



CIRCULess

Upcycling mineral and timber-based waste from construction & manufacturing process industries through eco-design, advanced logistics, quality control and digital solutions

D7.3

1st D&C report

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Table of Contents

Authors.....	1
Revision history.....	1
Technical references	1
Disclaimer and Proprietary Rights Statement.....	1
Table of Contents	2
List of Figures	3
List of Tables	4
List of Abbreviations.....	5
Executive summary.....	6
1 Introduction.....	7
2 1 st D&C report.....	9
2.1 Dissemination and Communication channels.....	9
2.1.1 Social media.....	9
2.1.1.1 LinkedIn page.....	9
2.1.1.2 CIRCULESS Facebook page	14
2.1.1.3 CIRCULESS Instagram page	17
2.1.1.4 CIRCULESS X page.....	18
2.1.2 Project website	20
2.1.3 Press releases & Newsletters.....	22
2.1.4 Peer-reviewed publications	23
2.1.5 Conferences, exhibitions, workshops, and events attendance	23
2.1.6 Organisation of CIRCULESS events.....	26
2.1.7 Networking/Clustering with other projects/initiatives	29
2.2 Deviations from the original D&C plan	32
2.3 Planned D&C activities	33
3 Conclusions	33

List of Figures

Figure 1. Content Marketing Institute (CMI) study on which social media platform delivers the best value for B2B.	10
Figure 2. CIRCULess LinkedIn page metrics - Impressions and reactions.	12
Figure 3. CIRCULess LinkedIn page metrics - Members reached.....	12
Figure 4. CIRCULess LinkedIn page metrics – Clicks.....	13
Figure 5. CIRCULess LinkedIn page metrics – Visitors.....	13
Figure 6. CIRCULess LinkedIn page metrics – Followers.....	14
Figure 7. CIRCULess Facebook page metrics.	16
Figure 8. CIRCULess Instagram page metrics.....	17
Figure 9. CIRCULess X page metrics - all.	18
Figure 10. CIRCULess X page metrics - Impressions.....	18
Figure 11. CIRCULess X page metrics - New follows.	19
Figure 12. CIRCULess X page metrics - Engagements.....	19
Figure 13. CIRCULess website metrics - Users.....	20
Figure 14. CIRCULess website metrics - Users per country.....	21
Figure 15. CIRCULess website metrics - Views by page section.	21
Figure 16. Screenshot of the subscribers' audience on the project website.	22
Figure 17. CIRCULess Special Session inside the 4th ICSBM, in collaboration with BLADES2BUILD project.....	27
Figure 18. Highlights of the Summer School organised by CIRCULess and BLADES2BUILD projects.	28
Figure 19. Special session organised by CIRCULess and BLADES2BUILD in the 4th ICSBM.	30
Figure 20. The CIRCULess & BLADES2BUILD organisation committee of the Summer School.	30
Figure 21. EU Projects' zone inside the 3rd Eurecomp Workshop.....	31
Figure 22. Screenshot of the online meeting of CIRCULess with other sister projects.	32

List of Tables

Table 1. Target groups and key messages. 8

Table 2. CIRCULess’ D&C activities until M15. 25

List of Abbreviations

CA – Consortium Agreement

D – Deliverable

D&C - Dissemination and Communication

DoA – Description of Action

EC – European Commission

GA – Grand Agreement

IPR – Intellectual Property Rights

M – Month

PC – Project Coordinator

PM – Person Month

PO – Project officer

PU – Public

R&I - Research and Innovation

SME – Small and Medium-sized Enterprise

T – Task

TG - Target Groups

TM - Target Messages

WP – Work package

Executive summary

Deliverable 7.3 presents the first Dissemination and Communication (D&C) report for the CIRCULess project, which aims to upcycle mineral and timber-based waste from construction & manufacturing industries through eco-design, advanced logistics, quality control, and digital solutions.

This report summarises the progress achieved in the first 15 months of the project under Work Package 7 (WP7). The activities implemented so far include:

- Establishment and active management of digital communication channels (website, social media, press releases, newsletters).
- Initial outreach to stakeholders through events, publications, and collaborations with other EU-funded projects.
- First performance indicators demonstrating growing visibility, engagement, and impact across scientific, industrial, and public audiences.

The work reported here directly supports Tasks 7.1, 7.2, and 7.4, which cover the definition, implementation, and monitoring of the project's communication strategy, networking with peer initiatives, and the organisation of outreach events.

Overall, the activities described in this deliverable have laid the foundation for achieving the project's long-term goals: raising awareness, fostering collaboration, and maximising the uptake of CIRCULess results by industry, policymakers, and society at large.

Keywords: Dissemination, Communication, clustering, event, circular economy, circuleless

1 Introduction

The CIRCULESS project addresses one of the most pressing challenges that Europe is facing today:

“How to transform the large volumes of mineral and timber-based waste generated by the construction and manufacturing industries into valuable secondary resources”.

Through a harmonious combination of eco-design principles, advanced logistics practices, quality control logics, and digital capabilities, the project seeks to demonstrate that it is possible to achieve circularity at scale while concurrently delivering economic benefits and preserving environmental status (including ecosystems’ health, reduced emissions, lowered pollution, etc.).

As with all large Research and Innovation (R&I) projects, disseminating and communicating conducted activities remains pivotal and plays a key role in achieving research ambitions. As a matter of fact, D&C activities ensure that the project’s results are not confined to academic or industrial circles, but instead reach a wide spectrum of stakeholders, starting from policymakers and investors and heading all the way to the general public. Effective communication also strengthens trust in innovative approaches, increases uptake by industry, and fosters cross-border collaboration, making it possible to move steadily to the next stages until the establishment of strong and resilient businesses.

This first D&C report documents the activities carried out during the first 15 months of the CIRCULESS project. It presents a structured overview of how the consortium has:

- Established and managed a visible online presence through the project website and social media channels;
- Produced publications and press releases that share early findings with both technical and non-technical audiences;
- Actively participated in, and organised, high-profile conferences, workshops, and training events;
- Initiated collaborations and clustering activities with other EU-funded initiatives, creating synergies and avoiding duplication of efforts.

Beyond providing a snapshot of activities, this report illustrates how these efforts are aligned with the objectives of Work Package 7 (WP7), which is dedicated to activities related to Dissemination and Communication (D&C). WP7 ensures that results are translated into clear, targeted messages that address the needs of different stakeholder groups. At the same time, WP7 works in close connection with Work Package 8 (WP8), which focuses on exploitation and training, ensuring that communication activities are not stand-alone but directly contribute to the long-term adoption and scalability of project results.

Target Groups and Tailored Messages

To maximise the reach and impact of dissemination efforts, CIRCULess has identified a wide range of Target Groups (TGs), each with carefully designed Target Messages (TMs). These audiences span the entire construction and manufacturing value chain, including producers, engineers, recyclers, technology providers, researchers, policymakers, investors, and the general public. The table below (Table 1) provides an overview of how communication has been tailored to their interests and needs:

Table 1. Target groups and key messages.

Target Group (TG)	Stakeholders	Target Messages (TM)
<i>TG1 – Materials Producers / Construction Industry</i>	Timber, concrete, cement producers	Updates on project results; digital platform functionalities; performance of recycled/upcycled materials; recommendations for sustainable processes
<i>TG2 – Structural Engineers & Architects</i>	Design & engineering professionals	Insights into eco-design solutions; evidence on innovative materials
<i>TG3 – Recyclers & End-of-Life Waste Holders</i>	Recycling plants, waste managers	Information on new materials; logistics solutions; new business models
<i>TG4 – ICT & Digital Solution Providers</i>	Software developers, SMEs, system integrators	Opportunities for integration with the CIRCULess platform
<i>TG5 – Certification Entities</i>	Quality & standards bodies	Validation of material performance; product passport approach
<i>TG6 – Standardisation Bodies</i>	Standards development organisations	Engagement in frameworks for eco-design & material reuse
<i>TG7 – Academia & RTOs</i>	Universities, research & tech organisations (ICT, AI, engineering)	Research collaboration; knowledge exchange; training opportunities
<i>TG8 – Workforce & Professionals</i>	Construction professionals & trainees	Training & reskilling; awareness of environmental benefits
<i>TG9 – Policymakers</i>	European Commission, regulators	Policy recommendations supporting eco-design and circularity
<i>TG10 – Investors & Developers</i>	Public & private financing bodies	Business opportunities; uptake of innovative materials & solutions
<i>TG11 – General Public & Media</i>	Citizens, journalists, NGOs	Awareness raising; highlighting environmental and societal benefits; event promotion

With CIRCULess at the centre of such a complex system — encompassing highly complex value chains — surrounded by the stakeholder groups, the D&C efforts are designed to bridge different communities and create a coherent circular economy ecosystem, ensuring the right flow of information.

2 1st D&C report

2.1 Dissemination and Communication channels

CIRCULess uses a coordinated mix of social media, the project website, and press/ newsletters to engage audiences across the construction and manufacturing value chain and the larger public. Channels are actively managed to broaden reach, strengthen stakeholder relationships, and direct traffic to substantive content (e.g., events, publications, and results). The sections below summarise performance and lessons from the first 12–15 months of running this project and introduce the visuals that document some channel analytics.

2.1.1 Social media

2.1.1.1 LinkedIn page

The use of social media platforms helps translate project milestones into accessible, timely updates for diverse audiences. The early focus in the CIRCULess project has been on LinkedIn for professional reach, with complementary activities on Facebook, Instagram, X, and YouTube, to diversify discovery and engagement pathways. Going forward, more up-to-date information will be hosted in the YouTube channel, including publishing concise promotional videos and shorts highlighting CIRCULess results as they are released. Worth to mention here that because YouTube content requires a structured production process — encompassing scripting, filming, and editing — launch has been slightly delayed; however, the production pipeline is now planned, and uploads will follow as outputs become available.

LinkedIn was prioritized as the consortium's primary professional engagement channel because it functions as a dynamic, algorithmically mediated, professional network rather than a static repository of information, as is typical of conventional project webpages. Unlike a static site — however frequently updated — LinkedIn's feed architecture, network effects, targeting tools, and content discovery mechanisms continuously match project outputs with relevant professional audiences, amplifying exposure, dialogue, and measurable engagement. Empirical studies show that LinkedIn uniquely blends job-market utility, professional identity, and knowledge exchange, which increases repeat usage and interaction among expert users compared with static web content paths.

A static webpage primarily relies on inbound discovery (search, referrals) and does not natively optimize for professional reach or social proof (reactions, shares, comments), limiting the diffusion of new knowledge to pre-existing visitors. By contrast, LinkedIn's recommendation algorithms surface posts to second- and third-degree networks and to interest-based cohorts (by role,

industry, skills), creating a probabilistic “attention escalator” that rewards relevance and interaction, and thereby compounds reach over time. Research on algorithmic attention indicates that platforms allocate visibility to maximize relevance and engagement, concentrating attention on high-signal content and enabling efficient matching between creators and professional audiences—a mechanism absent from static sites. This explains why even highly educated experts have shifted attention to platforms like LinkedIn: they reduce search costs, curate professionally salient content, and enable peer validation through visible engagement metrics.

For Business2Business (B2B) contexts typical of CIRCULess, evidence consistently finds LinkedIn to be the most effective social platform for reaching decision-makers, generating qualified engagement, and driving downstream outcomes. Studies show LinkedIn content in B2B service settings correlates with higher engagement and sales-related behaviours over time, such as engagement of Scientific Community, Stakeholders and potential market adopters of CIRCULess solutions; informational content and employee-advocated posts are particularly effective at eliciting responses from professional audiences. Benchmarking reports corroborate these findings at scale: a large majority of B2B marketers report superior effectiveness, higher conversion likelihood, and lower cost-per-lead on LinkedIn relative to other channels, reflecting its concentration of users who “drive business decisions” and its precise targeting capabilities by role, industry, seniority, and firmographics.

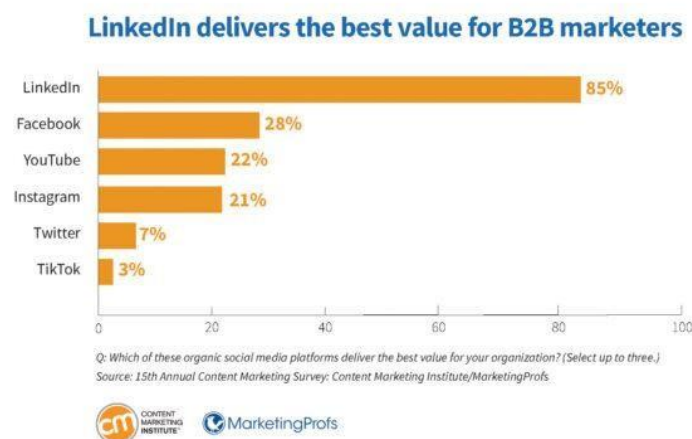


Figure 1. Content Marketing Institute (CMI) study on which social media platform delivers the best value for B2B. (<https://ninjapromo.io/social-media-platforms-for-b2b-companies>).

Moreover, LinkedIn’s engagement determinants have platform-specific features that favour research and innovation dissemination. Recent analyses of hundreds of thousands of posts identify that factors such as link sharing, video growth, and content recency shape impressions and interactions on LinkedIn differently than on general social platforms, which helps research consortia tailor content formats (e.g., expert threads, short videos, link posts to preprints or deliverables) for maximum visibility and discussion. Notably, posts with external

links can achieve higher impressions and interactions than commonly assumed, and video engagement has surged, making it an effective format for showcasing demonstrators, webinars, and conference talks. Academic work further indicates that LinkedIn fosters domain-based communities of practice, supporting knowledge diffusion and professional learning beyond the transactional job market use-case.

In light of this evidence, establishing LinkedIn as an early, central channel in CIRCULess was a strategic choice made by GCS and evaluated as extremely positive by all Consortium partners. It accelerates audience building among researchers, standardization bodies, industry consortia, and public authorities; it enables employee- and partner-led advocacy (which research shows boosts engagement credibility); and it supports measurable objectives (impressions, click-throughs to deliverables, event registrations), such as those reported below, that translate into downstream collaboration and exploitation opportunities. The project website retains a vital role as an authoritative, compliance-oriented repository (deliverables, legal notices, datasets), but LinkedIn serves as the discovery, discourse, and diffusion engine—where content is iteratively tested, amplified by network effects, and routed to stakeholders most likely to act on it. In sum, LinkedIn’s professional graph, targeting precision, and engagement mechanics provide structural advantages over a static site for attaining project impact and stakeholder mobilization in the first term and beyond.

In the first 13 months, CIRCULess LinkedIn page recorded 43,623 impressions, 1,310 reactions, 23,570 members reached, 8,426 clicks, 1,407 visitors, and 671 followers — demonstrating healthy growth and conversion from visibility to page visits and followers. The achieved results put CIRCULess ahead of the follower KPI and on track for content/volume KPIs.

Figures 2–3 illustrate LinkedIn’s cumulative impressions/reactions and members reached, highlighting consistent visibility growth throughout the first year.

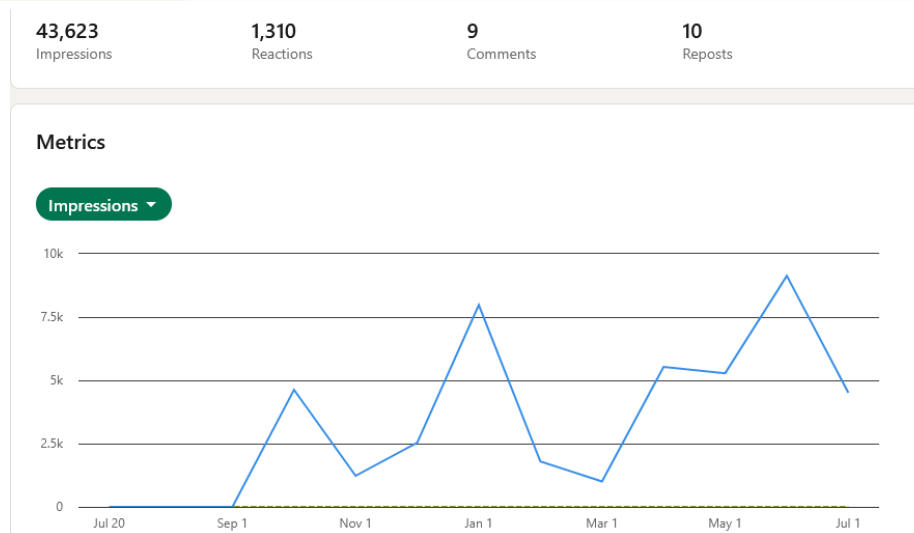


Figure 2. CIRCULess LinkedIn page metrics - Impressions and reactions.

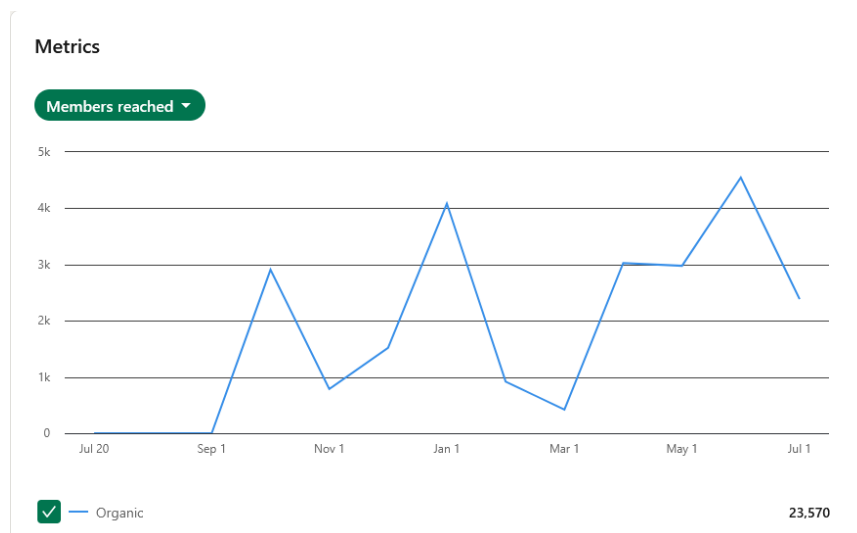


Figure 3. CIRCULess LinkedIn page metrics - Members reached.

Figures 4–6 detail clicks, visitors, and followers, evidencing steady conversion from reach to deeper engagement and community growth.

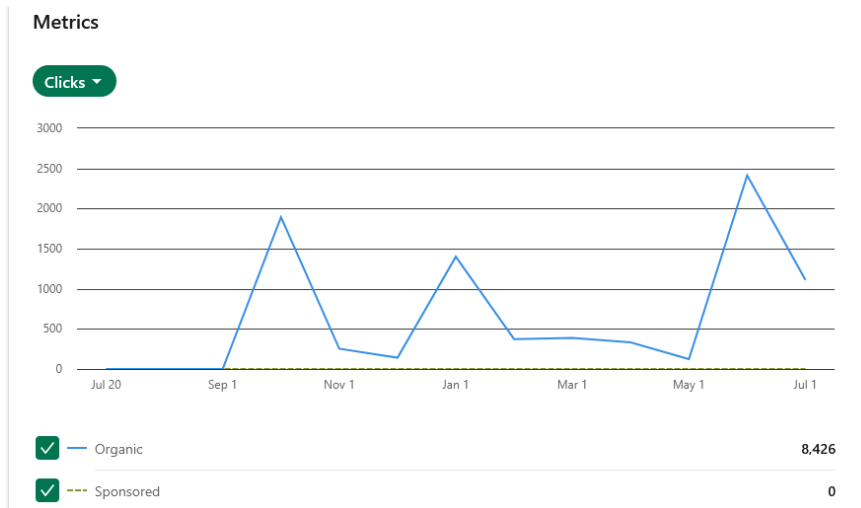


Figure 4. CIRCULess LinkedIn page metrics – Clicks

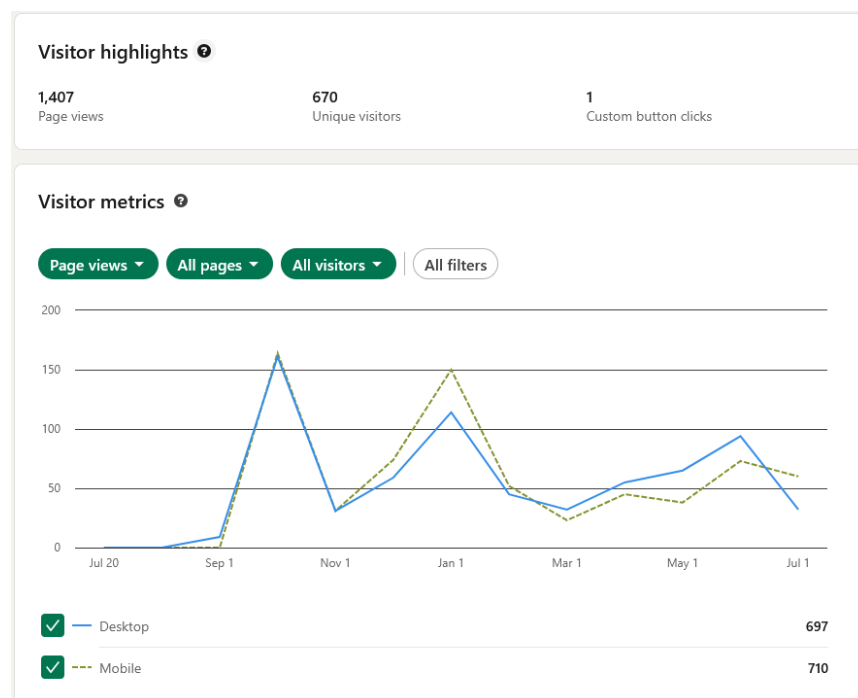


Figure 5. CIRCULess LinkedIn page metrics – Visitors.

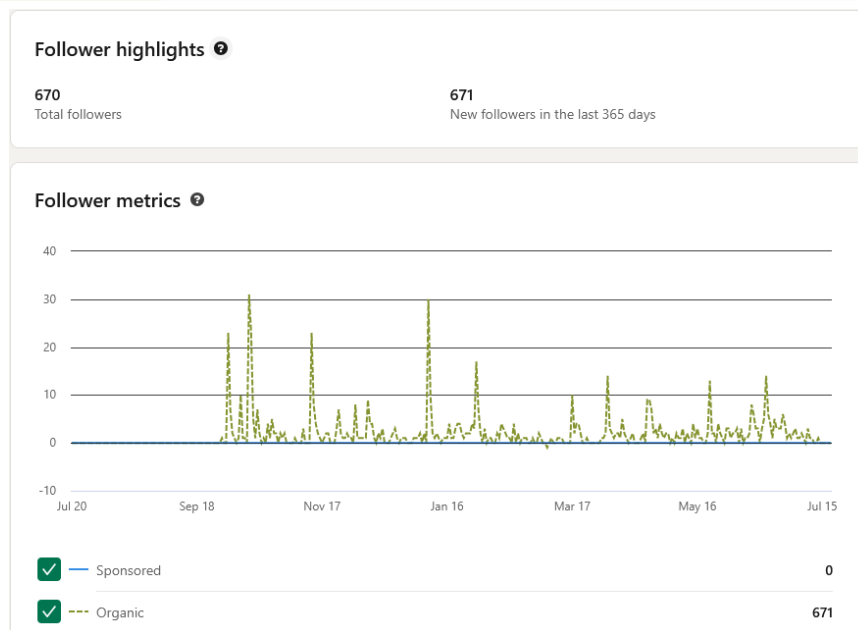


Figure 6. CIRCULess LinkedIn page metrics – Followers.

KPI status (LinkedIn/X posts & followers)

- ≥ 100 posts (LinkedIn/X): 50/100 – on track
- ≥ 600 followers (LinkedIn/X): 671/600 – achieved

2.1.1.2 CIRCULess Facebook page

Facebook supports broader awareness and event promotion because it operates as a high-reach, socially embedded network optimized for community-scale diffusion, while LinkedIn is a professionally segmented network optimized for role-, industry-, and firmographic relevance.

In practical terms, the two platforms address different audience logics and attention states: LinkedIn aggregates users in a professional, work-oriented mindset, facilitating B2B credibility, standards discourse, and lead qualification; Facebook aggregates diverse demographics in a personal, community, and interest-driven mindset, facilitating wide awareness, local activation, and event discovery at lower cost and higher frequency. This complementarity is strategic rather than redundant, and it yields additive effects for campaigns that must both inform expert stakeholders and mobilize broader publics.

From a targeting perspective, Facebook's comparative advantage lies in scale, demographic breadth (age, family status, education levels), locality (city, ZIP, radius), interest clusters, and social graphs spanning families, neighbourhoods, and hobby communities. For CIRCULess, that need to recruit participants to Summer School, living labs, and public consultations; drive attendance at

conferences with mixed audiences; and reach household-level decision-makers for awareness of circular construction practices (even despite the clear B2B Business Model), Facebook's reach and event-native features (RSVPs, reminders, co-hosting with community pages) are decisively effective.

Demographically, Facebook spans generations more evenly, including younger and older cohorts that may not be present or active on professional networks, thereby capturing stakeholder groups that influence public acceptance and market demand (homeowners, community associations, vocational trades, students, and retirees). This breadth complements LinkedIn's depth: top-of-funnel awareness and social legitimization can be generated on Facebook, while mid- and bottom-funnel professional conversion can be pursued on LinkedIn.

Attention dynamics also differ. LinkedIn sessions are fewer but goal-directed, with algorithmic ranking tuned to professional relevance and credibility; Facebook sessions are more frequent and longer in aggregate, with ranking tuned to social connection strength, recency, and interest clusters. As a result, LinkedIn excels at credibility-intensive formats (expert explainers, standards updates, white papers, partner spotlights), whereas Facebook excels at socially transmissible formats (short videos, behind-the-scenes, volunteer calls, event promos, human-interest narratives). Cross-posting with adapted creative — formal tone and data-led visuals on LinkedIn; accessible storytelling and community framing on Facebook — maximizes platform-native engagement while preserving message coherence.

Finally, the social proof mechanisms differ in strategic ways. LinkedIn's visible endorsements and employee resharing amplify institutional legitimacy within professional circles. Facebook's community reactions, shares in local groups, and comments create a public narrative that normalizes participation and lowers psychological barriers to attendance or involvement. These results are important for the recycled/upcycled products that CIRCULess is trying to validate, requiring a certain degree of Social Acceptance. For initiatives at the science-society interface—such as circular construction demonstrations, open innovation calls, or municipal pilots—this dual narrative is essential: professional trust to secure institutional adoption, and communal enthusiasm to sustain public engagement.

In sum, Facebook is complementary to LinkedIn because it expands the reachable universe from narrowly defined professional cohorts to the broader public sphere; shifts the engagement context from career-oriented to community- and interest-oriented; lowers awareness-building costs; and supplies event-native tools and social diffusion patterns that professional networks do not optimize for.

A coordinated strategy that sequences messaging—broad social awareness and event mobilization on Facebook, professional depth and conversion on

LinkedIn—outperforms either channel in isolation for projects seeking both expert uptake and societal resonance.

To date, the page counts 241 content interactions, 55 followers, 488 page visits, and 1,131 accounts reached, indicating positive early-stage traction and discoverability. Figure 7 summarises Facebook metrics, showing stable growth in reach, visits, and interactions consistent with a maturing page.

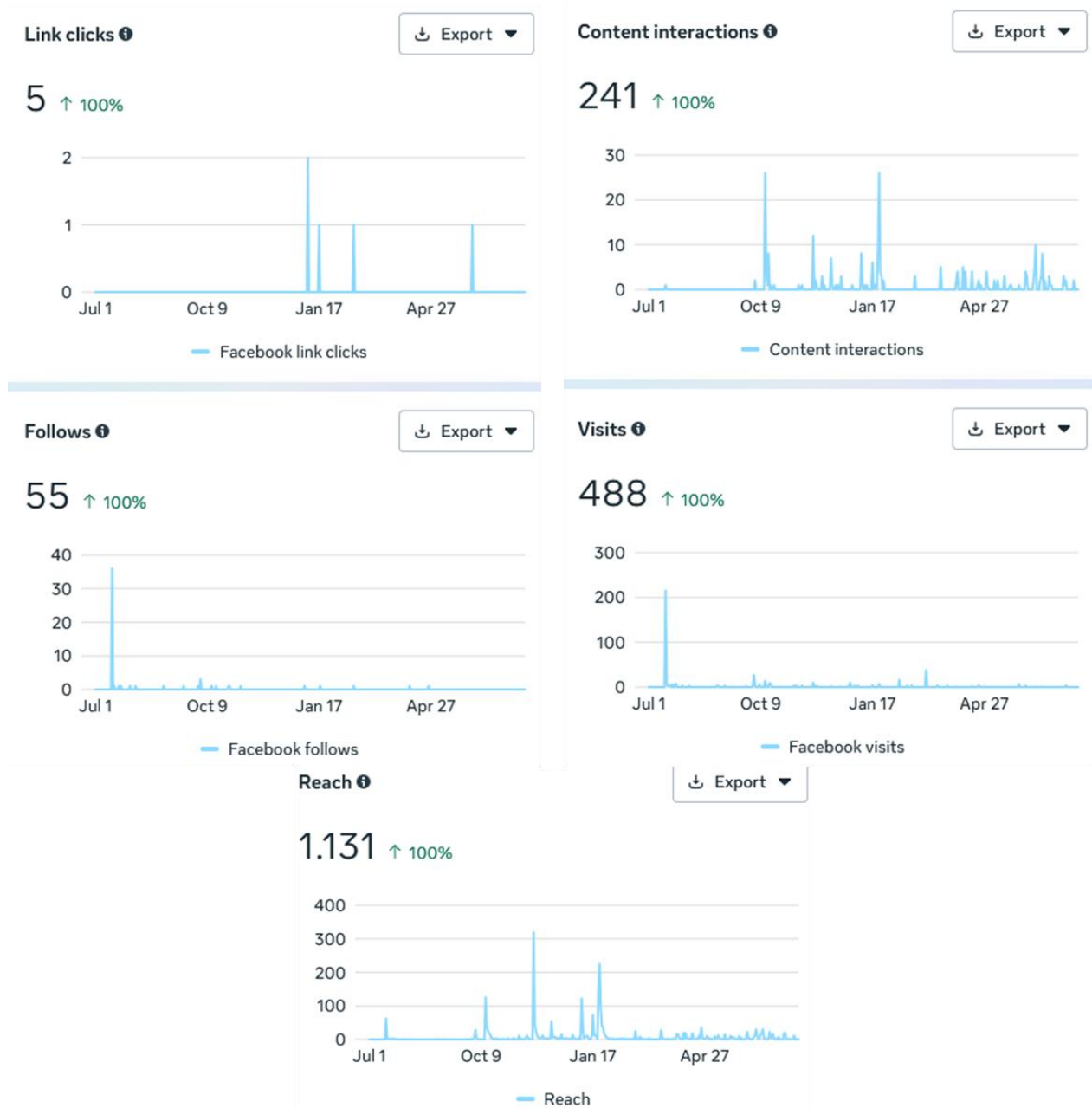


Figure 7. CIRCULess Facebook page metrics.

2.1.1.3 CIRCULess Instagram page

CIRCULess' Instagram functions as a focused engine for visual storytelling, turning complex circular-construction work into compelling narratives that audiences can grasp at a glance. Its remit—event highlights, behind-the-scenes sequences, and infographic explainers—maps precisely to Instagram's strengths in short-form, image-led communication and high-frequency, lightweight interactions. Event highlights will use Reels and carousels to recap sessions, site visits, and demonstrations, tagged with speakers, partners, and locations to spur discovery and shares. Behind-the-scenes content will be produced to humanizes the project—labs, fabrication steps, audits, and team moments—sustaining continuity between milestones and cultivating para-social familiarity.

Execution relies on format discipline and brand coherence. Reels compress processes and walkthroughs into 15–45 second narratives optimized for recommendation; carousels structure layered arguments (problem → method → results → implications) to increase dwell time. Consistent colour, type hierarchy, and iconography ensure instant recognizability; concise captions, alt text, and link-in-bio Call To Actions (CTAs) preserve accessibility and conversion paths.

Editorial cadence will mirror (once results are more abundant) project rhythms—pre-event teasers, real-time coverage, and post-event syntheses—while community amplification (reposting partners, crediting user content, acknowledging collaborators) extends reach across adjacent networks. In the channel mix, Instagram is the social heartbeat and visual memory: where LinkedIn builds professional authority, Instagram builds emotional salience and narrative continuity—turning progress into episodes, people into protagonists, and milestones into moments audiences want to witness and share.

The first-year trend shows rising interactions, visits, and accounts reached, supporting audience discovery beyond professional networks. Figure 8 presents Instagram trends across content interactions, page visits, and accounts reached, with a clear upward trajectory.



Figure 8. CIRCULess Instagram page metrics.

2.1.1.4 CIRCULess X page

CIRCULess' X page is leveraged for live event updates and research dissemination threads. Over the same period, the page generated 788 impressions — a notably high 20.1% engagement rate, 159 engagements, 17 likes, and 4 reposts. Growth has been uneven month-to-month but peaked in May (≈ 31 new followers), signalling what content cadence and topics most effectively attract followers. Ongoing optimization will focus on timing, visual posts, and cross-linking with LinkedIn for depth. Figure 9 provides an overview of X performance, combining impressions, engagement, and user actions to show content resonance.

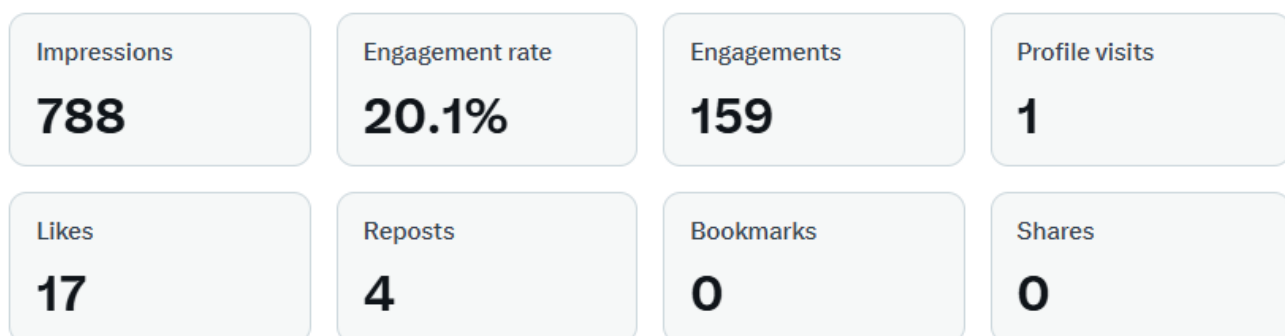


Figure 9. CIRCULess X page metrics - all.

The total impressions of the page are illustrated in a graph in Figure 10, which indicates a clear upward trend in visibility over the past 13 months, with notable fluctuations along the way. This trend reflects an overall positive path in content reached, indicating improved audience engagement strategies and increased posting activity in recent months. This progress path indicates potential for sustaining higher impressions through continued optimization of content strategy, timing, and engagement methods.



Figure 10. CIRCULess X page metrics - Impressions.

Figure 11 shows the follower growth trend, demonstrating a fluctuating performance across the first 13 months, with notable peaks and declines. Specifically, in October, the new followers reached a high early level, indicating strong initial interest from the audience. The growth trend peaked in May with approximately 31 new followers, marking this month the most substantial gain during the first 13 months. This data indicates that while follower growth has been inconsistent, significant spikes exhibit the potential for rapid audience expansion when content, engagement strategies, or campaigns align effectively with audience interests.

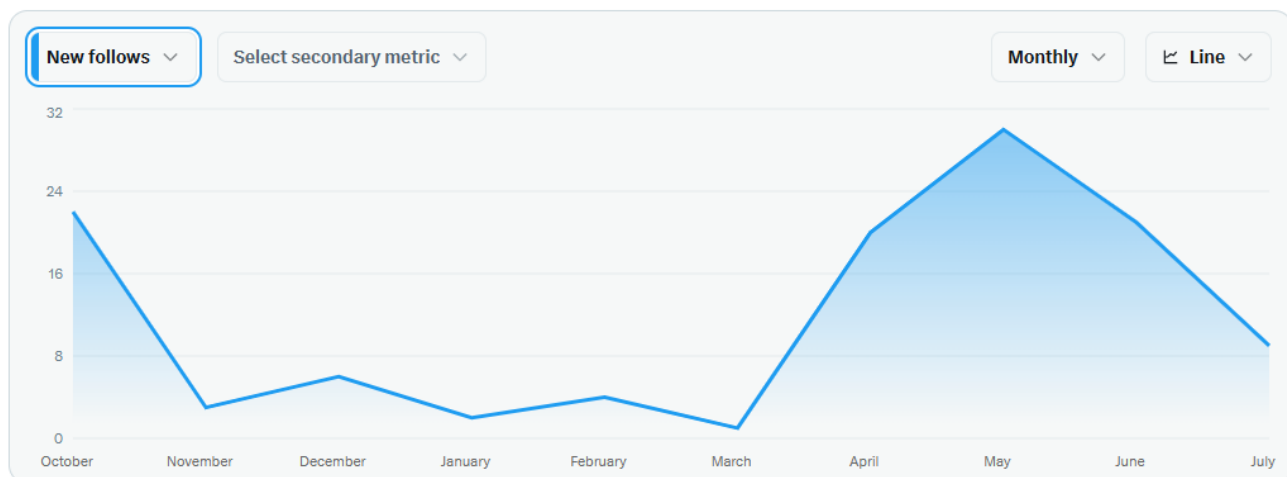


Figure 11. CIRCULess X page metrics - New follows.

Figure 12 represents the engagement data graph, which shows fluctuating but overall increasing performance across the first 12 months. This trend indicates an increasing character between the content and its audience, particularly from April onwards. For maintaining this upward path, GCS, the D&C responsible, will continue the optimisation of post timing, content relevance, and attraction to sustain high engagement levels.



Figure 12. CIRCULess X page metrics - Engagements.

2.1.2 Project website

The CIRCULess project's website (launched in Month 1) functions as the central hub for authoritative content, hosting partner information, news, dissemination outputs, and event pages. Traffic and content depth have risen in parallel, showing that social posts and events successfully drive users to long-form resources. During the period, analytics indicate ~7,100 users (cumulative), with strong international reach: Norway (308), United States (229), Netherlands (135), United Kingdom (125), Spain (116), Greece (114), Ireland (63). Page view distribution shows the Homepage (>2.4k) as the main entry point, with substantial interest in Consortium (760), About (750), and Dissemination (383) sections, plus steady traffic to Use Cases (197), News (168), and Contact (166) — a pattern consistent with users exploring both partners and outputs. Figure 13 charts the growth in website users, confirming rising uptake over the period.

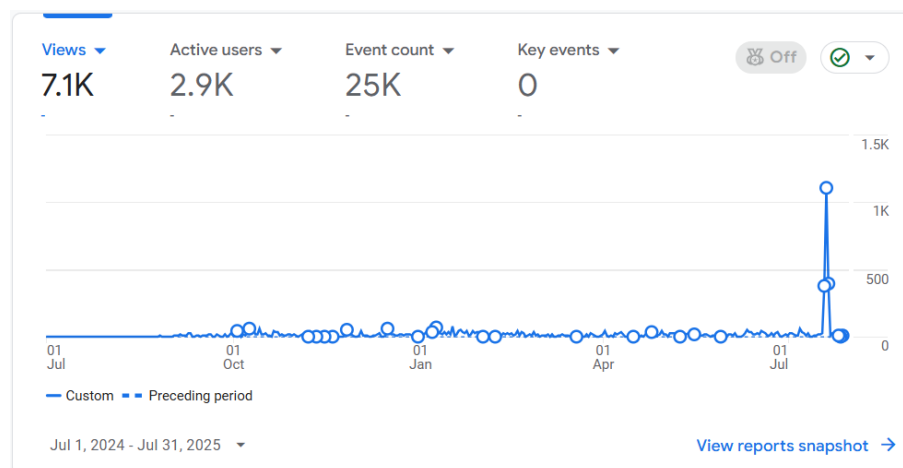


Figure 13. CIRCULess website metrics - Users.

Figure 14 maps users by country, evidencing reach both within and beyond the EU. Webpage analytics shows a particularly strong engagement from Norway (308 users), followed by the United States (229 users). Within Europe, there are visits from the Netherlands (135 users), the United Kingdom (125 users), Spain (116 users), Greece (114 users), and Ireland (63 users). This spread reflects successful dissemination and communication efforts across multiple regions, ensuring that the CIRCULess website is visible to a variety of user communities. The project is not limited to local adoption but is instead reaching transnational impact, and stakeholders across Europe, the United States, and beyond, fostering cross-border collaboration and knowledge sharing.

Active users ▾ by Country

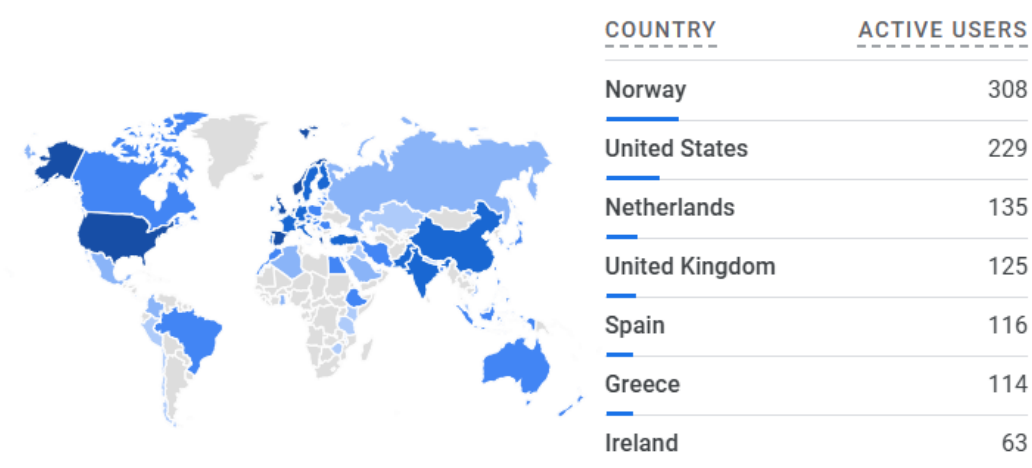


Figure 14. CIRCULess website metrics - Users per country.

Figure 15 breaks down views by section, showing high interest in the Homepage, Consortium, About, and Dissemination pages. The homepage of CIRCULess recorded the highest engagement with more than 2.4K views, confirming that the platform is successfully attracting visitors and serving as the main entry point for exploration. Beyond the homepage, users showed a significant interest in our "Consortium" (760 views) and "About CIRCULess" (750 views) sections. This indicates that visitors are keen to learn more about the project partners and the overall objectives of the project. The "Dissemination" section (383 views) has also attracted a lot of attention, demonstrating that communication materials and project outputs are reaching the community. More specialised content, such as "Use Cases" (197 views), as well as "News" (168 views) and "Contact information" (166 views), also recorded meaningful activity, showing that stakeholders explore both project results and use applications. These results underline the CIRCULess website's role as both an informative page and a dissemination and communication tool for the project's activities and outcomes.

Views by Page title and screen class



PAGE TITLE AND SCREEN CLASS	VIEWS
CIRCULess	2.4K
Consortium – CIRCULess	760
About CIRCULess – CIRCULess	750
Dissemination – CIRCULess	383
CIRCULess Use Cases – CIRCULess	197
News – CIRCULess	168
Contact – CIRCULess	166

Figure 15. CIRCULess website metrics - Views by page section.

KPI status (website)

- $\geq 10,000$ visits by M30; 20,000 by project end: 7,100/10,000 – on track
- > 30 articles/news on website: 26/30 – on track

2.1.3 Press releases & Newsletters

Press releases and newsletters broaden reach beyond existing networks and provide a vehicle for curated updates. The first press release has been submitted to Materials World (October 2025 edition), targeting materials science and engineering readerships; newsletter subscribers currently stand at 31, with further growth expected as outputs increase and events accumulate. Figure 16 shows the current newsletter subscriber base captured via the website.

Audience

CIRCULESS Project

31 total contacts. 31 email subscribers.

Figure 16. Screenshot of the subscribers' audience on the project website.

To expand the CIRCULESS community and increase the number of subscribers, a multi-channel promotion strategy will be implemented. Subscription opportunity (using a QR code or calls-to-action buttons) will be embedded in online communications, posts, graphics, and newsletters, ensuring high visibility and accessibility. The subscription choice will remain available on the project website by increasing its visibility with a pop-up message.

KPI status (press & newsletters)

- Press releases: 1/2 per year – on track
- Newsletters issued: 1/10 – early stage, cadence increasing with results
- Subscribers: 31/100 – pipeline to be strengthened via events and gated assets

2.1.4 Peer-reviewed publications

Publishing scientific results in peer-reviewed outlets is a cornerstone of the CIRCULess dissemination strategy. High quality publications ensure that project findings are validated by experts, integrated into global knowledge, and accessible to both academic and industrial communities. Peer-reviewed publications also enhance the project's credibility and visibility, laying the groundwork for future uptake of results.

During the first reporting period, the consortium produced two publications, both led by the project partner ZERO. These outputs demonstrate early scientific contributions and signal the momentum for a wider publication pipeline in the coming months.

1. "A Cost–Benefit Model for Sustainable Product Reuse and Repurposing in Circular Remanufacturing"
 - Published in Sustainability (open access).
 - Available via the project website: <https://circuleless-project.eu/wp-content/uploads/2025/01/sustainability-17-00245-1.pdf>
 - Showcases an economic model evaluating sustainable reuse strategies.
2. "The Role of Digitalization and Human Aspects in the Use of Digital Product Passport for Sustainable Upcycling (De)Construction Waste"
 - Accepted for publication in the 11th IFAC MIM2025 conference proceedings ([Link to the conference](#)).
 - Focuses on the digital product passport as a driver for circularity and industry adoption.

Additional manuscripts are currently under preparation, ensuring that scientific dissemination will continue to expand in line with the project's Description of Action (DoA).

The progress against the publication KPI is given below, highlighting early achievements and the expected trajectory.

KPI status (publications)

- >30 publications planned: 2/30 achieved – early contributions delivered; more in preparation for the next reporting periods.

2.1.5 Conferences, exhibitions, workshops, and events attendance

Active participation in conferences, exhibitions, and workshops is essential for CIRCULess to showcase progress, exchange knowledge, and establish credibility

with stakeholders across science, industry, and policy. These events serve not only as dissemination platforms but also as spaces for dialogue, feedback, and networking.

A four-year research and innovation project unfolds through distinct phases, each with its own logic of outputs and engagement.

Inception is necessarily exploratory: frameworks are established, baselines defined, and pilots prepared, so tangible results are fewer than in later periods of validation and scaling. Precisely in this formative interval, systematic stakeholder outreach is essential. Early, proactive encounters with regulators, standardization bodies, industry associations, municipal actors, and potential industrial adopters create the epistemic and social infrastructure upon which subsequent exploitation relies.

Such engagement performs three functions.

First, it signals presence and purpose, ensuring that the project's identity, objectives, and anticipated benefits are publicly legible.

Second, it elicits constraint and requirement discovery—market, regulatory, and technical—allowing the consortium to calibrate methods and deliverables to real world needs.

Third, it seeds coalitions and demand, aligning potential partners and end users ahead of demonstration, thereby compressing time to uptake once results mature.

For a project like CIRCULess, this early diplomacy is not ancillary to research; it is constitutive of impact. By making the work visible while it is still becoming—through meetings, briefings, and participatory forums—the consortium translates nascent knowledge into shared agendas, paving a clear path from proof of concept to adoption across the project's later phases of piloting, validation, and deployment.

During the first 15 months, CIRCULess partners presented project results and perspectives at eight international and European events, reaching audiences ranging from researchers and engineers to policymakers and industrial stakeholders. Contributions included oral presentations, panel discussions, booths, and dedicated dissemination materials. This visibility has been critical in positioning the project within the wider European innovation landscape on circularity and sustainable construction.

Table 2 provides an overview of events where CIRCULess partners actively disseminated project outcomes, showing diversity in formats (presentations, booths, and materials) and audiences engaged.

Table 2. CIRCULess' D&C activities until M15.

Activity	Partner	Event	Date	Target Group
Presentation	TEC	2nd International Congress on Recycling of Construction and Demolition Wastes	19/11/2024	TG1, TG3, TG7, TG8
Presentation/ Dissemination Material	NTNU, NTUA, AIMEN, TEC, GCS, IRES	JEC World 2025	4-6/3/2025	All
Booth/ Dissemination Material	GCS, NTUA	3rd Eurecomp Workshop	19/3/2025	TG1, TG3, TG7, TG8
Presentation, Bilateral Meetings	TGT	EUIndTech 2025	2-4/6/2025	All
Presentation	UTH	InnovaWood General Assembly	13-15/5/2025	TG1, TG7, TG8
Presentation	ZERO	11th IFAC MIM2025	30/6-3/7/2025	TG4, TG7, TG9
Presentation	ZERO	BLADES2BUILD Innovation Industry Day, "Towards Tomorrow's Industry: Sustainable Materials & Emerging Technologies"	22/9/2025	TG1, TG3, TG4, TG7, TG8, TG9, TG10
Presentation	OMTRE, DTU	SlowWood: Timber Reuse as Driver of Circular Construction, Seminar	23/9/2025	TG1, TG2, TG7, TG8, TG9, TG11

These early engagements demonstrate CIRCULess's commitment to bridging scientific knowledge with industrial practice and policymaking. They also create a platform for cross-project synergies, as many of these events bring together EU-funded initiatives working on circularity and digitalisation.

The following KPI assessment shows how these first participations align with targets for visibility and impact.

KPI status (events)

- >10 participations in sectoral events → 3/10 achieved; further events already planned
- >3 established synergies → 2/3 achieved, on track
- >5 presentations in industry-relevant events → 5/5 achieved; target reached

2.1.6 Organisation of CIRCULess events

Beyond participating in external conferences, CIRCULess has taken an active leadership role in organising events that bring together experts, researchers, and industry stakeholders. These activities enhance the project's visibility, create opportunities for knowledge exchange, and strengthen its reputation as a driver of innovation in circular construction.

During the first reporting period, two flagship events were organised, a special session at the 4th International Conference on Sustainable Building Materials and a Summer School. In parallel, preparation has commenced for the Innovation Forum 2026 under the stewardship of TGT, in close collaboration with NTNU and GCS, a process that, by design, must begin 12–14 months in advance to secure intellectual coherence, partner alignment, and operational viability. Such long-horizon planning is intrinsic to high-level convenings: curating a thematically rigorous programme, securing keynote contributors with dense calendars, aligning sponsorship and co-branding frameworks, coordinating with venue and technical providers, and synchronising announcements with the broader conference circuit all require sequenced milestones over multiple quarters.

Early mobilisation also enables evidence-informed agenda design, as preliminary project outputs can be translated into session architectures, demonstration slots, and matchmaking formats that are responsive to stakeholder priorities. By initiating this work now, TGT ensures that the Forum will function not merely as a showcase, but as a catalytic interface - where research findings, standardization trajectories, and industrial roadmaps are braided into actionable collaborations. In this sense, long lead preparation is not administrative overhead; it is the mechanism by which the event becomes an instrument of impact, positioning CIRCULess outcomes within the calendars, expectations, and investment horizons of the communities that will carry them forward.

Special Session at the 4th International Conference on Sustainable Building Materials (ICSBM 2025)

In August 2025, CIRCULess hosted a dedicated Special Session within the 4th ICSBM, held in Eindhoven, the Netherlands. The session was jointly organised by DTU, TEC, TUE, and GCS (D&C leader), and took place on 12 August 2025. It was co-hosted with the project BLADES2BUILD, reinforcing collaboration between EU-funded initiatives.

The session showcased the project's scope, objectives, and early results through presentations by consortium members (TUE and TEC). It provided high visibility to both the academic and industrial communities present, positioning CIRCULess as a reference in sustainable materials research and circularity. All the

information and outcomes of the event are also published on the CIRCULess official website: <https://circuless-project.eu/dissemination/> & <https://circuless-project.eu/news/>.

Figure 17 illustrates the dedicated CIRCULess–BLADES2BUILD Special Session at the ICSBM 2025, highlighting the project's proactive role in scientific dissemination.



Figure 17. CIRCULess Special Session at the 4th ICSBM, in collaboration with BLADES2BUILD project.

Summer School on Developing Circular Construction Materials

Immediately following the ICSBM session, CIRCULess and BLADES2BUILD co-organised a three-day Summer School (13–15 August 2025) in Eindhoven. The event focused on “Developing Circular Construction Materials” and was designed to build skills and competencies among early-stage researchers and PhD students.

The programme combined lectures, interactive workshops, and group activities, offering both theoretical foundations and practical applications.

Fourteen students from diverse institutions participated, gaining direct exposure to project partners and cutting-edge approaches in circular construction. This

initiative not only disseminated knowledge but also contributed to workforce development, aligning with the project's impact objectives.

All the information and outcomes of the event are also published on the CIRCULess official website: <https://circuleless-project.eu/dissemination/> & <https://circuleless-project.eu/news/>.

Figure 18 captures highlights from the Summer School, illustrating how CIRCULess combines knowledge dissemination with capacity building.



Figure 18. Highlights of the Summer School organised by CIRCULess and BLADES2BUILD projects.

Together, these two events demonstrate how CIRCULess leverages its resources to lead dissemination, engage stakeholders, and foster capacity building. They also underline the project's ability to create synergies with related initiatives,

such as BLADES2BUILD, ensuring that communication activities translate into real impact.

Figure 18 and Figure 19 show additional visuals from the ICSBM session and the Summer School, including the joint organising team, reinforcing collaboration and project visibility.

2.1.7 Networking/Clustering with other projects/initiatives

Networking and clustering activities allow CIRCULess to amplify its impact by aligning with other EU-funded projects, exchanging knowledge, and creating a more coherent innovation ecosystem.

These interactions reduce duplication of effort while building bridges across research, industry, and policy communities working towards circularity.

During the first 15 months, CIRCULess established strong collaborations, with particular emphasis on joint actions with BLADES2BUILD, EureComp, Wood2Wood, PESCO UP, and ICARUS projects. These synergies illustrate the project's proactive approach to collective dissemination and knowledge sharing. In specific, the following joint events have been organized via CIRCULess, during the last 15 months:

Joint Special Session at the ICSBM 2025 conference

As reported in Section 2.4, CIRCULess co-organised a Special Session at the 4th International Conference on Sustainable Building Materials with BLADES2BUILD.

This collaboration ensured broader visibility and cross-pollination of ideas between the two projects.

Figure 19 shows the joint Special Session, highlighting how CIRCULess and BLADES2BUILD combined forces to address complementary approaches to circular value chains.



Figure 19. Special session organised by CIRCULess and BLADES2BUILD in the 4th ICSBM.

Joint Summer School on Circular Construction Materials

CIRCULess also partnered with BLADES2BUILD to organize a three-day Summer School in Eindhoven (13–15 August 2025). This initiative successfully engaged early-stage researchers and PhD students, offering both projects a platform to showcase methods and applications.

Figure 20 presents the organising committee of the Summer School, reflecting the collaborative spirit of the CIRCULess–BLADES2BUILD partnership.

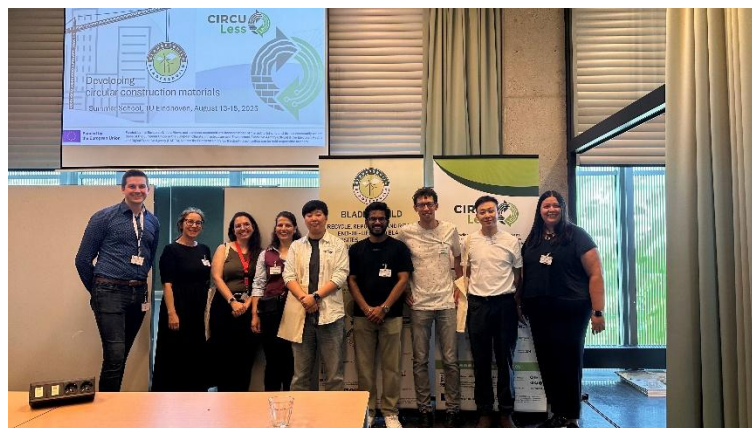


Figure 20. The CIRCULess & BLADES2BUILD organisation committee of the Summer School.

Participation in the 3rd Eurecomp Workshop

CIRCULess participated in the 3rd Eurecomp Workshop “Circularity in Composites: Shaping a Sustainable Future” (19 March 2025, Athens). The event, hosted by R-NanoLab/NTUA, gathered multiple Horizon Europe projects,

including BLADES2BUILD and RECREATE. Participation reinforced CIRCULess's visibility and allowed the project to contribute to collective discussions on circular composites.

Figure 21 depicts the EU Projects' zone at the 3rd Eurecomp Workshop, where CIRCULess engaged alongside other Horizon Europe initiatives.



Figure 21. EU Projects' zone inside the 3rd Eurecomp Workshop.

Clustering with Sister Projects (WOOD2WOOD, PESCO UP, ICARUS)

Beyond joint initiatives, CIRCULess engaged with additional Horizon Europe projects to explore opportunities for shared dissemination and co-learning. Online meetings with WOOD2WOOD (W2W), PESCO UP, and ICARUS helped identify complementary activities and laid the groundwork for future collaborations.

Figure 22 provides a screenshot of the online meeting between CIRCULess and sister projects, underscoring the project's commitment to joint action.

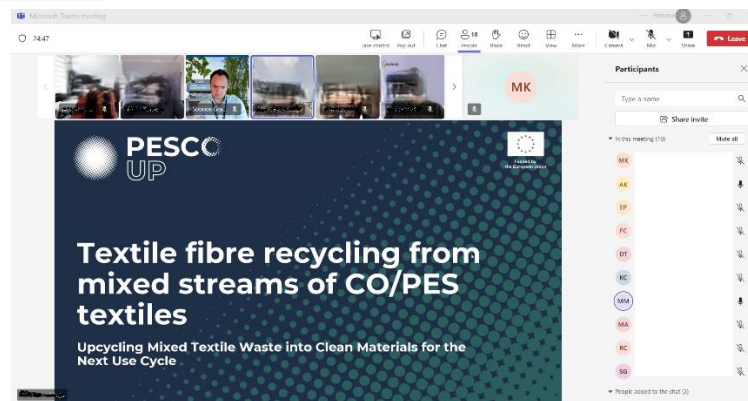


Figure 22. Screenshot of the online meeting of CIRCULess with other sister projects.

In the coming period, CIRCULess will further strengthen its collaboration with sister projects RecAL, ICARUS, NEO-CYCLE, W2W and PESCO-UP through a variety of targeted engagement activities designed to maximize synergies and shared impact. These activities will include joint workshops/sessions and thematic webinars focused on knowledge exchange, policy insights, and lessons learned that are transferred across sectors and value chains.

CIRCULess, together with WOOD2WOOD, ReBoat, EcoRefibre and iBot4CRMs projects, will co-organize a workshop titled “Advancing Circularity” during the ECOMONDO, 2025 Fair in Rimini, Italy (<https://www.ecomondo.com/en>). The workshop will include introductions to each project's topics, expected outcomes, impact and results, as well as interactive sessions and round table discussions.

These activities show that CIRCULess has not only reached but also exceeded expectations in collaborative dissemination. The project will continue to build new partnerships in the coming period, ensuring its results are embedded in the broader European innovation landscape.

KPI Status (Clustering & Networking)

- >2 joint events with Horizon projects → 2/2 achieved – target met

2.2 Deviations from the original D&C plan

Overall, dissemination and communication activities have progressed in line with the original plan described in the DoA. No significant deviations were reported during the first 15 months. Minor variations mainly reflect the natural adjustment of timing between planned and actual event opportunities, ensuring that the consortium makes the most of high-visibility occasions.

Such flexibility is consistent with best practices in dissemination management, allowing the project to adapt to stakeholder needs and external opportunities without compromising commitments.

2.3 Planned D&C activities

Building on the foundation established in the first reporting period, the CIRCULESS consortium will further expand dissemination and communication activities to increase project visibility, enhance stakeholder engagement, and maximise impact. Planned actions include:

- **Example of pre-identified upcoming conferences and events:**

- CIRCULESS Special Session at the 22nd European Conference on Composite Materials (ECCM22), Oslo, June 2026, organised by NTNU.
- Thematic session at the Innovation Forum, May 22-23 2026, organised by TGT.
- Oral presentation at ECOMONDO 2025 (Rimini Expo Centre, Italy, 4–7 November 2025).
- Joint workshop at ECOMONDO 2025 with other projects.

- **Outreach tools:**

- Continued promotion through the project website, newsletters, and all social media platforms.
- Production of new communication materials highlighting project progress and results.

- **Stakeholder engagement:**

- Dedicated workshops and webinars targeting industrial actors, policymakers, and the research community.
- Expansion of joint clustering sessions with related Horizon Europe projects.

These planned activities will ensure continuity of visibility and progress towards meeting the KPIs defined in the DoA, while strengthening CIRCULESS's role as a reference point in sustainable construction and circular economy innovation.

3 Conclusions

During the first reporting period, two flagship events were organised, a Special Conference Session and a Summer School. In parallel, this first Dissemination and Communication (D&C) report demonstrates that CIRCULESS has laid a resilient architecture for outreach and visibility across its initial 15 months, with

activities implemented faithfully to the DoA and already yielding measurable, multi-channel impact.

Crucially, this performance reflects the active collaboration of all partners under a clear governance cadence: strategic coordination has been steered smoothly by NTNU - ensuring alignment of narratives, stakeholder mapping, and KPI tracking - while GCS has translated these strategies into implementation excellence through content production, channel orchestration, and media relations. Partner institutions functioned as amplifiers through their own networks, events, and regional ecosystems, enabling consistent message diffusion and audience diversification.

This distributed model - centralized strategy, decentralized execution - has accelerated audience growth on professional and public platforms, increased earned visibility through partner co-branding, and improved conversion from awareness to participation in project activities.

The resulting D&C system now combines authoritative repositories (website, policy briefs), high signal professional engagement (industry/professional networks), and accessible visual storytelling (public-facing channels), positioning the consortium to move from early visibility to uptake and replication as technical results mature in subsequent reporting periods.

Namely, activities have been implemented across multiple channels:

- **Digital communication:** The project website and social media platforms have shown steady growth in reach and engagement, with several KPIs already achieved or on track.
- **Scientific visibility:** Two peer-reviewed publications have been delivered, with additional manuscripts under preparation, ensuring the project's contribution to academic and industrial knowledge.
- **Events and collaborations:** CIRCULess has participated in six international events, organised its own flagship activities (ICSBM Special Session and Summer School), and achieved its clustering KPIs by collaborating with sister projects.
- **Outreach tools:** Initial press releases and newsletters have been issued, establishing channels that will grow in frequency and audience over the next period.

Importantly, all these activities have been delivered without any significant deviations from the original plan, while maintaining flexibility to seize new opportunities.

Looking forward, the consortium will intensify its efforts to:

- Broaden international visibility through upcoming conferences (ECCM22, ECOMONDO, Innovation Forum)

- Deepen engagement with stakeholders via workshops, webinars, and joint clustering activities.
- Expand the scientific publication portfolio to reinforce the project's academic impact.
- Strengthen the subscriber base and press coverage to ensure messages reach both specialist and non-specialist audiences.

In conclusion, CIRCULess has moved from **establishing communication channels to demonstrating impact**. The next reporting period will focus on scaling up outreach, consolidating partnerships, and ensuring that project results are visible, accessible, and meaningful for industry, policymakers, and society at large.