

CircularB

Implementation of Circular Economy in the Built Environment

Communication, Dissemination and Networking Strategy

Authors

Ms Rand Askar, University of Minho, Portugal
Mr José Chen-Xu, Universidade NOVA de Lisboa, Portugal
Mr Marcio Goncalves, University of Coimbra, Portugal
Prof Philip Griffiths, Ulster University, United Kingdom
Prof Matthias Haase, ZHAW, Switzerland
Dr Emília Huttmanová, University of Presov, Slovakia
Dr Judit Babcsan Kiss, Innobay Hungary Ltd.
Dr Esra Kabaklarli, Selçuk University, Turkey
Dr Mirjana Laban, University of Novi Sad, Serbia
Dr Marianna Marchesi, Cardiff University, United Kingdom
Dr Samaneh Nickayin, Agricultural University of Iceland
Ms Adriana Salles, University of Minho, Portugal
Dr Vanessa Tavares, University of Porto, Portugal

Editor

Prof Philip Griffiths, Ulster University, United Kingdom

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	Name	Signature and Date
Prepared by	Philip Griffiths	16 th May 2023 
Checked by	Rand Askar Adriana Salles	16 th May 2023  
Approved by	Luis Braganca	16 th May 2023 

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Objective

Working Group 4 (WG4) of *COST Action CA21103 – CircularB*, hereafter referred to as *CircularB*, aims to ensure the maximisation of the Action’s impact via dissemination, communication, and outreach activities, as well as identifying opportunities to enlarge the Action’s network and communicate with other networks and stakeholders.

This report defines the overall communication, dissemination and networking strategy guiding the *CircularB* members during the implementation of activities. The main goal of this document is to define communication and dissemination strategies, ensuring that the Action’s advancements are widely diffused to the intended target groups. The Action aims to provide appropriate mechanisms to the key stakeholders so that the Action’s exploitation and market uptake are engaged early. Thus, this document provides a reference guide to coordinate the dissemination activities of the project towards an overall vision of knowledge transfer and exploitation of results. Furthermore, a set of Key Performance Indicators (KPIs) are defined, to assure the effectiveness of the communication, dissemination, and networking plan.

Approach

To achieve the widest dissemination of *CircularB* results, this report sets out the communication, dissemination, and networking strategy. For this purpose, internal and external actions will be carried out through digital and physical approaches. The strategies will use a variety of communication platforms, channels and activities to spread developments and results. These actions are designed to complement and boost mutual reinforcement of channels, tools and materials while messages are tailored to reach specific audiences.

In the next sections, the following approaches are described, including social media and digital dissemination, content marketing, events and workshops, scientific publications and conferences, partnerships with R&D projects, multi-scale meetings and networking, amongst other communication and dissemination actions.

Internal Communication

Internal Communication refers to a group of processes and tools that are responsible for effective information flow and collaboration among participants. Efficient communication and collaboration within the Management Committee (MC) and Working Groups will be one of the main objectives of *CircularB*. For this reason, two main tools have been advanced to improve internal communication:

- a. Preparation for Virtual Meetings
- b. Website Reserved Area

These will constitute the main tools for communication. However, if any other communication platforms or workflows are deemed necessary, these can be further developed and shared with the COST Action members.

Preparation for Virtual Meetings

Virtual Meetings are organised as required to ensure clear and efficient management and monitoring of the activities. Depending on the needs, additional conference calls can take place.

There are three phases to preparing a Virtual Meeting: before the meeting, during the meeting, and after the meeting.

Phase 1 – Before the Meeting:

- Prepare a meeting registration form and a draft agenda for **MC** and **WGs** meetings and send them up to **one week** before the respective meeting.
- Send reminders to members **one week** before the meeting date.
- Send the meeting agenda to participants up to **48 hours** before the meeting and inform them that meetings will be recorded.

Phase 2 – During the Meeting:

- Take attendance and notes for the minutes.
- Record the session (N/A for Core Group (CG) meetings) and inform participants about the recording.
- Take a group picture if possible (N/A for CG meetings and publications).
- Announce the **next meeting** date and time.

Phase 3 – After the Meeting:

- Prepare draft of minutes and lodge in the reserved area.
- Email **participants notifying them** of the draft no later than **five working days** following the respective meeting date.
- Allow up to **five working days** for **participants'** comments and feedback.
- Upload the minutes, session recordings and presentations in the respective reserved area.

Website Reserved Area

Registered members of *CircularB* have been assigned a username and password for the *CircularB* website. They have front end access to a wide range of restricted content. The reserved area on our website is destined to exchange documents, meeting minutes, and presentations, among other important information for the Action Members.

This was organised and agreed by all *CircularB* MC members at the beginning of the project. The access to the reserved area will be restricted to the Action members, thus avoiding the unnecessary broadcasting of data and results.

This area has three different levels of access and Figure 1 illustrates the levels of access:

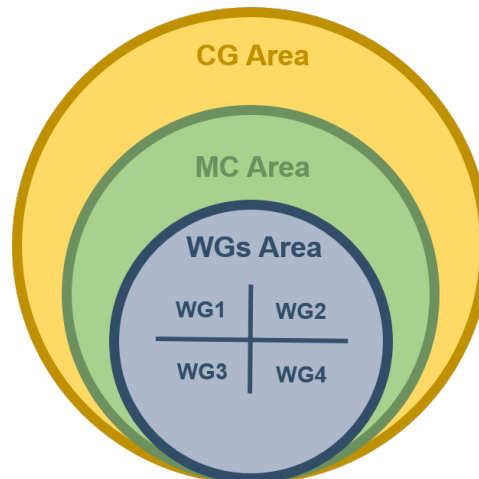


Figure 1: Level access in the reserved area (CG; MC; WG: working group)

Area/ User: CG Members

Full Access to:

- CG-level confidential information, e.g., meetings information, presentations, minutes, calendars, etc.
- MC-level information, e.g., meetings, presentations, minutes, recordings, surveys, calendars, agendas
- WGs-level information, e.g., meetings, presentations, minutes, recordings, work plan, shared files, etc.

Area/ User: MC Members, COST SO, COST AO

Restricted access to CG Area, access to:

- MC-level information, e.g., meetings, presentations, minutes, recordings, surveys, calendars, agendas
- WGs-level information, e.g., meetings, presentations, minutes, recordings, work plan, shared files, etc.³

Area/ User: WG Members

Restricted access to CG and MC Areas, access to:

- WGs-level information e.g., meetings, presentations, minutes, recordings, work plan, shared files, etc.
- This area is divided into four sections corresponding to WGs, yet they are all accessible by all WGs members.

The reserved area will be used for uploading all relevant information about dissemination activities. Consortium member will upload documents to specific folders in the reserved area using the templates provided. A naming convention will be established for the files uploaded to the reserved area.

Table/list of dissemination activities are to be filled in after the events/achievements in line with planned targets regarding dissemination, by the events' organisers or publication authors.

File Naming Convention

Deliverables

These are to be formatted as: **CA21103 Dx name vx.docx**

Where Dx is the deliverable number, and vx is the draft version number. Once a deliverable is signed off it becomes a completed document, and the version number is removed. Subsequent changes to a deliverable will require Edition 2, 3, etc added to the title.

Working Documents

Working documents linked to a WG will be formatted as: **WGx name vx.docx**.

Documents submitted to the *CircularB* Reserved Area for general circulation, or as a contribution to a working document should be formatted with the country code and initials of the author, then the name of the working document. For example, a document submitted by Mr Adam Smyth of Portugal will be formatted as: **PT-AS-name.docx**.

Deliverable Numbering Convention

All deliverable documents should be numbered **CA21103-WGx-00x-202x**

External Communication

The procedures in charge of conveying information to individuals and groups outside of the Action are classified as external communications. The aim of external communication is to create a positive public image and ensure that our stakeholders and the general public are aware of, and take up the ideas, findings, proposals etc, put forward by the Action. Marketing, social media, official reports to stakeholders, and information shared with funding institutions are all examples of external communication.

The general disclosure of *CircularB* findings in any format is known as dissemination. This includes promotion and awareness-raising are steps in the process of building up our external image. It specifically disseminates the Action structure, aims and goals, activities and outputs to various stakeholder groups (such as research colleagues, industry and other commercial players, professional organizations, and policymakers) through various strategic and targeted activities that promote *CircularB* and its results to various audiences. For this, it is important to create a dissemination plan.

The *CircularB* network is a collection of research and industry individuals and organisations from across Europe and wider afield. By collaborating as a network, the Action can leverage greater impact in the dissemination of material produced by the network's members. Through a coordinated approach, the material research findings, protocols etc. produced by its members can be widely disseminated to stakeholders, professional media, and the general public across Europe, hence advancing the cause of the Circular Economy in the Built Environment.

To maximize the impact of using both internal and external channels, dissemination and communication materials will be tailored to various groups. The operationalisation of dissemination and communication activities as well as maintenance are part of the upcoming stages and are necessary to maintain ongoing visibility of *CircularB*'s activities and results.

In the following sections, you will not only find the way we communicate and our identity (Branding), but also a stakeholder mapping and relevant content for each audience, as well as specific platforms utilised to disseminate our activities.

Branding

The network's branding includes protocols definition, email straplines, logos, colour pallets, document templates, and paper acknowledgments.

Protocols – Communication about dissemination

All communication and dissemination activities and any infrastructure, equipment, supplies, or major result results funded by the grant must display the COST logotype, EU flag and funding statement "Funded by the European Union".

The Action's communication tools, such as brochures, flyers, posters, websites, videos, articles in scientific journals, books, etc., funded by COST need to acknowledge COST as the funding source, using a signature block that may include the following elements:

- COST logotype,
- EU emblem and text "Funded by the European Union".
- Acknowledgment text including the title of the Action (or Acronym) AND the COST Action number.
- Boilerplate featuring a description of COST.
- A reference to the COST website

Specific requirements for each of the dissemination or communication products (e.g., Scientific publication in Open Access, Action Website, Action logo, Dissemination Materials, Multimedia content, Information materials) are defined by the COST's Communication Office.¹

The Action should always be referred to as CircularB (without space between the word "Circular", with a capital "C", and the letter "B", also capital).

The font to be used should be Garamond or, alternatively, Calibri Light.

¹ <https://www.cost.eu/uploads/2022/11/COST-Action-Visual-Branding-Guidelines-071122.pdf>

Co-Branding Matrix

The COST Office provides a table of branding acknowledgement, which is in Table 1 below. The figures A-E refer to the illustrations in Figure 2.

Table 1: COST Acknowledgement²

	COST logotype (A)	EU emblem + text (B)	Acknowledgement (C)	Boilerplate (D)	Website (E)
Brochure	✓	✓	✓	✓	✓
Flyers	✓	✓	✓	✓	✓
Posters	✓	✓	×	×	✓
Websites	✓	✓	×	✓	✓
Videos*	✓	✓	✓	✓	✓
Scientific Journals	×	×	✓	×	✓
Books	✓	✓	✓	✓	✓

* The COST logo should never be embedded throughout an entire video, only insert it at the beginning or the end



Figure 2: Requirements when acknowledging COST Office funding²

Email Straplines

A strapline is a line that sums up the *CircularB* network in a line, representing the main goal of the project, including the project's logo and the availability of the social media contacts, see an example in Figure 3.

² https://www.cost.eu/uploads/2021/05/COST_actions-guidelines2021.pdf



CA21103 - CircularB

"CircularB Action: Shaping the future of sustainable construction through circularity."

www.circularb.eu

Figure 3: Indicative strapline

Motto

Some mottos are suggested to add variety to the straplines.

1. "Building a sustainable future through circular thinking: Join us in the CircularB Action."
2. "Join the Circular Economy revolution in construction with CircularB Action's international framework for circularity ratings."
3. "CircularB Action: Your guide to implementing circularity in construction with our innovative rating tool."
4. "Revolutionize your building practices with CircularB Action's circularity rating tool."
5. "CircularB Action: Shaping the future of sustainable construction through circularity."
6. "Building for the future: CircularB Action's circularity rating tool for sustainable construction."

Logos

The CircularB logo design process started in October 2022 before the Action's official starting date on 27 October 2022. The initial design was presented in the kick-off meeting of the Action in October where all MC and CG members gave their approval on utilising the logo for the *CircularB* COST Action, see Figure 4.

The logo will be widespread by different communication channels. The logo will appear on screens, favicons and websites, business cards, brochures, presentations, templates, newspaper articles, press releases, banners, and website headers. The *CircularB* logo was designed to be simple, effective, and visually appealing, providing a clear message on the Action's subject and goals. The logo is provided in multiple formats: PNG, JPEG and vector, for high-resolution use in all dissemination materials and branding channels.





Figure 4: The Action's Logo

Colour Palettes

To build a visual identity to effortlessly recognise the *CircularB* Action, a main colour palette consisting of seven harmonious colours was chosen to brand the Action by all members.

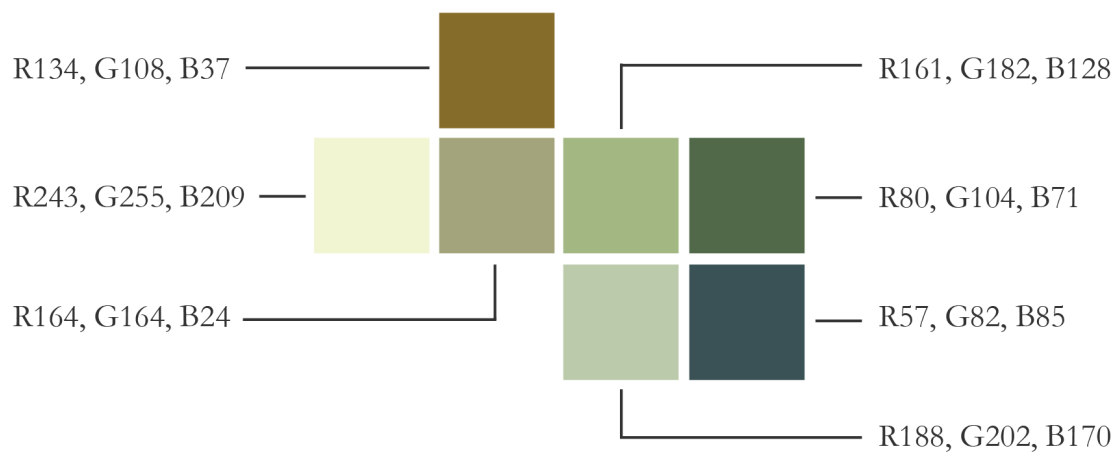


Figure 5: Visual identity for colour palette

Besides, a complementary grey-scale palette was chosen, providing more four neutral grey colours for more variety and interaction without comprising the visual identity established using main palette's colours.



Figure 6: Visual identity for greyscale documents

The colour palettes are to be used in all dissemination materials, presentations, prints, posters, Action's website, and media channels, etc.

Document templates

Document templates are available for dissemination activities under the WG4 section of the reserved area. These include:

- Word template *.dotx
- PowerPoint presentation templates *.pptx
- PowerPoint Poster – Landscape/Portrait – templates *.pptx
- Scaleable Logo

All documents created for internal or external use are to use the templates created.

Word Documents

Word documents include an initial page which outlines the version number, authors, changes and the sign-off for that particular document. Version History is essential, and the protocols require that this is observed.

PowerPoint Posters

All posters are to use the templates provided. There are two templates, portrait and landscape versions. Authors are advised to utilise the space for pictures, graphs, tables and images, to keep text to a minimum. Where text is used, this should be brief, preferably using bullet / numbered lists. All posters should contain acknowledgements as specified below. Authors may place their institution's logo in the top green band, to the right of the COST logo.

Paper/Poster/Presentation Acknowledgements

The text to be used is:

The authors of this paper/poster/presentation would like to thank the European Union for funding and COST (European Cooperation in Science and Technology) for supporting the COST Action CircularB CA21103 www.circularb.eu.

Target Audiences and Stakeholders

All partners within *CircularB* are committed to support the project with dissemination actions and to particularly mobilise the relevant networks and stakeholder groups within their own area of expertise. To maximise the impact of the project, it is important to identify relevant target audiences at an early stage and to consider the specific interest of these groups. Thus, different approaches will be used for the various stakeholder groups.

The project's communication activities will be addressing these stakeholders explicitly, based on their respective needs, characteristics, and possible motivation, to involve and engage them in the project.

The dissemination and communication approach provides a focus on the key target audiences, and the best approaches to engage and inform stakeholders to maximize knowledge transfer of *CircularB* activities. Specifically, communication efforts will spread learning materials produced by the network, ensure proper visibility of the network's activities and events, and disseminate the network's outputs adequately to policymakers at different levels. Dissemination activities are also aimed at the research and scientific community, citizens, and businesses, displaying a common public image of the network, facilitating its recognition, raising awareness about it, attracting the relevant target groups, and finally exploiting similar international networks research initiatives.

The stakeholders that have been identified as highly relevant within the *CircularB* can be summarized in five key stakeholder groups:

1. General public
2. Policymakers at National and EU levels
3. Scientific and Technical, Academia
4. Planning & Development
5. Private Sector

General Public

Alongside the focus upon those who will set policy and implement the circular economy within the built environment, there is a requirement to raise awareness amongst the general public. In fact, without the support of the general public, it will be difficult to transition to the circular economy. They need to understand the effects of recycling and reuse within the construction sector, raise awareness related to sustainable building design and circular use in buildings. This will be accomplished through social media, writing articles for general media, seeking support from industrialists who are adopting our proposals, and opening information seminars to members of the general public.

Policymakers

It is important to communicate the network's activities to the policymakers to allow a wider community to benefit from our experience and results. Policymakers in local, regional, national and supra-national institutions are central to the broadening of *CircularB*'s visibility and to widely share research results with relevant external target groups, for example, research communities, European University Alliances, European Universities, policymakers, etc., whilst highlighting and exploring untapped potentials of regional, national and European policymakers. Policymakers concerned with the Built Environment research, digitalisation, education and regulations will be targeted. Policymakers will be kept informed through the newsletter and the Action's deliverables. It is important that the Action delivers fact-based decision making support guidance to aid with the development of regulations and funding of projects.

Scientific and Technical, Academia

CircularB will provide a range of challenging questions for scientists, engineers and technologists and will reinforce academic knowledge, leading also to joint research initiatives, opening new areas of research in the field of data sovereignty and cross-border digital services. Scientific dissemination will start in the first year of the project with the *CircularB* website implementation, which will be enriched with scientific content across the whole duration of the network. Once the *CircularB* network results become relevant for archival journals, the consortium will aim to publish high-level articles in some of the most relevant journals related to the *CircularB* topics. These publications will raise awareness of the network's objectives, including the main service system specifications and the results achieved to reach potential users outside the consortium. Academic and research partners will participate in external European and international scientific conferences and events to show the project developments and achievements. International networks of academies in the cross-border services domain will be used as awareness and dissemination channels.

Planning and Development

It is important that those who are implementing planning and development policy in communities understand the implementation of the circular economy in the built environment. It is important that relevant results from projects and (technical) publications from *CircularB* provide a factual basis for the planning and development community. Communicate planning and development relevant guidelines on circular use in the building and construction sector which will aid architects and engineers as they seek to deliver projects.

The planning and development community will be provided with relevant information mainly via technical publications. The engagement with the planning and development sector will take place through conferences as well as workshops and seminars. They will be targeted via social media as well as relevant platforms. General information and links to technical papers, guidelines and conferences will be provided via the *CircularB* website.

Private Sector

CircularB will target the general public and the private sector, most specifically construction start-ups and the gov tech industry, to raise interest in the green technologies employed in the project, perform connections between the organisations developing these technologies and facilitate technology creation for green buildings applying the circular economy approach. This audience will be a critical part of the dissemination because of the importance of directly addressing green buildings, and digital innovation hubs to ensure technical take-up by competitive players. Participation in trade fairs and other dissemination tools (e.g., social media) will be the primary channels to reach them. In addition, to generate awareness within the business community, specific workshops and events will be organised to spread the innovative project results. Some partners are members of relevant networks at the EU level, which will be used to reach a wider audience.

Specific Methods

This section lists different means by which *CircularB* can engage with organisations and persons outside of the COST Action.

Social Media

WP4 will establish social media presence on Twitter, Instagram and LinkedIn. These sites will be used to promote publications and events, monitor relevant hash tags, comment on postings and raise awareness of activities. They will be used to establish a community, promoting communication within the network and wider. All network participants will be expected to follow each other's profiles, reposting / retweeting material content. Links to the various social media feed will be included in all publications, footers, email straplines.

Twitter - @circular_B_COST
Instagram - circular_B_COST
LinkedIn - <https://www.linkedin.com/groups/12728115/>

Website

A website will be created and updated with non-confidential outcomes which are understandable for the general society. It will also include the latest developments on the topic, as well as a link to access previous webinars and/or conferences. It will include a private database for stakeholders, where they can find some of the current and best circularity practices. There will be a reserved area of the website for the collection of documents used by the network members.

Website Address: www.circularB.eu

The website will also host the e-learning platform ~~material~~ which the network plan to create to share learning materials, best practices and case studies.

Video

Video is an effective means of promoting the network. However, it is expensive and must be good and look professional. A video to aid with general dissemination of activities will be created.

Pamphlet - PDF

A project flyer will be developed and made available in Acrobat. It will provide a summary of the Action's goals, links and means of contact.

Press Releases/ Newsletters

A bi-annual newsletter will be written and disseminated in May and November, after the main six-monthly workshops. These will promote the work of the network, highlight other parallel activities and be a means of disseminating links to publications.

Scientific Journals

The consortium is dedicated to sharing the outcomes of the project through a range of scientific journals that focus on the circular economy, as well as relevant industries and applications. This dissemination approach ensures that the network's findings are shared with the scientific community, professionals, and stakeholders from the public and business sectors, including construction, energy, architecture, and spatial planning.

To achieve this goal, a publication plan will be established, including specific submission dates for research papers to target journals. To ensure maximum transparency and impact, the consortium will give preference to scientific journals with open access and a rigorous peer-review process. Additionally, all scientific articles will include an "Acknowledgements" section that recognises the support for the COST Action *CircularB* CA21103 to the project outputs implementation, see earlier for the text to use.

Furthermore, the consortium has established a list of scientific journals that will be approached for the dissemination of the project's outputs. The journals were carefully selected to maximize the impact of the findings while also ensuring the widest possible audience:

- MDPI Journal "Buildings", Special Issue "Advances in the Implementation of Circular Economy in Buildings"³
- MDPI Journal "Applied Sciences", Special Issue "Advances in Circular Economy in the Built Environments"⁴
- MDPI Journal "Applied System Innovation", Topical Collection "Feature Paper Collection on Civil Engineering and Architecture"⁵
- MDPI Journal "Sustainability"
- Open Research Europe "ORE", Collection "Circular Economy in the Built Environment"⁶
- Building Services Engineering Research & Technology, Sage.⁷
- Journal of Cleaner Production, Elsevier⁸
- Resources, Conservation and Recycling, Elsevier⁹
- Proceedings of the Institution of Civil Engineers – Waste and Resource Management¹⁰
- Proceedings of the Institution of Civil Engineers - Energy¹¹
- MDPI Journal "Applied Systems Innovation", Special Issue "Tools for Implementing and Monitoring Circularity in the Built Environment"¹².

The production of scientific articles will serve as a catalyst for multidisciplinary collaboration and teamwork across the consortium. This approach will promote diverse perspectives, as well as create opportunities for wider outreach and dissemination. Where possible, the members of the consortium will work with journal editors to create special editions focusing upon the circular economy in the built environment.

³ https://www.mdpi.com/journal/buildings/special_issues/83UK80YU0D

⁴ https://www.mdpi.com/journal/applsci/special_issues/COXV077E70

⁵ https://www.mdpi.com/journal/asi/topical_collections/civ_eng_archit

⁶ <https://open-research-europe.ec.europa.eu/collections/circular-economy-built-environment/about>

⁷ <https://uk.sagepub.com/en-gb/eur/journal/building-services-engineering-research-and-technology>

⁸ <https://www.sciencedirect.com/journal/journal-of-cleaner-production>

⁹ <https://www.sciencedirect.com/journal/resources-conservation-and-recycling>

¹⁰ <https://www.icevirtuallibrary.com/toc/jwarm/current>

¹¹ <https://www.icevirtuallibrary.com/toc/jener/current>

¹² https://www.mdpi.com/journal/asi/special_issues/FGU2LZ12Q8

Once published in scientific journals, these articles will be accessible to the public through a range of channels, including the network's website (www.circularb.eu), social media platforms, and other communication channels. This dissemination strategy aims to reach the widest possible audience, thereby achieving synergies and maximizing the impact of the project's findings.

Conferences

International scientific conferences offer an excellent platform not only for disseminating results but also for fostering collaboration, experience exchange, feedback, and networking. In addition, these conferences serve as an opportunity to showcase and raise awareness of *CircularB* in relevant communities, such as end-users, stakeholders, and policymakers. Through conferences, the consortium will be able to meet, exchange ideas, and take stock of project outputs.

Some conferences which will be targeted are included below:

- CESARE'24 Conference (the 4th International Conference “Coordinating Engineering for Sustainability and Resilience”) Timisoara, Romania, on 29-31 May 2024
- Economics, Management & Business 2023 (8th International Scientific Conference Contemporary Issues, Insights and New Challenges) Nový Smokovec, Slovakia, on 28-29 September 2023
- European Roundtable for Sustainable Consumption and Production (ERSCP), Wagenigen, Netherlands, 5-8 July 2023
- The 5th international PLATE conference (Product Lifetimes and the Environment), Aalto University, Finland, 31 May – 2 June 2023
-

To achieve this goal, the consortium has identified a list of relevant conferences for *Circular B*, and additional conferences may be considered in the future depending on the network's outcomes and thematic relatedness. The consortium will also organise conferences or workshops within the framework of CA21103 to disseminate sub-outputs and intensify selected project activities.

Active participation and presentation of the consortium's outputs at international conferences, with published output in conference proceedings/journals, is preferred. All published outputs will undergo a peer-review process, and papers will include "Acknowledgements" that recognize CA21103's support to the project. Project identifiers (logo and acknowledgment text) will also be used for presentations and posters.

Information about current conferences will be shared internally and made available to interested parties through the project's website, social media, and other communication channels. By promoting these activities, the consortium aims to increase the visibility and impact of Cost Action's research through conferences and scientific papers.

Members of the Action will have the opportunity to apply for Inclusiveness Target Country (ITC) grants and dissemination conference grants to support such dissemination activity.

Short-Term Scientific Missions (STSM)

The missions are planned for Early-Stage Researchers (ESRs) to contribute to developing their career goals and producing COST Action *CircularB* deliverables. STSM applicants must be involved

in an official research programme as PhD students or postdoctoral fellows, or be employed by, or affiliated with an Institution or legal entity with a clear and active research mandate. *CircularB* Action deems the STSMs as a valuable strategy to foster COST inclusiveness policy and contribute to capacity building and research coordination objectives set in the MoU. The *CircularB* considers awarding a minimum of four STSM grants every grant period. Eligible candidates are those who provide a comprehensive work plan relevant to deliverables and tasks development and aligned with *CircularB* objectives.

Technical Publications

The consortium will develop a publication plan that specifies the timeline for submitting technical publications to targeted outlets based on the project outputs and their practical application. To ensure maximum impact and relevance, the consortium will prioritize the production of demand-driven technical publications.

The process of identifying stakeholders' needs and challenges, as well as drawing on their experiences and best practices, will inform the creation of these publications. This approach ensures that the technical publications are tailored to meet the demands of stakeholders and are useful in practice.

Technical publications may include:

- patents,
- specifications of item or components/materials,
- data sheets of items or components/materials,
- test methods,
- manufacturing standards,
- installation manuals,
- system requirements,
- system architecture,
- system design documents and data including those necessary for the system, development, testing, manufacturing, operation and maintenance.

Using specific methods, the Action may communicate effectively its research findings to the relevant stakeholders through technical publications, increase the visibility and impact of our research, and promote the adoption of circular economy principles in the built environment.

Professional Publications

To reach a broader audience beyond academia, *CircularB* considers writing several non-academic publications. They consist of

- newspaper articles / 10
- online articles / 10
- blog post / 10
- article for a professional journal / 10
- newsletter / bi-annually

Workshops and Seminars

CircularB will organise dedicated workshops throughout the working period. There are planned several national and international workshops (with international audience). In addition, the Action will organise several seminars on the circular economy in the built environment.

Such papers and workshop/conference proceedings will be published as open access, thereby complying with the COST Association rules.

Training Schools

Three training schools will be organised in April/May 2024, 2025, and 2026. These will be aimed at new career researchers, young professionals PhD and MSc students who are developing advanced studies in the field of the Implementation of the Circular Economy in the Built Environment. These will be scheduled for three days and will have a general agenda as follows.

Draft Agenda for Training Schools

- Day 1 AM General Introduction, opportunity for everyone to meet.
PM The Work of WG1
- Day 2 AM The Work of WG2
PM The Work of WG3
- Day 3 AM The application of the network to industry.
PM Student Poster Session

Training Schools will be staffed with trainers drawn from academic, policy makers, industry and market professionals, and where appropriate government officers and representatives. The schools will be an opportunity for new researchers to meet and develop new networks with all those participating, to develop international mentoring opportunities and potentially links which may lead to short-term scientific missions (STSM) applications and long-term working relationships.

Public Demonstrations

Breakfast at Sustainability is a series of briefings organised to inform and influence EU policymakers. The network will approach the organisers to propose a session based upon the outputs from *CircularB*. These events are hosted in Brussels.

Using a similar format, the network will organise a series of similar meetings hosted by local, regional and/or national representatives of *CircularB* to widen the dissemination of findings. For these events speakers will be invited to speak about specific aspects of CE typically addressing various representatives from the different stakeholders in the built environment, with good practices shared.

Focus Groups with Stakeholders

Groups of selected stakeholders focusing on specific subjects formulated by the COST Action *CircularB* will be arranged to create a forum for sharing knowledge and experience on those subjects. The groups will discuss and document best practices and research results, exploring practical innovative solutions to the problems or opportunities in the field, and drawing on experience derived from stakeholders. The focus groups will catalyse sharing and exchange among key stakeholders involved (researchers, industry, advisers etc.). The focus groups' results may have implications for dissemination and possible further directions for research that may help to solve practical problems in the built environment. The tangible output will be focused on practical knowledge as well as ideas for group projects. Focus Groups will be moderated by *CircularB* and several (usually two or three) experts invited to join the activity.

The output of every Focus Group will be published on the COST Action dedicated website.

Terminology

With all networks, issues arise with language and terminology. In many subject areas different terms are used interchangeably, but this can lead to confusion for those within the network, and those outside. A standard terminology has been developed for use across the network. This document will continue to be updated over the life of the network. It is stored in the reserved area of the Action's website, *CA21103 – WG4 – 002 – 2023: Glossary of Terms*.

Contribution to Standardisation Activities

The COST Action *CircularB* will contribute to standardization activities to maximize the impacts of results. The activity will influence, where possible, and contribute, where feasible, to the processes of formulating, issuing and implementing standards in liaising with the appropriate standardization bodies and initiatives to ensure that the project is building upon available and emerging standards and industry specifications. Important benefits are the improvement of the suitability of products, processes and services for their intended purposes, the prevention of barriers to trade and the facilitation of technological cooperation and interoperability.