



# DIGICIRC

WP 6 – PROMOTE: Communication, Dissemination & Sustainability

## **D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

### Document Information

Grant Agreement Number	873468	Acronym		DigiCirc
Full Title	European cluster-led accelerator for digitisation of the circular economy across key emerging sectors			
Start Date	1 <sup>st</sup> May 2020	Duration		32 months
Project URL				
Deliverable	D 6.1 – DigiCirc Communication, Dissemination and Exploitation Strategy			
Work Package	WP 6 – PROMOTE: Communication, Dissemination & Sustainability			
Date of Delivery	Contractual	30 <sup>th</sup> June 2020	Actual	30 <sup>th</sup> June 2020
Nature	Report	Dissemination Level		Public
Lead Beneficiary	F6S			
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Contributions from	DRX, CAP			

### Document History

Version	Issue Date	Stage	Description	Contributor
1.0	23/06/2020	Draft	First version of the document	F6S, DRX
2.0	26/06/2020	Draft	Second version of the document	F6S, DRX, CAP
3.0	28/06/2020	Draft	Third version of the document	F6S, DRX, CAP
4.0	29/06/2020	Draft	Fourth version of the document	F6S, DRX, CAP
5.0	30/06/2020	Final	Final version of the document	F6S, DRX, CAP

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## List of Acronyms

Acronym	Designation
DigiCirc	
SME	Small and Medium Enterprise
RTOs	Research Organisations
KPIs	Key Performance Indicators
EU	European Union



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CE	Circular Economy
OCs	Open Calls
DG Growth	The Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
DG ENV	The Directorate-General for Environment
DG DIGIT	EU Commission's department for informatics
DG CONNECT	The Directorate-General for Communications Networks, Content and Technology
EASME	The Executive Agency for Small and Medium-sized Enterprises
EEAC	The European Environment and Sustainable Development Advisory Councils
EEB	The European Environmental Bureau
ECCP	European Cluster Collaboration Platform
MOOCs	Massive Open Online Courses
VC	Venture Capital
GDPR	General Data Protection Regulation
FSTP	Financial Support to Third Parties
DIHs	Digital Innovation Hubs
FAQ	Frequently Asked Questions
H2020	Horizon 2020
EIT	European Institute of Innovation & Technology
ECESP	European Circular Economy Stakeholder Platform

# 1 Executive summary

The DigiCirc project will empower SMEs to leverage digital technology as key enabler for innovative circular products/services, processes, and business models. To this end, DigiCirc will create and coordinate the DigiCirc innovation network, facilitated by an engagement campaign of 3 partner clusters, to bring together a wide-spectrum of ‘triple-helix’ stakeholders (local/ regional authorities, big industry actors, SMEs, RTOs, civil society, etc.), where 3 strategic high-growth domains will be in scope, namely Circular Cities, Bioeconomy and Blue Economy.

This document outlines the Dissemination and Communication plans for the DigiCirc project to structure and coordinate activities and efforts to ensure the intended outcomes, and indeed specific objectives, of the project are met. This includes effectively reaching and engaging a wide audience, including clusters, SMEs, investors, and others, horizontally across all project activities. For SMEs, which are arguably the largest direct beneficiaries of project activities, the project will “cast a wide net” across Europe to attract innovative companies with considerable quality and innovative thinking.

In order to achieve it, the DigiCirc Communication team will develop an effective strategic approach, as well as materials and tools to be used by all consortium partners across project activities, considering the following aspects (but not limited to):

-  Careful and detailed ecosystem mapping analysis to ensure all stakeholders are identified and their needs/expectations concerning DigiCirc properly examined,
-  Complete Dissemination & Communication assessment taking into account the full stakeholder journey, with channels, tactics and campaigns (both online & offline) to bring DigiCirc right in front of diverse audiences,
-  Critical KPIs to be tracked and benchmarked to prove the overall value of our dissemination efforts and set further guidance regarding communication, ecosystem building & exploitation.





Strategies to ensure sustainable post-project use of project exploitable assets will also be developed, including Intellectual Property assessment provided from a specialist law firm and project partner, Arthur’s Legal. The uptake of project results for sustainable impact will be strategically formulated in Deliverable 6.5 - Sustainability Strategy and Roadmap towards the end of the project.

## 2 Introduction

The dissemination and exploitation of the project's results are fundamental components of the DigiCirc project. Therefore, a clear plan and strategy are developed for this purpose. The planned activities, and results will be disseminated throughout the life span of the project.

In this context, this document is meant to be used as a strategic plan for all promotional activities for the project by the partners. As a living document responding to new development and opportunities, updates of the dissemination and communication plan can be made upon approval by the consortium during the implementation process of the project.

Our envisaged Dissemination and Communication Plan and Strategy are tailored to contribute to the achieving of the overall project goal, reaching the defined target groups and making sure that the key messages of the project are disseminated. In this regard, the objectives of the dissemination activities will be focused on:

-  Promoting broad visibility of the project effort and disseminate its results and in parallel to assist running projects to coordinate and more effectively promote their communication and dissemination efforts,
-  Establishing liaisons with related initiatives and projects both within the social media context and beyond as appropriate,
-  Creating and maintaining the project website and appropriate communication channels and dissemination tools,
-  Participating in and organizing specific events for increased and effective liaisons, dissemination of information and engagement of key stakeholder in the social media ecosystem.






This Deliverable is structured as follows: Chapter 3 will define the dissemination and communication plan, including the target groups which this project will engage and provide key messages it will convey to them. It will also present the underlying strategy that was developed, describing the tools that will be employed to reach the defined target groups, both graphic and digital materials. Chapter 4 will define the Exploitation strategy, by defining the DigiCirc exploitation assets as well as presenting the project's exploitation action plan.

## 3 Dissemination and Communication

### 3.1 Dissemination Plan

The dissemination plan describes the actions envisioned to build awareness of the project results, creating understanding, and aiming for action among the relevant target audience. Realising DigiCirc's overall vision requires making relevant target audiences aware of the project's findings, outcomes, and its concept, and to facilitate reuse/uptake as appropriate.

The objectives of the dissemination plan are as follows:

-  To set up the information dissemination mechanisms and priorities of DigiCirc,
-  To establish, maintain and grow a community around DigiCirc in coordination with the stakeholder analysis framework,
-  To create visibility and promote the work and results for target stakeholders by producing promotional material and information campaigns,
-  To disseminate project and outcomes to the widest possible community through various channels and instruments. External participation and knowledge sharing will be encouraged through networking activities and events aimed at increasing the impact potential and enriching the contribution to the project,
-  To liaise with relevant other EU, national and international initiatives to maximise the impact.


DigiCirc does not have as a primary aim to generate scientific results and publish them. Instead, it aims to support innovation, and generate a significant body of knowledge in the specific domain of its focus – enabling Circular Economy (CE) through digitisation. Thus, dissemination in the context of this project primarily refers to:

-  Promotion and uptake of analytical insights obtained through the project's activities.

**Policy brief:** The policy brief will target policymakers and public administrators involved with CE, digitisation and particularly at the EU-level but also the national level. The brief will summarise the relevance of digitisation and circular transition to existing European policy and their connection to existing initiatives, as well as provide key insights about the role of the form in accelerating the latter. Its regularity will be connected to the releases of the project Newsletter and Blogs posts. The dissemination targets are current identified as: relevant EU Institutions/agencies (DG GROW, DG ENV, DG DIGIT, DG Connect, EASME), associations/organisations (e.g. EEAC, EEB), and MEPs involved in CE (e.g. Sirpa Pietikäinen, Miriam Dalli, other members of the CE working group).

**Circular Innovation Priorities reports:** These reports (D2.5, D2.6, D2.7) will present the results of the thematic area cluster outreach effort, identifying key European priorities for circular innovation. They will be disseminated to clusters, research and innovation actors, circular transition organisation (e.g. Circle Economy) and others who can use this information to inform the direction of their work. The information will be summarized, highlighting the key results to be communicated, and disseminated through Newsletters in form of tailored email messages to the list of stakeholders set up during the project.

**Regulatory compliance watch:** The consortium's data issues experts (ARL) have recognised that this research is of great value to DG DIGIT and possibly DG GROW and DG ENV. This section will be part of InfoPortal that will be imbedded into the DigiCirc website. This information will be made available to inform their work, or to be modified and integrated into a public information portal or other use.

-  Disseminating the body of knowledge for digitisation in the CE to future entrepreneurs, founders, and innovators, and those not taking part in the accelerators.


**MOOCs:** they will provide interactive courses with user forums to support community interactions among students and tutors as well as immediate feedback to small quizzes and assignments. All the course material from the accelerators will be made available online for free, and on one of the world's most popular MOOC



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platform, edX. This includes dedicated online modules used during the course, as well as recording and transferring physical lectures (making use of a professional video maker to ensure audio-visual quality). The DigiCirc lectures will be hosted by edX and will be available indefinitely. More information about the MOOC's will be included on the **D 5.1 - Training Guidelines and Templates**.

**DigiCirc InfoPortal:** Consolidated conclusions about the state of the art in the CE innovation ecosystem will be presented over an intuitive public platform – including investment landscape mapping, regulatory watch, market trends observatory and technology watch. This will be available for all, inside and outside the project, providing easy access to valuable insights to direct and guide innovation efforts. The portal will be migrated to a partner website if the project website is shut down after the project.

 Dissemination of testbed datasets. Datasets will be licensed based on their origin: (a) derived from open data, this will be shared under the same conditions, (b) obtained from development reference groups, will be licensed on a case by case basis based on the wishes of the data provider. All open data will be uploaded to GitHub.

### 3.1.1 Target Groups

The DigiCirc communication needs to be tailored to the specific needs of the different target audiences of the project. Defining the target groups is a key component, vital for the dissemination strategy. This section identifies the 9 target audiences of the project:

1. Clusters, umbrella organisations
2. SMEs
3. Local authorities
4. EU, national & regional public bodies
5. Investors & VCs
6. Research & academia
7. General public
8. Industry
9. Media

Each target group has its own sphere of communication. DigiCirc's approach will be aimed at various groups, with the primary audiences shown in the table below. We also define the priority level to engaging these groups, considering their relevance to the project and its scope of work, as well as their interest in DigiCirc.

Table 1: Key messages for DigiCirc key target audience group, and their priority

Target Group	Key Message	Priority
Clusters, umbrella organisations	Join the DigiCirc Innovation Ecosystem to support CE innovation in your region. The more you support us, the higher your chances to win travel grants to an Engagement Meeting and the DemoDays. Contribute to the development of Euro-wide challenges in three key domains. Spread the open calls among your members to ensure innovation reaches your region. Finally,	High

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	we have identified CE innovation priorities, and these are our key insights and conclusions.	
<b>SMEs</b>	Do you have good circular ideas in the DigiCirc domains? Join our intensive accelerator to access a range of resources that will transform your innovation from early development to the foundations for a robust business. We provide extensive 1-on-1 coaching, holistic training programme, and connections to useful actors to help your innovation effort. Oh, and we will provide the finances for you to do all this. The best solutions will receive €100k to commercialise and demonstrate.	High
<b>Local authorities</b>	Seize the opportunity to make your region a leader in the CE. Lower your waste management costs, make your city cleaner, and be a leader in the Circular transformation.	Medium
<b>EU, national &amp; regional public bodies</b>	DigiCirc is supporting realisation of the CE by leveraging digitisation. This has a significant overlap with several EU, national and regional priorities.	Medium
<b>Investors &amp; VCs</b>	Gain access to highly promising SMEs handpicked by our EU-supported accelerator to turn their innovations into game-changers.	High
<b>Research &amp; academia</b>	Take the opportunity to collaborate with future-shaping SMEs, testing your insights and research results in a large-scale context.	Medium
<b>General public</b>	The time to act against Climate Change is now, and that requires changing “business as usual”. DigiCirc is a project that will find and support the best Circular businesses in Europe, delivering results to ensure our collective future prosperity.	Medium
<b>Industry</b>	Cooperate with DigiCirc SMEs to bring agility into your organization by testing new products and markets. Find the skills and expertise to solve your business challenges related to resource supply or material disposal. Together you can contribute to develop new value chains across sectors and borders.	High
<b>Media</b>	If you are interested in CE, keep an eye on DigiCirc to update your audience about the latest technologies, products & services that will reinvent value chains of years to come.	Medium-Low

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

### 3.1.2 Key Message

The key messages should focus the project goals, project results, project activities, funding available for third parties (FSTP) under the Open Call Programme and other defined in a clear manner that should contain the most relevant information.

Key messages are an integral part of the dissemination strategy as they will encourage the stakeholders to participate and they will be adapted to each target group. Please, see some examples provided in the *Table 1: Key messages for DigiCirc key target audience group, and their priority*. These examples can be updated at any time accordingly taking into consideration the specific target groups needs.

**Table 2: Defining topics for key messages per target group**

Target audience	Topics for key messages disseminated
Internal stakeholders	Project status, Project activities, Issues identified, Project results
External stakeholders	Project activities, Project results
Other	Project activities, Project results

The key message to be developed to each specific target group will be focusing on the 1) length of the message and 2) balance of the information.

### 3.1.3 Key Performance Indicators

Dissemination is a key activity with strong synergy to multiple tasks across the project. A synergistic and complementary Communication team (DRX & F6S) will deliver an attractive and effective communication and ensure strong coordination across the consortium. It is recognised that a specific challenge is to effectively reach a wide pool of SMEs across Europe. The Ecosystem, synergies with ongoing partner activities, as well as the F6S platform will strongly be leveraged for this.

The communication and dissemination activities will be monitored and evaluated to assess their impact on a regular basis and adjust where needed.

The following table presents the Key Performance Indicators (KPIs) which have been set to assess the progress of the DigiCirc communication efforts. They have been defined in the Description of Action, and relate to the Specific Objective 4 (SO4) and Specific Objective 5 (SO5) of the project, addressing project exploitation and dissemination respectively.

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Table 3: DigiCirc Dissemination, Communication and Exploitation KPIs

Key Performance Indicators (KPIs)		Target
SO4 Exploitation	Number of beneficiaries accessing follow up financing	>9
	Number of relevant EU/nat./reg. agencies to which policy briefs will be disseminated	>12
	Number of clusters for which concrete DigiCirc sustainability strategies and roadmaps are defined	>6
	Number of free and open DigiCirc MOOCs made permanently available online	18
SO5 Dissemination & Communication	Number of SMEs reached through targeted and sponsored messaging on F6S	>10.000
	Number of tweets on Twitter	>2000
	Number of posts on Facebook	>400
	Number of posts on LinkedIn	>300
	Number of promotional videos created and disseminated on social media/website	12
	Number of complementary events at which DigiCirc is promoted	>10
	Number of multipliers (projects, Ecosystem clusters, networks) engaged to promote DigiCirc	>20

To measure the key indicators above, the following evaluation elements will be used:

-  Google Analytics – to track and report the project website traffic
-  Social Media Metrics – to track the engagement on Facebook and Twitter
-  Communication reporting table:
  - Partners will report on the communication activities implemented in one single place: the registries excel file, available on DigiCirc Microsoft team page
  - Partners should save evidence of the activities conducted (such as ppt presentations made, invitations, agenda, pictures, post on social media, etc.).

### 3.1.4 Events

Dissemination events in social media and conferences will be important as they act as places to establish presence, build liaisons, and engage key stakeholders in the social media ecosystem.

An Excel Table<sup>1</sup> has been prepared by the Communication Team and shared with all partners, to gather information concerning events, conferences with details such as dates, contact info about the organizer and whether a partner will attend. This Excel Table will be a “live” document, updated according the strategy of the consortium and priority of events.

The events reported in this table will be announced on the project website, social media network, the project Blog and on the project Newsletter.

<sup>1</sup>

<https://capdigital.sharepoint.com/sites/DigiCirc/Documents%20partages/Forms/AllItems.aspx?newTargetListUrl=%2Fsites%2FDigiCirc%2FDocuments%20partages&viewpath=%2Fsites%2FDigiCirc%2FDocuments%20partages%2FForms%2FAllItems%2Easpx&viewid=90fc0a5d%2D0e03%2D454b%2D9321%2D0d5a531fadb5&id=%2Fsites%2FDigiCirc%2FDocuments%20partages%2FWP6%20PROMOTE>

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No	What	Start date	End date (optional)	Description	Location	Organizer	Type of audience	Link	Comments
Example	Pitch Event	10/05/2020	10/05/2020	Coffee talk with startups & investors	Thessaloniki, Greece	Orange Investors	Startups, investors, clusters ...		CAP Digital is co-organizer
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									






Figure 1: DigiCirc Events Reporting

## 3.2 Communication Plan

Communication is tasked with raising awareness of and stimulating interest in the project and its activities, involving specific measures for promoting the project itself and the results attained. As such, communication is highly complementary to dissemination and exploitation efforts. Communication will provide cross-project support for textual and graphic promotion, development, and maintenance of promotional, etc.

The communication plan has the mission to reach out to a broader audience, beyond the DigiCirc core community, and this will be achieved by communicating well-tailored messages through effective channels to reach targeted audiences and to stimulate interaction between key external audiences and the project.

The objectives of the communication plan are as follows:

-  Set up internal communication mechanisms among the partners of the consortium,
-  Support the external promotion of DigiCirc and its outcomes, managing the branding,
-  Deliver top level messages about the project to all identified and relevant stakeholders,
-  Raise awareness to non-specialised audiences of the added value of DigiCirc project,
-  Increase awareness and interest about DigiCirc.

Communication campaigns will be designed and implemented throughout the project lifetime to efficiently build traction among the target audience, with a special focus on the Open Calls.

### Overview of key communication tools

The following indicative list of planned tools and channels will be used to communicate the project and its achievements; additional products may be included on the basis of needs identified during the project. The relevance for select target audiences is also presented (see legend in last line of the table).

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Table 4: Overview of key communication tools

Tool/Channel	Description and Purpose	Audience Relevance								
		Clusters	SMEs	Pub. Body	Investors	Academia	Public	Industry	Media	P. Makers
Website	The project's primary digital communication tool. Raising awareness of the project's goals & activities. Dedicated sections will be created for clusters, SMEs, investors, and quadruple helix stakeholders. As well, through the website it will be possible to access the matchmaking platform.	●	●	●	○	○	●	●	●	●
DigiCirc InfoPortal	Although not its primary aim, the InfoPortal will also promote the accelerators and the project by providing highly relevant and accessible information for innovating in the CE for target domains.	○	●	○		○		○	●	○
Social Media	Through YouTube, Facebook, Twitter, LinkedIn and Instagram, DigiCirc will foster regular and timely conversations with key stakeholders, generate thought leadership and engagement, and maintain Ecosystem coherence. Reliable, respectable, high-quality content will be distributed in an intuitive, attractive and easy-to-understand format.	●	●	○	●	○	●	○	●	●
F6S Platform	The F6S platform will host the open call in a clear and graphically attractive manner, with a FAQ. The platform will be used for targeted marketing and sponsored messages.	○	●	○	●	○		○		
Vision Paper	A comprehensive overview of the project and the Ecosystem, accentuating benefits to collaborators, made to promote participation in the project.	●	●	○	●	○		●	○	○
Leaflets, stickers, other printed materials	Promo material for the project and the accelerators stressing benefits for target audiences. The use of syndicated materials (pens, notebooks, etc.) will be considered for their impact, cost, and their	●	●	●	○	○	○	●		

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	environmental profile (recycled paper, non-petroleum ink, etc.).								
DemoDays promotional videos	A key promotional instrument for each DemoDay that will be used to promote the project in general, beneficiary results and successive DigiCirc accelerators (where applicable).	●	●	●	●	●	●	●	●
Innovation Portfolio	A publication containing a collection of high-impact success stories from across DigiCirc's accelerator programs.	○		○	●			●	○
Newsletters	Key communication instrument, that will be sent by email to subscribers (an option for it will be made available in the project website) and shared on the DigiCirc and partners' social networks with key information concerning the 3 project open calls, its achievements, etc.	●	●	○	●	○	○	○	●
Policy Brief <sup>2</sup>	Policy brief will target policymakers and public administrators involved with the circular economy, digitisation at the EU and national level and provide them with insights on the relevance of digitisation and circular transition to existing European policy and their connection to existing initiatives.	●	●	●	○	○	●	●	○
		●: primary target; ○: secondary target							

## 3.2.1 Graphic Material

### 3.2.1.1 Colours

The selection of the colour identity of the project is crucial to ensure the dissemination of the correct message. In DigiCirc, the project's colour palette was selected to be eye-catching and to communicate trustworthiness. Among the multiple available colour palettes, the communication team concluded to proceed with one of the three combinations presented below.

<sup>2</sup> This will be developed under the D 6.3 Digitization for the Circular Economy Policy Brief. An assessment of task activities will be presented in D6.4 Communication & Dissemination Report.

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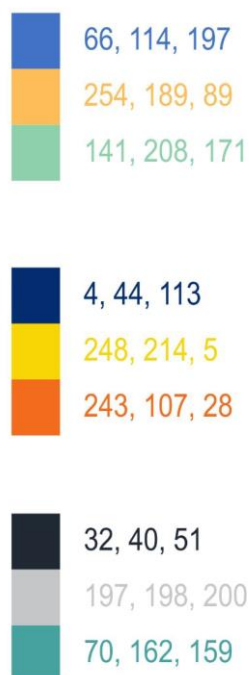





Figure 2: Proposed project's colour combinations

After researching the meaning of colours in different countries, the consortium decided to proceed with the second option as it better represents the messages and positive feelings that DigiCirc aims to spread.

-  Blue: It represents trust, security, authority. It is considered to be soothing and peaceful.
-  Yellow: It is associated with happiness, cheeriness, optimism, warmth, joy, and hope.
-  Orange: It represents fruitfulness and warmth. It symbolizes love, happiness, humility, and good health.

All the project partners are kindly requested to use the following colour palette for any graphics or colour designs or backgrounds that will be used to communicate about DigiCirc. An email has been already circulated among all the partners by the communication team with instructions on how to properly use the colours, the logos, and the project templates.

Table 5: Palette for graphics or colour designs and backgrounds

<b>Light backgrounds</b>	<b>Deep blue</b> #042C71 R: 4 G: 44 B:113 C: 96 M: 61 Y: 0 K: 56	<b>Bright orange</b> #F36B1C R: 243 G: 107 B: 28 C: 0 M: 56 Y: 88 K: 5
<b>Dark backgrounds</b>	<b>Yellow</b> #F8D605 R: 248 G: 214 B: 5 C: 0 M: 14 Y: 98 K: 3	<b>White</b> #FFFFFF R: 255 G: 255 B: 255 C: 0 M: 0 Y: 0 K: 0






### 3.2.1.2 Visual identity

#### Logo

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

The logo chosen is clear, captures the attention of the public and communicates the main concepts of DigiCirc.

As presented below, three versions of the project's logo have been developed:

-  The first version displays the project's acronym in a single font, in conjunction with three connected circles that refer to circular economy and represent the three open calls in different thematic domains, as well as general linkages and flows between different sectors/countries.
-  The second version displays only the graphic visual with three circles without the project's acronym.
-  The third version displays only the acronym coloured with the gradient, using the identity palette and the "gradient" style used in the graphic logo/general visual style.

The last two versions should be used with caution: it can be used only for internal communication or for visual materials that already include the first version of the logo (e.g. the project's website).



Figure 3: The three versions of DigiCirc's logo

The **official logo** of the project is the first one that includes displays both the project's acronym and the graphic visual above.

Several versions of the logo (e.g. with different background or sizes) have been developed and have been made available to the project partners through the project's SharePoint folder. Some of these versions are presented below.



Figure 4: Other versions of DigiCirc's logo






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Partners should use their judgement to determine when to use which logo. One of the most crucial rules before the use of the logo is: “If you can’t read it, you can’t use it”. The partners should ensure that they use the right size and resolution for each promotional activity and avoid pixilation. Another general rule for partners is that the logo should never be altered in any way and it should never be rotated.



Figure 5: Do not alter or rotate the logo

The partners should have in their mind that every time that they use the DigiCirc logo, the following messages should be indirectly communicated to the partners:

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

A copy of the EU emblem and a text stating that the project has received funding from the Horizon 2020 programme will be included in any dissemination material including the electronic ones. This emblem is available from the EU at the link: <http://europa.eu/about-eu/basic-information/symbols/flag/>. The EU emblem accompanied by the abovementioned text will be added as follows: *This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 873468.*



Figure 6: The EU emblem

### Project banners

Various online and offline project banners have already been created in order to enhance the visual identity of the project and facilitate the communication of the main ideas of the project.



## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

The banners depict the three strategic domains that DigiCirc focuses on: Circular Economy, Bioeconomy, Blue economy.

Thus, it was designed one inspiring photo that combines three separate photos, one from each targeted domain. The main objective of the banners is to generate awareness, raise curiousness and motivate the audience to participate in the project open calls. Beyond social media, it is envisioned that other versions of these banners will be used in further dissemination tools of the project, e.g. the project's website, newsletters, leaflets, etc.

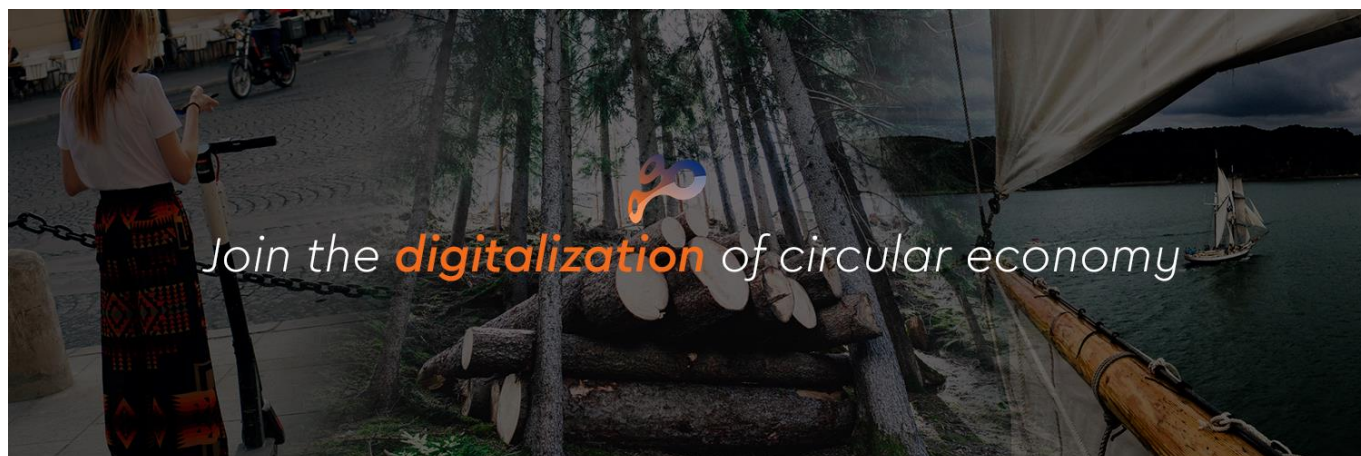


Figure 7: Social media banner

### 3.2.1.3 Dissemination templates

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

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

#### Deliverables' template

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

The purpose of such a template is to have a consistent and recognizable layout for the project's deliverables. The deliverable template has a cover page with eye-catching visuals that displays the project's logo in a prominent position, the name of the deliverable and the relevant Work Package, while at the bottom of the page there is a clear statement that the project has received funding from the EU along with the emblem of the EU as required in the Article 29.4 of the Grant Agreement.

The second page of the template includes a table with the document's information and a table with the document history. Moreover, it contains a disclaimer that excludes the responsibility of the European Commission for any use that may be made of the information contained in any deliverable as required by Grant Agreement Article 29.5. In the same page a copyright message is displayed in order to protect the originality of any produced content within the DigiCirc project.

The third page of the deliverable template is reserved for the tables of contents and figures. The final page lists the documents' references, while the document contains also a back cover with similar visuals. The first, second, and third page of the template remain static, do not change and contain only the information referred above. The footer of the template also contains the EU emblem and the project logo.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy



# DIGICIRC

WP12 – Market consolidation, dissemination, and training

## D12.3: DISSEMINATION STRATEGY



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468.

D12.3: Dissemination Strategy

**Document Information**

Grant Agreement Number	873468	Acronym	DigiCirc
Full Title	European cluster-led accelerator for <b>dissemination</b> of the circular economy across key emerging sectors		
Start Date	1 <sup>st</sup> May 2020	Duration	32 months
Project URL			
Deliverable	D 12.3 - Dissemination Strategy		
Work Package	WP 12 - Market consolidation, dissemination, and training		
Date of Delivery	Contractual	1 <sup>st</sup> August 2020	Actual
Nature	Report	Dissemination Level	Public
Lead Beneficiary	<b>GADUE</b>		
Responsible Author			
Contributions from			

**Document History**

Version	Issue Date	Stage	Description	Contributor
1.0	30/06/2020	Draft		
2.0	1/08/2020	Final		

**Disclaimer**

Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

**Copyright message**


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This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.

Figure 8: DigiCirc's deliverable template

### Deliverables' template

DigiCirc presentations are part of the different dissemination activities designed to support the consortium's dissemination efforts. The presentation template will be used in all events and meetings where the project results and activities are presented, and it was designed following the graphic identity guidelines to facilitate the recognition of the project. The last slide of the ppt template displays a mapping of the DigiCirc partners, and it is indicative at this stage. It will be finalized when the official GA will be signed.






DIGICIRC
Click to add title

## Content

Click to add text



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy



Figure 9: DigiCirc's presentation template

Similar templates for the internal and external communication of the project have been designed.



### Minutes' template



Figure 10: DigiCirc's minutes template

### Press release template

D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy



PRESS RELEASE


Title

FOR IMMEDIATE RELEASE  
[Location], [Country], [Day] [Month] [Year]

[Text]

Contact information



Mélanie PELLEN, CAP Digital  
T.: xxx | E.: xxx

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468

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Figure 11: DigiCirc's press release template

Blog posts' template and guidelines



Blog Post

\* Text in red represent instructions for your convenience and it should be deleted. Text into brackets indicate the fields that should be filled in. The instructions are ...

[Name], [Affiliation], [Date]

[Insert a profile photo of the author after receiving their consent to publicize it]


[Title]

The title of your post should be short (up to 5 words), informative and it should capture readers' attentions.

[Main text]

Before starting writing your blog post, please have in mind the following general instructions:

- Your audience may be clusters, SMEs or general public
- One of the objectives of our blog is to educate our audience and, even if they are not relevant to the domain, to trigger their interest in the DigiCirc open calls. So please use simple and non-technical language
- Keep it short and less than 2 pages. Make sure to avoid repetition, keep sentences and paragraphs short.
- Use images and infographics to enhance your post but please make sure that they don't fall to any property rights
- Your post may be slightly modified by the DigiCirc communication team before publication
- We don't expect perfect posts, so relax and write about something that inspires you!

 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468

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Figure 12: DigiCirc's blog posts template



### 3.2.2 Digital Material

#### 3.2.2.1 F6S Platform

F6S ([www.f6s.com](http://www.f6s.com)) is the largest and fastest growing social platform for founders and startups/SME. With over 1,7 million users and over 200.000 startups/SME F6S has become the #1 startup/SME community globally. Additionally, through F6S DigiCirc will be able to reach 250.000 users and 30.000 startups/SMEs in Europe and more than 7.000 investors.












A page will be created at F6S platform concerning DigiCirc overall funding programme. It will provide information about the project, including the project website and the team, and it will be used for channelling and managing the DigiCirc Open Call applications and for the DigiCirc community building. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the:

- i) DigiCirc Applications Form
- ii) DigiCirc Community

The DigiCirc F6S page will be strategically placed under the European Commission F6S page, which already accounts for a well-established network of startups and stakeholders interested and involved in EU projects. This way, every message posted in the DigiCirc community will be automatically placed in this larger community, leveraging its outreach, and bringing closer attention to the project.


#### 3.2.2.2 Website


The goal of the project's website is to promote the three project's acceleration programs to the target groups and to be used as the main tool to disseminate the project results to the general public. In more detail, the DigiCirc website will provide updated information on the following indicative pages:

-  Open calls
-  Successful applicants
-  DigiCirc's Large-scale demonstrator enabling digital tools
  - Geo-location of materials
  - Industrial symbiosis platform
  - Matchmaking tool
-  DigiCirc's infoportal
-  Events
  - Key DigiCirc events
  - Thematic Cluster Meetings
-  Blog
-  Project information
-  Partners
-  Communication kit
-  Public deliverables
-  FAQ



## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

 Contact information

 Privacy polity

An initial mock-up of the website's home page is presented below. The website will be delivered in M3.

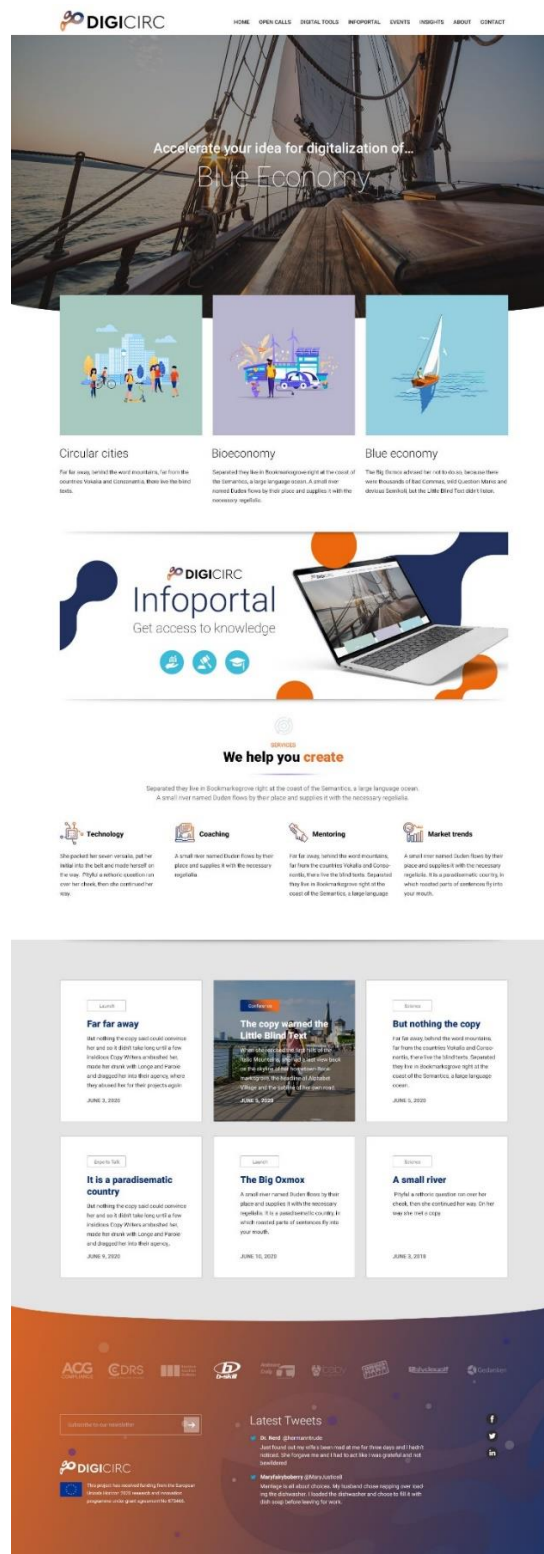


Figure 13: Initial mockup of the website's home page



### 3.2.2.3 Newsletter

An online newsletter will be developed, providing information on the DigiCirc open call, and highlighting the latest project developments and activities, events, success stories, etc. News articles developed for the project website will be included in the newsletters if applicable. A timeline for Newsletter is predicted to be one in every 4 months (3 per year).

The core partners will be asked regularly to contribute to the newsletter with image and text content regarding their WP activities. The Clusters partners of the consortium are welcome to provide relevant content to the newsletter – all information and news collected will be shared among the DigiCirc Microsoft team.









Website visitors may subscribe to the project newsletter. The newsletter will be sent by email to subscribers (an option for it will be made available in the project website) and shared on the DigiCirc and partners' social networks.

### 3.2.2.4 E-mail Account

An e-mail account which the public will be able to address for any issue relevant to the DigiCirc project and its open calls has been created: [info@digicirc.eu](mailto:info@digicirc.eu). The responsiveness will be between **24h and 48h**, taking into consideration the type of question requested from the DigiCirc service centre and the coordination with project partners as relevant to query. This account will be included in all used dissemination tools, such as the project website, social media accounts, printed material etc. DRAXIS will be responsible for the administration of this account, while enquiries, comments, and information will be forwarded by DRAXIS to project partners if necessary.

### 3.2.2.5 Social Media

An intensive Social Media campaign is going to be launched by the DigiCirc project, leveraging the project's social media channels. This will be achieved by the project Communication Team through a specific set of social media assets:

-  Communication in other relevant H2020 projects,
-  Professional graphic designers to provide images for and attractive posts,
-  Professional film maker making use of the DemoDays to create attractive video snippets for social media,
-  Several physical activities allowing for attractive “in action” photographs to be shared on Instagram and other networks,
-  Validated approach to connect with beneficiaries over social media and promote their own content for the purposes of promoting the project,
-  Live tweeting and use of twitter wall during events to “involve” those who are not present,
-  Live tweeting at progress meetings (including the kick-off to “introduce the team”), and
-  Full access to the F6S platform (in line with platform terms) as the biggest SME and start-up social network in the world which is the property of DigiCirc partner F6S.

DigiCirc will create and maintain actively its presence in several social media channels, with special focus on Twitter and LinkedIn as they have proven to be the most effective tools when engaging with technology communities. These online channels help to promote new publications and participation in different kinds of events, while interacting with our target audience.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy



Figure 14: DigiCirc Social Media Communication

**Twitter Account-** @circ\_digi

URL - [https://twitter.com/circ\\_digi](https://twitter.com/circ_digi)

Twitter as a platform enables to quickly disseminate short messages and target specific groups of audiences. This platform was chosen firstly to disseminate information about the projects. Secondly it provides a space where the DigiCirc project can interact with other INNOSUP projects. Lastly it will enable to disseminate real time information from workshops and events.



Figure 15: DigiCirc Twitter Account page

**Good tweets:**

- Text with call to action + hashtags + link + image + tagging max no. of organisations in the image
- Retweets of partners' tweets or relevant events' tweets
- Photos and description of activities (CAP and OFI) will take over Twitter during project events)
- Recommended hashtags in tweets: #DigiCirc #circular economy #SMEs; #H2020; #clusters; @EU\_EASME, @EU\_Growth, @Clusters\_EU; #INNOSUP

**Frequency:** Every other day (plus whenever there is something relevant to post)

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

**Recommended actions to all partners:** FOLLOW + like & retweet + Tag @circ\_digi in your tweets

**LinkedIn URL Page** - <https://www.linkedin.com/company/digicirc>

LinkedIn was also selected to be used as a social platform since is one of the largest platforms for business owners. The networking opportunity that this platform gives enables to target specific stakeholders that are relevant to the project activities.

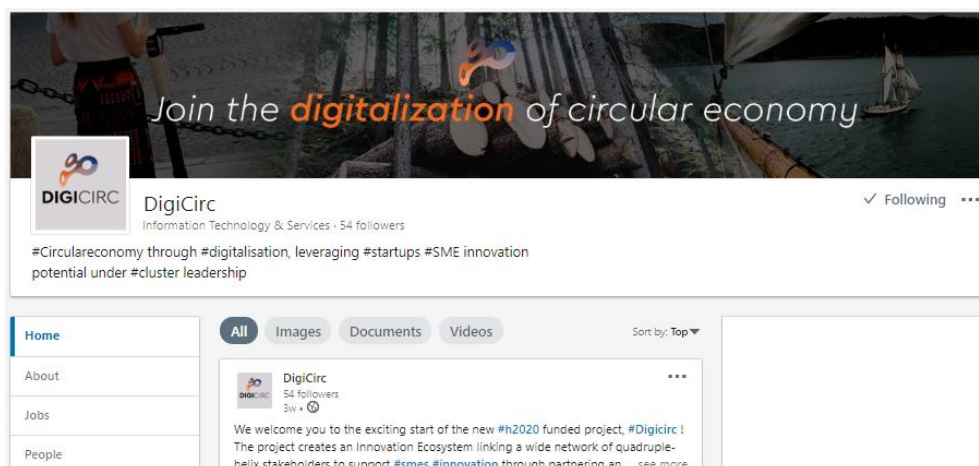


Figure 16: DigiCirc LinkedIn Page

Partners will use their organisations' LinkedIn accounts for dissemination on this social network any posts created within DigiCirc page.




**Good posts:** short text + image + link (for disseminating the call)

**Recommended actions to all partners:** disseminate the DigiCirc open call in your LinkedIn accounts

### 3.2.2.6 General Media

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

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

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

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






## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

Table 6: Relevant media channels/platforms to share DigiCirc news and press releases






Media/Channels/Platforms	URL	Level	Free/Paid
EIT KICs	<a href="https://eit.europa.eu/">https://eit.europa.eu/</a>	Europe	Free
EASME	<a href="https://ec.europa.eu/easme/en">https://ec.europa.eu/easme/en</a>	Europe	Free
DG Connect	<a href="https://ec.europa.eu/growth/tools-databases/dem/monitor/tags/dg-connect">https://ec.europa.eu/growth/tools-databases/dem/monitor/tags/dg-connect</a>	Europe	Free
DG Growth	<a href="https://ec.europa.eu/growth/">https://ec.europa.eu/growth/</a>	Europe	Free
DG ENV	<a href="https://ec.europa.eu/dgs/environment/index_en.htm">https://ec.europa.eu/dgs/environment/index_en.htm</a>	Europe	Free
DG DiGit	<a href="https://ec.europa.eu/eurostat/cros/category/acronyms/dg-digit_en">https://ec.europa.eu/eurostat/cros/category/acronyms/dg-digit_en</a>	Europe	Free
EEAC	<a href="http://eeac.eu/">http://eeac.eu/</a>	Europe	Free
EEB	<a href="https://eeb.org/">https://eeb.org/</a>	Europe	Free
ECCP	<a href="https://www.clustercollaboration.eu/">https://www.clustercollaboration.eu/</a>	Europe	Free
ECESP	<a href="https://circulareconomy.europa.eu/platform/en/knowledge">https://circulareconomy.europa.eu/platform/en/knowledge</a>	Europe	Free

### How to write a good press release and/or article

#### To start:

-  Create a good title to spark attention
-  Start with the conclusions to catch the reader's interest and describe your story in a few paragraphs, each telling a different point – use facts and figures
-  Answer the main questions: Who? Why? What? Where? When?
-  Add information in the format of quotes (one or two)
-  Make it under one page




#### To close:

-  Add the project logo and a relevant photo/image
-  Provide the EU funding information (see Visual Identity)
-  Don't forget to add the project website and social media
-  Add your contact information
-  Add a nice subject line in the email

### 3.2.2.7 Synergies with other projects and initiatives

The consortium will join forces and create synergies with projects and initiatives related to the topic of the DigiCirc project. For this purpose, and in order to maximise resources and leverage the partners' well-established contacts, partners will be asked to indicate which relevant networks and initiatives they are member of. These synergies may result in the following activities:

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

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

### 3.2.2.8 DigiCirc InfoPortal

Although not included in WP6, the InfoPortal that will be developed under WP3 is one of the most important communication tools of the project, especially targeting SMEs and potential applicants of the open calls. The InfoPortal will be delivered in M11 (D3.8 – DigiCirc InfoPortal) and currently the user requirements are being collected, thus little information can be reported to this deliverable. Its aim will be to provide access to knowledge to non-expert audience under four main sections:

1. Investment landscape
2. Relevant regulation
3. Market trends
4. Technology trends

The information will be acquired in collaboration with all project partners and it will be presented as an interactive search portal and information articles. Scoreboards, interactive maps, and infographics may be included to present the content in a user-friendly format.

#### Awareness

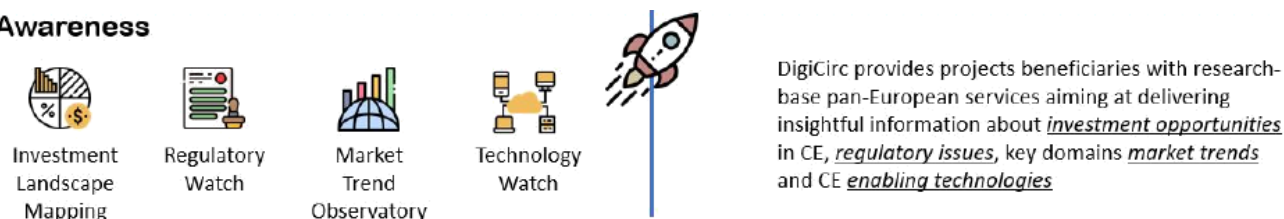


Figure 17: DigiCirc Infoportal sections

### 3.2.3 Promotional Material

The DigiCirc project will design and implement the following promotional materials.

#### 3.2.3.1 Printed Material

Reference promotional instrument when participating in events.

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

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

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

The first set of material will primarily look at explaining the objectives of the project in a consistent manner, showing the potential achievements and impact; the second set will show the more advanced results; and the third set will highlight the final results. If needed, these sets will be released with two or three different contents, tailored to each stakeholder category the project aims to reach.

The project will give primarily focus to digital promotional materials, since this is aligned with a minimum environmental impact. The use of syndicated materials (pens, notebooks, etc.) will be considered for their impact, cost, and their environmental profile (recycled paper, non-petroleum ink, etc.) and only printed in case deemed necessary for participation in physical events.

### 3.2.3.2 Multimedia Material

The project will count on multimedia material to have a self-explanatory and appealing presentation of the project, leveraging other available distribution channels of promotion (e.g. YouTube, Vimeo). DigiCirc will make use of the YouTube channel for reaching out to a broader audience.

#### Leveraging DemoDays and physical training events

Events provide a high-intensity and high-impact communication channel to target audiences (investors, large industry actors, clusters, etc.). Additionally, they also provide significant energy and content (photos, videos, and insights) that can be harnessed and transferred to other communication channels (social media, website, etc.) to amplify the audience and the event's impact.

For this reason, DigiCirc will work with professional event organisations and logistics agencies, to ensure that it provides the “look and feel” of a leading European accelerator, which is what DigiCirc is designed to accomplish. A professional video maker is also engaged to make sure the promotional material is a high-quality audio-visual product that fully conveys the exciting ambience of the events.

Training events (6 in total, 2 in each accelerator) will be more low-key. They will be leveraged to show “DigiCirc acceleration in action”, through photos, blogs, and videos, shared on the website and over social media. Only the first two training events will be filmed (to cut costs), the content of which will be used for MOOCs. This footage as well as additional footage during breakout sessions will be spliced to create 2 min promo video and 5 sec promo videos for sharing on social media. The rest of the training events will generate fresh pictures and blogs.

The DemoDays (3 in total, 1 in each accelerator) will be a key event of each accelerator, which will have the aim to promote DigiCirc as a project, its underlying concept (digitisation for Circular transition) and beneficiary results, inspiring awe and interest through a professional and attractive professional event. The video maker will be present at each to ensure a dedicated DemoDay promo video for each accelerator.

## 3.3 Dissemination and Communication Action Plan

The action plan is outlined according to the timeline of key results to be communicated. This timeline includes the information related to public deliverables and some milestones which are relevant to communicate along the project lifespan.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

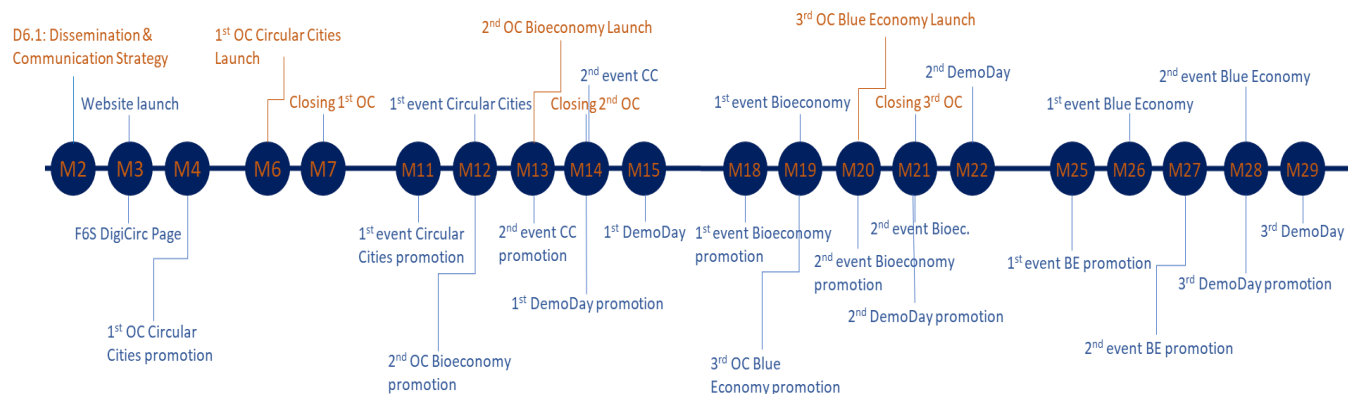


Figure 18: Timeline of key results to be communicated

	2020												2021												2022							
Task Name	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Website																																
Social Media																																
Newsletter																																
Blogs																																
Press Release																																
Info Portal																																
F6S Platform																																
Promotional Materials																																
Accelerators & Demodays																																
MOOCs																																
Events																																
Media																																
Exploitation																																

Figure 19: Proposed Action Plan of communication activities

Main points of the action plan:

- The communication activities are led by **DRX** and **F6S**, with a contribution from all partners.
- The **WP Leaders** (core consortium) have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels.
- All partners** should prepare their communication activities according to the action plan. **All partners** play a crucial role in communicating the project at a local, national, and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the DigiCirc consortium in reaching out to the target stakeholders with the maximum impact.
- The following division of responsibilities has been defined in relation to the communication and dissemination activities:

**Website design:** DRAXIS

**Website content:** DRAXIS + WP Leaders

**Info Portal:** DRAXIS

**Blogs:** DRAXIS + CAP + Digipolis + CTN

**Social Networks:** F6S, with WP Leaders contribution in specific phases of the project:

**Newsletter:** F6S + DRAXIS + WP Leaders develop content

**F6S platform:** F6S + DRAXIS

**Promotional materials:** DRAXIS + F6S

### D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

- Open Calls Launch: F6S
- Events & Demodays: CAP
- Accelerator Management: OFI
- **Design:** DRAXIS
- **Content:** DRAXIS + F6S + CAP
- **Print:** WP Leaders, as needed

**Events:** WP Leaders (all partners welcome to attend)

**Media:** WP Leaders (all partners encouraged to diffuse)







## 4 Exploitation Strategy

The goal of DigiCirc exploitation strategy is to (i) boost and facilitate the uptake and scale up of digitized circular solutions in the three project thematic areas (ii) promote uptake by clusters, their members and other innovation actors, (iii) maximize the adoption of internally developed circular enabling tools and services beyond the project duration. The strategy hereafter presented is the baseline of a living document that will be updated, improved, and extended throughout the entire duration of DigiCirc project. Finally, it will be integrated in the D6.5 “**DigiCirc Sustainability Strategy and Roadmap**” (M30), where a detailed assessment of DigiCirc exploitable assets will be provided with the goal of identifying their sustainable use, re-use, uptake, and exploitation post-project.

### 4.1 DigiCirc Exploitation Assets

**DigiCirc aims to act as a catalyst for the development of circular-based businesses** across existing and new industrial value chains and in support of strategic domains. To that end, DigiCirc will provide SMEs with tools and services that will allow them to develop, strengthen, test, and implement business models bringing concrete value to customers across several application sectors.

**These tools and services, but also the circular-based solutions they give rise to, all have significant exploitation potential** which will support sustainable impact after the completion of the project. To capture and deliver this potential, it is essential to identify **the key exploitable assets of the project**, as listed below (and further assessed in this section):

-  **LSD-enablers (1)** and their datasets, tailored to facilitate digital innovation in CE for SMEs, can be used by other innovation support programmes active in CE and/or digitisation.
-  **Solutions arising within the accelerator programmes (2):** circular services or products developed by beneficiaries not only benefit by the services delivered within DigiCirc but also by business relationships built with consortium members or other actors in the Ecosystem in the long term.
-  **Knowledge services to SMEs (3)**, including (3a) all courses delivered in the two phases of the accelerator (3b) DigiCirc InfoPortal, (3c) Coaching Service.
-  **Cross-border/cross-sector Innovation Ecosystem for the CE (4)**, including all the international and regional clusters involved in the definition of domain challenges and innovation actors in the Ecosystem (research institutes, industry, and local authorities/organizations).

The project will focus specifically on sustainability (exploitation and dissemination) in the last 3 months (M30-M32) in which it will implement the first steps of the sustainability strategy: including asset licensing, curating and uploading open source material, outreach especially to clusters with regards to exploitable assets (coordinating with T2.2 Engage clusters), etc.

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

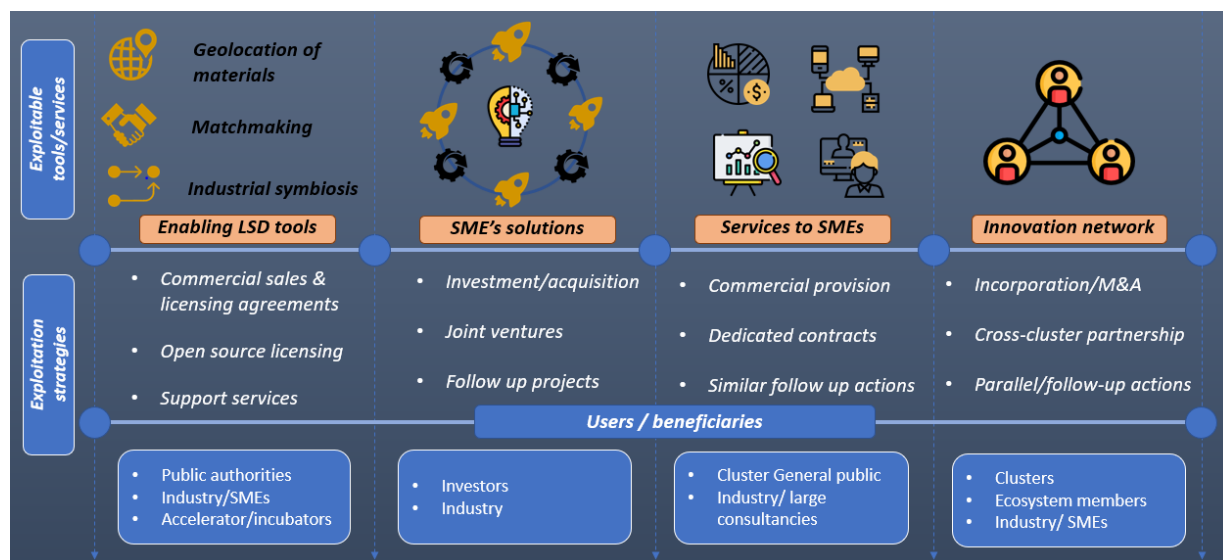


Figure 20: DigiCirc overall Exploitation Strategy

### 4.1.1 LSD-enabling tools

The project partners (DRX, CLMS, POLITO) that lead the design and development of the LSD enabler tools will push for further user expansion of the platforms. Through continuous improvement the LSD tools can be adopted by other accelerators, other innovation support activities, and, especially, by local and regional authorities to enable a large scale European circular economy. Specific exploitation scenarios are envisioned:

**Geolocation of materials:** This is a highly intuitive tool to trace and track waste streams, with a strongly visual user interface (layered maps combined with charts and tables) to show a spatial dimension for quantity and location of the materials. DRX recognises that this tool can be used by local, regional and national public bodies for their own logistics (e.g. waste management – optimising collection for several waste streams, secondary raw material market), as it is currently being used by the Greek Ministry of the Environment. The project will showcase its use to several such actors in the Ecosystem, which is a springboard for its uptake. DRX will license the tool as **open source** to encourage uptake and will offer **support services for a fee**: training, customisation, maintenance.

**Industrial symbiosis platform:** CLMS will commercially exploit the platform. Governments of several European countries had already shown interest for the predecessor of the industrial symbiosis platform (eSymbiosis) developed by CLMS, to enhance recycling and circular processes at national level, and the project will grant reach to a large range of potential customers (i.e. through the Ecosystem). Moreover, industrial symbiosis can attract interest of other CE service platform providers to complement their offers into joint ventures. Finally, beneficiary SMEs may base their operations on the platform and be interested to license its use after the project.

**The matchmaking platform:** Although profile data will likely be limited for use on the project during its duration, and thereafter deleted fully and permanently, the software will be licensed as **open source** and made available on GitHub to be used by clusters in the Ecosystem or others. CAP is highly interested in using the semantic models for matchmaking in its other activities, and DPO would explore using the tool to deepen and streamline cross-cluster collaboration in their Interreg projects.

Testbed datasets will be commercialised/retained by owners or made open source depending on their source. See data management below.

Table 7: Open source data management

Partners Involved	Users/beneficiaries	Exploitation Modalities
DRX, CLMS, POLITO	<ul style="list-style-type: none"> <li>• Industry and SMEs</li> <li>• Public authorities</li> <li>• Accelerators/Incubators/etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial sales and licensing agreements</li> <li>• Open source licensing</li> <li>• Support services</li> </ul>

### 4.1.2 CE solutions arising within the accelerator programmes

The accelerator programmes provide a fertile ground for cross-collaboration between SMEs from different sectors of three domains towards the development of cutting-edge circular solutions, presenting business potential and market readiness. In that respect, several parties involved in the DigiCirc ecosystem will have strong interest in longer-term exploitation of the circular-based services/products arising from the accelerator programmes.

The project will directly promote consortia-developed solutions to investors through the Innovation Portfolio and by engaging and inviting them to attend the DemoDays. The project will perform a liaison role aiming to attract private investment to DigiCirc beneficiary consortia. Similarly, the DemoDays will also showcase solutions to industry actors and other stakeholders which may be interested in procuring such solutions.

Investors in the DigiCirc ecosystem (gathered by FST) will have hands-on contact with the winning consortia but also with other promising ideas which they can support through capital/coaching towards joint ventures. Such support can ignite a roll-on mechanism that will lead to the amplification of the funded circular solutions impact towards new sectors and value chains. Also, FST will have a direct interest in examining opportunities for its own investment portfolio in SME beneficiaries after completion of the project.

Partners with special focus in providing consultancy service for start-up growth and development, such as OFI, F6S and the systemic design department of POLITO, could further support the funded SMEs in their internationalisation plans or to expand their business focus and/or teams. Where relevant, follow up projects under different instruments or other accelerators can be jointly assessed and approached.

Table 8: Consultancy service for start-up growth and development

Partners Involved	Users/beneficiaries	Exploitation Modalities
FST, F6S, OFI, POLITO	<ul style="list-style-type: none"> <li>• Investors</li> <li>• Industry</li> </ul>	<ul style="list-style-type: none"> <li>• Investment/ acquisition</li> <li>• Joint ventures</li> <li>• Follow-up projects</li> </ul>

### 4.1.3 Knowledge services to SMEs

The access to knowledge provided in the accelerator (coaching/training, course, InfoPortal) are designed to have a long-term impact potential. All the physical courses will be recorded with high quality video/sound to be turned into MOOCs themselves, and the web-based courses will be mostly Massive Open Online Courses (MOOCs) from the start. This content will be licensed using a Creative Commons License for free and open non-commercial use (likely share alike/non-commercial) and uploaded to the popular MOOC platform edX for large public access. Thus, DigiCirc ensures availability for any SMEs, entrepreneur or innovation actor interested in the topics to ignite the potential of circular economy in Europe and beyond.

The cross-sector technology watch, the investments landscape mapping, regulatory watch and the market trends observatories, whose results are communicated through DigiCirc InfoPortal, will provide CE knowledge to the entire

## D 6.1: DigiCirc Communication, Dissemination and Exploitation Strategy

Ecosystem for the duration of the project. The information, graphic content will be made available under a Creative Commons license (to be determined which one) and the web-platform will be licensed as open source. This will be packaged and uploaded to GitHub.

DigiCirc will explore options for sustained provision of the relevant information to the greater ecosystem building with large organizations interested in mapping circular innovations (Deloitte, McKinsey, media). DigiCirc's accelerator and selection method, and experience innovation support can be exploited in similar follow-up actions (e.g. Horizon Europe, commercial contracts).

Table 9: Knowledge services to SMEs

Partners Involved	Users/beneficiaries	Exploitation Modalities
POLITO, CAP, DPO, CTN, OFI, F6S, DRX, CLMS	<ul style="list-style-type: none"> <li>Industry/media/large-consultancies</li> <li>Clusters focused on DigiCirc key domains</li> <li>Public interested in CE</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated contracts with large organizations for sustained service provision</li> <li>Commercial provision</li> <li>Follow-up projects</li> </ul>

### 4.1.4 DigiCirc innovation ecosystem

Throughout DigiCirc, CAP, DPO and CTN, supported by a network of cross-European and regional cluster, will drive, and lead the development of a CE Innovation Ecosystem in their respective domain. Innovation actors in the established ecosystems will range from RTOs to local authorities and industry exponents. The entire European industry will be able to exploit such network with different initiatives and strategies:

**Network as a whole:** The project will assess the value of continued operation of the Ecosystem, in part or whole, and examine options to incorporate it, or to fold into existing networks, associations and initiatives (e.g. EIT).

**Clusters:** Expanding their membership (e.g. SMEs, others through visibility), identifying partnerships and cluster-collaboration possibilities (e.g. Interreg, EASME, Horizon Europe, etc.). Also, the possibility to fund continued innovation support in the same or similar vein on a local/regional level will be examined, with relevant authorities and available national/EU funding instrument (e.g. ESIF). DPO and CTN are interested to explore this latter option. CAP will explore continuing the Circular City Ecosystem to maintain matchmaking functionality (need to reengage members to opt in).

**Industry/SMEs/local authorities:** Open use of the Matchmaking tool allowing for partnering to optimise resource-use and address supply or waste streams in industry outside the scope of the accelerator.

**Research institutes:** Setting up ensuing collaborations with funded SMEs to further develop high potential technologies through public-private collaborations (with Industry) or through follow-up actions (DIHs, EIT, etc.).

Table 10: DigiCirc Innovation Ecosystem

Partners Involved	Users/beneficiaries	Exploitation Modalities
CAP, DPO, CTN	<ul style="list-style-type: none"> <li>Ecosystem members</li> <li>Clusters</li> <li>Industry/SMEs/local authorities</li> <li>Research institutes</li> </ul>	<ul style="list-style-type: none"> <li>Incorporation/M&amp;A</li> <li>Cross-cluster partnerships</li> <li>Parallel or follow-up actions (DIHs, EIT etc.)</li> <li>Innovation collaboration</li> </ul>

## 4.2 DigiCirc Exploitation Action Plan

The project will adopt a cyclical exploitation action plan that follows the project accelerator activities for the three thematic areas, with the aim to maximize the long-term exploitation potential and sustainability of the project assets. The plan consists of ad-hoc developed actions for each of the project exploitable assets, hereafter summarised.

**LSD enabling tools:** the three platforms will be developed before the beginning of the first accelerator programme. The LSDs will be available on the project website to be used by DigiCirc SMEs beneficiaries. Each accelerator will be used as a Minimum Viable Product testing. Feedback from SME users, as well as other innovation actors, will be collected and an upgrade of the services will be performed after each accelerator. Feedback from industrial actors, clusters, and local authorities will be crucial to ensure the market driven approach of the three platform, further boosting their market sustainability potential beyond the project duration. After, the last accelerator the final version of the LSD platforms will be launched in the market, following the exploitation strategy described in chapter 2.1.1.

**CE accelerator solutions:** each accelerator will unleash the potential of 15 cutting-edge CE solutions in one of the three project thematic areas. During and immediately after each accelerator programme, the project exploitation team will develop, in collaboration with the SME consortia, a one-pager exploitation potential for each funded solution. This process will enable SME consortia to develop more accurate exploitation strategies, to better target its stakeholders, and to fasten scale up processes. The one-pagers of all the solutions will be collected and analyzed in the project deliverable D6.5 “DigiCirc Sustainability Strategy and Roadmap”.

**Knowledge services to SMEs:** at the end of the project all DigiCirc accelerator courses will be uploaded in edX and released in form of high-quality MOOCs. Within the InfoPortal, the cross-sector technology watch, the investments landscape mapping, the regulatory watch, and the market trends observatories will be developed and continuously updated until the end of the project. During the last three months of the project, a list of possible users/beneficiaries will be created, and initial contacts will be established. Finally, feedback about DigiCirc accelerator structure and support services will be collected from both SME consortia and EASME. A perfected version will be defined and proposed in other similar initiatives.

**DigiCirc innovation ecosystem:** for each thematic area, since the thematic cluster meeting until the end of the correlated accelerator program, cross-sector and cross-border collaborations among innovation actors, clusters, research institutes, and public authorities will be identified, supported, and recorded in the Matchmaking Tool. This will result in an encyclopaedia of DigiCirc innovation ecosystem (part of D6.5 DigiCirc Sustainability Strategy and Roadmap) and it will represent the base for network sustainability after the project end. To ensure DigiCirc ecosystem exploitation is therefore quintessential to exactly know which actors have been involved during the project, what their needs are, and what type of business relationships they have developed during the project.

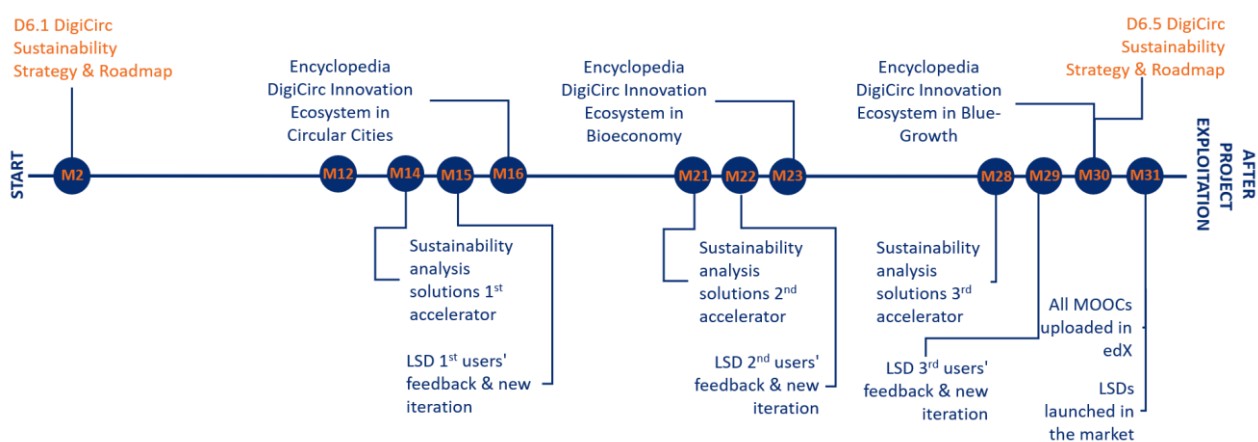


Figure 21: Exploitation strategy timeline



# DIGICIRC

## End of Document



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468.