



Activating Circular Services in the Electric and Electronic Sector

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Deliverable 8.2 Initial Communication & Dissemination Plan (C&D Plan)

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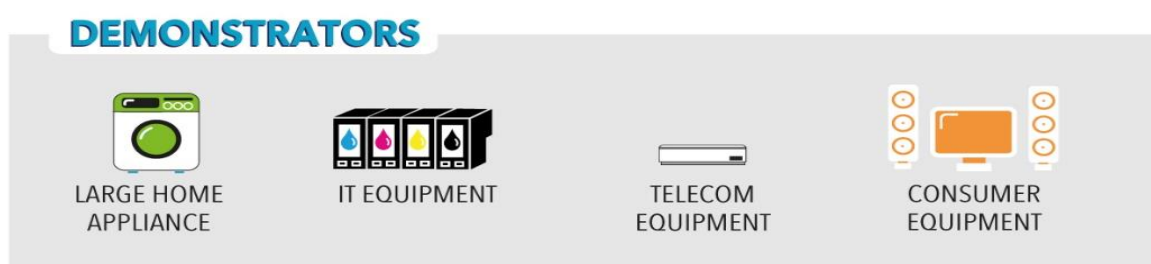


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1. Executive Summary

[C-SERVEES](#) is a project funded under the H2020 Program (2018-2022) that aims to boost circular economy business models in the EEE sectors. The business models will be developed through wide consultation with relevant stakeholders and their viability will be tested through demonstrations involving four target products: washing machines, toner cartridges, televisions and access link monitoring equipment used in telecoms ([ALM](#)). These products belong to EEE categories that together account for 77% of WEEE collected in the EU.



C-SERVEES will provide several eco-innovative solutions for the above products such as Eco-design and customization, eco-leasing, re-use and remanufacturing, recycling and ICT services.

The project is structured in three steps:

1. Information gathering: Data gathering and compilation of relevant information to identify requirements for building viable economic models in the EEE sector. Mapping of stakeholders' initiatives and projects related to circular economy and the EEE sector.
2. Demonstrations: Four demonstrations associated to the products above covering their value chains.
3. Analysis, conclusions and solutions: Identification of key enablers in replicability and transferability of the circular economy business models proposed in C-SERVEES.

The project will thus contribute to transform the EEE sector into circular and 4.0, raising new opportunities for end-users (such as their involvement in design or the access to a product as a service) and for social and solidarity economy (conducted by NGOs, which employ people at risk of social exclusion to repair and prepare WEEE for re-use). C-SERVEES will be in line with business realities and set the foundation for realistic market-ready solutions.



Deliverable 8.2 Initial Dissemination & Communication Plan (C&D Plan) is part of the activities of WP8 “Communication and Dissemination of results”. This document provides an initial plan outlining the communication and dissemination strategy, including communication objectives and approach, target audience, media channels and tools, messages, activities, materials and KPIs.



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2. Acronyms and abbreviations

AB	Advisory Board
CEBM	Circular economy business models
IPREB	IPR, Dissemination and Exploitation Board
WEEE	Waste Electrical & Electronic Equipment
WP	Work Package
AIMPLAS	AIMPLAS- ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXAS
GAIKER	FUNDACION GAIKER
LOU	LOUGHBOROUGH UNIVERSITY
SAT	ÖSTERREICHISCHE GESELLSCHAFT FÜR SYSTEM- UND AUTOMATISIERUNGSTECHNIK
LEXMARK	LEXMARK INTERNATIONAL
ADVA	ADVA OPTICAL NETWORKING SE
ARCELIK	ARCELIK A.S.
RINA-C	RINA CONSULTING SPA
EMAÚS	EMAUS FUNDACION SOCIAL
INDUMETAL	INDUMETAL RECYCLING, S.A.
GREEN	GREENTRONICS SRL
WEEE FORUM	WASTE OF ELECTRICAL AND ELECTRONICAL EQUIPMENT FORUM AISBL
CIRCULARISE	CIRCULARISE BV
EXE	EXERGY LTD
PARTICULA	PARTICULA GROUP DRUSTVO SOGRANICENOM ODGOVORNOSCU ZAUSLUGE
VERTECH	VERTECH GROUP

3. Definitions

Communication

“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about

(i) the action and

(ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”

(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

Dissemination

“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”

(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

Exploitation

“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”

(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)

4. Introduction

To assure market uptake of the C-SERVEES solutions, numerous dissemination activities and measures will be taken during and after the end of the project. Additionally, C-SERVEES communication activities form essential elements in the path Communication, dissemination and exploitation are linked activities and must be undertaken in a coordinated way, thus exploiting synergies and avoiding overlap between them; in C-SERVEES they will be coordinated by an IPR, Dissemination and Exploitation Board (IPREB). Activities and their impacts will be continuously monitored during the project and the resulting actions reported in the interim & final Plan for Exploitation and Dissemination of the Results (PEDR), due in months 12, 30 & 48.

C-SERVEES partners represent different industrial sectors and form a new circular value chain fulfilling the specific challenge and scope of the topic CIRC-01-2017. C-SERVEES will implement a range of activities to ensure the optimal visibility of the project and its results, increasing the likelihood of market uptake of the knowledge it produces, and ensuring a smooth handling of the individual intellectual property rights of the involved partners to pave the way to knowledge transfer and exploitation. Table 4.a summarizes the focus of activities and how the dissemination and exploitation plans fit together to produce the overall PEDR.

Table 4.a. Plan for Exploitation and Dissemination of the Results (PEDR)

Communication activities	Purpose – Raise awareness of project aims and outputs amongst broad stakeholder base. <ul style="list-style-type: none"> • Communication KPIs to measure effectiveness and efficiency. • Messaging and visual identity of the project and Stakeholder mapping. • Communication channels (website, social media, printed materials, scientific/trade journals)
Dissemination plan	Purpose – Support project exploitation through technical dissemination and industrial outreach. <ul style="list-style-type: none"> • Dissemination strategy: objectives, targets, activities and channels. • Dissemination KPIs to measure the dissemination effectiveness and efficiency. • Management of the three dissemination activities: <ul style="list-style-type: none"> – Circular business model knowledge for an effective take-up of the demos in the actual chain – Reaching the selected early adopters to motivate change, – Preparing the effective exploitation of the project results. • Dissemination administration (approval, reporting, deliverable). • Scientific and trade publications.
Exploitation plan	<ul style="list-style-type: none"> • IPR strategy and Exploitation plan for the project results • Business models and plans for key project results



The consortium has established the following work flow of information for the Dissemination and Communication strategies. The Dissemination and Communication manager (SAT), supported by WEEE FORUM and VERTECH, as they both are also linked to the Communication, Dissemination and Exploitation activities, will be the ones responsible for the coordination of the Communication & Dissemination materials to be generated and distributed to the rest of the partners.

5. Objectives and approach

The active communication and dissemination of the C-SERVEES results to industry, academia and the wider public is an important part for the success of the project. The following sectors and stakeholders have already been identified as essential to the project and special attention will be paid to them in the exploitation and dissemination of the project progress, results and outcomes, including: EEE industries, research and scientific community, EU and national policy making representatives, civil society, investors and commercials, environmental agencies. The results obtained in the project will be communicated through several routes as summarized later on.

The proposed dissemination activities framework is defined in terms of the following questions:

- ‘**Why**’ (the **purpose** of the communication and dissemination activity),
- ‘**Who**’ (the **audience** of the activity),
- ‘**What**’ (the **key message** that the activity intends to transmit to the audience),
- ‘**How**’ (the **method** by which the message will be transmitted), and
- ‘**When**’ (the **timing** of the communication and dissemination activity).

Whilst technical activities will be demonstrating the benefits and feasibility of various technology innovations, communication efforts will ensure that these approaches are more widely recognised, understood and positively perceived.

6. Target audience

Targeted communication and dissemination measures for promoting the project and its results are shown in Table 6.a., defining different audiences, what information and how it will be communicated, and who are responsible for the communication.

Table 6.a. C-SERVEES target communication measures

For whom	What	When	How	By whom
European Commission, governments and policy makers, NGOs, standardization bodies, etc.	Main results related to the sustainability, safety and social aspects. Considerations for legislation, standardisation and regulations.	Key stakeholders will be identified at the beginning of the project (Task 8.1) and updated periodically	Activities: Direct communication, press conferences, high level industrial events, etc. Material: Websites, presentations.	Communication manager (SAT) All partners
CIRC-01 and related projects	Highlights of research results, key impacts.	When requested	Activities: Specific workshops and conferences. Material: Tailored presentations.	Exploitation manager (VERTECH) WP leaders
Industrial companies; Producer compliance schemes; Repair, refurbishing and remanufacturing organisations; processors and recycling companies; Entrepreneurs and product developers; Network operators.	Preliminary hypotheses and later proven results related to applications of re-used, remanufactured and recovered valuable resources in EEE for the defined companies (specific target applications)	At the beginning, midway and end of the project	Activities: Internal workshops and round tables. Material: All materials described in the communication & dissemination plan.	LEXMARK, ADVA, ARCELIK, WEEE Forum and other industrial partners

<p>Research and technological innovation organisations: Researchers and students outside the actively participating persons, research administration, IPR departments, marketing and sales departments</p>	<p>Innovative results related to technological developments, potential for new income sources, IPR or dissemination via partner's own channels</p>	<p>Whole duration of the project</p>	<p>Activities: Internal meetings and other channels in use by the partners. Material: All materials, detailed presentations of the results.</p>	<p>AIMPLAS, GAIKER, LOU, SAT, RINA, WEEE FORUM, CIRC, EXERGY, VERTECH</p>
<p>Society at large, general public and end-users (consumers & B2B customers (e.g., hotel industry, mass events industry, resellers, etc.)</p>	<p>Practical outcome of the project in a non-technical language. Success stories about new sustainable solutions for everyday life. Social and environmental impact in terms of consumption.</p>	<p>The results will be evaluated for their interest to the general public and informed when relevant</p>	<p>Activities: News coverage, communication in social media. Material: Website, webinar, videos, press releases, popular publications, material for social media. Infographics.</p>	<p>All partners</p>

7. Communication measures

C-SERVEES consortium will communicate significant results and findings during and after the end of the project via press releases, presentations at internal and external stakeholder events, social media and websites. They aim at reaching the communication impacts expected and reinforcing the plausibility of the exploitation plan. Open access publication will be ensured to all peer-reviewed scientific publications. Special care with dissemination will be taken in the case of inventions and potential patent applications. Such results will be published or publicly discussed only after the invention has been protected. It will aim to maximize the impact and visibility of the project among all relevant stakeholders at European level.

Networking: In addition to the direct commercial contacts of C-SERVEES industrial partners, wider dissemination would be achieved through using the partner memberships of trade associations related to the aims of the project. Working with trade associations the Consortium would increase the potential for exploitation of project results and additionally create a mutual opportunity with the associations to promote the **C-SERVEES CEBM**, within the relevant industrial sectors. Moreover, the know-how transfer of **C-SERVEES** to the European industry could be also provided by all C-SERVEES partners via existing contacts to other European research institutes and networks.

A registration form to build a network of stakeholders was created and posted on the project website. Consortium partners are requested to send invites for registration to their own networks. The number and type of organisations registered will be monitored during the whole project duration. Registrants will receive project updates via the project newsletter and invites for participating at the different project activities, such as the surveys released in WP1.

An **Advisory Board** with representatives of all stakeholder groups has been already created in order to provide baseline information and feedback on the project progresses. This Advisory Board is chaired by WEEE FORUM and co-chaired by SAT. Advisory Board members will also play a crucial role to disseminate the C-SERVEES findings in their relevant networks.

Table 7.a. List of members of the C-SERVEES Advisory Board

Organisation	Type of organisation	Region
Relight/TREEE	WEEE treatment	EU
Umicore	WEEE treatment	EU
University of Limerick	Academia	EU
Thinkstep	Academia	EU
ANARPLA (Spanish Plastic Recyclers Association)	Secondary raw materials	ES
iNEMI (International Electronics Manufacturing Initiative)	EEE Manufacturer	out EU

Siemens	EEE Manufacturer	EU
CECIMO (European machine tool industries)	EEE Manufacturer	EU
CDC RAEE	WEEE Clearing House	EU
RREUSE	WEEE re-use	EU
EIT RawMaterials	Academia	EU
Panasonic	EEE Manufacturer	out EU
Green Electronics Council	Standards	USA
Hitachi	EEE Manufacturer	out EU
Nokia	EEE Manufacturer	EU
Centre for Sustainable Design, University for the Creative Arts	Academia	EU
University of Northampton	Academia	UK
Toshiba	EEE Manufacturer	out EU
APPLiA (former CECED, European Committee of Domestic Equipment Manufacturers)	EEE Manufacturer	EU

Due to GDPR rules, the names and other personal data of the members of the AB have been omitted. At the time of writing D8.2, AB members had been requested to acknowledge the Terms of reference that in turn refer to a consent form. Once the consent form is signed by the AB members, specific authorized information about the experts will be posted on the project website.

Note that during the proposal preparation a series of stakeholders have already been contacted and their have offered their support through (recommendation) letters. This is the case of: **EIT Raw Materials** (European Institute of Innovation and Technology), an EU body that brings research institutes in touch with manufacturing industry and innovation and PhD programmes, in support of distinct EU programmes, such as the Raw Materials Initiative and the European Innovation Partnership on Raw Materials; **APPLiA** (European Household Appliance Manufacturers Industry Association) speaks for the home appliance manufacturing industry in Europe, with brands such as Bosch, Siemens, Electrolux, Miele, Indesit, Fagor and Whirlpool; **DIGITALEUROPE** that speaks for consumer electronics, telecom and digital industry; **ORGALIME**, the voice of Mechanical, Electrical & Electronic, Metalworking & Metal Articles Industries; **BT Group** (British Multinational Telecommunication company); **KU Leuven Materials Engineering Department and Mechanical Engineering Department** plays a leading role in European research on circular economy, resource efficiency and critical raw materials; **CECIMO**, the voice of the European machine tool industries, has all the know-how around additive manufacturing (3D printing); **ECP4** (European Composites, Plastics and Polymer Processing Platform) able to widen the potential stakeholders at industrial plastic sector level; **LIFE project**

REWEEE (LIFE14/ENV/GR/000858), which can provide synergies and best practices useful for the project; **ANARPLA** (Spanish Plastic Recyclers Association) who will promote the advantages of the secondary raw materials obtained; **IHOBE**, Basque Country Public Body for environmental management, who will provide to C-SERVEES the view and expertise of local environmental authorities offering, and will analyze the outcomes of the project to incorporate them in implementation of new policies and market instruments; **ACLIMA**, the Cluster Association of Environmental Industries in the Basque Autonomous Community, who will provide feedback from the industry and identify future opportunities and business strategies to be transmitted to their associated companies.

The engagement of other relevant groups will also be promoted with communication activities aimed at audiences outside the project’s own community to assist in the uptake and exploitation of the results. The C-SERVEES has started already an extensive stakeholder mapping exercise and is in the process of contacting all identified as relevant and very relevant.

An appropriate infrastructure for C-SERVEES communications will be set up. Intra-project communication will be favoured by the creation of a project mailing list, a cloud-based infrastructure for sharing files and a collaborative environment where main technical contents of C-SERVEES will be handled and where partners can support each other (intranet in project website). External communication will be promoted by the creation of an ad-hoc website and social network accounts (LinkedIn, Facebook and/or Twitter) that will spread C-SERVEES outcomes to the targeted audience. One of the first tasks in the project will be the definition and identification of different target audiences and project stakeholders for which tailored communication strategies and activities will be pursued.

Particular attention will be paid to the project website already available at: <http://c-serveesproject.eu>. It will be the first means for external communication. The website will be updated periodically with input from all partners and will contain information on project purposes, plans, technologies, outcomes, partners and events. Additionally, the public deliverables approved by the European Commission will be uploaded in the website.

C-SERVEES communication activities will be adjusted and anchored to ongoing environmental debates and related events, such as public consultations and workshops. A series of events related to the project and aimed at communicating its main impacts and outcomes will be organized during the project and after its completion. Target communication measures are summarized in Table 7.b.

Table 7.b. C-SERVEES target communication measures

Type of communication	Target audience
Leaflets	Industry, consumers, academia
e-newsletter	All stakeholders
Other promotional material (C-SERVEES introduction slide set, posters, logo, etc.)	All stakeholders
Press releases	All stakeholders
Public website	All stakeholders

Type of communication	Target audience
Internal communication platform (using website intranet and other applications; e.g., SharePoint)	C-SERVEES participants
News via social media (LinkedIn, Facebook, Twitter, YouTube, SlideShare)	All stakeholders
Project demonstration videos	All stakeholders
Papers in technical journals	Industry
Articles at market oriented, economic and environmental journals	Industry, consumers
Peer reviewed scientific papers	Academia
Presentations at conferences and exhibitions	Academia and industry
Webinar	Academia and industry
Informative (initial and mid-term) workshops and final conference	Academia and industry

Mass media & Magazines: Newspapers, local TV, e-newsletters of sectorial associations and sectorial magazines related to each demonstration (e.g., for telecommunications equipment: IEEE Journal of Lightwave Technology, IEEE Photonic Technologies Letters, IEEE Communications Magazine, Optical Society of America Journal of Optical Communications Networks, etc.) and region (e.g. www.poslovni.hr, <https://lider.media/>, <https://www.total-croatia-news.com/>).

Open Access Journals: Waste Management & Research; Journal of Cleaner Production; Journal of Industrial Ecology; The International Journal of Life Cycle Assessment; Waste Management; Resources, Conservation and Recycling; Journal of Environmental Management; Journal of Polymers and the Environment; Recycling International Magazine; and broader audience journals (Science, Nature, etc.); but also national/regional journals, such as FuturENVIRO and Forum Calidad.

Events: Ecofira (Spain); CARE Innovation (Austria); WEEE Forum Conference; Circular Materials Conference (Sweden); K-Fair (Germany); Pollutec (France); PRSE Plastic Recycling Show Europe (The Netherlands); Sustainable Plastics (Germany); World Resources Forum; RWM Resource Waste Management (UK); Green Week (Belgium); Conama (Spain); International Conference on Sustainable Waste Management (Turkey); ISWA World Congress (Norway); European Circular Economy Conference (Belgium); Electronics Goes Green (Germany); International Electronics Recycling Congress (Austria); RapidTech (Germany); International Conference on Additive Manufacturing & 3D Printing (UK); Additive Manufacturing Show (The Netherlands).

In addition to the project website, the following social media appearances have been already created:

<https://www.linkedin.com/groups/12132383>

<https://twitter.com/CServees>

8. Key messages of C-SERVEES

The following key messages have been already proposed by C-SERVEES partners:

- C-SERVEES will measure the feasibility and sustainability of new circular economic business models, assessing not only their environmental and economic benefits but also their impact upon and acceptance by society (AIMPLAS)
- C-SERVEES will provide ICT tools to promote eco-innovative services and products, taking advantage of the potential and synergies of the circular economy and the Industry 4.0 (AIMPLAS)
- You do not move from a linear business model to a circular business model by making Incremental changes (Loughborough University)
- “Use rather than own” will drive the future adoption of circular economy (SAT)
- 3D print is important driver for circular economy uptake (Particula)
- Designing circular use of electronic products and services to produce benefits (GAIKER)
- Demonstrating the benefits of circular economy approaches through the electronic sector (GAIKER)
- Transferring tools and methodologies for sustainable practices in the electronic sector (GAIKER)
- Identifying business opportunities is a vital part of the circular economy development (VERTECH)
- A logistics platform is the key to enable advanced services and to boost resource efficient circular economy in the E&E sector (RINA-C)
- For end of life electronics to be prepared for reuse, repaired, remanufactured, recycled, parts harvested or upgraded, they need to be returned first. That’s where the producer responsibility organisations of the WEEE Forum can play a role, i.e. in offering collection services and infrastructure, and in raising awareness among consumers and society at large (WEEE Forum)
- The C-SERVEES project aims at identifying and eliminating roadblocks toward broadscale CEBM in dependence of market, business and product specifics (ADVA Optical)
- The C-SERVEES project aims at creating tools that facilitate circular economic business models by providing ICT tools allowing communication and knowledge sharing of stakeholders along the supply chain. C-SERVEES researches and tests circular economy business models and builds example cases and resulting guidelines that allow companies and entire supply chains to learn from the example, implement similar models and identify which tools and economic processes they need to establish for their own successful CEBM. C-SERVEES thereby leads to saving raw materials, drastically reducing CO2-emissions through reducing the amount of necessary resources and resulting garbage, as well as



changing mindsets towards a more circular thinking in consumption and business models. (CIRCULARISE)

- With the circular economy model, we will be able to retain the value of the product and the resources by putting them back into the system when their normal lifespan is over (Exergy)
- Circular economy, recycling and zero landfill are part of our DNA. With the sustainable treatment of WEEE and the recovery of critical materials, we contribute to the reintroduction of valuable secondary raw materials into the market for a new life cycle (Indumetal Recycling)
- Large amounts of ICT products are generated on the market, with significant impact on economy and environment. With a more focused approach some of these products can be reintroduced in the economic circuit for the benefit of organization and areas with less competitive requirements. In particular toner cartridges are generating a deregulated market with low quality and dangerous products for human kind. The producers must involve and get this subject under their responsibility, in order to control the quality and prevent negative environment impact. Organizations like Greentronics can be the candidates that could fill the gap and help producers to collect used products and help toward the increase of the reuse rate on the market (Greentronics)
- Generation of quality employment through reusing, remanufacturing and refurbishing WEEE, with high potential of incorporate social disadvantage collectives (EMAUS)

These key messages will be further developed during the project and modified to the respective target audiences.

9. Key Performance Indicators

The C-SERVEES consortium has defined the following KPIs. These will be regularly monitored in order to ensure the targets are achieved. A template to collect information on the communication and dissemination activities carried out by consortium members have been created and circulated.

Table 9.a. C-SERVEES Communication& Dissemination KPIs

Type of communication	Estimated amount	Responsible participants
Leaflets	2	WEEE FORUM
e-newsletter	5	WEEEFORUM All partners
Other promotional material (C-SERVEES introduction slide set, posters, logo, etc.)	3-6	WEEE FORUM All partners
Press releases	2 per partner	WEEE FORUM All partners
Public website	1	AIMPLAS All partners
Internal communication platform (using website intranet and other applications; e.g., SharePoint)	1	AIMPLAS All partners
News via social media (LinkedIn, Facebook, Twitter, YouTube, SlideShare)	4 per partner min.	SAT All partners
Project demonstration videos	1 per demo, 4 in total	WEEE FORUM All partners
Papers in technical journals	3-6	SAT All partners
Articles at market oriented and economic journals	3-6	SAT All partners
Peer reviewed scientific papers	2-4	SAT All partners
Presentations at conferences and exhibitions	12-20	SAT All partners
Webinars	2	SAT WEEE FORUM and AIMPLAS
Informative (initial and mid-term) workshops and final conference	3	SAT WEEE FORUM

10. Dissemination activities

10.1. Events

Events that may be relevant for presenting information related to the C-SERVEES project are listed and regularly updated. The table below shows the list of upcoming events created.

Table 10.1.a. Events relevant for C-SERVEES

Name	Website
ECOMONDO	https://www.ecomondo.com/
Going Green - CARE INNOVATION 2018	http://ci2018.care-electronics.net/
International Electronics Recycling Congress	https://www.icm.ch/ierc-2019
Electronics goes green	https://electronicsgoesgreen.org/
The 6th International Conference on Industrial and Hazardous Waste Management	http://www.hwm-conferences.tuc.gr/
European Circular Economy Stakeholder Platform-Event	https://circulareconomy.europa.eu/platform/en/news-and-events/all-events
RWM Recycling & Waste Management Exhibition & Conference	www.rwmexhibition.com
Circular Cities	https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/circular-cities
Congreso Nacional del Medio Ambiente - Spanish Congress on Environment	http://www.conama.org/web/es/congresos-y-actividades/conama.html
Feria Internacional de las Soluciones Medioambientales y las Energías - International Fair on Environmental Solutions and Energy (Spain)	http://ecofira.feriavalencia.com/en
International Solid Waste Association- ISWA World Congress 2018	https://www.iswa.org and http://iswa2018.org/
PLATE 2019	https://www.plateconference.org/
World Resources Forum-events	https://www.wrforum.org/events-calendar/
Plastic Recycling Show Europe	http://www.prseventeuropa.com
7th International Conference on Sustainable Solid Waste Management	https://naxos2018.uest.gr/
Circular Materials Conference	http://www.circularmaterialsconference.se
Plastics Recycling World Exhibition	https://plasticsrecyclingworldexpo.com/eu
Disruptive Innovation Festival	https://www.thinkdif.co/

Plastics Recyclers Annual Meeting	https://www.plasticsrecyclersam.org
Pollutec 2018	
Ecodesign 2019	http://ecodenet.com/ed2019/
International Waste Management and Landfill Symposium	http://www.sardiniasymposium.it
“New Business Models for Sustainable Entrepreneurship, Innovation, and Transformation”	https://www.nbmconference.eu/
Circular Change Conference	http://www.circularchange.com/circular-change-conference-2018/
EU Green Week 2018: Green cities for a greener future	https://www.eugreenweek.eu/
CIRP LCE (Life Cycle Engineering) conferences	https://engineering.purdue.edu/LCE2019
CIRP IPS2 (Industrial Product-Service Systems) conferences	http://www.cirpips2.org/
Innovation Camp (Event organized by the Circ4life project)	https://www.circ4life.eu/event-ca
Plastics and circular Economy: Sustainability and Recycling (Spain)	
Electrical and Electronic Equipment and the Environment Conference 2019	https://www.rina.org/en/media/Events/2018/11/14/eee-conference
Blockchain in a Circular Economy	
BE-Mat 2018	
EIT Awards 2018	
WCEF 2018	https://www.sitra.fi/en/projects/world-circular-economy-forum-2018/
Boosting Circularity among SME’s	
CES 2019	https://www.ces.tech/About-CES.aspx
Week of the circular companies, Den Haag	
IFAT 2020 (World’s Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management)	https://www.ifat.de/index-2.html

It will be regularly updated and shared with the C-SERVEES consortium, including the meetings with the Advisory Board, which will be listed well in advance for more efficient communication. It will allow all project partners to monitor relevant conferences to promote the project and, whenever possible, give presentations, share publications and lend support to other work packages. Through consultation and coordination with the other work packages a series of conferences, workshops, presentations at other conferences and trade fairs, electronic and print stories and news media campaigns will



be organised. In addition, the consortium will connect with other on-going research activities such as other EU-funded projects.

SAT and WEEEFORUM will organise a series of **at least 3 dedicated dissemination events** during the project implementation. These will include an initial workshop to present the project objectives and scope, a mid-term workshop to present the intermediate results and one final conference to promote the replicability and exploitation of the project results. The workshops will be organised in the fringe of relevant EEE-related events (e.g., International Electronics Recycling Congress, World Resources Forum, Circular Materials Conference). They will follow the tradition of the Green Electronics workshops, which is a series of successful workshops on different environmental issues of the electronics industry that runs for more than 10 years, with more than 30 workshops organised in 16 countries in Europe and attracting between 50 and 180 participants from all over Europe.

In addition, **own C-SERVEES presentations/sessions** will take place **at CARE INNOVATION 2018** (hosted by SAT), **WEEE Forum Conference 2020** (hosted by WEEE FORUM) and **Electronics Goes Green 2020+**. Going Green – CARE INNOVATION 2018 and Electronics Goes Green 2020+ will continue the tradition as the world's leading and most prominent congress series on electronics and the environment, attracting typically between 400 and 500 experts from more than 50 countries around the globe.

Moreover, industrial partners in C-SERVEES will use relevant trade fairs to present project findings besides their usual product portfolio.

10.2. Projects

An initial mapping of projects was carried out in Task 8.1. The task delivered a list of projects to liaise with and discuss joint activities as well as exchange of findings and results. An invite to join the network and project events will be sent to project coordinators.

Table 10.2.a. Projects relevant for C-SERVEES

Name of the Project	Project acronym	Project website
Implementing a new circular economy model for composite products in automotive, furniture and building sectors with high potential for cross-sectorial replicability and transferability	ECOBULK	http://www.ecobulk.eu
Development and demonstration of Waste Electrical and Electronic Equipment (WEEE) prevention and reuse paradigms	ReWEEE	https://www.reweee.gr/en
Sustainable Smart Mobile Devices Lifecycles through Advanced Re-design, Reliability, and Re-use and Remanufacturing Technologies	sustainablySMART	https://www.sustainably-smart.eu/
Future business models for the Efficient recovery of Natural and Industrial secondary resources in eXtended supply chains contexts	Fenix	http://www.fenix-project.eu/
A circular economy approach for lifecycles of products and services	CIRC4Life	https://www.circ4life.eu/
New approaches for the valorisation of urban bulky waste into high added value recycled products	URBANREC	http://www.urbanrec-project.eu
Cities cooperating FOR Circular Economy	FORCE	http://www.ce-force.eu/

This list will be continuously updated during the project duration.

10.3. Initiatives

Finally, T 8.1 also delivered a list of initiatives for potential cooperation. Invites to join the project network and participating at project surveys and events will be sent to them during the project.

Table 10.3.a. Initiatives for potential cooperation

Name of the initiative	Website
International Solid Waste Association	https://www.iswa.org
European Electronics Recyclers Association	https://www.eera-recyclers.com/
The Product-Life Institute	http://www.product-life.org/
Electrical and Electronic Equipment Sustainability Action Plan 2025	http://www.wrap.org.uk/sustainable-electricals/esap#theme-four
Circular Economy Coalition for Europe, CEC4EUROPE	http://www.cec4europe.eu/
ECOS Standard	http://ecostandard.org/
International Electronics Manufacturing Initiative (Inemi)	http://www.inemi.org/about-us
Sharing knowledge of WEEE initiatives	http://www.weeeshare.eu/
The United Kingdom cartridge remanufacturers association (UKCRA)	http://www.ukcra.com/index.html
European Toner and Inkjet Remanufacturers Association (ETIRA)	http://www.etira.org/
Ellen MacArthur Foundation	https://www.ellenmacarthurfoundation.org/
Circular Society	https://www.circularsociety.eu
European Investment Bank	http://www.eib.org/projects/initiatives/circular-economy/index
Plastics Recyclers Europe	https://www.plasticsrecyclers.eu
RREUSE	http://www.rreuse.org/about-us/
Conseil Européen de Remanufacture (European Remanufacturing Council)	http://www.remanouncil.eu/
European Remanufacturing Network (ERN)	http://www.remanufacturing.eu/
Electronic Products Recycling Association (EPRA)	http://epra.ca/
TIA (Telecommunications Industry Association) Sustainability Initiative	https://www.questforum.org/sustainability/
Home Appliance Europe (APPLiA)	https://www.applia-europe.eu/
The Danish Voluntary Agreement on WEEE	
Assessing the Circular Economy Potential of EU Product Policy	http://www.eunomia.co.uk/assessing-the-circular-economy-potential-of-eu-product-policy/

This list will be regularly reviewed throughout the project.



11. Communication rules for Consortium partners

All Consortium partners are to:

- Provide input to the newsletter whenever required;
- Follow the approval rules for communication and dissemination activities;
- Fill out the dissemination template (log) with information on the communication activities performed;
- Use the communication materials and templates specifically designed when communicating about C-SERVEES;
- Follow the rules for the handling of personal data.

12. Confidentiality and control of information released

Given the confidential nature of part of the information, intelligence and data that will be collected and generated during the project, the requirements of Directive 95/46/EC and Regulation 2016/679 on General Data Protection¹, and national laws regarding the handling of confidential data will be adhered to at all times. Many of the project participants are already experienced in handling personal data and confidential material.

Everything the Consortium releases to the media must be subject to approval by the an IPR, Dissemination and Exploitation Board (IPREB).

13. Reporting and monitoring

WP8 partners will keep track of the different press releases and communication and dissemination activities performed during the project in order to monitor the communication and dissemination performance of the project. A template for dissemination activities has been created to formalize the compilation of information from the consortium members. It is expected that partners participating in dissemination activities will periodically provide these details on the activity performed to the WEEE Forum.

The WEEE Forum will compile the information and SAT will monitor the execution of the activities stated in this deliverable.