

Regional project development assistance for the uptake of an Aragonese circular economy

D5.2 Dissemination and outreach update

Thematic priority	HORIZON-CL6-2021-CIRCBIO-01-02
Type of action	Coordination and Support Action (CSA)
Start date and End date	01.07.2022 - 31.07.2025
Grant Agreement N°	101060142
Work package	5
Task	Task 5.1: Strategic communication and dissemination setup and Task 5.2: targeted outreach and stakeholder’s engagement
Due date	30/06/2024
Submission date	28/06/2024
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Version	0.1
Suggested citation	J, Coimbra (2024) D5.2. RESOURCE Deliverable 5.2, Horizon Europe grant no. 101060142
Abstract	The M24 report evaluates the achieved communication goals with supporting analytics and updates on current plans, highlighting the effectiveness of our strategies and outlining future efforts.
Keywords	Communication strategy, dissemination, outreach, project branding, social media, newsletters, publications, analytics.
Document type	✓ R – Report
Dissemination level	✓ PU – Public

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	07/06/2024	1st version of the deliverable for comments	Joana Coimbra (GAC)
V0.2	18/06/2024	1 st editing's	Charlotte Alcouffe & Géraldine Quetin (GAC)
V0.3	21/06/2024	Revisions and updates	Joana Coimbra (GAC)
V0.4	24/06/2024	Revision	Charlotte Alcouffe & Géraldine Quetin (GAC)
V0.5	25/06/2024	Final Revision	Joana Coimbra (GAC) & Géraldine Quetin (GAC)

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EXECUTIVE SUMMARY

In the previous deliverable, D5.1 – Communication, Dissemination and Outreach Strategy, we established a comprehensive communication and dissemination plan designed to ensure the project's success in achieving its communication objectives. This plan included the definition of clear objectives, identification of target audiences, development of key messages, and selection of appropriate communication tools. Specific elements such as project branding, website development, social media channels, newsletters, publications, and videos were meticulously planned, alongside strategies for communication synergies and event coordination.

This deliverable, from M24, provides a detailed overview of the communication goals achieved thus far. It includes an analysis of the results obtained from various communication activities, offering insights into the effectiveness of our strategies. Furthermore, this report presents analytics data that measures the impact and reach of our communication efforts. Additionally, it provides updates on the current plans, reflecting any adjustments or enhancements made to optimize our communication approach. Through these comprehensive evaluations and updates, we aim to ensure continued progress and success in our communication and dissemination activities.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
LIST OF FIGURES.....	5
LIST OF TABLES	6
ABBREVIATIONS	6
1 INTRODUCTION: RESOURCE'S COMMUNICATION STRATEGY	7
1.1 Context and Background	7
1.2 RESOURCE's Communication Strategy	8
2 IMPLEMENTATION: RESOURCE'S COMMUNICATION ACTIVITIES.....	11
2.1 Status of the Communication Activities	11
2.1.1 Branding.....	11
2.1.2 Website.....	13
2.1.3 Social Media Channels	5
2.1.4 Newsletters.....	8
2.1.5 Publications	8
2.1.6 Videos	8
2.1.7 Events	9
2.1.8 Communication Synergies	11
3 MONITORING: ACHIEVING THE COMMUNICATION GOALS	13
4 NEXT STEPS: SUGGESTIONS TO MAXIMISE THE COMMUNICATION STRATEGY	16
5 CONCLUSION.....	17
6 ANNEX 1: EMAIL INVITATION FOR COMMUNICATION SYNERGIES WITH OTHER PROJECTS	18

LIST OF FIGURES

Figure 1 - The RESOURCE methodology in 7 steps.....	7
Figure 1 RESOURCE Logo.....	11
Figure 2 Deliverable Template	12
Figure 3 Presentation PPT Template.....	12
Figure 4 Banner	12
Figure 5 Banner	13
Figure 6 Flyer in English.....	13
Figure 7 Flyer in Spanish	13
Figure 8 Website homepage.....	2
Figure 9 Page section - About Us.....	2
Figure 10 Page section - Support Services.....	2
Figure 11 Page section - Support Services (Funding).....	3
Figure 12 Page section - Pilot Projects.....	3
Figure 13 Page section - Partners.....	3
Figure 14 Page section - Partners (Advisory Board)	4
Figure 15 Page section - News and Events	4
Figure 16 Page section - Contact	4
Figure 17 X (Twitter) Account.....	5
Figure 18 LinkedIn Account.....	6
Figure 19 LinkedIn Post	6
Figure 20 Images from LinkedIn Post.....	7
Figure 21 YouTube Account	7
Figure 22 Newsletter example - May 2024.....	8
Figure 25 Videos published presenting the pilot projects - screenshot from RESOURCE website in pilots' section.....	9
Figure 26 Sploro session on Cascade Funding Opportunities in Zaragoza – 5 th June 2024	

LIST OF TABLES

Table 1 Target audiences for RESOURCE project's communication.....	9
Table 2 Defined communication activities description	11
Table 3 List of planned RESOURCE events.....	11
Table 4 Communication activities' KPIs achieved until M24	15
Table 5 Total of attended and organised events.....	16

ABBREVIATIONS

CCRI	Circular Cities and Regions Initiative
CCRI-CSO	Circular Cities and Regions Initiative - Coordination and Support Office
CCW	Co-Creation Workshop
CE	Circular Economy
CEEI	Centro Europeo de Empresas e Innovación (BIC: Business Innovation Center)
EBN	European Business and Innovation Centre Network
EC	European Commission
EU	European Union
GAC	G.A.C. Group (project coordinator)
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
PDA	Project Development Assistance
PPT	PowerPoint
SMEs	Small and Medium Enterprises
TCP	Transmission Control Protocol
TTW	Thematic Training Webinars
WP	Work Package

1 INTRODUCTION: RESOURCE'S Communication Strategy

1.1 Context and Background

Circularity is an essential aspect of the industry transformation towards resource-efficiency, climate neutrality and long-term competitiveness.

The RESOURCE project is currently studying the private funding opportunities needed in circular projects and facilitating their development. RESOURCE's overarching objective is to develop new Project Development Assistance (PDA) services to fund regional circular economy investment projects. More precisely RESOURCE is:

- building an integrated expertise pool to support technically, economically, and legally the regional circular economy pilots SMEs,
- developing innovative financing schemes and business models,
- launching concrete investments.

The methodology developed for the RESOURCE project ensures the sustainability of those circular economy projects by potentially completing their private funding with other sources of financing (European, national, and regional public funds).

The RESOURCE methodology consists of seven steps:

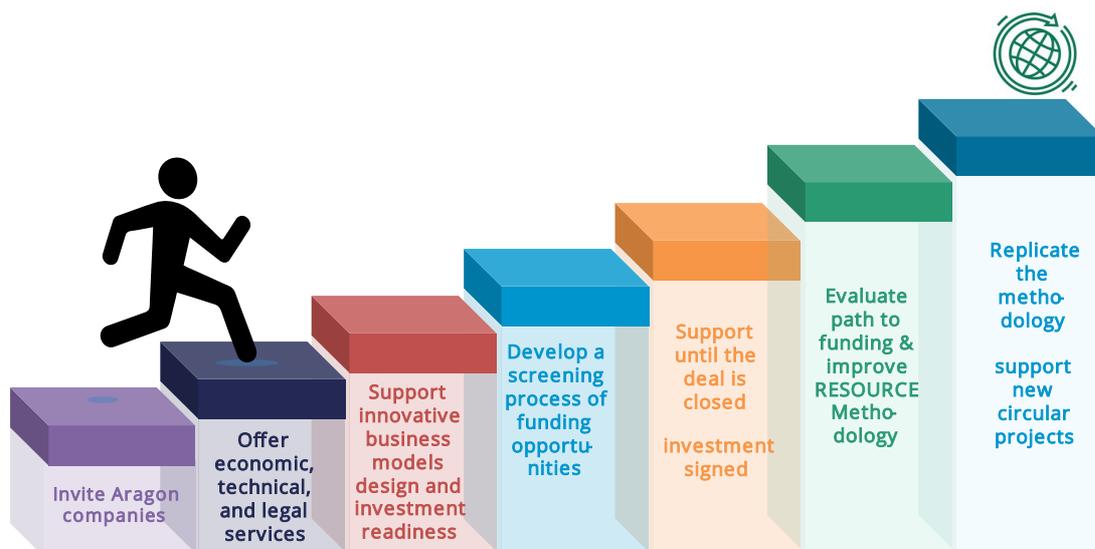


Figure 1 - The RESOURCE methodology in 7 steps

The strong interest coming from Aragon companies to shift towards circular practices will guarantee a sustainable pipeline of projects to test the RESOURCE methodology. The final and overall objective of the RESOURCE project through the creation of a portfolio of project development assistance services, is to accelerate the development of the circular economy in Aragon and to reach €20M direct private investment in circular projects over a period of 36 months, until end of June 2025.

In the end, the project aims to ensure the replicability of its PDA services and maximise their impact both in Aragon (Spain) and beyond.

To maximise impact, the RESOURCE project is focusing on strategic communication and dissemination activities to engage stakeholders throughout the project and beyond. Key actions include:

- Forming a circular economy community to overcome barriers in technical, economic, legal, regulatory, and financial aspects;
- Co-creating solutions with public institutions, intermediary organizations, finance stakeholders, and beneficiaries;
- Launching an outreach and communication campaign to involve regional stakeholders, utilizing market intelligence, awareness materials (factsheets, publications, videos), and capacity-building activities (webinars, good practice exchanges);
- Conducting a similar campaign to engage other EU circular economy ecosystems interested in replication, with updated materials and activities;
- Targeting communication efforts towards regional, national, and European policymakers, civil society, and the general public.

1.2 RESOURCE's Communication Strategy

On the previous deliverable, **D5.1 – Communication, dissemination and outreach strategy**, a detailed communication and dissemination plan was created to provide this project with the best strategy to achieve its communication goals. Objectives were defined, as well as the target audience, key messages and communication tools.

In summary, the communication plan, which aims to maximise the project's impact and enhance communication synergies with other stakeholders, defined the following:

- **Objectives**

The RESOURCE communication and dissemination plan aims to raise awareness about the circular economy and attract 20 million euros for at least nine pilot projects. It will provide insights to project holders, investors, networks, and policymakers to foster circular economy development. The plan includes creating promotional materials and communication channels to ensure visibility and access for stakeholders. Engaging stakeholders in other work packages is also a priority, along with communicating project activities efficiently and consistently. Additionally, the plan supports dissemination activities that ensure the exploitation, sustainability, and added value of project results during and beyond the project. Organising activities targeting relevant communities and inspiring investment in circular economy projects by demonstrating their feasibility and benefits are also key objectives.

- **Key Messages**

RESOURCE's key messages emphasise the pivotal role of circularity in driving industry transformation towards resource efficiency, climate neutrality, and long-term competitiveness. The project focuses on identifying and leveraging private funding opportunities to develop circular projects through innovative PDA services. By building an integrated expertise pool, RESOURCE will provide technical, economic, and legal support to regional circular economy SMEs, develop innovative financing schemes and business models, and facilitate concrete investments. While highlighting the Aragon Region's commitment to the circular economy, RESOURCE will pilot a portfolio of identified circular projects, creating a sustainable, circular-friendly ecosystem with the potential for replicability beyond Aragon. These messages aim to engage stakeholders, including potential investors and project supporters, by showcasing the project's strategic importance and its capacity to generate impactful, scalable solutions.

- **Target Audience**

The RESOURCE project targets several key stakeholder groups within the EU:

Name	Description
Public Authorities/Regional and Local Governments	Entities responsible for policies and actions related to circularity and economic development, such as the Government of Aragon, CEEI Aragon, local entities in Aragon, and similar organizations at national and European levels interested in replicating RESOURCE's solutions.
Networks, Clusters, Intermediary Organizations, and Facilitators	Research centres, clusters, sectoral innovation leaders, finance networks, associations, socio-economic networks, RESOURCE partners, and participants in other EU projects and initiatives related to circularity.
RESOURCE Beneficiaries and Circular Project Owners	Selected pilot projects, public authorities, PPPs, utilities, industry players (both small and large businesses), and startups.
Finance Sector Players	Public and private institutions, traditional credit institutions linked to Aragon, and alternative investors such as business angels, funding accelerators, equity crowdfunding platforms, family offices, media for equity, venture capital, private equity, and corporate entrepreneurship supporters.
Citizens and Civil Society Organizations	Targets the general public and civil society groups to promote the development of a circular culture, utilizing networking, events, and online tools to engage and educate.

Table 1 Target audiences for RESOURCE project's communication

- **Communication and dissemination tools and channels**

After defining the above-mentioned topics, a final list of communication and dissemination tools and channels to be developed throughout the project was suggested. The following table shows the list of communication activities and the expected deadlines:

Activity	Specifications	Expected Deadline or KPI
Project Branding	Definition of the project's visual identity and creation of a toolkit. This includes a logo, colour palette, recommendations on the usage of the logo and other visual materials, templates for deliverables, banners and iconography)	M3

Activity	Specifications	Expected Deadline or KPI
Creation of RESOURCE's website	Website domain: https://resource-invest.eu/	M3 4000+ Visits across project's lifetime
Creation of RESOURCE's social media channels	X (@Resource_Invest) and LinkedIn (@RESOURCE - Financing Circular Economy in Aragon)	M1 300+ Followers
	YouTube (@resource-invest)	Not defined
Production of project news and communications	Materials to be published on the website and social media channels and press releases distributed by partners and their networks	2 news about the internal co-creation exploitation workshops
Production of project newsletters	Made available on all channels and disseminated through partners and their networks (GDPR compliant)	6 newsletters (one every 6 months) 200+ Subscriptions
Project PowerPoint presentation with a global overview of RESOURCE	To be used in events and regularly updated	Not defined
Production of project flyer giving an overview of the project objectives, main activities and expected results	Digital distribution privileged to maximise the dissemination impact and avoid paper waste. Only business cards printed to be distributed	Not defined
Project roll-ups	To be used for promotion at events	6 Flyers/posters/factsheets/roll-ups
Project videos	To be available on the project's website and YouTube channel	At least 6
Project publications, developed through the operational activities	To be developed during the project's last year	4+ (Project publications/press releases) 4 Policy briefings
Project conferences and public events	The first circular economy congress planned end of November 2023, and 5 workshops to be organised by EBN with the objective to benchmark and tailor RESOURCE offer (see Table 5 Total of attended and organised events)	5 workshops Participation in at least 10 events 8 Events organised (with at least 50 participants)
Information and knowledge exchange with and through other relevant initiatives to exploit synergies	RESOURCE participated in at least 4 CCRI events that were organised. CCRI partners were also invited to participate in our sessions (such as the benchmarking sessions) to present circular economy projects and share activities, lessons learned and	Not defined

Activity	Specifications	Expected Deadline or KPI
	recommendations for the methodology. And RESOURCE also participated in sisters' projects events (such as HOOP, InvestCEC, CircularInvest, BioBOOST, etc. where RESOURCE partners presented the project's activities and lessons learnt and learned about sister project activities and best practices.)	

Table 2 Defined communication activities description

2 IMPLEMENTATION: RESOURCE's Communication Activities

This chapter will present each communication activity implemented since M1.

2.1 Status of the Communication Activities

2.1.1 Branding

During the first month of the RESOURCE project, significant efforts have been made to establish a cohesive and recognisable project branding. The project branding elements, collectively termed the "communication toolkit," include the project logo, visual ID, templates for Word and PowerPoint, a graphical banner, a flyer, a poster/roll-up, and a generic project overview in PowerPoint format. These materials were developed by GAC with the assistance of a professional designer to ensure a professional and consistent visual identity across all project-related communications and documents.



Figure 2 RESOURCE Logo



Figure 3 Deliverable Template



Figure 4 Presentation PPT Template



Figure 5 Banner



Figure 6 Banner



Figure 7 Flyer in English



Figure 8 Flyer in Spanish

The communication materials developed thus far effectively establish a recognisable and professional brand for the RESOURCE project. The comprehensive communication toolkit, including logos, templates, banners, PowerPoint presentations, business cards (instead of printed flyers), e-flyers (in English and Spanish), and roll-ups, ensures consistent and high-quality communication across various forms, platforms and events. By providing clear and accessible information about the project's goals, structure, and progress, these materials support the project's communication goals, enhancing visibility, and engaging stakeholders effectively.

2.1.2 Website

The first version of the RESOURCE website was launched in M3, providing a responsive design that ensures optimal display on all devices, from PCs to mobile phones. The website is accessible via the URL [<http://www.resource-invest.eu/me>].

The website has been serving as a primary tool for raising awareness about RESOURCE, featuring a comprehensive presentation of the project objectives, consortium, and public information related to project activities, results, and events. It provides detailed information to stakeholders about concrete support services, access to pilot projects, and involvement

opportunities for partners beyond the consortium. Additionally, the site offers options to subscribe to the project newsletter and share valuable reports publicly available through RESOURCE.



Figure 9 Website homepage

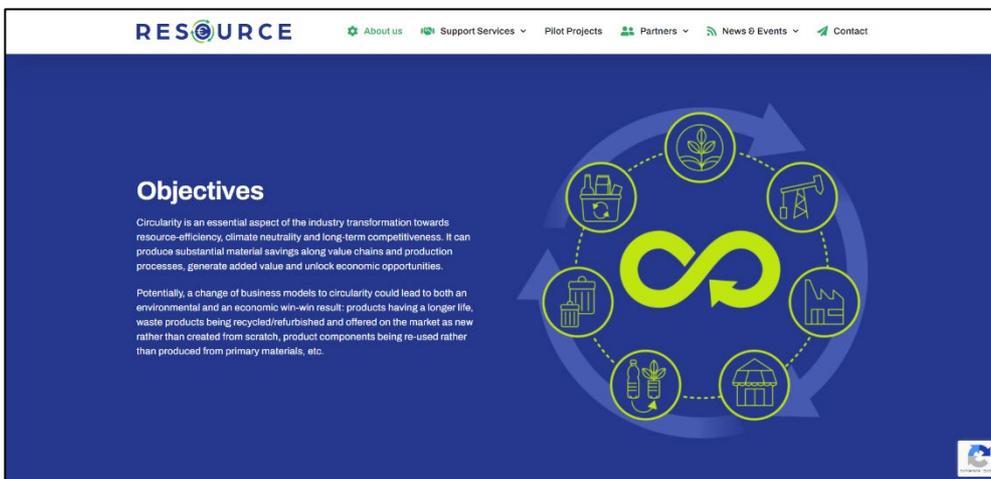


Figure 10 Page section - About Us

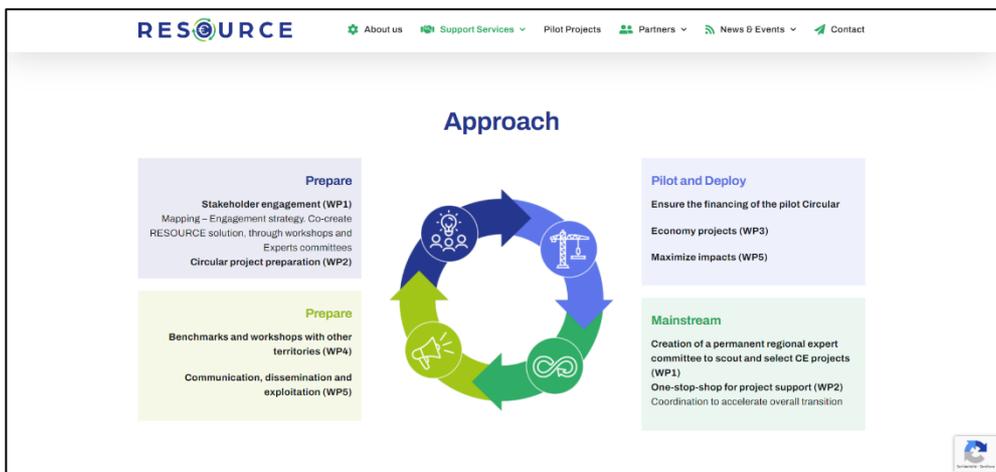


Figure 11 Page section - Support Services

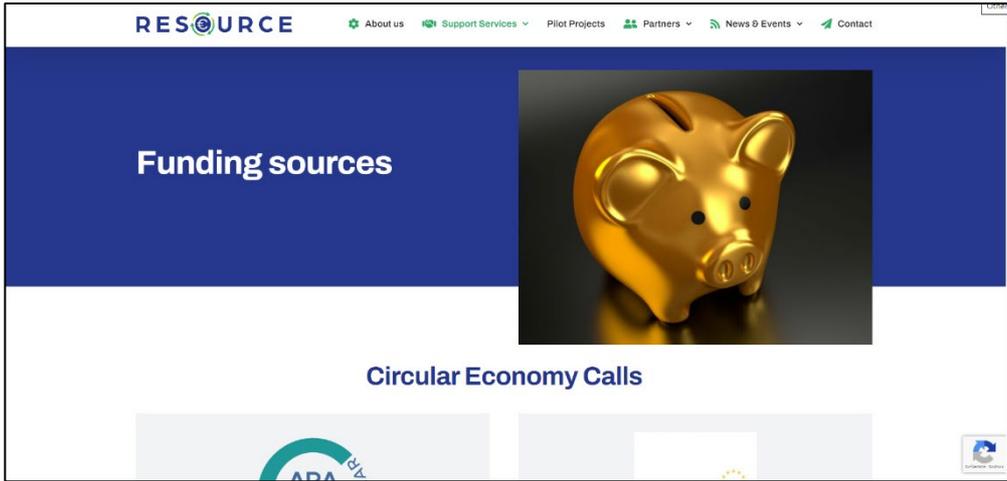


Figure 12 Page section - Support Services (Funding)



Figure 13 Page section - Pilot Projects

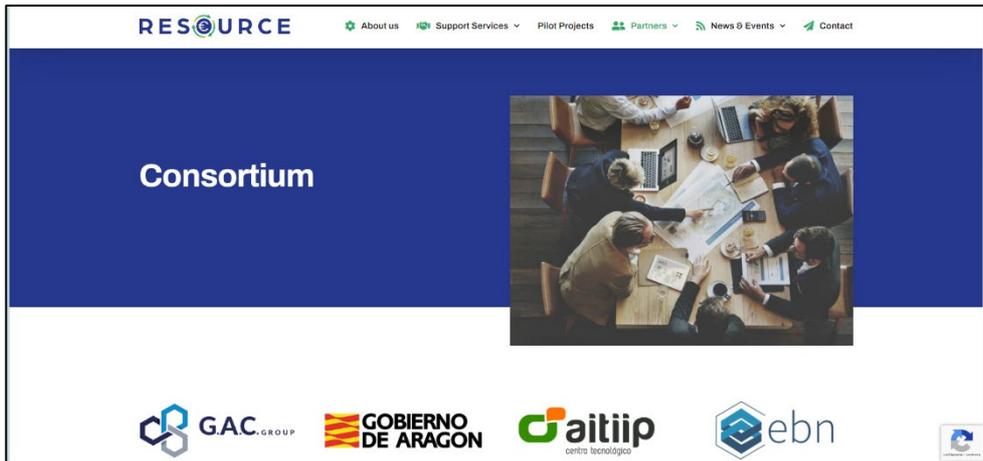


Figure 14 Page section - Partners

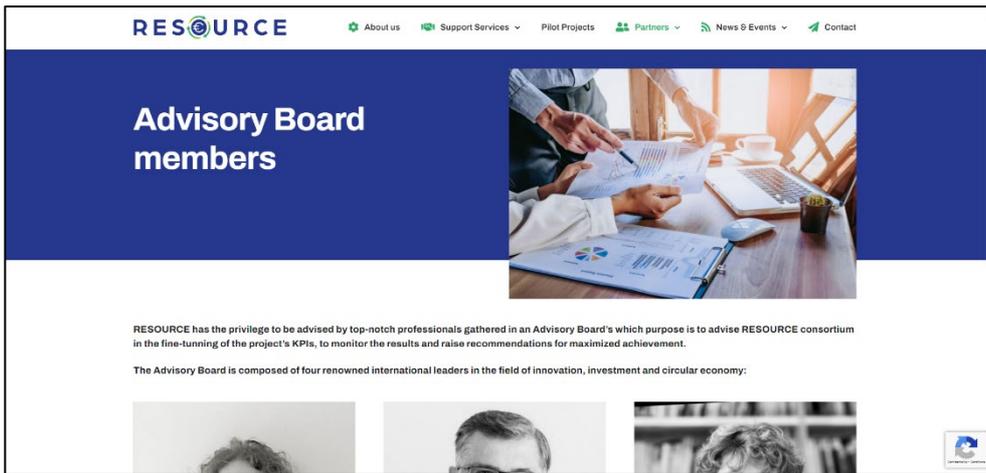


Figure 15 Page section - Partners (Advisory Board)

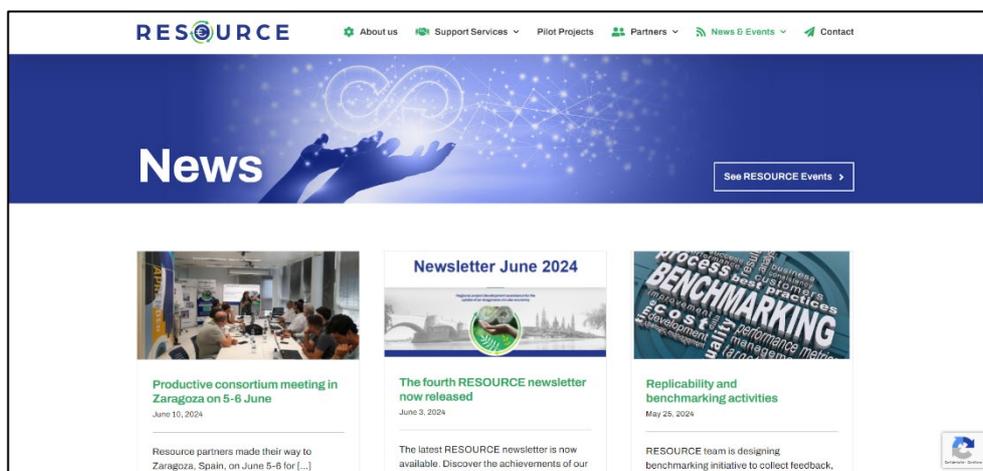


Figure 16 Page section - News and Events

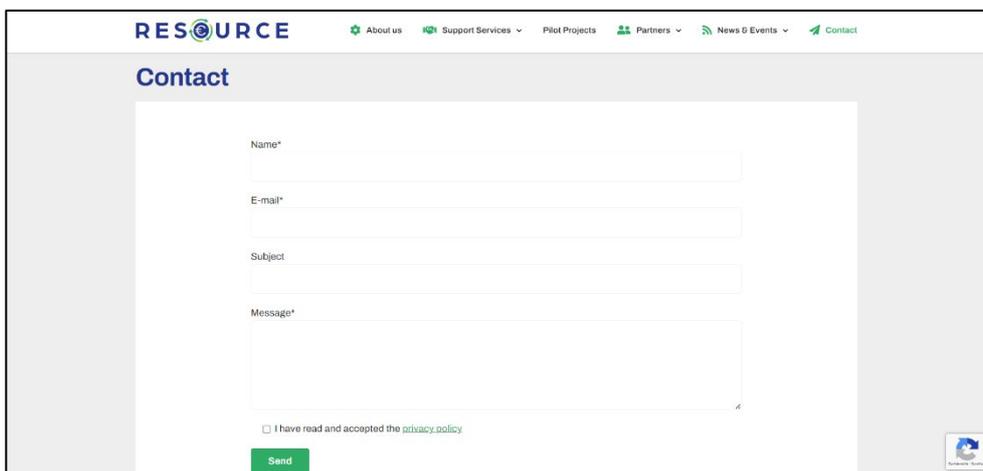


Figure 17 Page section - Contact

Aligned with the RESOURCE branding, the website plays a crucial role in the project's information campaign, with its content continuously updated to reflect new information and developments. It addresses all targeted audiences, including the general public, offering a general introduction to the project and its potential impact. Visitors will have access to the

latest project news, publications, public deliverables, and future event information. A presentation of the selected pilot projects is also available on the website, including video presentations, as well as the presentation of the partners and Advisory Board members.

All the necessary sections for the RESOURCE website have been created, establishing a comprehensive and engaging platform to support the project's communication goals and effectively reach its diverse audience.

2.1.3 Social Media Channels

RESOURCE has established profiles on LinkedIn and X (ex-Twitter), which serve as direct communication channels to professionals in relevant fields. Through these platforms, updates on events, news, and project advancements are shared to boost awareness and impact. LinkedIn has proven effective for communicating events and publications, while X's audience has shown lower attractivity along in the last months.



Figure 18 X (Twitter) Account



Figure 19 LinkedIn Account



Figure 20 LinkedIn Post



Figure 21 Images from LinkedIn Post

RESOURCE is actively identifying and engaging with key social network communities focused on the circular economy and innovative finance, such as Aragón Circular, EU green research, ERINN Innovation, and the EU circular economy stakeholder platform, among others. These efforts aim to attract members from these communities to join and enrich the RESOURCE community. Additionally, a YouTube channel was launched in M4 to support the dissemination of project videos.



Figure 22 YouTube Account

By using these social media channels, RESOURCE has effectively pursued its communication goals, enhancing visibility, engagement, and community building within the project's scope.

2.1.4 Newsletters

During the RESOURCE project's lifespan, six newsletters were scheduled to summarise the main achievements, activities, results, and information produced. Four newsletters have already been released at M6, M12, M18, M24. Two more are expected at M30 and at M36.

The project has successfully published all the planned newsletters up until M24, ensuring continuous communication of the project's progress and achievements to our stakeholders.



Figure 23 Newsletter example - May 2024

2.1.5 Publications

RESOURCE has maintained a comprehensive publication repository on its website to promote its activities, including mapping, collection of thematic reports, and development of its own analyses. This repository contains project communications and newsletters, conference papers and presentations, publicly available reports (validated by the European Commission) and analyses relevant to RESOURCE target groups, and future publications to be issues from RESOURCE. The project ensures that this repository is kept up to date, providing stakeholders with easy access to all relevant and recent documentation.

A total number of 65 articles have been published on the website, under the “news” section. The policy briefings and other publications, such as factsheets, will start being created towards the end of the project lifetime, as there is the need to collect relevant data to produce them.

2.1.6 Videos

Throughout the RESOURCE project, videos have been developed to present the selected pilot projects. These include a short video presenting the RESOURCE project that has been recorded and is in the process of being edited to be published, providing a concise overview of the project by the two co-coordinators (CEEI Aragon and GAC Group), and also videos presenting

each selected pilot project to attract potential investors and funding actors. The project has been actively creating these videos to effectively communicate its progress and achievements (two of the pilots' videos are still in editing phase). Only one selected project has not been recorded yet, as it is not ready to be introduced to investors.

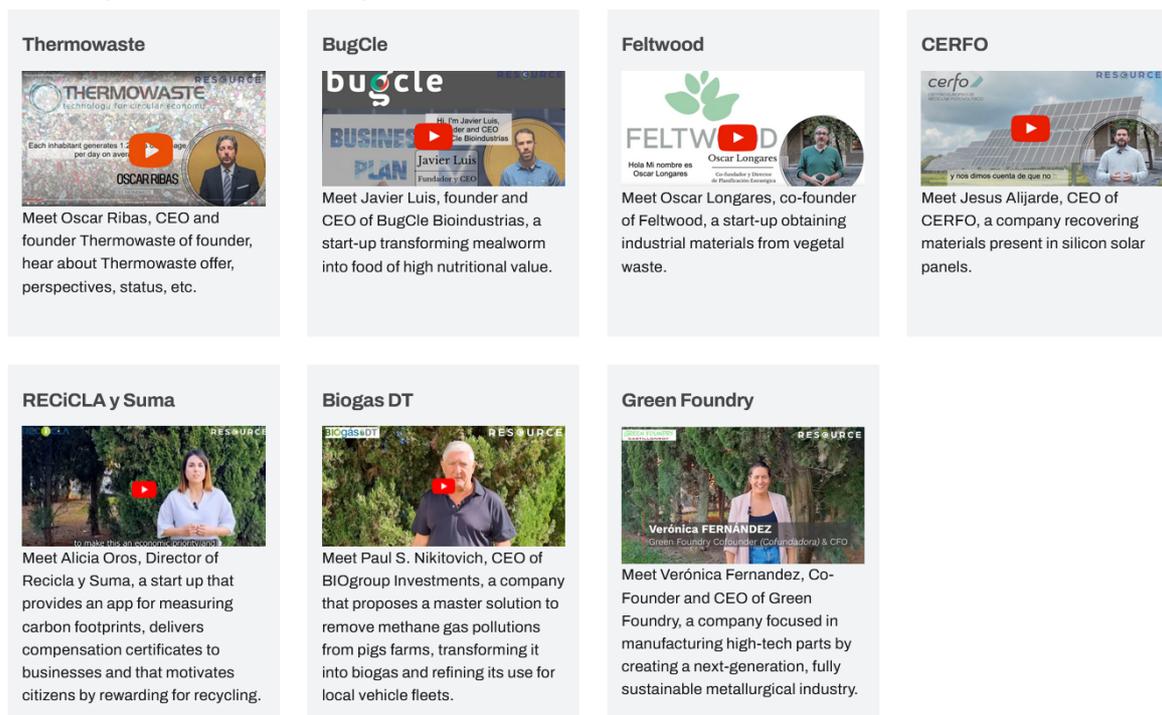


Figure 24 Videos published presenting the pilot projects - screenshot from RESOURCE website in pilots' section

This channel is found to be useful as for instance one of the last videos (Green Foundry presentation) caught the attention of Air Liquide (a world leader company in gases, technologies and services for Industry and Health, serving 4 million customers and patients) who asked to contact the pilot project.

2.1.7 Events

Events play a crucial role in the RESOURCE project, serving as pivotal opportunities for networking, knowledge exchange, and visibility within our community. They enable us to showcase our achievements, share insights, and engage with stakeholders across various platforms. As highlighted in Table 5 p.16, which details the number of events attended and organised since the inception of the project, these engagements not only enhance methodology but also our project's visibility and foster collaborations and partnerships essential for achieving our objectives.

By actively participating in and organizing events, RESOURCE not only strengthens its presence but also enriches its contributions to the broader scientific and societal discourse, solidifying our commitment to impactful dissemination and outreach strategies.

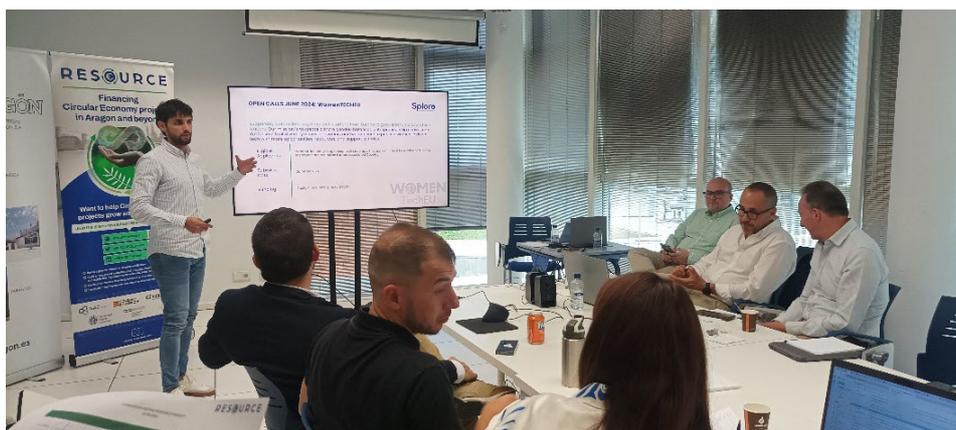


Figure 25 Sploro session on Cascade Funding Opportunities in Zaragoza – 5th June 2024

Name of Event	Number of events	Type of Event	Location	Target audience (total)	Target Group
November 23rd, 2022, the International congress on Circular Economy	1	On-line and in person	Zaragoza	150-200 presential and +100 on-line	Tier 2 stakeholders and specifically other CE initiatives, clusters, and networks
Best practices session	5	Webinar	TBC	10-15	Tier 2 stakeholders and specifically other CE initiatives, clusters, and networks
Co-Creation Workshop 1 “Selection of the Circular Economy projects”	1	Online or in-person	Online or Zaragoza	20-30	Tier 1 stakeholders (mainly investors, and business support organizations)
Co-Creation Workshops 2 “Creation of a sustainable CE project pipeline”	1	Online or in-person	Online or Zaragoza	20-30	Tier 1 and 2 stakeholders and specifically investors and business support organizations
Co-Creation Workshops 3 “Creation of a new governance model to fund CE projects”	1	Online or in-person	Online or Zaragoza	20-30	Tier 1 stakeholders and specifically investors and business support organizations
Demo Days	2	In-person and online	Zaragoza	25-40	Tier 1 and 2 stakeholders

CCRI-CSO specific and common events	4	In-person and online	TBC	30-80	Tier 3 stakeholders and specifically Policy makers
Collocated event in international conferences/events	2	In-person and online	TBC	100	Tier 2 and 3
Benchmarking and tailored coaching	5	Workshops	TBC	10-15	Tier 2 stakeholders and specifically other CE initiatives, clusters, and networks

Table 3 List of planned RESOURCE events

2.1.8 Communication Synergies

The partners have significantly contributed to the communication synergies tasks by engaging in a series of collaborative activities. They have gathered valuable feedback from investors and final beneficiaries, involved key stakeholders, and integrated insights from other best practices. This collective effort has been instrumental in designing the methodology and planning for its sustainability and exploitation, as discussed in the CCW on Exploitation. Moving forward, the next steps include benchmarking activities and conducting a second exploitation CCW, ensuring continuous improvement and effective communication.

Nonetheless, there are several activities that the project will still implement until M36. Synergies between communication activities in European-funded projects can significantly enhance the impact and visibility of the projects. Here are some examples of how such synergies can be effectively implemented:

- **Joint Events and Workshops**

Collaborative Conferences and Workshops: cross participation has been and will be deployed with sisters' projects: joint conferences, workshops, or webinars. This allows us all to pool resources, attract larger audiences, and facilitate cross-project learning.

Shared Exhibition Stands: At major industry events or scientific conferences, projects can share exhibition space (e.g.: EU Industry Days in Malaga). This not only reduces costs but also provides a comprehensive showcase of related innovations and research outcomes.

We are currently discussing with DECISO project to organise a common session at the next EU Weeks Regions and Cities in October in Brussels on interaction and dialogue among PDA models and other CCRI projects focusing on accelerating private investment in CE projects.

- **Coordinated Dissemination Strategies**

Joint Publications and Reports: Projects can collaborate on producing white papers, policy briefs, or special issues of journals that address common themes (as partners plan to produce

publications and white papers, potential collaboration will be discussed). This collective effort can attract more attention from policymakers, industry stakeholders, and the academic community.

Cross-Promotion of Results: Utilising each project's communication channels (websites, newsletters, social media) to promote the results and events of partner projects. This helps in reaching a wider audience and ensures that relevant stakeholders are informed about various initiatives.

- **Integrated Digital Presence**

Unified Online Platforms: Developing a shared online portal that aggregates information, results, and news from multiple projects. This can serve as a one-stop resource for stakeholders interested in a particular research area or thematic field. For instance, RESOURCE activities have been shared on the CCRI portal: <https://circular-cities-and-regions.ec.europa.eu/news/meet-ccri-stakeholders-resource-ccri-project>.

Common Social Media Campaigns: Projects can coordinate their social media efforts by using common hashtags, sharing each other's posts, and timing their announcements to amplify their collective reach.

- **Collaborative Stakeholder Engagement**

Joint Stakeholder Panels: Forming panels or advisory boards that include representatives from multiple projects. This can enhance stakeholder engagement and ensure that diverse perspectives are considered in project activities and outputs.

Shared Surveys and Consultations: Conducting joint surveys or consultations to gather feedback from stakeholders. This approach can provide more comprehensive insights and reduce survey fatigue among participants.

- **Networking and Capacity Building**

Inter-Project Networking Events: Organising networking events specifically for project members, allowing them to share experiences, challenges, and best practices. These can be in the form of virtual meetings, hackathons, or innovation labs.

Capacity Building Workshops: Jointly organised training sessions and workshops to build capacities in areas such as project management, communication strategies, and technical skills relevant to the projects.

By leveraging these synergies, European-funded projects can maximise their outreach, enhance the dissemination of their results, and foster a collaborative environment that benefits all involved parties.

To achieve at least one of these activities, the RESOURCE project will reach out via e-mail twice to the following theme-related projects:

Here are some European funded projects that align with the themes of circular economy and resource efficiency, making them potential partners for synergies with the RESOURCE project:

- [CIRCuiT \(Circular Construction in Regenerative Cities\)](#): CIRCuiT works on bridging the gap between theory, practice, and policy in circular construction, involving multiple cities and stakeholders across Europe.
- [CityLoops](#): This project focuses on biowaste and construction and demolition waste, piloting demonstration actions in several European cities. It aims to achieve material circularity and develop new tools and processes for waste management.
- [DECISO - Developers of Circular Solutions](#): supports the delivery of services to induce investments projects for developing circular economy in Hamburg, Northwest Germany, West Macedonia, and Alentejo.
- [HOOP](#): The HOOP project aims to unlock bio-based investments by creating novel biowaste valorization routes and deploying local bioeconomies in eight circular city hubs across Europe.
- [PlastiCircle](#): PlastiCircle aims to transform plastic packaging waste into valuable products by innovating in waste collection, transport, sorting, and recycling technologies.
- [Pop-Machina](#): This project connects the maker movement with circular economy principles to promote environmental sustainability and generate socio-economic benefits in various European cities.
- [SCALIBUR](#): This project focuses on scalable technologies for biowaste, seeking innovative solutions for biowaste recovery and valorisation.
- [atTRACTION: Connecting Deep-Tech Innovation Ecosystems](#): aims at attracting and connecting innovation ecosystem actors for international co-investments in advanced traction of deep-tech companies from Wielkopolska, Lithuania and Andalusia.

To initiate these synergies the RESOURCE project will contact via email (see annex 1) the above-mentioned projects and proceed to a follow up message, in case there's no reply.

3 MONITORING: Achieving the Communication Goals

The RESOURCE project has demonstrated significant progress in its communication and outreach efforts over the past six months. Our LinkedIn page has gained a substantial following, currently standing at 207 followers. This reflects a growing interest and

engagement from the professional community, which is crucial for the project's visibility and impact.

Our project website has also seen considerable traffic, attracting 2000 visitors until now. The most visited page on the website is the homepage (followed by the news and the pilot project sections), highlighting the content that resonates most with our audience and providing insights into what our stakeholders find most valuable.

We have maintained a consistent presence on LinkedIn, publishing 23 posts over the past six months. The post with the highest engagement was about the consortium meeting held in June 2024 in Zaragoza. This post's success underscores the community's interest in our collaborative events and project milestones, reinforcing the importance of such updates.

In addition to our social media efforts, our YouTube channel has been the chosen platform for disseminating information visually. We have uploaded 8 videos, which have attracted 4 subscribers. While this number is modest, it indicates a growing interest in our video content and provides a foundation for expanding our reach through multimedia channels.

We have removed X from our communication channels due to a lack of activity and its irrelevance to the project's goals. This decision allows us to focus our resources on the other more effective platforms that better serve our audience and communication objectives.

Communication Activity	Expected KPI or Deadline	Effective date of delivery	KPI Achieved?
Project Branding	M1	M3	Yes
Creation of the RESOURCE website	M3	M3	Yes
Creation of RESOURCE's social media channels	M1	X (M1) LinkedIn (M1) YouTube (M4)	Yes
Production of project news and communications	Ongoing work	N/A	Ongoing
Production of project newsletters	6 newsletters (one every 6 month)	M6, M12, M18, M24, M30 and M36	4 published until M24
Project public PowerPoint presentation with a generic overview of RESOURCE	Not defined	Evolving (1 st version in July 2022 – regular updates, last one in June 24)	Ongoing
Production of e-flyer giving an overview of the project's objectives, main activities and expected results	Not defined	April 2023 (both in Spanish and English), electronic version only to avoid paper waste	Yes
Project roll-ups	Not defined	M5	Yes
Pilots and RESOURCE Project videos	Not defined	In process: 1 st one issued in April 2023, then May and June 2023, January and April 2024. Last ones are planned for this summer	Ongoing

Project publications, developed through the operational activities	Not defined	During 2025	No
Project conferences and public events	5 workshops	Dates available in Table 5	Ongoing
Information and knowledge exchange with and through other relevant initiatives to exploit synergies	Not defined	N/A	Ongoing

Table 4 Communication activities' KPIs achieved until M24

Overall, this data highlights the effectiveness of our communication strategy and identifies areas for further growth and engagement. In the above table it is possible to have a visual overview of the KPIs achieved so far.

Events Attended	Date and Location
1st CCRI – Circular cities and regions initiatives	Brussels, hybrid format - 19th October 2022
RESOURCE presented at the “BIOBOOST kick off meeting”	Catalonia, 15 March 2023
RESOURCE presented at the CCRI Workshop on ‘financial advisory support’	Online, 25 April 2023
CCRI Thematic Working Group (TWG) meeting on Circular Resource Management	Online, 07 July 2023
RESOURCE at EU Industry days	Malaga, 4-6 October 2023
RESOURCE pilot projects Transfiere	Málaga, Spain, 20 – 22 March
CCRI Workshop	25 April 2024 (Online)
RESOURCE at EBN Congress	Nantes, 13-14 June 2024
Total of events attended: 8	
Events Organised	Date and Location
“International Congress of Circular Economy “From Aragon to the World” and Consortium meeting	Zaragoza, 23&24 November 2022
ANCES Workshop “Roadmap: tool to advise and accelerate innovative projects”	Online, 23 December 2022
Thematic Training Webinar - TTW1 on Funds to support circular economy companies of Aragon, at the “Convocatorias y programas de apoyo a las empresas de economía circular”	Zaragoza, 10 March 2023
The first Co-Creation Workshop (CCW1) on the RESOURCE solution, organized by Government of Aragón	Zaragoza, 28 March 2023
ANCES Workshop “How to approach growth in a startup”	Zaragoza, 26 th April 2023
ANCES Workshop “new Law of Startups in Spain”	Online, 16 June 2023
RESOURCE Advisory board #1	Online, 18 July 2023
TTW2 How to manage a project? Tricks from the planning to avoid failing in the execution	Online, 24 th October 2023
ICEM1 (Investor Networks Expert Committee meeting)	Online, 31 st October 2023
CCW2 and first Co-Creation Workshop on Exploitation on “Supporting Circular Economy Projects”	Online, 7 November 2023
ANCES Workshop “Social Entrepreneurship Ecosystems”	Online, 17 th November 2023

ANCES Workshop “How to make a high impact presentation”	Zaragoza, 21 st November 2023
ANCES Workshop “Prototyping of MVPs with NOCODE tools”	Online, 15 th December 2023
4 Best practices sessions (BPS)	Online sessions: - 20 November 2023 - 05 December 2023 - 19 December 2023 - 14 February 2024 - 19 March 2024
ICEM2 second meeting	Online, 24 January 2024
FBCEM2 (Final Beneficiaries Expert Committee meeting) at the Circular Economy Day in Aragon “Jornada de Economía Circular en Aragón)	Zaragoza, 26 April 2024
Second RESOURCE Advisory board	Online, 29 May 2024
TTW3 Training on Cascade funding by Spoloro, both for pilot projects and RESOURCE Team	Zaragoza, 5 June 2024
CCW3 : RESOURCE methodology fine-tuning and Creation of a new governance model to fund CE projects	Zaragoza, 6 June 2024
FBCEM3, training on cascade funding and 1o1 meetings with pilots	Zaragoza, 6th June 2024
Total of events organised: 24	

Table 5 Total of attended and organised events

4 NEXT STEPS: Suggestions to maximise the communication strategy

In an effort to continue the communication efforts until the conclusion of the project, RESOURCE is implementing two additional activities aimed at enhancing collaboration and visibility.

Firstly, we will ensure monthly WP5 calls, facilitating a 30-minute discussion among partners to review and design communication activities for the upcoming month. This structured approach reinforces alignment and efficiency in our communication efforts across all project facets.

Secondly, we will launch a communication synergies initiative by reaching out to potential "sister projects" via email. This initiative aims to foster collaborative opportunities and synergies between projects, leveraging shared goals and audiences to amplify our impact and reach.

These proactive measures underscore our commitment to effective communication and collaboration, ensuring that RESOURCE continues to achieve its communication goals effectively until project completion.

5 CONCLUSION

The RESOURCE project's communication and dissemination strategy has proved to be effective in meeting its objectives and engaging stakeholders. By leveraging various communication tools and platforms, including LinkedIn, the project website, and YouTube, we have successfully increased our visibility and impact within the professional community. The comprehensive plan laid out in D5.1 has guided our efforts, allowing us to achieve significant milestones in awareness, engagement, and outreach.

Over the past six months, our LinkedIn followings has grown to 207. The website continues to attract substantial traffic, with insights into visitor's behaviour helping us tailor our content to meet stakeholders' needs. The success of our LinkedIn posts, particularly the highly engaged post about the June 2024 meetings in Zaragoza, highlights the importance of strategic content sharing. Our YouTube channel, although modest in subscribers, is a valuable platform for disseminating visual content and has shown potential for growth. Recognising the need to focus our resources efficiently, we have made strategic decisions, such as removing X from our communication channels due to its irrelevance to our goals.

To sustain and enhance our communication activities until the project's conclusion, we are implementing two new initiatives. The monthly WP5 calls will ensure ongoing alignment and strategic planning among partners, while the communication synergies initiative will foster collaboration with potential "sister projects," amplifying our reach and impact.

In summary, the RESOURCE project's communication and dissemination activities have laid a strong foundation for continued success. By evaluating our achievements and refining our strategies, we remain committed to promoting the circular economy and attracting significant investments for regional circular economy projects. The ongoing efforts and new initiatives outlined in this deliverable will ensure that we continue to engage effectively with stakeholders and achieve our communication goals, driving the project towards its ultimate objectives.

6 ANNEX 1: Email invitation for communication synergies with other projects

Subject: Working with startups and fostering innovation? Join RESOURCE's collaborative communication activities

Dear (name of the project) Team,

I am writing to you on behalf of the [RESOURCE Project](#), an initiative funded by the European Commission, focused on building new Project Development Assistance services to finance regional circular economy investment projects. We have been following the progress of (insert name of the project) with great interest and believe that our projects share many common goals and objectives.

To enhance the impact and visibility of our projects, we would like to propose a collaboration on several joint communication activities. By pooling our resources and efforts, we can reach a wider audience and amplify our collective impact. Specifically, we would like to invite you to participate in at least one of the following initiatives:

- Joint Webinars and Workshops: Hosting events to share insights, methodologies, and findings with a broader audience.
- Cross-Promotion: Utilising our respective communication channels to amplify our collective reach.
- Resource Sharing: Exchanging materials, tools, and frameworks to enhance the impact of our projects.
- Joint Stakeholder Engagement: Form collaborative panels and conduct shared surveys to gather comprehensive feedback from our stakeholders, ensuring diverse perspectives are considered.
- Collaborative Research and Publications: Co-authoring papers and reports to highlight our collaborative efforts and findings.

We believe that these collaborative efforts will not only enhance the visibility of our individual projects but also demonstrate the strength and cohesion of European-funded initiatives in our field. We would be delighted to discuss these ideas further and explore other potential areas for collaboration. Could we schedule a meeting next week to discuss this in more detail? Please let us know your availability.

Thank you for considering this proposal. We look forward to the possibility of working together and achieving greater impact through our combined efforts.

Best regards,

The RESOURCE Team