



Circe

Interreg Europe



European Union
European Regional
Development Fund

Communication outputs and issues

March 2019 | Meeting in Minalo

MILANO INTERREGIONAL SEMINAR

MARCH 13-14, 2019



Semester number 4

Communication results

Newsletter :

Semester n°3 sent to **242 contacts**

Semester n°4 sent to 235 contacts

Please complete the attendance record !

Social media :



- **Following 118 pages/104** during the 3rd semester
- **341 are following the CircE Twitter account/262** during the 3rd semester

-
- **239 subscribers**
 - **250 vues/ post**



Press :



Website :

1908 sessions on our website during the semester n°4/ 1649 sessions during the semester n°3

CE STORY ARTICLES

semester n°4



CE STORY FOCUS ON ZERO WASTE PATH

First Slovenian Hotel on the Zero Waste path : Hotel Ribno

> Signature - Date



When Hotel Ribno in May 2019 officially received the title of Zero Waste Hotel, it was the first in Slovenia. After two intensive years of waste reduction and separation measures, they managed to reach a 92% separate collection rate, also meeting the international requirement for a zero-waste title.

In The hotel and its employees were not alone on this journey however, being coached by Ekologi brez meja, the local custodians of the title, and their partner Hotel Ribno Zero, which has introduced zero waste measures to more than 20 Italian hotels already. Gaining the title required more than just filling out forms; it would be impossible without the strong determination of the management and employees, who weighed and inspected hotel waste on several occasions. While policy changes in the workplace are the key to success, it's the measures undertaken that are most visible, be it the custom hallway separation bins or the packaging-free food offering.

Hotel Ribno director Matija Blazi commented the occasion: "Just as today we are the odd one out as someone tackling it first, in a few years, so will every company that won't be working on it, just that this time they'll be a negative example." They started on the zero-waste path because they felt it was the right thing to do and still encourage other stakeholders in tourism from zero waste municipality Bled to join them, as tourists produce as much as 70% of all waste there.

1



CE STORY FOCUS ON DIGITALISATION AND CIRCULAR ECONOMY

Digital technologies: accelerating circular economy

Circular economy is the major economic, social and environmental imperative of our time.

- Unit of Sustainable Development,
Department of Territory and Sustainability,
Government of Catalonia - 19/10/2018

The pressure we exert on raw materials to manufacture products and the amount of waste we produce after consumption is proven to be highly inefficient and completely unsustainable in the mid-term. Thus, as a society, we need to build up a system where value is retained, and products and materials circulate indefinitely over time while waste is minimised. However, change is never easy and the transition from a take-make-dispose model into a circular one still needs a strong implementation drive.



In order to close the gap between theory and practice, digital technologies play a major role in implementing the circular economy. While engineering, biochemistry and other natural sciences are able to transform matter (from waste to energy or secondary raw materials, etc.), digital technologies are necessary to trace, control and monitor those material flows and loops, which the circular economy is founded upon. In this sense, blockchain technologies can enhance supply chain transparency and traceability of materials; ERP/IT software can be used to control and predict on-demand production, and limit stock generation; RFID and NFC technologies¹⁹ enable big data applications that monitor availability of materials, resource flows and quantify material loss and waste generation; and last but not least, digital platforms open an immediate and straight channel of communication between brands or public bodies with consumers and citizens. In other words, communication is the key to unlock the circular economy.

¹⁹European Innovation Planning 02/09
²⁰Radio Frequency Identification (RFID), Near Field Communication (NFC)

1

CIRCULAR BUSINESS

semester n°4



CIRCULAR BUSINESS FOCUS ON RECYCLING

New investment in town for real recycling

Center for the preparation of secondary raw materials in Maribor

Signature
Date

Maribor has an operative Centre for the preparation of secondary raw materials with most modern technological device in Slovenia and Europe which ensures a quality treatment of mixed municipal waste. The waste is no longer just another expense but an important source of raw materials.

In the next thirty years, about 10 billion people will be living on our planet. The number of the world's population will yearly increase for as much as another Germany, in one day as much as another Slovenia. According to the forecasts, the social status of the third world population will improve. Every third person from poverty will advance to the middle class. This means that consumption will increase. Today we still take natural resources for granted, although more than 60 % of natural ecosystems have already been degraded. Water, fuel, non-renewable energy is only consumed and consumed. These resources are limited and certainly one day they will run out. What then? How will we survive? How expensive will life be? Will we be able to afford it? These are the challenges of the 21st century and the answer to them is simple. We will have to change the



thinking and attitude towards goods, materials and resources. A radical change is called simply - circular economy.



CIRCULAR BUSINESS FOCUS ON INDUSTRIAL SYMBIOSIS IN LOMBARDY

Rethink the production system

Centrocoot
03/12/2018

An approach to industrial symbiosis in the local districts

Transition from linear to circular economy is today one of the biggest challenges that the whole Europe (European Commission and Parliament, member States, industry and citizens) is facing.

The article describes a European experience of Industrial symbiosis, through the development of a platform for material exchange and the study of a business service model.

Understanding technologies and opportunities, legislative orientation, research experiences and the supply of services for a sustainable industrial economy is fundamental for the quality of the environment and our life; a new production model is strongly desired and promoted at all levels - theoretical and research, legislative and administrative, scientific and technical: the transition from the so-called linear economy to the circular economy.

The current model of production and consumption (I take raw materials, I produce and use products, I get away

products that can no longer be used) is no longer sustainable, so what are the alternatives? How to manage the lack of energy and resources? How to reduce waste and recover what is not renewable? But also, how to recover what is renewable?

Centrocoot, starting from its experience as a center of applied research, testing and certification, services and training for companies in the textile and clothing sector, has developed its own approach, which is spreading at European level, gathering around itself further initiatives and experiences.

And ...



the winners are ...



LWARB
London Waste and Recycling Board



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bient



CD2e
ACCÉLÉRATEUR
DE L'ÉCO-TRANSITION



Your to-do list :

- Continue to send your articles/actualities/good practices and news, always with a picture of good quality !
- Fill the database link on GD
- Fill the agenda on GD
- Share circe's tweets on your own media

SOME TIPS

1. Translante your technical articles or website articles into your own language & put the link related to CircE next to it.
1. Promote the project on : your website, Facebook pages, LinkedIn, Twitter... Any interresting and professional support.



Communication activities - semester 5

- 2 CE stories :

 - 1 Circular economy story from **Sofia**

 - 1 Circular economy story from **LWARB**

- 2 Technical articles :

 - 1 Technical articles from **Lombardy**

 - 1 Technical articles from **Gelderland**

- Visit in Milan : **cd2e** → e-reportage of the visit

- Seminar in Sofia : **cd2e** → **cd2e** → e-reportage of the visit

- 8 events in partners' regions (to spread the results of the project and present the action plans in the future.) **Everyone**

- 1 final publication : from **Lombardy** (electronic and paper)

- 1 abstract of the final publication from **Cd2e** (in English + partners languages)

- 3 paper final publication from **Catalonia**, **Lower Silesia** and **Lombardy**

- Round table in Brussels during green week in May (Lombardy)

Focus on communication tools

The newsletter –Circular seeds in Europe (from cd2e)

Newsletter #5 :
sent the 19th of June

Technical articles and business articles *have to be sent the 17th of May to Florence*



NL#5 « Circular seeds in Europe »

Content proposal

Newsletter CIRCE #5 - June 2018	Proposal	Format	Element needed
Article 1 and 2	Return on Milan and Sofia Meeting	5 lines > link online	
Article 2	CIRCULAR BUSINESS 1	10 lines > link online	
Article 4	CIRCULAR BUSINESS 2	10 lines > link online	
Article 5 & 6	2 CE Stories in Europe	10 lines > link online	
CIRCE's News		Links on Circe's website	New articles about your stakeholders meetings
Partner's News		Links on Circe's website	New articles about your stakeholders meetings
Article 5	Intw of a SH	5 lines > link online	
Agenda			Your next events related to circular economy? Events that are happening in Europe ?
Partner's tweets		link online	
Reminder : what is CIRCE's project		5 line > link online	
NL subscribing form			

CE STORY ARTICLES



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European Union
European Regional
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> Maxim Magnus - décembre 2017

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Photo: © 2017 L. J. J. J.

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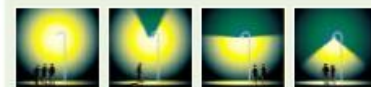
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CE STORY ARTICLES

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/

With 2 or 3 PICTURES for illustration (high quality - jpg format)

CE STORY – FOCUS ON Zero Waste Path

PICTURES @credit

TITLE- 25 signs max

Subtitle – 60 signs max

Resume – 200 signs max

Article page 1 - 1240 signs max

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1

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PICTURES @credit

Caption - 95 signs

Subtitle (40 signs)

Article page 2 - 880 signs max

Insert
570 signs

Insert
260 signs

CONTACTS
Name- Lastname
Title
Mail

European Union
European Regional
Development Fund

2

CIRCULAR BUSINESS ARTICLES



CIRCULAR BUSINESS FOCUS ON RAW MATERIALS IN SLOVENIA

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Nicolaus DUPUIS 21 novembre 2017

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CIRCULAR BUSINESS FOCUS ON RAW MATERIALS IN SLOVENIA

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CIRCULAR BUSINESS FOCUS ON RAW MATERIALS IN SLOVENIA

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CIRCULAR BUSINESS FOCUS ON RAW MATERIALS IN SLOVENIA

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CONTACT

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dolorem
Facebook Previd@dolorem.com
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@CirCEconomy

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CIRCULAR BUSINESS ARTICLES

With 3 or 5 PICTURES for illustration (high quality – jpg format)

CIRCULAR BUSINESS – FOCUS ON XX IN XXX

TITLE- 26 signs max

Subtitle – 54 signs max

Resume – 200 signs max

Article page 1 - 842 signs max

Article page 2 - 1570 signs max

Article page 3 - 989 signs max

GRAPHIC page 3

Article page 4 1245 signs max

CONTACTS

Name-Lastname

Title

Mail



Circe video

Video to present the Circe project

Video :

- Voice over
- Subtitle in English
- Motion design
- Interviews of the 8 partners
- Interview of the Lombardy minister
- Videos of the Netherlands, Poland and London



Final verison : for
the end of march



Milano meeting



Pics of :

- All the partners
- Stakeholders
- Regions team
- Meeting/ visits



twitter



linkedin



CircEWebsite

SPECIAL VIDEO OF THE MILANO MEETING :



International upcoming events



26th, 27th, 28th of march 2019 in Lille, France

International upcoming events



International upcoming events

**FASHION
GREEN DAYS**

**23/24 MAI
ENSAIT-ROUBAIX 2019**

International upcoming events

6 et 7 novembre 2019

 **congrès [avniR] 9**
Lilliad > Villeneuve d'Ascq **2019**

édition



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Thank you!

Questions welcome



Project smedia