Activating Circular Services in the Electric and Electronic Sector

GA NUMBER: 776714

Deliverable 8.3
Preliminary Exploitation, Communication & Dissemination Plans progress (PEDR)

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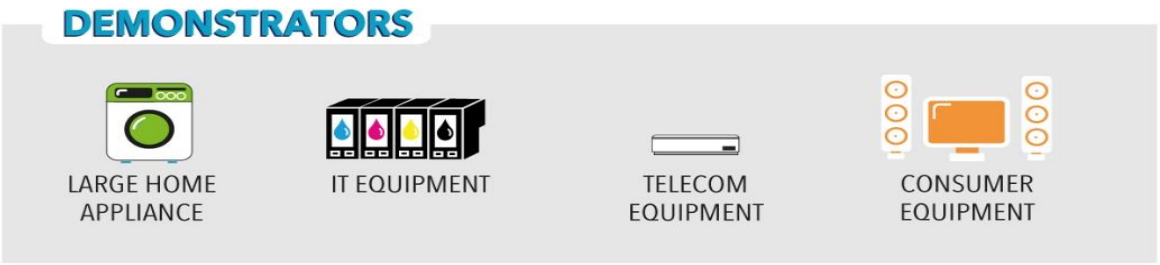
Disclaimer

The mapping and screening of the projects, initiatives and events are performed exclusively for the purpose of the C-SERVEES Consortium, applying filters designed for the objectives of the project. The resulting lists do not indicate any ranking or classification that could be interpreted as a qualification of these items' performance or a disqualification of their relevancy in general.

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 8.3 Preliminary Exploitation, Communication & Dissemination Plans progress (PEDR) is part of the activities of WP8 "Communication and Dissemination of results". This document reports the progresses achieved by M12 towards the execution of exploitation, dissemination and communication activities, including KPIs:

- Internal communication platform established
- Webpage, LinkedIn group and twitter account created
- Several dissemination material produced (presentation, poster, leaflet, business card, …). (See Annex 1 and Annex 2).
- Newsletter #1 produced and distributed. (See Annex 3)
- Prominent Advisory Board set up and first meetings held
- 45 news posted on social media (LinkedIn and twitter)
- 17 presentations and participations at international conferences and meetings
- Extensive mapping of potential cooperation partners (projects, events, initiatives)
- First C-SERVEES session at Going Green - CARE INNOVATION 2018 conference that took place from November 26-29, 2018 in the historic Schoenbrunn Palace Conference Center in Vienna, Austria
- The first of a series of at least 3 dedicated dissemination events currently under preparation (workshop in the framework of "Sardinia 2019 - 17th International Waste Management and Landfill Symposium", 30.09.-04.10.2019, Sardinia, Italy)
- IPR, Dissemination & Exploitation Board (IPREB) established and first meetings conducted
- Exploitation activities started
- Communication and Dissemination plan continuously updated

More details can be found in the following document.

Content

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
KPI	Key performance Indicator
KER	Key Exploitable Result
PEDR	Plan for Exploitation and Dissemination of the Results

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 again reported in the interim and final Plan for Exploitation and Dissemination of the Results (PEDR), due in months 30 and 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. • **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. • Dissemination strategy: objectives, targets, activities and channels. • **Dissemination KPIs** to measure the dissemination effectiveness and efficiency. • Management of the three dissemination activities: – 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	• 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

For whom	What	When	How	By whom
Research and technological innovation organisations: Researchers and students outside the actively participating persons, research administration, IPR departments, marketing and sales departments	Innovative results related to technological developments, potential for new income sources, IPR or dissemination via partner's own channels	Whole duration of the project	**Activities**: Internal meetings and other channels in use by the partners. **Material**: All materials, detailed presentations of the results.	AIMPLAS, GAIKER, LOU, SAT, RINA, WEEE FORUM, CIRC, EXERGY, VERTECH
Society at large, general public and end-users (consumers & B2B customers (e.g., hotel industry, mass events industry, resellers, etc.)	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.	The results will be evaluated for their interest to the general public and informed when relevant	**Activities**: News coverage, communication in social media. **Material**: Website, webinar, videos, press releases, popular publications, material for social media. Infographics.	All partners

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

Member	Organisation	Type of organisation	Region
Eelco Smit	APPLiA (former CECED, European Committee of Domestic Equipment Manufacturers)	EEE Manufacturer	EU
Filip Geerts	CECIMO (European machine tool industries)	EEE Manufacturer	EU
Martin Charter	Centre for Sustainable Design, University for the Creative Arts	Academia	EU
Giorgio Arienti	CDC RAEE	WEEE Clearing House	EU
Matthew Manning	Dixons Carphone	Retailer	EU

Ignacio Calleja	EIT RawMaterials	Academia	EU
Robert Pfahl	iNEMI (International Electronics Manufacturing Initiative)	EEE Manufacturer	out EU
Nancy Gillis	Green Electronics Council	Standards	USA
Osamu Namikawa	Hitachi	EEE Manufacturer	out EU
Pia Tanskanen	Nokia	EEE Manufacturer	EU
Hideaki Ishibashi	Panasonic	EEE Manufacturer	out EU
Bibiana Ferrari	Relight/TREEE	WEEE treatment	EU
Katrin Mueller	Siemens	EEE Manufacturer	EU
Constantin Herrmann	Thinkstep	Academia	EU
Yoshinori Kobayashi	Toshiba	EEE Manufacturer	out EU
Christian Hagelueken	Umicore	WEEE treatment	EU
Colin Fitzpatrick	University of Limerick	Academia	EU
Margaret Bates	University of Northampton	Academia	UK

Specific authorized information about the experts is available on the project website.

Note that during the proposal preparation a series of stakeholders have already been contacted and they 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 secondaray 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 was promoted with communication activities aimed at audiences outside the project's own community to assist in the uptake and exploitation of the results. C-SERVEES performed 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 has been set up. **Intra-project communication** is 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 are handled and where partners can support each other (intranet in project website). **External communication** is being promoted by the website and social network accounts (LinkedIn, Facebook and/or Twitter) that spread C-SERVEES outcomes to the targeted audience. One of the first tasks in the project was the definition and identification of different target audiences and project stakeholders for which tailored communication strategies and activities are being pursued.

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

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

C-SERVEES communication activities are 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 audience and types of communication are summarized in Table 7.b.

Table 7.b. C-SERVEES target audience and type of communication

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
Internal communication platform (using website intranet and other applications; e.g., SharePoint)	C-SERVEES participants

Type of communication	Target audience
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. http://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).

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)
- By developing new business model, the life time of product will extend and the environment will be preserved (Arcelik)

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

9. Key Performance Indicators

The C-SERVEES consortium defined the following KPIs. These are 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 is used.

In section 14 the progress on these activities is shown.

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. **Annex 4** includes the list of upcoming events created so far.

The list is regularly updated, especially regarding events with annual/bi-annual editions, and shared with the C-SERVEES consortium, including the meetings with the Advisory Board, which are planned in advance for more efficient communication. This allows 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 are being organised. In addition, the consortium is connecting with other on-going research activities such as other EU-funded projects.

It is planned that SAT and WEEE Forum organise a series of **at least 3 dedicated dissemination events** during the project implementation. These 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.

Section 14 describes the first event organised at CARE INNOVATON in 2018.

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. A second mapping exercise was held in March. 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 are sent to project coordinators.

Annex 5 shows the updated list of projects identified until now. In some other cases, the mapping results were used to look for potential synergies, to find out related documents and resources and to learn about other ways of doing.

This list is being continuously updated during the project duration.

10.3. Initiatives

Finally, Task 8.1 also delivered a list of initiatives for potential cooperation. Invites to join the project network and participating at project surveys and events are sent to them during the project. Annex 6 includes the list of mapped initiatives until now.

This list is regularly reviewed, updated and completed 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 Protection[1], 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 IPR, Dissemination and Exploitation Board (IPREB).

13. Reporting and monitoring

WP8 partners 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. Partners participating in dissemination activities periodically provide these details on the activity performed to the WEEE Forum.

The WEEE Forum is compiling the information and SAT monitors the execution of the activities stated in this deliverable.

A template is used to facilitate the monitoring of dissemination activities. (See Annex 7).

14. Communication and Dissemination Progress

The Table below shows the progress on the Communication activities considering the defined KPIs

Table 14.a. Progress on Communication activities

Type of communication	Estimated amount	Already achieved
Leaflets	2	2
e-newsletter	5	1
Other promotional material (C-SERVEES introduction slide set, posters, logo, etc.)	3–6	1 slide set 1 logo 1 poster
Press releases	32	0

Type of communication	Estimated amount	Already achieved
Public website	1	1
Internal communication platform (using website intranet and other applications; e.g., SharePoint)	1	1
News via social media (LinkedIn, Facebook, Twitter, YouTube, SlideShare) and press releases	64	45
Project demonstration videos	1 per demo, 4 in total	0
Papers in technical journals	3-6	0
Articles at market oriented and economic journals	3-6	0
Peer reviewed scientific papers	2-4	0
Presentations at conferences and exhibitions	12-20	17
Webinars	2	0
Informative (initial and mid-term) workshops and final conference	3	1

Some samples of these communication materials can be found in the Annexes section of this document.

The first **C-SERVEES presentations/sessions** took place at CARE INNOVATION 2018 (hosted by SAT). The **Going Green - CARE INNOVATION 2018** conference took place from November 26-29, 2018 in the historic Schoenbrunn Palace Conference Center in Vienna, Austria. With a wide range of experts from industry (again more than 70%), academia, NGOs and policy the Going Green – CARE INNOVATION 2018 conference gave valuable insights how the electronics industry, science and policy approach the global challenges of circular economy, sustainability and climate change. Legislative actions, higher efficiency, less resource consumption, new approaches towards sustainable development and reuse were other key topics.

The C-SERVEES project organised a successful workshop at this event. The workshop, which attracted more than 50 key stakeholders in the EEE sector, posed the question: **"Is circularity possible in the EEE sector?"**. Following project partners presentations (WEEE Forum, ADVA Optical, Loughborough University) attendees debated this question covering the areas of price, consumers, design, product lifespan and policy. There were interesting views expressed, some claiming that a tax on raw materials is absolutely key to driving circularity, others that the low cost of consumer EEE is a barrier to developing circular leasing models and a further view that it is too easy to blame consumer habits for the lack of circularity and it is up to manufacturers to develop and market attractive circular products. The consensus at the end of the discussion was that it is possible but it will require a lot of hard work and innovation at all points in the value chain. It was an

excellent couple of hours of discussion and the C-SERVEES project got some useful viewpoints.

The first of a series of **at least 3 dedicated dissemination events** during the project implementation is currently under preparation. The organisers of "Sardinia 2019 - 17th International Waste Management and Landfill Symposium", 30.09.-04.10.2019, Sardinia, Italy, have accepted our workshop proposal:

Agenda:

Introduction -The landscape and opportunities for developing the circular economy in the EEE sector

A new Circular Economy Business Model, created within the C-SERVEES project

Workshop: – debating the issues:

Some issues identified so far

- Conflict between sales and the circular economy
- Consumers do not know what the circular economy is
- Circular economy is more than increasing reuse and improving recycling

Questions to be addressed:

- Can the e-sector adapt to circular economy thinking?
- Why don't we see more examples of circular economy thinking in the e-sector?
- Does circular economy work for all product categories in the e-sector?
- Does our Circular Economy Business Model match the needs of consumers and industry?

Summary, next steps and how to participate further in our work

Timeline:

30 min Introductory speeches
60 min Discussion (moderated by P. Leroy, WEEE Forum, BE)
10 min Wrap-up

Speakers:

B. Kopacek, SAT, AT
P. Leroy, WEEE Forum, BE
P. Carminati, LEXMARK, CH *to be confirmed*
E. Moliner, AIMPLAS, ES *to be confirmed*

15. Exploitation Plan

The C-SERVEES Exploitation Plan aims to cover the most important topics concerning the identification of the project results as well as the methods of exploitations (including all relevant information).

The current initial version of the Exploitation Plan includes a list of the exploitable results that have been identified in the GA, with relevant updates and revisions as of M12.

16. Innovation Objectives of C-SERVEES Project and Their Management

16.1 Innovation Objectives

The main objective of the C-SERVEES project is to boost a resource efficient circular economy model in the electrical and electronic (E&E) sector through the development, testing, validating and transfer of new circular economic business models (CEBMs) based on systemic eco-innovative services, which may include: 1) eco-leasing of EEE; 2) product customization; 3) improved WEEE management and 4) ICT services to support the other eco-services.

To achieve the goals of the project, as stated in the GA, the following key exploitable results (KERs) have been identified (see Table 16.1.a.).

Table 16.1.a. List of C-SERVEES Key Exploitable Results

No.	KER Name	Lead partner	Participants
1	Knowledge on WEEE plastic recycling and secondary raw materials application in the EEE and other sectors	AIMPLAS	GAIKER CIRCULARISE ADVA LEXMARK ARCELIK GREENTONICS INDUMETAL
2	Knowledge on the management of WEEE and other EoL complex products and separation and recycling of WEEE plastics and other critical materials	GAIKER	n/a
3	Extent the knowledge from the development of C-SERVEES circular economy models to value chains in other sectors (e.g., building & construction) and generate corresponding circularity consultancy and training methods, procedures and programmes for relevant stakeholders and end users	LOU	n/a
4	Extent the knowledge of 'pay-per-use' models. Improvement of researchers´ knowledge and skills to offer support and consultancy to their customers, and development of new possible educational and training courses in the project topics	SAT	n/a
5	New CEBMs for IT equipment: how to implement these most efficiently, necessary partners (e.g., recyclers), optimization of (reverse) logistics, supporting ICT tools/services	LEXMARK	Circularise WEEE Forum + Other
6	New circular business models for telecom equipment: how to implement these most	ADVA	LOU VERTECH

	efficiently, necessary partners, optimization of (reverse) logistics, supporting ICT tools/services. Knowledge transfer to other business areas or parts of the portfolio (potentially leaving the 2-3% "niche" area of the demo to cover a larger fraction of our revenue)		
7	New CEBMs for large household appliances and consumer equipment: how to implement these most efficiently, necessary partners (e.g., recyclers), optimization of (reverse)logistics, supporting ICT tools/services	ARCELIK	n/a
8	ICT tools for logistic services in WEEE collection & transfer. The exploitation of these tools in other sectors (e.g. transport of goods or other types of waste)	RINA	n/a
9	Optimized methods for WEEE repair and preparation for reuse, based on QR codes	EMAUS	n/a
10	Optimized methods for automatic sorting of WEEE, based on QR codes. Recycled materials for EEE and other applications	INDUMETAL	n/a
11	Optimized methods for automatic sorting of WEEE, based on QR codes. Recycled materials for EEE and other applications	GREEN	n/a
12	Technological transference of C-SERVEES solutions to compliance schemes across Europe	WEEE FORUM	n/a
13	ICT core platform for secure information exchange in EEE sector and other sectors (e.g. furniture, urban equipment)	CIRCULARISE	n/a
14	ICT modules for secure information exchange in EEE sector and other sectors (e.g. furniture, urban equipment, etc.)	EXERGY	n/a
15	Customized parts and out-of-spare parts in EEE sector through 3D printing services	PARTICULA	Gaiker Lexmark Arcelik
16	Knowledge generated in the project related to CEBMs in E&E sector and its transference to other sectors	VERTECH	n/a

16.2 Exploitation Management

The management of the exploitation and the detailed elaboration of the exploitation strategy will be handled by the IPR, Dissemination & Exploitation Board (IPREB) chaired by VERTECH. The IPREB will be responsible for preparing, monitoring and updating the project's key exploitable results (KERs); as well increasing the awareness regarding IP protection and ownership rights/implementation during the course of the project. A list of current IPREB members and organizations is provided below (see Table 16.2.a):

Table 16.2.a. IPREB Members

Partner	Representative(s)
AIMPLAS	Enrique Moliner Vicente Vert Itziar Carracedo Eva Pérez María Fernández
SAT	Bernd Kopacek
LEXMARK	Patrick Carminati Kris Watson
ADVA	Dr. Klaus Grobe Dovile Stanaityte
RINA-C	Mattia Comotto Carlo Strazza Giorgio Urbano Antonio Ferraro Davide Pizzo
WEEE FORUM	Pascal Leroy Lucia Herreras Maria Anta James Horne
CIRCULARISE	Brian smits Jordi de Vos
PARTICULA	Luka Dobrović Danijela Dobrović
VERTECH (Chair)	Reza Marvasti Ana Dobois Dr. Erasmo Cadena

As of M12, two IPREB meetings/conference calls have taken place: 1st) Sept 2018; 2nd) April 2019 (as part of M12 general meeting). The results of the IPREB meetings have been shared with the entire consortium.

The third IPREB meeting will be conducted before the M18 project General Meeting (exact date to be defined).

In order to gain better knowledge regarding each KER, an Exploitation Plan Questionnaire was sent to all partners prior to M12 meeting. The questionnaire included questions regarding the current state of the art, competitors, foreseen methods of exploitations, information regarding foreground and background IP protection, as well as the advantages/disadvantages of each KER.

A brief explanation of the structure of the exploitation plan is provided in the next section.

17.Exploitation Plan Structure

This section sets out the general structure of the C-SERVEES Exploitation Plan. The segments listed below will be elaborated and discussed in detail during the course of the project. The information required for the completion of the Exploitation Plan will be collected via questionnaires, workshops or conference call(s) (with individual partners or during IPREB meetings).

17.1 Exploitable innovations and ambitions

This section will provide a description of the innovations generated in C-SERVEES project, state of the art, as well as their respected advantages and disadvantages compared to the similar existing products/technologies/services.

17.1.1 Technical description

This section will include the technical description of the innovation or services.

17.1.2 Innovation properties and benefits

This section will include a brief description of the value proposition (including added-value).

17.1.3 Limitation

The potential limitation of the innovation (if any) will be discussed in this section.

17.2 Exploitation strategy

An exploitation strategy shall shed light on the paths how the innovations of C-SERVEES project can be exploited and delivered to the market. This includes the necessary steps during the lifetime of the project, as well as the four years after the end of the project.

17.2.1 Exploitation routes and timeline

The exploitation routes and the timeline of the execution during the course of the project

17.3 IPR management

Issues related to the protection of intellectual property (before, during and after the project), will be discussed in this section.

17.3.1 Background IP access and ownership

Description of the background IP, developed by partners prior to the start of the C-SERVEES project, will be provided in this section. This section will also include an overview of limitation and conditions of utilizing the background UP for future exploitation.

17.3.2 Foreground IP

A description of the foreground IP and the method of protection will be provided in this section.

17.3.2.1 IP Strategy

A detailed IP strategy will be developed for each KER for the final version of the Deliverable (M48)

17.3.2.2 Analysis of filed patents

A description and a brief analysis of the filed patents will be provided in this section. It is important to note that currently there are no foreseen issues with patents or patent applications for the C-SERVEES project.

17.4 Exploitation risk management

This section will provide a description of the exploitation risks, as it might impact the successful exploitation of the project results. The risks will be identified based on internal and external sources (via Risk Matrix) and will be monitored and updated during the course of the project (see Figure 17.4.a.).

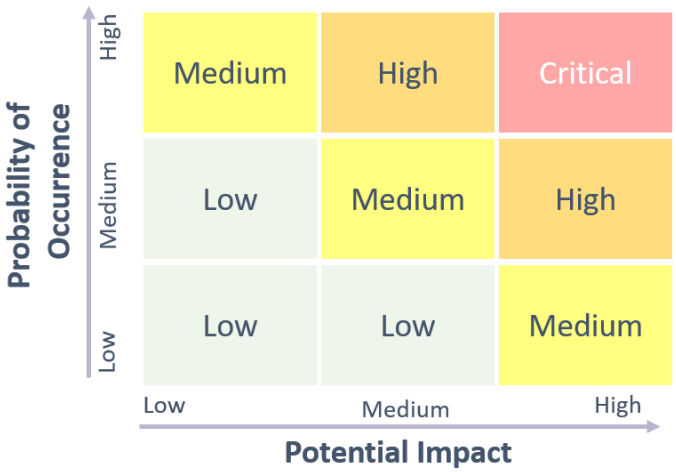


Figure 17.4.a. Risk Matrix

Annex 1. C-SERVEES Leaflet

Annex 1. C-SERVEES Leaflet

Project partners:

AIMPLAS PLASTICS TECHNOLOGY CENTRE · EMAÚS · RIMA · INDUMETAL RECYCLING, S.A. · GAIKER · SAT · weeeforum · CIRCULARISE · Arçelik A.Ş. · particula group · Loughborough University · exergy Engineering that inspires · VERTECH GROUP · ADVA Optical Networking · Greentronics · Lexmark

C-SERVEES

MORE INFORMATION:
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www.c-serveesproject.eu
@CServees
LinkedIn C-SERVEES Horizon 2020 project

Activating Circular Services in the Electric and Electronic Sector

c-serveesproject.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 776714

European Union's Horizon 2020

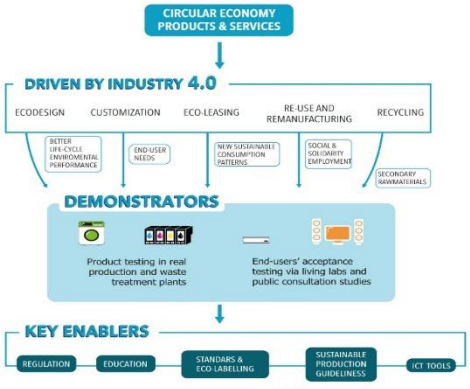
THE ACTUAL SITUATION

WEEE (waste of electrical and electronic equipment) is one the fastest growing waste streams in the EU, with a generation of more than **12 million tonnes estimated for 2020**. WEEE is a complex mixture of both valuable and hazardous materials and substances. The improvement of WEEE prevention, collection and recovery is essential for developing the circular economy and enhancing resource efficiency. This will require new approaches in the design, manufacturing, use and end of life of electrical and electronic equipment (EEE).

THE PROJECT

C-SERVEES is a four-year project, concluding in 2022, that aims to boost a resource-efficient circular economy in the electrical and electronic (E&E) sector through the development, testing, validation and transfer of new **Circular Economic Business Models** (CEBMs) based on systemic eco-innovative services that include:

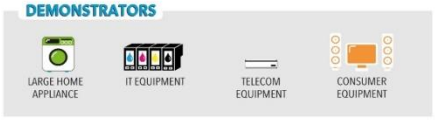
- eco-leasing of EEE,
- product customization,
- improved WEEE management, and
- ICT services to support the other eco-services.



ICT tools relying on QR codes will be developed as the driver of the proposed eco-innovative services to take full advantage of the potential and the synergies between two major revolutions of our time: the circular economy and Industry 4.0.

The project will contribute to transform the E&E sector into circular and 4.0, raising new opportunities for end-users, such as their involvement in the design or their access to a product as a service, and for the social economy.

The techno-economic, environmental and social viability of the new CEBMs will be validated through demonstrations dealing with **four target products** each belonging to a different EEE category: large household appliances, IT equipment, telecommunications equipment, and consumer equipment. The products are: washing machines, toner cartridges, access link monitoring equipment and televisions.



THE STAGES OF THE PROJECT

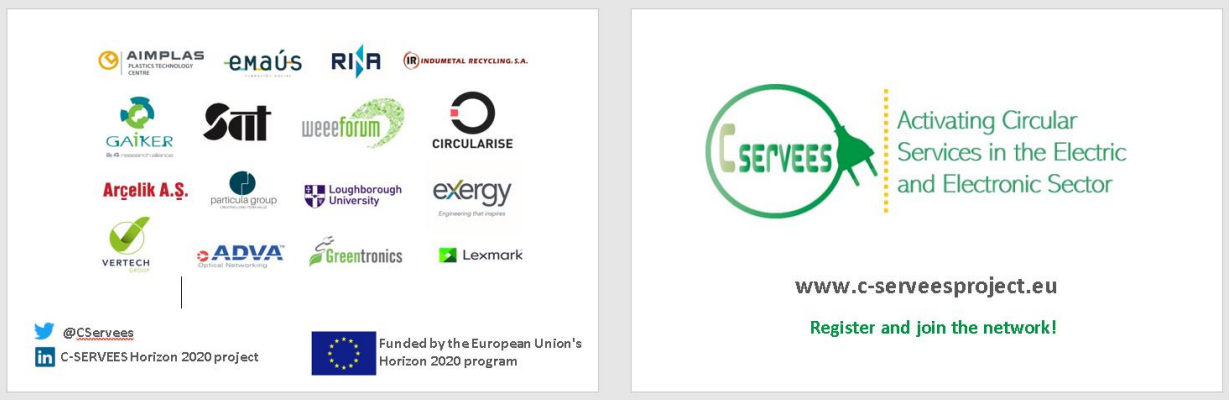
BE PART OF THE C-SERVEES NETWORK!

JOIN THE NETWORK
www.c-serveesproject.eu

- Get involved and provide feedback.
- Receive regular updates and news.
- Be the first to get the project results.

Annex 2. C-SERVEES Business Card

Annex 2. C-SERVEES Business Card



Annex 3. C-SERVEES Newsletter #1

Annex 3. C-SERVEES Newsletter #1

C-SERVEES newsletter - first edition

Activating Circular Services in the Electric and Electronic Sector

December 2018

Why C-SERVEES

E-waste is a complex mixture of both valuable and hazardous materials and one the fastest growing waste streams in the EU. The improvement of e-waste prevention, collection and recovery is essential for developing the circular economy and enhancing resource efficiency.

Aim of C-SERVEES

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

How will we do it?

1. Gather information to identify requirements for building viable economic models in the EEE sector.

2. Demonstrate four demonstrations associated to four products covering their value chains

3. Identify key enablers in replicability and transferability of the circular economy business models proposed.

Participate! We just need 10 minutes of your time!

We are now gathering feedback from key stakeholders in the sector in order to assist us with developing the business models that are central to the project. This is in the form of a short survey – it should take you no more than 10 minutes to complete – that will give us valuable sector opinion with regards to Electric and Electronics and the circular economy. Click on the button below and pick the survey that suits you best. Feel free to share the surveys with your peers. Thank you!

Go to survey!

C-SERVEES at CARE Innovation

C-SERVEES project organised a successful workshop at the recent CARE Innovation international conference in Vienna. The workshop, which attracted key stakeholders in the EEE sector, posed the question: "Is circularity possible in the EEE sector?". Following project partners presentations (WEEE Forum, ADVA Optical, Loughborough University) attendees debated this question covering the areas of price, consumers, design, product lifespan and policy. There were interesting views expressed, some claiming that a tax on raw materials is absolutely key to driving circularity, others that the low cost of consumer EEE is a barrier to developing circular leasing models and a further view that it is too easy to blame consumer habits for the lack of circularity and it is up to manufacturers to develop and market attractive circular products. The consensus at the end of the discussion was that it is possible but it will require a lot of hard work and innovation at all points in the value chain.

It was an excellent couple of hours of discussion and the C-SERVEES project got some useful viewpoints. Register on the project website and receive information on future project events!

Gallery: C-SERVEES progress meeting

16-17 October, Brussels

C-SERVEES partners:

AIMPLAS, emaús, RISA, INDUMETAL RECYCLING S.A., GAIKER, Sait, weeeforum, CIRCULARISE, Arçelik A.Ş., particula group, Loughborough University, exergy, VERTECH, ADVA, Greentronics, Lexmark

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 776714

c-serveees@aimplas.es
http://www.c-serveesproject.eu

Tweet
Share
Forward

Annex 4. Updated list of mapped events relevant for C-SERVEES

Annex 4. Updated list of mapped events relevant for C-SERVEES

Name	Website
European Circular Economy Stakeholder Platform-Event	https://circulareconomy.europa.eu/platform/en/news-and-events/all-events
Plastics Recyclers Europe-Event	https://www.plasticsrecyclers.eu
Circular Change Conference	http://www.circularchange.com/circular-change-conference-2018/
Seminar "Blockchain in a Circular Economy"	https://www.circularise.com/events/2018/5/21/seminar-blockchain-in-de-circulaire-economie
BE-Mat 2018, Business Event on Materials, Raw Materials & Circular Economy	https://bemat2018.b2match.io/
IMPEL Conference	https://registrations.impel.eu/event_website_pages/view/home/5b0bd922-2c7c-4950-89a3-49780af00018/eddd36e694
The 6th International Conference on Industrial and Hazardous Waste Management	http://www.hwm-conferences.tuc.gr/
EU Circular Economy Conference	http://www.circulareconomy-vienna2018.eu/
RWM Recycling & Waste Management Exhibition & Conference	www.rwmexhibition.com
Circular Cities	https://circulareconomy.europa.eu/platform/en/news-and-events/all-events/circular-cities
PLATE 2019	https://www.plateconference.org/
EU Circular Business Conference 2018	https://www.circularbusinessconf.eu/
European Recycling Conference	https://www.euric-aisbl.eu/european-recycling-conference-2018
WMF Annual Meeting 2018	https://www.worldmanufacturingforum.org/
International Solid Waste Association- ISWA World Congress	http://iswa.org
Plastics Recyclers Annual Meeting	https://www.plasticsrecyclersam.org
Spanish National Congress on WEEE	http://www.congresonacionalraee.es/

Name	Website
IV Seminar on Plastics and circular Economy: Sustainability and Recycling	www.jornadadelplasticosostenible.com/
ECOMONDO	https://www.ecomondo.com/
Going Green - CARE INNOVATION 2018	http://ci2018.care-electronics.net/
Disruptive Innovation Festival	https://www.thinkdif.co/
Spanish Congress on Environment	http://www.conama.org/web/es/congresos-y-actividades/conama.html
International Fair on Environmental Solutions and Energy (Spain)	http://ecofira.feriavalencia.com/en
Pollutec 2018	
2nd International RREUSE conference: Making the circular economy attractive, convenient and inclusive	http://www.rreuse.org/save-the-date-22-23-november-2018-2nd-international-conference/
Green Friday	https://www.greenfriday.fr/
Innovation Camp	https://www.circ4life.eu/circ4life-innovation-camp
Electrical and Electronic Equipment and the Environment Conference 2019	https://www.rina.org/en/media/Events/2018/11/14/eee-conference
International Electronics Recycling Congress	https://www.icm.ch/ierc-2019
CES 2019	https://www.ces.tech/About-CES.aspx
World Resources Forum-events	https://www.wrforum.org/events-calendar/
A Second LIFE for Critical Raw Materials	http://www.criticalrawmaterialrecovery.eu/news-events/a-second-life-for-critical-raw-materials-20th-february-2019
Waste Management in the Circular Economy 2019	https://en.euroacad.eu/events/waste-management-in-the-circular-economy-2019-s-2109/
Plastic Recycling Show Europe	http://www.prseventeurope.com
ICEWMLCA 2019 : International Conference on E-Waste Management amd Life Cycle Assessment	https://waset.org/conference/2019/04/paris/ICEWMLCA
International Conference on Circular Economy Strategies	https://waset.org/conference/2019/04/tokyo/ICCES
EU Green Week 2018: Green cities for a greener future	https://www.eugreenweek.eu/
4th Circular Change Conference	https://circularchange-conference.com/

Name	Website
1st International Workshop on Smart Circular Economy	https://sites.google.com/view/smace2019/home
International Symposium on Electronic Waste and End-of-Life Vehicles	http://isee.or.kr/
CIRP Life Cycle Engineering (LCE) Conference	https://engineering.purdue.edu/LCE2019
CIRP Conference on Industrial Product-Service Systems (CIRP IPS2)	http://www.cirpips2.org/
"New Business Models for Sustainable Entrepreneurship, Innovation, and Transformation" 4th International Conference on New Business Models	https://www.nbmconference.eu/
7th International Conference on Sustainable Solid Waste Management	https://naxos2018.uest.gr/
World Circular Economy Forum (WCEF) 2019	https://www.sitra.fi/en/projects/world-circular-economy-forum-2019/
International Waste Management and Landfill Symposium	http://www.sardiniasymposium.it
Ecodesign 2019	http://ecodenet.com/ed2019/
Circular Materials Conference	http://www.circularmaterialsconference.se
IFAT 2020 (Word´s Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management)	https://www.ifat.de/index-2.html
Plastics Recycling World Exhibition	https://plasticsrecyclingworldexpo.com/eu
Electronics goes green	https://electronicsgoesgreen.org/
Upcycling workshops/ Fieldtrips	https://circularcollective.org/have-fun/
IFA Berlin	https://www.ifa-berlin.com/
ISE Integrated Systems Europe	https://www.iseurope.org/
The 2020 International Conference on Resource Sustainability	http://icrs2020dublin.ucd.ie/
International Energy & Environment Fair & Conference	http://www.icci.com.tr/en

Annex 5. Updated list of mapped projects relevant for C-SERVEES

Annex 5. Updated list of mapped 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/
Life-Cycle Inventories (LCI) Database on WEEE management		http://weee-lci.eco-systemes.com
NewInnoNet		http://www.newinnonet.eu/
Transition from linear to circular	R2pi	R2π – tRansition from linear 2 circular
E-Mining@School	E-mining@School	http://ewaste.education/game/players/sign_in
Raw MatTERS Ambassadors at Schools 3.0	RM@School	https://rmschools.isof.cnr.it/

Annex 6. Updated list of mapped initiatives relevant for C-SERVEES

Annex 6. Updated list of mapped initiatives relevant for C-SERVEES

Name of the initiative	Website
European Union Network for the Implementation and Enforcement of Environmental Law	https://www.impel.eu/
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/
Closing the loop	http://www.closingtheloop.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
Ellen MacArthur Foundation	https://www.ellenmacarthurfoundation.org/
WEEE 2020 - Partnership of industry leaders to deliver advancements across the WEEE value chain to improve environment and drive circular economy	https://ec.europa.eu/growth/tools-databases/eip-raw-materials/en/content/weee-2020-raw-material-partnership-%E2%80%93-delivering-advancements-across-weee-value-chain-improve
Cluster of H2020 Research Projects on Product Service Systems	http://www.fof-pss-cluster.eu/
Circular Society	https://www.circularsociety.eu
European Investment Bank	http://www.eib.org/projects/initiatives/circular-economy/index
International Solid Waste Association	https://www.iswa.org
Plastics Recyclers Europe	https://www.plasticsrecyclers.eu
Circular Norway	circularnorway.no
European Circular Economy Stakeholder Platform	https://circulareconomy.europa.eu/platform/
European Electronics Recyclers Association	https://www.eera-recyclers.com/
The Product-Life Institute	http://www.product-life.org/
World Resources Forum, WRF	https://www.wrforum.org/
RREUSE	http://www.rreuse.org/about-us/
Zero Waste Europe	https://zerowasteeurope.eu/our-network/

Name of the initiative	Website
Assessing the Circular Economy Potential of EU Product Policy	http://www.eunomia.co.uk/assessing-the-circular-economy-potential-of-eu-product-policy/
Circular Economy Club (CEC)	https://www.circulareconomyclub.com
RE-CET: Redesigning Electronics in a Circular Economy Transition	
The Circular Design Guide	https://www.circulardesignguide.com/
Circular Computing	http://www.circularcomputing.com/about-us
Economie Circulaire	https://www.economiecirculaire.org/
ENVIE	www.envie.org
Les Ateliers du Bocage	https://ateliers-du-bocage.fr/
Conseil Européen de Remanufacture (European Remanufacturing Council)	http://www.remancouncil.eu/
European Remanufacturing Network (ERN)	http://www.remanufacturing.eu/
EPRA - Electronic Products Recycling Association	https://epra.ca
The Voluntary Agreement on WEEE - Report on Circular business models for WEEE	http://di.dk/SiteCollectionDocuments/Milj%C3%B8/Nyheder/Sarahs%20mappe%20-%20nyheder/WEEE/Circular%20business%20models%20for%20WEEE%20final%20final.pdf
The E-waste academy	http://ewasteacademy.org/
Circle Economy Industry platform	http://www.circulary.eu/
WRAP - Waste and Resources Action Programme	http://www.wrap.org.uk/
L'Institut National de l'Économie Circulaire	https://institut-economie-circulaire.fr/
Platform for Accelerating the Circular Economy, PACE	https://www.acceleratecirculareconomy.org/
European Recycling Industries' Confederation – EuRIC	https://www.euric-aisbl.eu/
ETIRA - European Toner and Inkjet Remanufacturers Association	http://www.etira.org/
Home Appliance Europe (APPLiA)	https://www.applia-europe.eu

Annex 7. Template for monitoring dissemination activities

Annex 7 – Template for monitoring dissemination activities

Partner* (select from the list)	Title*	Description (select from the list)*	Start date* (dd/mm/aaaa)	End date (2)* (dd/mm/aaaa)	Location, Country*	Number of participants*	Main leader	Role of the partner	Size of audience*	Countries addressed*	Link (if available)
WEEE FORUM	Circular Economy Mission	Participation to a conference	03.09.2018	03.09.2018	New Delhi, India	1	India Chamber of Commerce	Delegate	300	World	
WEEE FORUM	WEEE Forum General Assembly	Other	21.09.2018	21.09.2018	Reykjavík, Iceland	2	WEEE Forum	Chairing session	36	Europe	
WEEE FORUM	WEEE Ireland	Participation to a conference	08.10.2018	08.10.2018	Dublin, Ireland	1	WEEE Ireland	Moderator	100	Europe	
AIMPLAS	IV Conference on Plastic and Circular Economy (IV Jornada Plástico y Economía Circular)	Participation to a conference	23.10.2018	23.10.2018	Madrid, Spain	1	AIMPLAS / CICLOPLAST	Poster / Networking	150	Spain	http://www.jornadadeplasticosostenible.com/
WEEE FORUM	Raw Materials Week	Participation to a conference	12.11.2018	16.11.2018	Brussels, Belgium	1	European Union	Delegate	300		www.eurawmaterialsweek.eu
RINA-C	EEE Conference	Participation to a conference	14.11.2018	15.11.2018	London (UK)	40	RINA C	Speech about C-Servees in the evening, before the	40		
WEEE FORUM	ORAMA clustering event	Participation to a workshop	15.11.2018	15.11.2018	Brussels, Belgium	5	GEUS	Moderator	50	Europe	
AIMPLAS	14th National Conference on Environment (14º Congreso Nacional de Medio Ambiente)	Participation to a conference	26.11.2018	29.11.2018	Madrid, Spain	1	Conama Foundation (Fundación Conama)	Speaker / Poster / Networking	8000	Spain + Ibero-Americ	http://www.conama2018.org
WEEE FORUM	WEEE Forum General Assembly	Other	30.11.2018	30.11.2018	Lisbon, Portugal						
LOU	C-SERVEES CEBM workshop	Organisation of a workshop	30.01.2019	30.01.2019	Brussels, Belgium	15	lou	Chairing session	C-SERVEES partners	Europe	
WEEE FORUM	Circular Economy Policy Workshop	Participation to a workshop	14.02.2019	14.02.2019	Brussels, Belgium	1	R2pi	Delegate	100		R2π – tRansition from linear 2 circular
WEEE FORUM	A Second LIFE for Critical Raw Materials	Participation to a conference	20.02.2019	20.02.2019	London, UK	1	WRAP	Speaker	150		https://www.eventbrite.co.uk/e/a-second-life-for-critical-raw-materials-tickets-51509210435
WEEE FORUM	Waste Management in the Circular Economy	Participation to a conference	25.02.2019	25.02.2019	Berlin, Germany	1	Europäische Akademie für Steuern, Wirtschaft & Recht	Speaker	30	10	http://www.euroacad.eu
WEEE FORUM	EuRIC conference	Participation to a conference	13.03.2019	13.03.2019	Brussels, Belgium	0	EuRIC				
WEEE FORUM	'Making the circular economy work'	Participation to a conference	20.03.2019	21.03.2019	Rome, Italy	1	IMPEL	Speaker	50	Europe	https://www.impel.eu/events/landfill-conference/
WEEE FORUM	The policy framework for action: what should be done to facilitate transition to a digitalized circular economy?	Participation to a conference	28.03.2019	28.03.2019	Brussels, Belgium	1	European Policy Centre	Speaker	40		
WEEE FORUM	ISEE	Participation to a conference	20.05.2019	22.05.2019	Jeju, Korea	1	ISEE	Speaker			