project includes 3 rounds of open calls. During the session, the challenges of the circular economy, the need for innovative supply chain collaborations, and complex strategies involving recycling, refurbishing, and remanufacturing were discussed. The role of new actors, such as recyclers and upcyclers, in forming efficient supply chains was also highlighted.



Project objectives include developing reference architectures and digital tools to support new supply chain models, implementing process optimization tools and data spaces for SMEs, assessing circular indexes of products and processes, utilizing blockchain for data security, and validating tools through large-scale pilots and experiments.

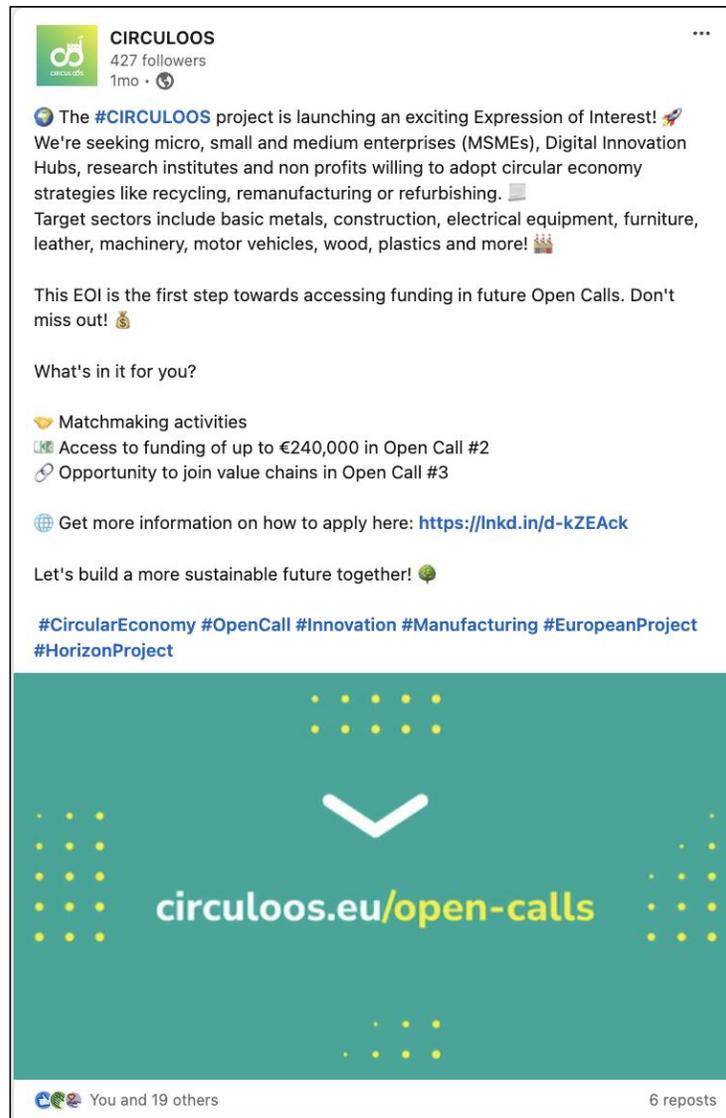
The webinar concluded with a successful Q&A session, where participant questions about the eligibility of activities, the role of Digital Innovation Hubs, and the flexibility in consortium composition were addressed. Detailed information for those who missed the webinar is available on the [CIRCULOOS Open Calls page](#). Stay tuned for future webinars on the CIRCULOOS Open Calls!

**Figure 27.**  
*News post regarding the EOI's introductory webinar*

### 6.2.2 Social Media

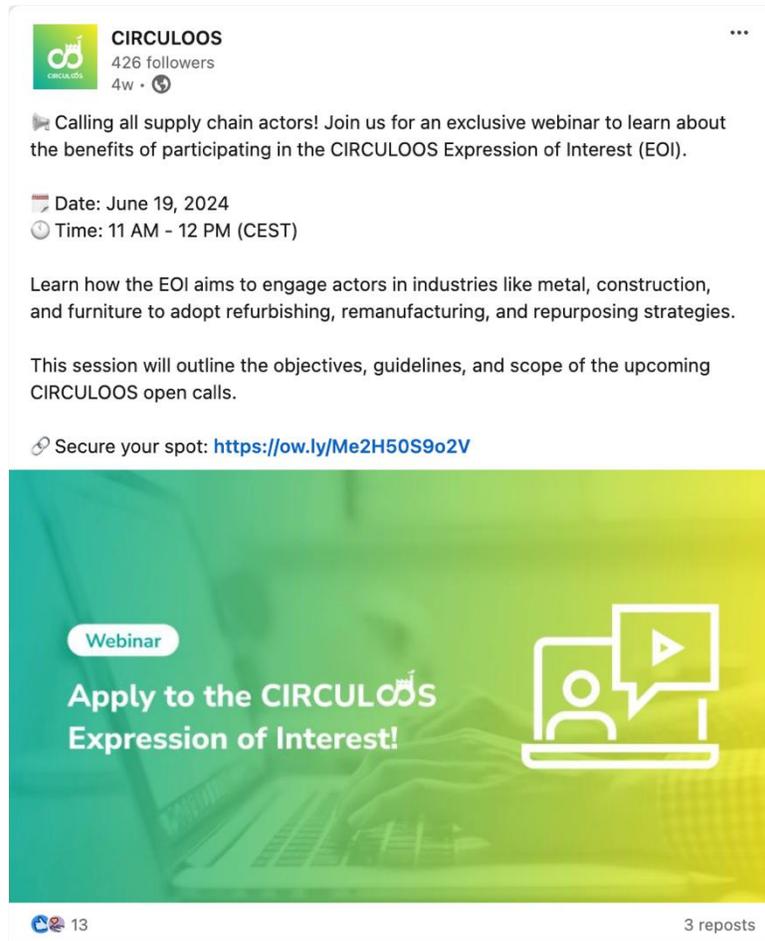
#### **LinkedIn**

The Expression of Interest was promoted on LinkedIn through organic (unpaid) posts prior and during the EOI on the CIRCULOOS page.



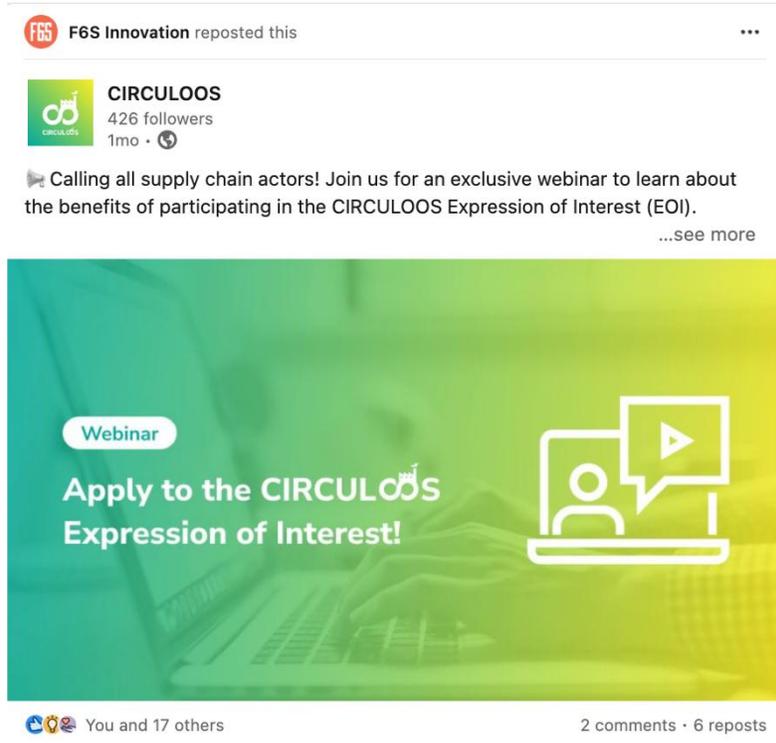
**Figure 28.**  
*The first post announcing the launch of the EOI*

In addition to the posts regarding the announcement of the EOI, organic posts about the webinar to present the EOI to applicants (see Figure 22 below) were showcased on the CIRCULOOS page.



**Figure 29.**  
*Announcement of the webinar*

It was also disseminated by partners, for instance on partner F6S Innovation page.

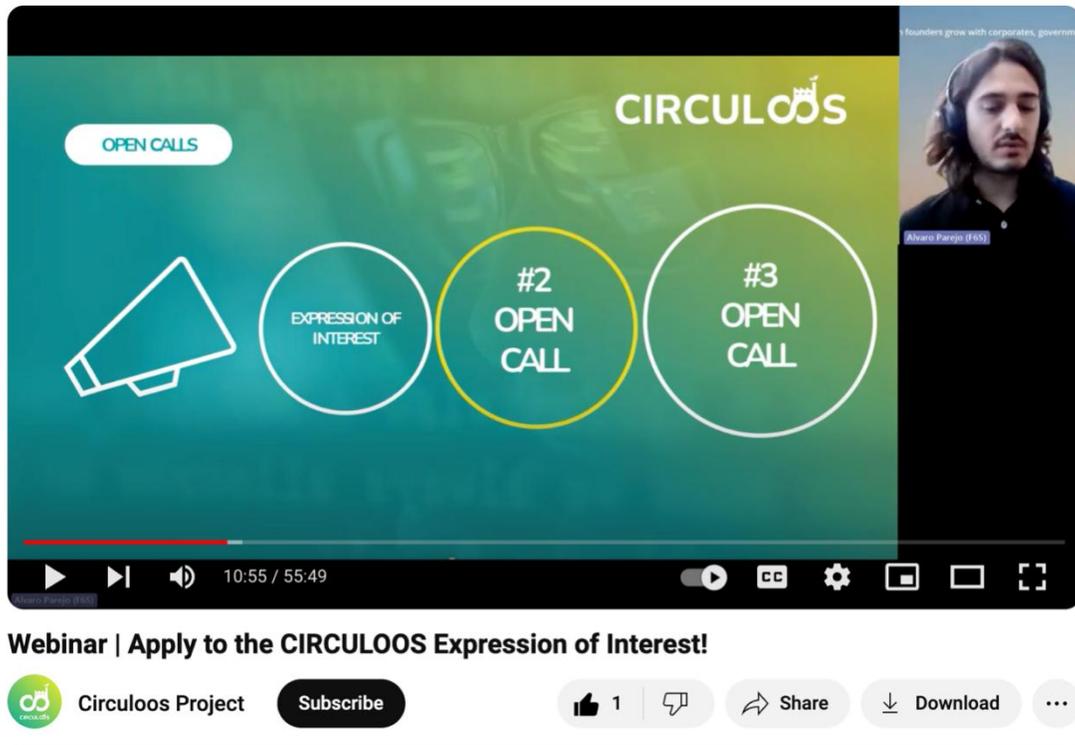


**Figure 30.**  
*F6S partner repost of the webinar*

Engagement from partner is consistently required to help disseminate the information about applying to the EOI and registering to events.

**YouTube**

The webinar introducing the EOI was recorded and posted on the project’s [YouTube channel](#). [The link to this video](#) is accessible on the Open Calls page on the website and covers more in-depth the steps to follow to complete the first phase of the project and access Open Call #2 and Open Call #3.



**Figure 31.**  
*Screenshot of the EOI introductory webinar*

### 6.2.3 Press release

A specific press release was developed to disseminate the Expression of Interest, as a key achievement of the project. As mentioned in section 1.6 of this deliverable, the initial KPI of 3 press releases throughout the project was achieved during the first year of CIRCULOOS, as a separate press release was sent out for four milestones, the EOI being the 4th one and first of 2024

#### The European Project is accelerating the transition towards circular manufacturing through new collaborations and funding opportunities

The CIRCULOOS project, funded by the European Commission's Horizon Europe programme, officially launched its first Expression of Interest (EOI) on May 31st. It invites micro, small, and medium-sized enterprises (MSMEs), Digital Innovation Hubs (DIHs), research institutes, and non-profit entities to adopt circular economy principles in their manufacturing companies.

#### Sustainability through the R- Strategies

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CIRCULOOS aims to bring these SMEs to these R-strategies through a case-driven framework. In this framework, new digital tools and models of circular supply chains are built on existing collaborations of commercial entities through the project's Pilots and Open Calls.

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For more information about the CIRCULOOS project and the Expression of Interest, please visit <https://circuloos.eu/> or contact the team via our contact page: <https://circuloos.eu/contact/>.

### Figure 32. *Press release for the EOI*

## 6.2.4 Event

In addition to other events previously organized and attended on behalf of CIRCULOOS (see section 4.8) during the project, the first event organized within the scope of the EOI was a 60-min webinar to promote the initiative and to support the first applicants who joined. It was held on the 19<sup>th</sup> June 2024.

HORIZON - CL4-2022-TWIN-TRANSITION-01-06  
HORIZON Innovation Actions  
Grant Agreement No.: 101092295



### CIRCULOOS WEBINAR #1

19th of June - 11.00AM-12.00PM CET

#### Agenda

#### 1. Project Presentation - European Dynamics (15 min)

- Introduction of the project

#### 2. Webinar: EoI presentation - OC #2 and #3 overview - F6S (15 min)

- EOI introduction
- What we are looking for
- How to create consortium for OC #2
- Timeline of the project

#### 3. RAMP Platform. Overview and how to apply - European Dynamics (10 min)

- Run-through the RAMP platform

Expression of Interest



#### 4. Q&A: Closing the skills gap to empower the circular manufacturing sector - Mobile World Capital Barcelona - (10 min)

- CIRCULOOS aims to identify skill gaps within the sector and offer targeted training services. To achieve this, we invite the webinar participants to inform us about the existing training in the circular manufacturing sector. The learning experience will be implemented within the CIRCULOOS Learning Workspace.

#### 5. What's Next - Q&A session: F6S, ED, MWCB - 5 min



Link to guidelines and contacts to put in presentation

- Contact: [circuloos.eu@gmail.com](mailto:circuloos.eu@gmail.com)
- Register via: <https://ramp.eu/#/home>
- More info at: <https://circuloos.eu/open-calls/>

#### NOTES

Duration: 60 min  
Speakers: Alvaro (F6S), Themis/Anastasia (ED), and Marjorie Grassler (MWCB)  
Platform: Teams

### Figure 33.

*Agenda of the webinar, showcasing several partners' participation*

The main sections of the webinar were a presentation of the project overall; a presentation of the EOI in the context of the following two Open Calls; a guide through the RAMP platform and how to apply; a discussion regarding the manufacturing sector, and a more general and freer Q&A session.

3 partners were active presenters of the event: coordinator ED, F6S and MWCB.

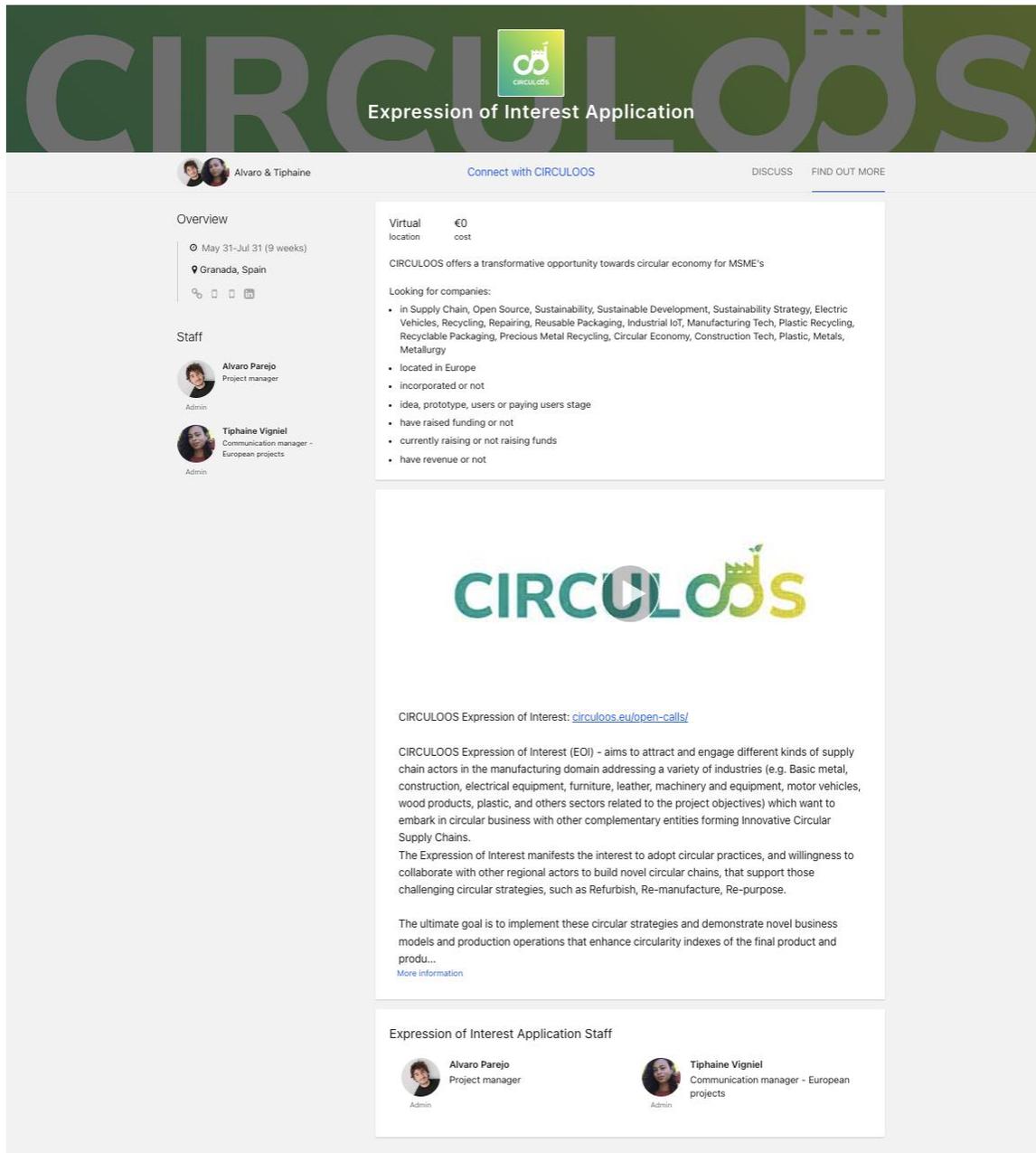
32 participants attended the webinar, making it a highly successful event two weeks after the launch of the EOI. It allowed applicants to place the EOI in relation to the following 2 Open Calls and brought clarity to the benefits provided by the project, particularly the financial installments in the Open Calls #2 and #3.

## 6.3. Next Steps to the Second Open Call

The EOI extends from June 2024 to March 2025, with a 2-month overlap with the beginning of Open Call #2 in January 2025. As of August 2024, several major upcoming initiatives are set to support the MSME's achieving their goals to apply to the second Open Call in the upcoming months:

- One upcoming webinar regarding DIHs (3<sup>rd</sup> or 4<sup>th</sup> trimester 2024)
- Regular and consistent dissemination of the EOI and its benefits through website and social media posts
- Promotion of the EOI in events attended by consortium members
- Continuous prospection of relevant outlets to add to the project's database
- Information flow on the [F6S platform's](#) EOI page for updated content and to register to the newsletter and access relevant insights: this platform is a leading global founder and startup network that helps public sector entities around the world to promote, communicate and disseminate technical and research projects. Its mission is to help founders and startups grow to

solve the world's pressing social, economic, environmental, sustainability and innovation problems. The platform also serves work with corporates, investors, research institutions, programs, universities and others in the global startup ecosystem. The tool delivers company growth through grants, partnerships, funding, investment, pilot contracts, partnerships, jobs & talent recruitment, company services and more.



**Figure 34.**  
F6S platform's CIRCULOOS project and Expression of Interest

## 7. Follow-up Communication and Dissemination Action Plan

The subsequent table features the updated plan for the remaining three years of the project. It was scheduled in D6.1 (Table 13) and measures the approximate numbers that should be reached according to the project's moment. As the numbers that have been accomplished from M1-M12 have been well-explained and detailed in section 4, find here the follow-up goals that WP6 leaders have in terms of communication and dissemination:

**Table 15.**  
*Dissemination yearly KPIs*

Activity	Year 2	Year 3	Year 4	Total
Technical publications	>1	>2 />1	>2 />1	> 5 technical articles > 2 white papers
Scientific Publications	>3	>5	>5	> 15 publications in scientific journals
Scientific conferences	>3	>5	>5	> 15 publications and/or presentation delivered in major
Trade Fairs / Exhibitions	>2 />1	>4 />1	>2 />1	> 10 participations in major events/trade fairs > 5 banners/posters
Workshops through associations, communities and clusters	>1	>1 />1	>1	2 technical workshops > 2 workshops presenting use case results
Skills development	>10 />5	>15 />5	>15 />5	40 videos +20 documents
Training seminars	>2	>2	>2	> 6 presentations to schools/universities
Standards		>2 />2	>2 />2	>4 SDOs involved >4 standardisation contributions

**Table 16.**  
*Communication yearly KPIs*

Activity	Year 2	Year 3	Year 4	Total
Website	>1500	>2500	>2500	Website ready by M03 >7.000 visitors by M42
Social Media	>200	>250	>300	>1000 stakeholders

				>200 monthly impressions
Newsletter	>1 / >200	>2 / >250	>2 / >300	>6 newsletters >1000 contacts reached
Videos	>1 / >200	>1 / >300	>1 / >400	>3 videos produced >2.000 views in YouTube
Printed material / Flyers	>500	>500	>500 / >2	>2.000 printed copies distributed >4 roll-up banners/posters
Public Events	>1 / >1 / >100	>1 / >1 / >100	>2 / >1 / >200	>4 public events >3 open days at schools >100 participants/event
Newspapers and magazines	>1	>1	>1	>3 press releases in newspapers and magazines
DIHs	>8	>8	>9	30 DIHs contacted
Fora & Blog	>1	>1	>2	>5 publications to blogs >5 blogs/for a to post
Other Projects & Activities	>2	>2	>2	>8 relevant projects

This table summarises the communication strategy used for the CIRCULOOS project by mentioning the channels and implemented tools for the proper reach of the target audience.

- The planned dissemination activities for the next period are (the list is indicative and is subject to change): Updating the website with infographical and text content (CIRCULOOS architecture infographics, Pilots infographics, etc.)
- Creation of video interviews to the rest of the pilots
- Create a webpage dedicated to RAMP
- Events to attend:
  - Fiware Event – Fall 2024
  - Dutch Design Week – Fall 2024
  - Alastria Blockchain Awards – October 2024
  - European Big Data Value Forum 2024 Budapest – October 2024
  - MWC Barcelona 2025
  - Advanced Factories 2025
  - RAAD Belgrade - June 2025
  - European Robotics Forum - March 2025
  - Pollutec – October 2025

All CIRCULOOS partners are involved and committed to execute this follow-up communication and dissemination plan, with the guidance and support of MWCB as coordinators of WP6. According to the reporting table in D6.1, partners are expected to report on their communication and dissemination

activities in a centralised (accessible by all partners) reporting spreadsheet created by MWCcapital, which is being used to monitor audience reach and activity impact.

## 8. Conclusion

During these first 12 months of the CIRCULOOS project, the communication and dissemination activities were carried out according to the expectations from the previously submitted plan (D6.1). The results also sometimes exceeded expectations by being achieved before the expected deadlines.

CIRCULOOS's visual identity has been established and promoted through its use in various communications and dissemination materials such as social media visuals and templates, videos, flyers, events promotion outlets, etc.

Online and offline channels are regularly updated with relevant insights and news. As the main source of information, the website gathered 1780+ visitors, completing more than 25% of expected KPIs over 10 months out of 42. 23 news articles were published.

Regarding Social Media platforms, the project managed to grow a strong community of stakeholders, gathering more than 450 followers on LinkedIn (out of the 1000 followers over 42 months) and over 8000 impressions. YouTube and newsletters also reinforced the project's online presence, with 3 videos published (completing this KPI) and 2 newsletters sent out (out of 6).

Events (4/4 public events organized by CIRCULOOS), as well as important news regarding partners, for instance workshops, competitions etc., were successfully disseminated by the project and the consortium member organizations using all channels.

The project growth-hacking activities progresses through other initiatives as well:

CIRCULOOS liaised with 8 other EU co-funded projects and it is planned to engage with them in cross-dissemination activities and leverage on each other's networks. Thus, this would help the project to reach great numbers of participants in the different open calls that will be launched.

By month 12 the project's first Open Call, the Expression of Interest, was launched and is expected to run until February 2025. The first activities related to this phase have already provided satisfactory results and the project will remain active in recruiting applicants until M17 of the project.

Regarding KPIs, this document showed overall that numbers are evolving in a steady and positive manner and the pace indicates that completion is not only within reach, but results should surpass initial KPIs predictions by the end of the project.

In addition to the channels, tools and materials that have been previously presented in this deliverable, additional ones are being considered to ensure the optimal promotion of CIRCULOOS over the upcoming months, alongside the dissemination of key results that will come out. These new solutions will be addressed in the forthcoming deliverable D6.3: "Periodical dissemination retrospect and follow-up action plan", due M30. This follow-up plan will be second to last before the last update at M42, ensuring regular assessments before the full-scale project's communication and dissemination activities results at the end of the project.

## 9. References

1. European Commission. Funding & Tender Opportunities. *Dissemination & Exploitation of results* [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/dissemination-of-results_en.htm)
2. European Union (2023). *Communication, dissemination & exploitation what is the difference and why they all matter*. <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279>

# CIRCULOBS



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