



CIRCULess

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

D7.2

D&C basic Kit

Grant Agreement Number: 101138330

Start Date of the Project: 1 July 2024

Duration: 42 months

Deliverable lead beneficiary: GCS

Due date of deliverable: 31/12/2024

Actual submission date: 31/12/2024



Funded by
the European Union

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Revision history

V#	Date	Name	Partner
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1.0	19-12-2024	Antonios Kanellopoulos	UHERT
1.0	27-12-2024	Christoforos Kanellakis	LTU
2.0	30-12-2024	Gaylord Booto/Maria Kosarli	GCS
3.0	31-12-2024	Peter Karlsaune	NTNU
4.0	31-12-2024	Sotirios Grammatikos	NTNU

Technical references

Funding Scheme	HORIZON-CL4-2023-TWIN-TRANSITION-01-42
Project Coordinator	Professor Sotirios Grammatikos Norwegian University of Science and Technology (NTNU) sotirios.grammatikos@ntnu.no
Project Website	www.circuleless-project.eu
Service	HADEA/B/03

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This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101138330.

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List of Abbreviations

CA – Consortium Agreement

GA – Grand Agreement

D – Deliverable

T – Task

M – Month

WP – Work package

PM – Person Month

DoA – Description of Action

EC – European Commission

PO – Project officer

PC – Project Coordinator

PU – Public

IPR – Intellectual Property Right

SME – Small and Medium-sized Enterprise

Executive summary

Deliverable 7.2 outlines the Dissemination and Communication (D&C) Basic Kit for the CIRCULess project “Upcycling mineral and timber-based waste from construction & manufacturing process industries through eco-design, advanced logistics, quality control and digital solutions”. Being part of the Work Package 7 (WP7), which focuses on the project’s Dissemination and Communication Strategy, this kit aims to ensure the effective promotion, communication, and awareness-raising of CIRCULess’ goals and progress. It aligns with Task 7.1, of the same Work Package (WP7), which involves defining, implementing, and monitoring a comprehensive communication strategy throughout the project life cycle.

The D&C Basic Kit contains essential communication tools designed to maximize visibility and promote the outcomes of the CIRCULess project (link with all WPs). These include:

- **Project branding:** The official CIRCULess logo, designed for easy recognition and consistent use across materials.
- **Web and social media (SoMe) presence:** A dedicated project website and multiple social media channels to disseminate updates, engage with stakeholders, and share the project’s innovative approach to circular economy principles.
- **Communication templates:** A set of standardized templates for presentations and reports, ensuring consistent messaging in all internal and external communications.
- **Promotional materials:** Physical assets such as posters, banners, leaflets, and flyers to increase awareness at conferences, workshops, and other public events.

This kit will serve as the backbone for CIRCULess’ visibility efforts, ensuring that all project partners have access to the necessary tools to communicate project activities, disseminate results, and promote sustainability practices effectively. The D&C tools will evolve as the project progresses, incorporating new findings and results, allowing the project to adapt and engage stakeholders continually.

Keywords: Dissemination, Communication, D&C kit, circuleless

1. Introduction

This deliverable presents the Dissemination and Communication (D&C) Kit for the CIRCULess project: “Upcycling mineral and timber-based waste from construction & manufacturing process industries through eco-design, advanced logistics, quality control and digital solutions”. The D&C Kit is an essential component of Work Package 7 (WP7) and plays a pivotal role in enhancing the visibility of the project, engaging stakeholders, and raising awareness about circular economy principles in the construction and manufacturing sectors.

The D&C Kit includes a comprehensive set of tools designed to promote CIRCULess and related activities to a broad range of audiences, including the scientific community, industry professionals, policymakers, and the general public. These tools are intended to disseminate results from CIRCULess, foster collaboration with other projects and industries, and contribute to the widespread adoption of innovative solutions in waste upcycling and sustainable industrial practices.

As part of the WP 7, the D&C Kit encompasses the project logo, the project website, social media accounts, poster, roll-up banner, leaflet, flyer and public presentation. Additionally, for both internal and external communication, three Powerpoint presentation and three Word templates were developed.

WP7 focuses on implementing a strategic approach to communication, ensuring that the project’s key messages are effectively delivered and aligned with the broader goals of sustainability and circularity. WP 7 is tightly connected to WP8, which will build on existing efforts by promoting the long-term impact of CIRCULess through exploitation strategies, training initiatives, and partnerships. WP7 is also directly linked with all the WPs supporting the dissemination and communication of the project’s outputs.

The following key objectives are pursued in these two work packages (i.e., WP7, and WP8) CIRCULess:

Work Package 7 (WP 7):

- Defining a clear and cohesive communication vision that aligns with CIRCULess’ goals.
- Engaging stakeholders through targeted actions and strategic collaborations.
- Raising awareness about the potential of circular design in addressing industrial waste challenges.
- Promoting the project results through various dissemination channels, ensuring broad visibility and uptake of project outcomes.

Work Package 8 (WP 8):

- Amplifying the visibility of project results to maximize their impact.
- Supporting the scale-up and replication of CIRCULess solutions through an exploitation strategy.
- Contributing to the standardization of circular economy practices.
- Creating capacity-building resources for reskilling and training relevant target groups.

The dissemination and communication activities are integral to ensuring the success of CIRCULess project, particularly in promoting the adoption of its innovative approaches to sustainable waste management.

2. D&C basic Kit

The CIRCULess project officially launched in July 2024, beginning with a virtual kick-off meeting, followed by a physical gathering of the consortium members at the premises of the project coordinator - Norwegian University of Science and Technology (NTNU) - in Gjøvik, Norway, in early October 2024 (Figure 1). These initial meetings laid the groundwork for the project's dissemination activities, introducing the partners and outlining the project goals. During these events, WP leaders together with the Task leaders and involved partners, presented all WPs and Tasks, respectively, and their action plan for the next six months.

To support CIRCULess efforts throughout its entire lifetime and make sure that the project gains maximum exposure while still effectively communicating its research's outcomes, the present **D&C Basic Kit** was developed. The kit includes several critical tools, each with specific purposes to maximize visibility. CIRCULess project and GCS, as the communication leader, will also explore the Communication Campaigns of the EC channels and especially #EUinmyregion (https://ec.europa.eu/regional_policy/policy/communication/campaigns/euinmyregion_en) by using EU's toolkits (EU templates for poster, social media posts, etc.).



Figure 1. CIRCULess consortium photo at the physical Kick-off meeting in Norway in October 2024.

2.1 Project Logo and Project website

2.1.1 Project logo

GCS as the D&C leader of CIRCULess, designed 4 different logos which were presented to the consortium for a vote. All members freely expressed their opinions, supporting their choice and providing feedback to the four alternatives they were given. This democratic process was concluded by the selection, in agreement with all partners, of the current project logo (Figure 2). The selected logo was therefore made available to the consortium in multiple formats (including variation in size, resolution, colour, file type, etc.) to facilitate its use under a variety of contexts.



Figure 2. CIRCU Less official project logo.

2.1.2 Project website

Designed by GCS AS (WP Leader for WP7) and launched during the first month (i.e., M1) of the project, the CIRCU Less' website (www.circuleless-project.eu) serves as the central platform for project dissemination. CIRCU Less' website contains key information, including project objectives, consortium members, and updates. The website also features accessibility tools, ensuring inclusivity for all stakeholders (Figures 3–4). Additionally, the portal hosts a **newsletter**, where subscribers can sign up to receive periodic updates at a regular pace.

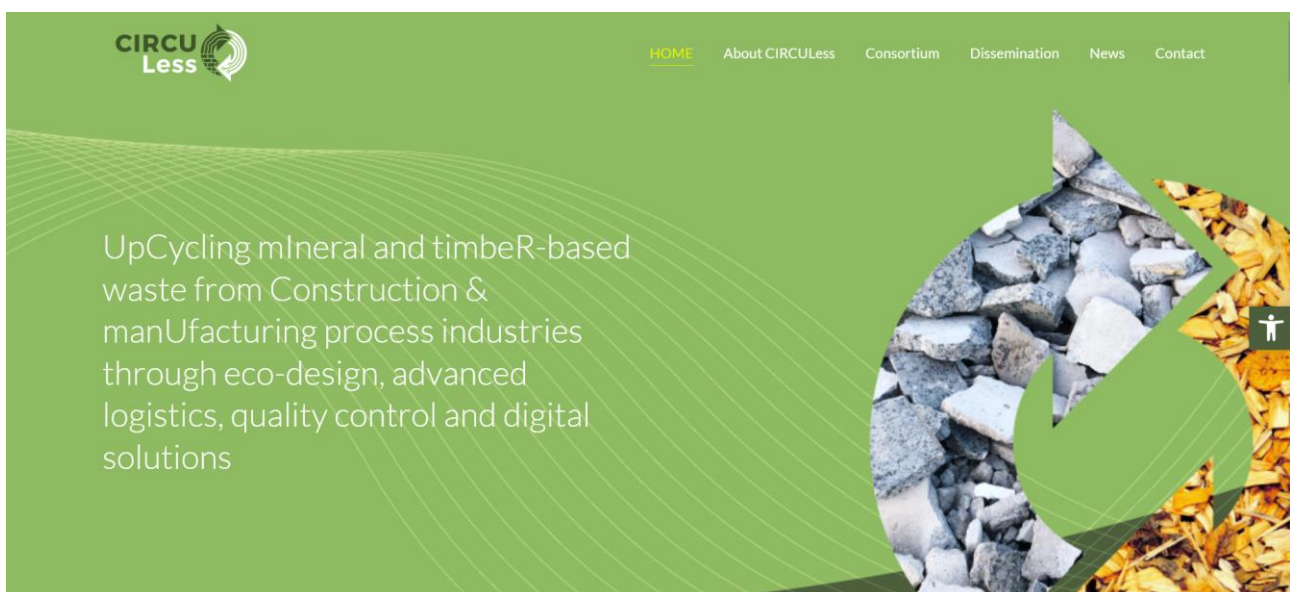


Figure 3. Snapshot of CIRCU Less website (Home page).



Figure 4. Snapshot of CIRCULess website with the available accessibility tools.

The CIRCULess web portal uses an easy-to-navigate structure organized in Tabs, and developed with sustainability matters in mind (ensure sustaining high traffic with lower resource demand) (Figure 5):

- **Home page:** The home page includes general information about the project and a quick view of the aims of CIRCULess.
- **About CIRCULess:** This part includes five sub-sections with more analytic information about the Project overview, The concept, Objectives, Workplan, and Key project outputs.
- **Consortium:** This section consists of all information about the CIRCULess consortium with a small description of their organization and their role in the project. There are also direct links to their websites and LinkedIn pages.
- **Dissemination:** This section also includes 5 sub-sections that can provide information about Media (poster, leaflet, public presentation, etc.), Scientific Publications, Conferences & Workshops (organized by CIRCULess), Newsletter, and Deliverables (public) of CIRCULess.
- **News:** This tab will include all news related to CIRCULess.
- **Contact:** In this section, the visitor can find the contact details of the project's coordinator and D&C leader.

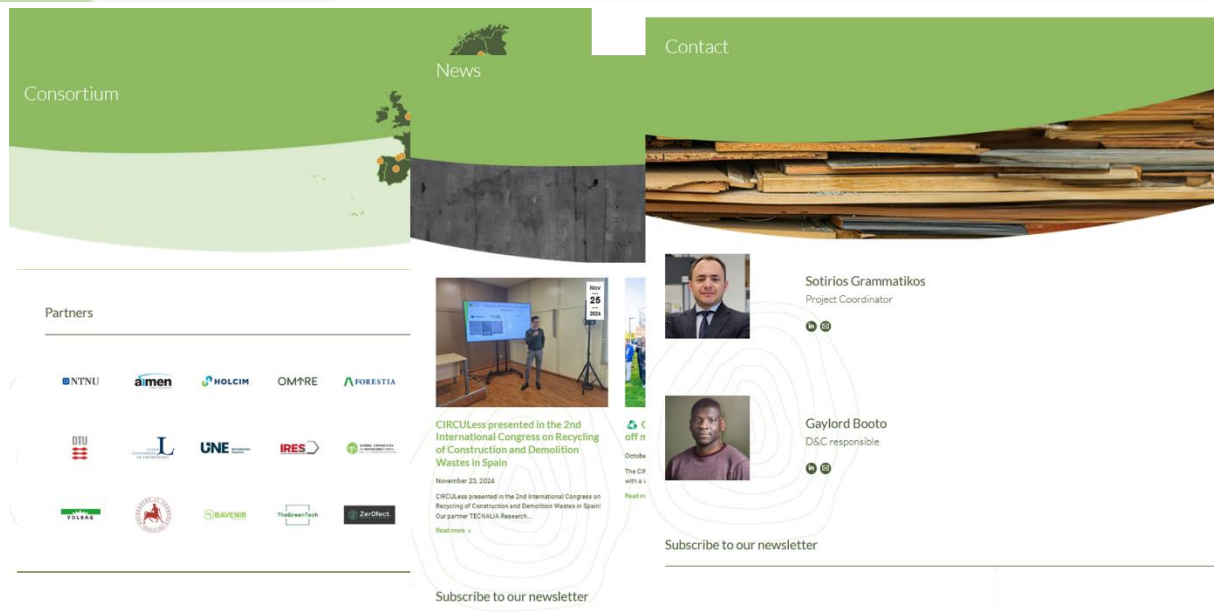


Figure 5. Snapshot of various pages of the CIRCULess website.

2.2 CIRCULess social media

Five different accounts were created on social media such as LinkedIn, Facebook, X (Twitter), Instagram, and YouTube in order to raise awareness and communicate further CIRCULess results and output. Figure 6 shows a snapshot of CIRCULess LinkedIn page (<https://www.linkedin.com/company/circulless>) and the first post that had been generated for the Kick-off meeting.

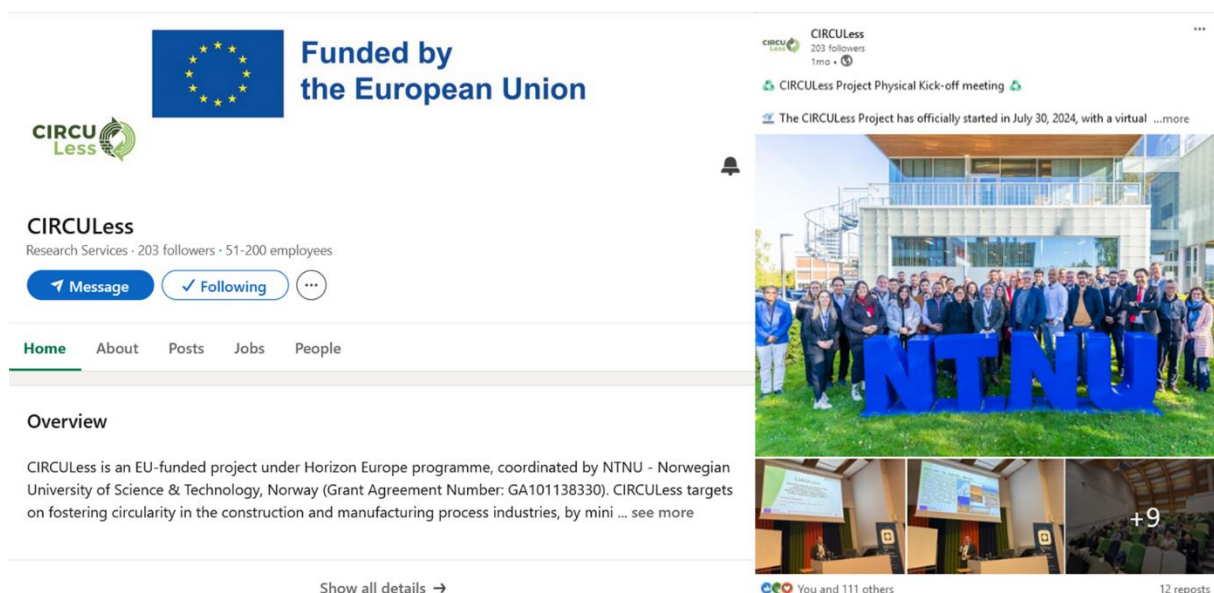


Figure 6. Snapshot of CIRCULess LinkedIn page (left) and its first post (right).

The X account of CIRCULess is under the URL: <https://x.com/CIRCULess> and Figure 7 depicts the page.



Figure 7. Snapshot of CIRCULess X page.

The Facebook page URL is: <https://www.facebook.com/profile.php?id=61561847283677> and Figure 8 shows the page with a representative post.

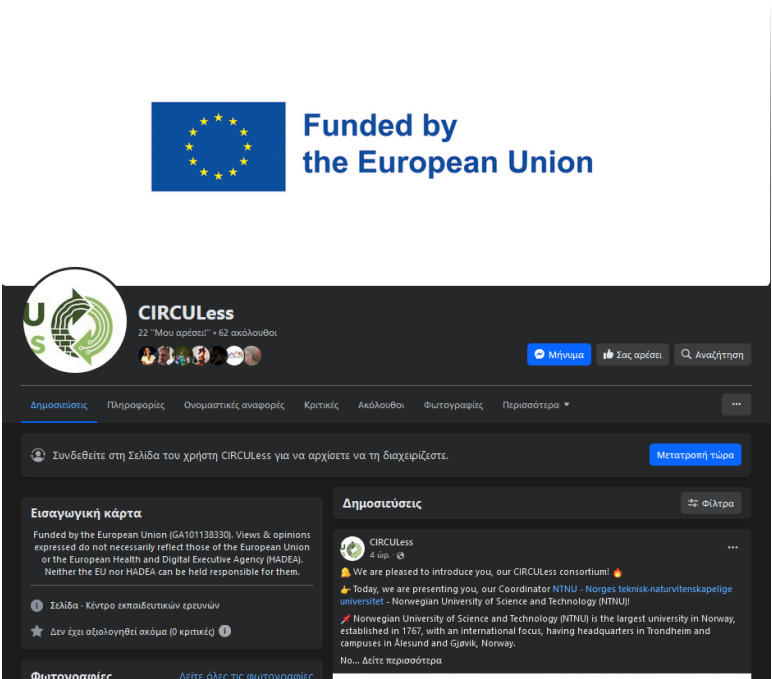


Figure 8. Snapshot of CIRCULess Facebook page with a representative post.

CIRCULess Instagram URL is: https://www.instagram.com/circuless_project_eu/ and Figure 9 shows a snapshot of the main page as well as some of the posts.

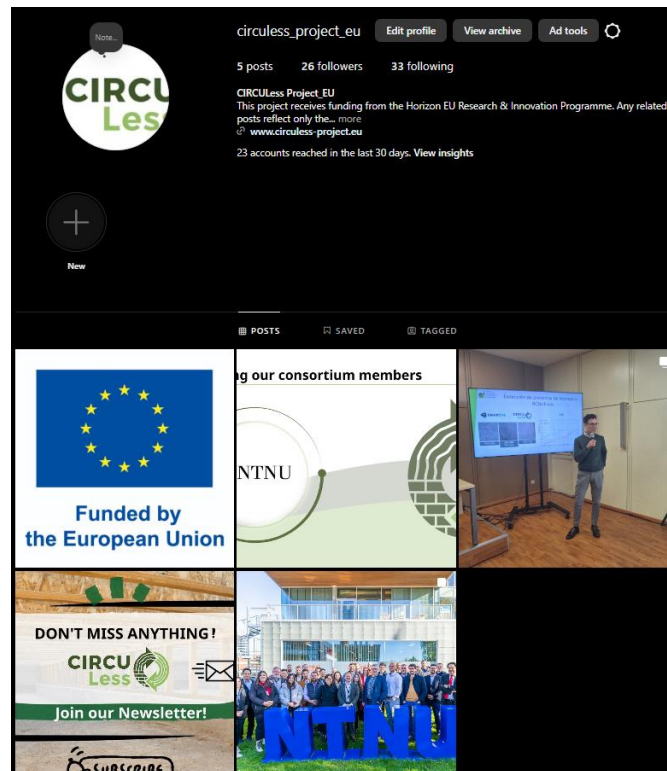


Figure 9. Snapshot of CIRCULess Instagram page and initial posts.

Finally, the URL of the established YouTube channel for CIRCULess-related videos is <https://www.youtube.com/@CIRCULess> and a snapshot of the channel is depicted in Figure 10.

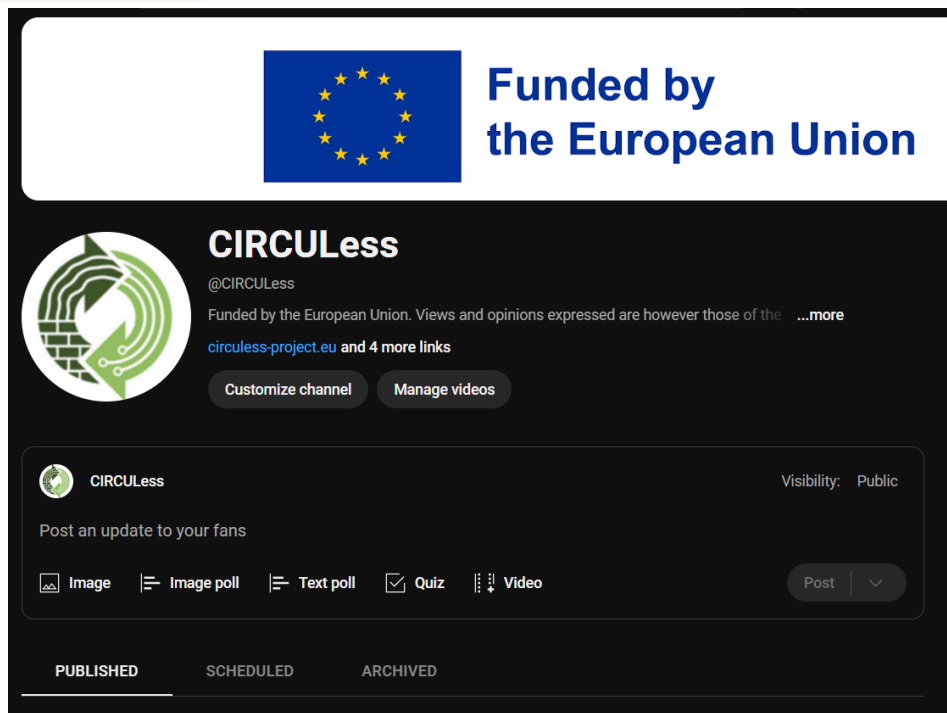


Figure 10. Snapshot of CIRCULess YouTube channel.

2.3 Project templates for internal and external communication

GCS designed templates for the internal and external communication of CIRCULess outcomes. Three (3) presentation templates (ppt format) have been designed for: i) (Monthly) Project Meetings hosted by the Coordinator NTNU (Figure 11), ii) Monthly WP Meetings hosted by each WP leader (Figure 12), and iii) GA Meetings every six months (Figure 13). All templates have been made available to all partners and are uploaded in CIRCULess SharePoint, hosted by the project coordinator. In addition, three (3) Word templates (docx format) have been developed for: i) Deliverables of the project (Figure 14), ii) Internal Reports (Figure 15), and iii) Meeting Minutes (Figure 16). All the templates can be embellished by GCS in case required.

CIRCULess UpCycling mIneral and timbeR-based waste from Construction & manUfacturing process industries through eco-design, advanced logistics, quality control and digital solutions Monthly Meeting xx.xx.2024 Virtual (Teams) Funded by the European Union Funded by the European Union under Grant Agreement no. 101138330. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HDDEA). Neither the European Union nor the granting authority can be held responsible for them. NTNU	Meeting Agenda 1. Previous actions 2. Specific actions/WP 3. Upcoming deliverables and milestones 4. Action plan 5. AOB (Any Other Business) Funded by the European Union 4 December, 2024 NTNU
Specific actions/ WP & Task (Update on general project actions/work package/task actions.) Funded by the European Union 4 December, 2024 NTNU	Action Plan (Key future actions & actions agreed upon during the meeting.) Funded by the European Union 4 December, 2024 NTNU

Figure 11. Snapshots of representative slides of the Monthly Project Meetings template.

CIRCULess UpCycling mIneral and timbeR-based waste from Construction & manUfacturing process industries through eco-design, advanced logistics, quality control and digital solutions Partner short name WPXX Monthly Meeting xx.xx.2024 Virtual (Teams) Funded by the European Union Funded by the European Union under Grant Agreement no. 101138330. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HDDEA). Neither the European Union nor the granting authority can be held responsible for them. Partner's logo	Meeting Agenda 1. WP Tasks 2. Deliverables and milestones 3. Action plan 4. Final Remarks Funded by the European Union 4 December, 2024 Partner's logo
WPx - Task x.x Task title [Mxx-Mxx] Task leader: Partner's name Involved Partners: xxx, xxx, xxx Objectives Click to add text Funded by the European Union 4 December, 2024 Partner's logo	Final Remarks Click to add text Funded by the European Union 4 December, 2024 Partner's logo

Figure 12. Snapshots of representative slides of the WP Monthly Meetings template.



Figure 13. Snapshots of representative slides of the GA Meetings template.

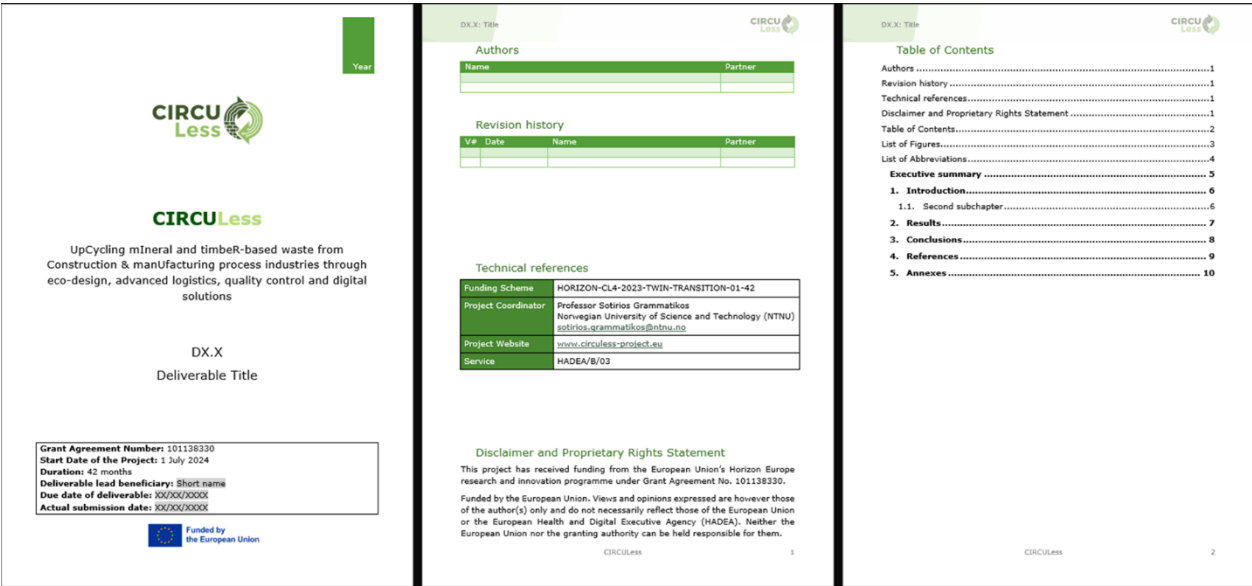


Figure 14. Snapshots of representative pages of the Deliverable template.

 CIRCULess UpCycling mIneral and timbeR-based waste from Construction & manUfacturing process industries through eco-design, advanced logistics, quality control and digital solutions WPX Internal Report Title Grant Agreement Number: 101138330 Start Date of the Project: 1 July 2024 Duration: 42 months Report lead beneficiary: Short name Date: XX/XX/202X  Funded by the European Union	Report Title CIRCULess Authors <table border="1"> <thead> <tr> <th>Name</th> <th>Partner</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table> Technical references <table border="1"> <tbody> <tr> <td>Funding Scheme</td> <td>HORIZON-CL4-2023-TWIN-TRANSITION-01-42</td> </tr> <tr> <td>Project Coordinator</td> <td>Professor Sotirios Grammatikos Norwegian University of Science and Technology (NTNU) sotirios.grammatikos@ntnu.no</td> </tr> <tr> <td>Project Website</td> <td>www.circulless-project.eu</td> </tr> <tr> <td>Service</td> <td>HADEA/B/03</td> </tr> </tbody> </table> Disclaimer and Proprietary Rights Statement This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101138330. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them. CIRCULess 1	Name	Partner			Funding Scheme	HORIZON-CL4-2023-TWIN-TRANSITION-01-42	Project Coordinator	Professor Sotirios Grammatikos Norwegian University of Science and Technology (NTNU) sotirios.grammatikos@ntnu.no	Project Website	www.circulless-project.eu	Service	HADEA/B/03	Report Title CIRCULess Table of Contents Authors1 Technical references1 Disclaimer and Proprietary Rights Statement1 Table of Contents2 List of Figures3 List of Abbreviations4 Executive summary5 1. Introduction6 1.1. Second subchapter6 2. Results7 3. Conclusions8 4. References9 5. Annexes10 CIRCULess 2
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Figure 15. Snapshots of representative pages of the Internal Report template.

 CIRCULess UpCycling mIneral and timbeR-based waste from Construction & manUfacturing process industries through eco-design, advanced logistics, quality control and digital solutions Minutes XX meeting Location: XX Date: XX/XX/202X Grant Agreement Number: 101138330 Start Date of the Project: 1 July 2024 Duration: 42 months Beneficiary: Short name  Funded by the European Union	Minutes of XXX CIRCULess Authors <table border="1"> <thead> <tr> <th>Name</th> <th>Partner</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table> Technical references <table border="1"> <tbody> <tr> <td>Funding Scheme</td> <td>HORIZON-CL4-2023-TWIN-TRANSITION-01-42</td> </tr> <tr> <td>Project Coordinator</td> <td>Professor Sotirios Grammatikos Norwegian University of Science and Technology (NTNU) sotirios.grammatikos@ntnu.no</td> </tr> <tr> <td>Project Website</td> <td>www.circulless-project.eu</td> </tr> <tr> <td>Service</td> <td>HADEA/B/03</td> </tr> </tbody> </table> Disclaimer and Proprietary Rights Statement This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101138330. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them. CIRCULess 1	Name	Partner			Funding Scheme	HORIZON-CL4-2023-TWIN-TRANSITION-01-42	Project Coordinator	Professor Sotirios Grammatikos Norwegian University of Science and Technology (NTNU) sotirios.grammatikos@ntnu.no	Project Website	www.circulless-project.eu	Service	HADEA/B/03	Minutes of XXX CIRCULess Table of Contents Authors1 Technical references1 Disclaimer and Proprietary Rights Statement1 Table of Contents2 List of Abbreviations3 Executive summary4 1. Attendance list5 2. Introduction7 1.1. Second subchapter7 3. Annexes8 CIRCULess 2
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Service	HADEA/B/03													

Figure 16. Snapshots of representative pages of the Meeting Minutes template.

2.4 Project roll-up banner

A CIRCULess roll-up banner has been designed including the main scope of the project, the consortium, website, and contact details of the project. The size of the banner is 190x90cm and is illustrated in Figure 17.



Figure 17. Snapshot of CIRCULess banner.

2.5 Project leaflet

The project leaflet has been designed in size A4 (21.0 cm x29.7 cm) on both sides. CIRCULess leaflet includes the main aim of the project, targets, objectives, information about the consortium and contact details (Figure 18).



Figure 18. Snapshot of CIRCULess leaflet.

2.6 Project poster

A project poster has been created in two sizes: A3 size (29.7 cm x42.0 cm) and A0 size (84.1 cm x118.9 cm). CIRCULess poster (Figure 19) includes information about the main scope and objectives of the project, as well as contact details and information about the consortium.

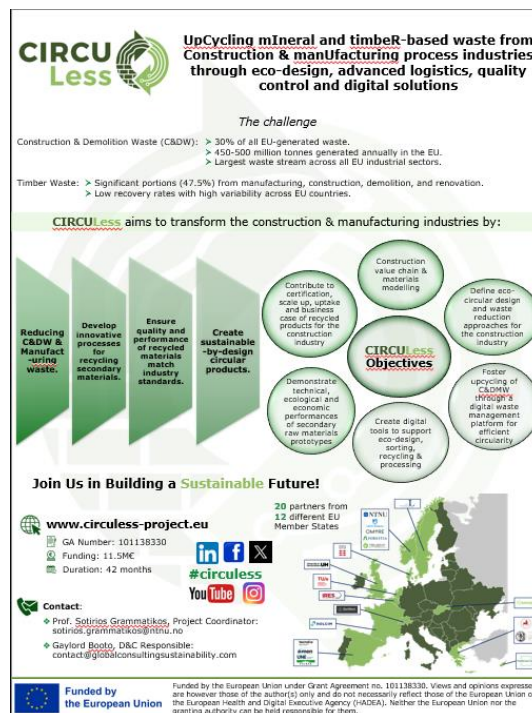


Figure 19. Snapshot of CIRCULess poster.

2.7 Project flyer/bookmark

A two-sided flyer or bookmark has been designed with a size of 6.8 cm x15.0 cm (Figure 20). The flyer has information about the aim of the project, the consortium and contact details for the project.



Figure 20. Snapshot of CIRCULess flyer/bookmark.

2.8 Project Public Presentation

The project's public presentation has been designed using the presentation template of CIRCULess. The presentation consists of 11 slides presenting: project overview, the challenge, CIRCULess excellence, concept, objectives, workplan, expected results, key outputs and the consortium. Representative slides are depicted in Figure 21.



Figure 21. Snapshot of CIRCULess Public Presentation.

3. Conclusions

Deliverable 7.2: D&C basic Kit includes all information about the dissemination and communication kit of CIRCULess developed during the first six months of the project. The kit includes: the project logo, website, social media, presentation and word templates, banner, poster, leaflet, flyer/bookmark and public presentation of the project. All dissemination and communication tools, especially the website and the social media accounts, will be continuously updated and embellished by GCS according to the needs, requirements, progress activities, results/outputs of the project.