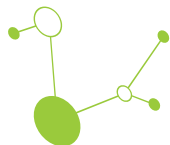


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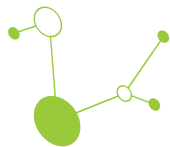
CIREVALC COMMUNICATION STRATEGY





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1. Purpose and objectives of the communication strategy

This Communication Strategy has been developed in the frame of the project „Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors “(CIREVALC), running from 01/04/2023 until 31/03/2026. CIREVALC aims at introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors through community building, strengthening circular economy skills of enterprises, non-business entities and local communities. CIREVALC contributes to transition to a circular economy by increasing knowledge, designing, and testing a novel solution of the CIREVALC Circular Community Accelerator and improving policy learning.

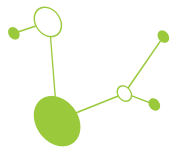
This document is understood as a strategic project tool, which contributes to achieving the project’s objectives and to inform the stakeholders and general public in all the partner regions about their successes and achievements.

The communication strategy is designed to help the project communicate effectively to achieve its core objectives. It provides a useful roadmap for identifying the target to be reached, the message to spread and the way to do that ensuring the project’s success. Individual parts of this document will describe groups of audience, set the concrete outputs and define tools and methodology. The planned communication activities will raise awareness of the circular economy models and the appropriate support mechanisms in the food, catering and packaging sectors and disseminate knowledge to the local pioneers, SMEs, local communities in cooperation with decision makers and regional stakeholders (politicians, public administration staff, trade unions, academics institutions, entrepreneurs, etc.).

Transnational communication of the results of the interregional learning process will be aimed through the use of social media, web environment, external events, study visits, policy platforms, the mid-term dissemination event and the final dissemination event. National / regional level communication will be promoted through the digital and printed media and a series of press releases. This communication strategy includes also an internal communication part with aiming at facilitating cooperation and promoting information exchange among partners and the people who work within the partner organisations for assuring an effective implementation of project activities. Tools that will be used have their planned budget (in AF) to reach communication objectives.

Besides that, an important communication goal is to ensure the sustainability of project results after the project's end.

The communication strategy is perceived as a living document through the project implementation and therefore will be updated regularly.



2. Brief background (brief project summary, project objectives)

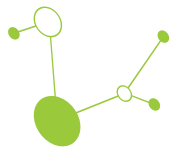
The main project goal is to introduce and upscale circular economy models in regional value chains in the food, catering and packaging sectors through community building, strengthening circular economy skills of enterprises, non-business entities and local communities. CIREVALC contributes to transition to a circular economy by increasing knowledge, designing and testing a novel solution of the CIREVALC Circular Community Accelerator and improving policy learning.

The project builds on functioning micro-level circular economy models in the food, catering and packaging sectors in the involved regions. Under micro-level models we understand single company /non-business entity practices, practices from interactions of business and/or non-business entities or practices applied by local communities. We call those applying these circular economy models “local pioneers” and we work with them closely throughout the project. Beyond their strategic relevance for the partner regions (21-27 S3), the sectors of food, catering and packaging (and particularly their linkages along product and service value chains) offer fertile ground and greater improvements for circular economy models than sectors with less embeddedness in local economies in terms of sourcing of raw materials, in terms of potentials to use by-products, waste, or of local consumption of products. Our focus will be on such circular models that have specific relevance in these sectors (e.g., optimising material flows, incentivised return, product design, sharing platforms, collaborative consumption, etc.). The sectorial focus contributes to shared baselines, to transferability of applied models and of applied production technologies.

The local pioneers (~10 from each involved region) are open to present and share their practices with peers and further local actors but also with other communities’ home and abroad. Furthermore, they take on improving their practices based on analysis and assistance from experts, based on foreign examples, based on matchmaking with fitting actors along the value chain - all this offered through a green transition accelerator that we devise and test in the project. In the context of the above, the identified challenges are addressed as follows:

1) Low awareness, low engagement, non-receptive communities: WP1 Community Engagement will mobilise and engage stakeholders through setting up and bringing into motion local working groups. Local pioneers will be involved, their practices shared. We conduct campaigns to increase awareness among target groups. Obstacles and drivers of application of circular models are analysed on microlevel and sectorial level in the regions and available support mechanisms are reviewed. Based on these regional action plans are drawn by project partners.

2) Lack of skills and knowledge, lack of or inefficient use of tools: partners devise and test the CIREVALC Circular Community Accelerator in WP2, a complex tool that accelerates the green transition of local pioneers, SMEs, local communities. Beyond single entity solutions stress is put on synergetic interactions of ecosystem actors. It includes measurement, planning, matchmaking, expert assistance for needs identified in WP1 (business modelling, technology support to prototyping, guidance on external financing, etc). Matchmaking is facilitated through a mapping tool developed from the sectorial analysis in WP1 and opened



up as an online marketplace in the regions. Along testing the accelerator, knowledge exchange is facilitated by 4 study visits that centre around relevant circular models.

3) Low uptake, lack of bespoke private and public measures: Partners set up and extend the CIREVALC Accelerator Network through associated partners and through their networks. Partners offer the CIREVALC Strategy on green acceleration in the food, catering and packaging sectors to policy makers, public bodies and business support organisations. The blueprint of the CIREVALC Accelerator is taken to other regions and to potential implementing actors. Campaigns are conducted to bring in users from partner's regions and beyond to the online marketplace. Partners put forward a CE level action plan and improve relevant policy instruments.

3. Audience of communication (target groups, communication principles)

- INTERNAL COMMUNICATION

The main audience consists of project consortium members.

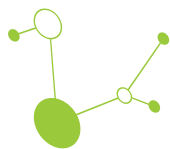
Lead partner:

- South Transdanubian Regional Innovation Agency

Project partners:

- IFKA Public Benefit Nonprofit Ltd.
- BSC, Business support organisation L.t.d., Kranj
- Rzeszow Regional Development Agency
- Padova Chamber of Commerce, Industry, Crafts and Agriculture
- JAIP - South Bohemian Agency for Support to Innovation
- AZRRI-Agency for Rural Development of Istria Ltd.
- RKW Saxony GmbH Service and Consulting
- Business Upper Austria - (Biz up)
- B I C Bratislava, Ltd.

On the strategic level, the Steering Committee (SC) is set up by partners. It is the highest decision-making body of the partnership. It will monitor (checking project progress against milestones), steer and take strategic decisions (approval of outputs, changes in project related to partnership, technical content, duration and budget). Each project partner has **one vote through their SC member**. Concerning decision making SC members try reaching consensus in all discussed subjects. The partnership agreement contains detailed provisions. On an operational level each partner sets up its **local management team** at the kick-off of the project. Local management teams comprise of project manager, financial manager and



communication manager. Local management teams are responsible for the timely delivery of partner tasks including communication activities and compiling partner reports. Each partner kicks off the project internally. Partners inform the concerned units and colleagues about the project activities. At project level the **central management team (CMT)** is set up. It comprises a project manager, a financial manager appointed by the LP and a communication manager appointed by JAIP, the communication leader. The CMT is responsible for the operational management of the project. The project manager is in charge with the overall management and coordination of the project implementation and acts as interface between the Joint Secretariat and partners. The financial manager is responsible for permanent monitoring of all financial aspects. The communication manager is responsible for drafting and leading the implementation of the project communication strategy. Rules are laid down in the internal management handbook. **Project partners will hold regular project management meetings (monthly, virtual format - unless joined with a thematic meeting).** Internal communication is facilitated by the cloud for project documents, by mailing list. Project partners will use electronic platforms for meetings and discussion primarily. Partners aim at meeting each other physically in the frame of the kick-off meeting and partnership level thematic meetings (on 4 study visits - 1 also serving as the mid-term dissemination event and on the final dissemination event).

In line with the Programme Manual provisions the SC will meet 6 times (twice per year), to ensure good project management and effective decision-making. The SC meetings will be documented with minutes, presentations, photos and attendance list.

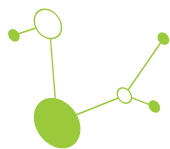
Communication between project partners is held in English.

Cloud for project documents:

https://drive.google.com/drive/u/0/folders/1rPJjha_sbRI9xoWtGUUtv4En9I87oxy

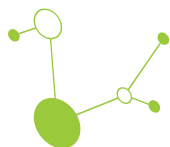
Mailing list of the partnership: cirevalc@googlegroups.com

Audience	Communication objective	Status quo in 2023	Status quo aimed for in 2026	Key messages	Outline of activities
PPs	Strengthen management capacity	Differing degrees of knowledge and experience with international and Interreg CE Projects, very different working/thematic backgrounds.	PPs are aware of the rules and respect them. Smooth project implementation and reimbursement of funds are unproblematic.	Program rules Activities according to AF Internal communication procedures Feedback loops	Project's Communication Strategy Forwarding Programme documents Regular e-mail contact and

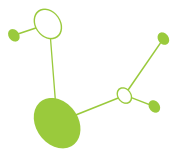


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			The formal requirements of the program are met.	Regular updates by LP Internal communication is the key	project mailing list Online document sharing platform Webinar meetings Minutes of meetings (project partners group) and conversations Project Website
PPs	Increase knowledge	Comprehensive information and intense exchange are required but the degree to which the partnership will merge and the PPs will take up provided information is unknown	Strengths and weaknesses of PPs and partnership are appropriately managed; cooperation works well (shared goals and efforts, knowledge exchange and mutual support take function)	PPs knowledge exchange and insight sharing from their field of work Regular internal communication Feedback loops	Project's communication strategy Forwarding Programme documents Regular e-mail contact and project mailing list Online document sharing platform Webinar meetings Minutes of meetings (project partners group) and conversations Project Website
PPs	Influence attitude and behavior	LP and PPs do not know how engaged and disciplined the partnership is	Leaders and followers are identified within the partnership and mutual motivation worked effectively and all PPs contribute	Differing degrees of engagement are identified PPs mutually encourage and lead to the fulfilment of tasks and duties	Forwarding Programme documents Regular e-mail contact and project mailing list Webinar meetings



					Minutes of meetings (project partners group) and conversations Project Website
LP	Increase knowledge	LP does not know how PPs will internally manage the project	LP is informed and consulted when required and keeps an overview of punctual and qualitative deliveries, as well as formalities	PPs provide LP with information to monitor the execution of the project	Regular e-mail contact Protocol, minutes of meetings and conversations Partner reports Partners' financial update in JEMS Progress reports activities Criteria evaluation Project Website
LP	Influence attitude and behaviour	PPs do not know how well the LP will coordinate and keep an overview of the project's implementation	LP manages to engage every PP and guarantees the formal and content-wise satisfactory implementation of the project	PPs request and get involvement and support from LP when required PPs have options to express their opinions and demands PPs have the option to monitor LP	Regular e-mail contact Protocol, a notice of meetings and conversations Progress reports Partners' financial update in JEMS Project Website
JS	Increase knowledge	JS does not know how well the partnership will work and how smooth, formally adequate the implementation will initially be	The project is satisfactorily and smoothly implemented	Required information delivered appropriately and on time Efficient and effective communication with JS is established	Progress reports Checking progress against milestones defined in the monitoring plan Continuous reporting of selected outputs and



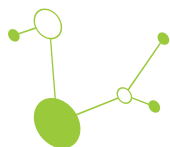
					deliverables defined in the monitoring plan Project review Final report Consultations and advice (email and phone) Project Website
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- EXTERNAL COMMUNICATION

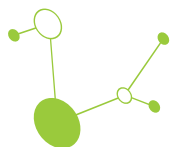
CIREVALC communication activities are executed by all the partners and differ in regard to the means, content and target audience used. All partners will use their network to approach administrations and public sector. Furthermore, an additional number of activities are targeted to business support organisations, companies, communities, as well as the general public.

Overall, the target audience of CIREVALC is the following:

Local public authorities	Local public authorities are a relevant target group as owners or operators of municipal organisations which are welcome to share their functioning practices and also as participants in the CIREVALC green accelerator. They are also relevant as bodies responsible for local regulations that we analyse and try to change for the better in the project. They are also relevant as opinion leaders for local communities through launching and operating circular practices for the benefit of their communities.
Regional public authorities	They are targeted as owners or implementing agents of support mechanisms. For these we strive to make recommendations, improvements. They also act as regulators and their concerned regulations may be improved based on our work in the project.
National public authorities	National public authorities are relevant in our project as policy makers, in certain cases as managing authorities for support mechanisms and also as regulators. Through our activities we



	<p>would like to achieve such results that can be utilised by national authorities in these roles.</p>
Sectorial agency	<p>Should they manage support mechanisms then our recommendations on public schemes that assist setting up and running green transition accelerators are targeted to them. They can also take on to manage green accelerators directly.</p>
Interest groups including NGOs	<p>They are good subjects to launch and run the kind of green transition accelerators that we test in the project. Furthermore, they can join in functioning green accelerators with their sectorial or thematic expertise. Moreover, they may have functioning initiatives upon which we are able to build our work (see the mapping tool).</p>
SME	<p>The prime objective to implement the project is to strengthen skills of SMEs in the food, catering and packaging sectors to apply circular models and to engage an increased number of SMEs in the regions to introduce circular modules. The CIREVALC Circular Community Accelerator is mainly for the benefit of SMEs. The mapping tool and the online marketplace will be of use to SMEs.</p>
Business support organisations	<p>Business support organisations are good subjects to launch and run the kind of green transition accelerators that we test in the project. Furthermore, they can join in functioning green accelerators with their sectorial or thematic expertise. Moreover, BSOs may have functioning initiatives upon which we are able to build our work (see the mapping tool).</p>
General public	<p>The general public is perceived in this project as consumers of products and services of the FCP sectors in local communities. Reaching change in their behaviour is part of our awareness raising activities in the project. Beyond individual practices, the change of attitude towards inclusive communities for innovative circular solutions applied by SMEs, non-business entities in their neighbourhoods is also a desired change in the project.</p>



All CIREVALC partners: This document is addressed to the entire CIREVALC consortium and serves as initial documentation of the plans/strategies to be applied for efficiently performing communication and dissemination activities and relevant collaborations in which CIREVALC partners and stakeholders are involved and/or affected.

- COMMUNICATION PRINCIPLES

Project communication of CIREVALC is based on following communication principles:

Principle I - Harmonised communication

- using common branding for the communication materials following program manual and complementary documents.

Principle II Integrated communication

- using common webspace for internal communication.

Principle III Sustainable communication

- producing only the material directly necessary to meet communication objectives, using existing material in partners institution if possible („think before you print“)

All partners agreed on defined principles which will be used in all levels of communication. Principles of harmonisation, integration and sustainability are even more important in communication with external audiences, all partners will give them special emphasis.

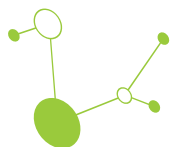
4. Communication objectives

Key project message:

Introducing and upscaling circular economy models in regional value chains in the food, catering and packaging sectors through community building, strengthening circular economy skills of enterprises, non-business entities and local communities and improving policy learning.

Thematic activities of CIREVALC are broken down to three work packages. Each work package has a defined communication objective as follows:

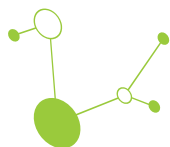
Work Package	Project specific objective	Communication objective	Primary target audience
WP1 - Community Engagement	Mobilising and engaging enterprises, non-business entities and local communities in regional ecosystems, raising their awareness using the	Raising awareness of enterprises, non-business entities and local communities in regional ecosystems for the use of circular solutions	<ul style="list-style-type: none"> • Enterprises • Non-business entities • Local communities



	examples of local pioneers, and building communities		
WP2 - Developing and piloting the CIREVALC Circular Community Accelerator	Developing tools to assist enterprises, non-business entities and local communities for the exploitation of circular economy models through strengthening their skills and increasing their knowledge	Demonstrating benefits of circular solutions to enterprises, non-businesses and local communities	<ul style="list-style-type: none"> • Enterprises • Non-business entities • Local communities
WP3 - CE Communities Network	Achieving uptake of results through reaching out and involving further parties, through interlinking communities and through adjusting support mechanisms	<p>Persuading policy makers, public bodies on introducing policy changes inspired by the project results.</p> <p>Convincing sectorial agencies, business support organisations to roll out project results.</p>	<ul style="list-style-type: none"> • Policy makers • Public bodies • Sectorial agencies • Business support organisations

To deliver the key project message to the audience of communication (international, national, regional and local stakeholders) means to fulfil specific communication objectives:

Audience	Communication objective	Status quo in 2023	Status quo aimed for in 2026	Key messages	Outline of activities
Local public authority	Raise awareness	Unaware of the full picture of the current situation and potentials of key target group(s).	Increased awareness of the potential for target group(s). The support of the circular economy in the food, catering and packaging sector is upscaled. Lasting cooperation environment is created.	Showcasing good examples of circular economy models applied by enterprises, non-business entities and local communities in the food, catering and packaging sectors in the regions of CIREVALC. Showing good sides in the current situation and those that should be improved Advantages of tailored circular economy policy measures for the	Promotional animation E-newsletters Social media Website content EU, national and regional events related to circular economy in the food, catering and packaging sectors Networking platform
Regional public Authority	Changing behaviour or mind-set through demonstrating benefits of circular solutions				
National public Authority	Increase knowledge				
Sectoral agency	Persuade policy makers, public bodies on introducing policy changes				
Interest groups including NGOs					
SME					
Business support organisation	Convincing sectorial agencies, business support organisations to				
General public					



	roll out project results			uptake of circular solutions	
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Dissemination activities are of crucial importance for the project’s successful diffusion of knowledge, for raising awareness and for attracting interest. The main objectives that will be fulfilled by the CIREVALC dissemination actions are:

- To disseminate project outcomes.
- To disseminate and raise awareness of the project in the food, catering and packaging sectors.
- To disseminate results and raise awareness of the project towards the important stakeholders (including ministries, administrations and other public bodies and decision makers in EU and national level).
- To persuade policy makers, public bodies on introducing policy changes for the uptake of circular solutions
- To foster inter-communication.
- To disseminate and communicate the project to the broader public and society.

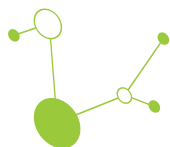
5. Communication activities and tools

- - COMMUNICATION ACTIVITIES

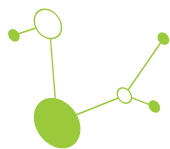
A key prerequisite for the success of the project is external communication which will require special attention of each partner. Engagement of the stakeholders from the very beginning of the project plays an essential role for the potential success of the project which requires development of clear, simple and straightforward communication channels with them. Lead partner and Project communication manager will be responsible for promoting the project and communicating the outputs at European level, with stakeholders from other European countries.

In order to achieve the specific objectives, the following activities will take place:

Specific objective	Communication level	Communication tool
Raising awareness	Transnational communication	Through the use of policy platforms of Interreg Central Europe project website and presence in social media (Facebook, LinkedIn, Twitter). The website will be available in English and will include links to partners. Also, a video presentation of the project will be produced. In addition, the regional actions plans and the CE level action plan will be disseminated to all the relevant organisations. Finally, all the partners will participate in at least one external event in order to promote the project.



	National / regional communication	Through diffusing the project activities, outputs, action plans. A project leaflets, banner, poster will be produced as well as an e-newsletter of the project. Also, communication directed towards the project's main target group will be ensured by the partners and their external associates through press releases in the national / regional media.
Changing behaviour or mind-set	All levels	Communication through the website and presence in social media (Facebook, LinkedIn, Twitter). The website will be available in English and will include links to partners. A video presentation of the project will be produced. Also, through the national / regional communication, diffusing the project activities and outputs through the project leaflet and e-newsletter of the project and through press releases in the national / regional media.
Disseminating knowledge	Transnational communication	Through the use of policy platforms of Interreg Central Europe project website and presence in social media (Facebook, LinkedIn, Twitter). The website will be available in English and will include links to partners. Also, a video presentation of the project will be produced. In addition, The Regional actions plans and the CE level action plan will be disseminated to all the relevant organisations. Potentially, third parties are included as responsible organisations for implementing actions. These will be always pre agreed by the concerned parties to ensure the internalisation of these actions. As a result of implementation of actions, we expect improved policy frameworks, policy learning and improved support mechanisms for the uptake of circular economy models in regions. Finally, all the partners will participate in at least one external event in order to promote the project. A final transnational conference organised at the end of Phase 6 in Poland with high political presents for presenting the achievements of the project.
	National / regional communication	Communication through the website and presence in social media (Facebook, LinkedIn, Twitter). The website will be available in English and will include links to partners. A video presentation of the project will be produced. Also, through the national / regional communication, diffusing the project activities and outputs through the project leaflet and e-newsletter of the project and through press releases in the national / regional media.
Persuading policy makers, public bodies on introducing policy changes	Transnational communication	Promotion of the project activities and results on thematically related transnational events. CIREVALC organises the mid-term dissemination event and the final dissemination event that targets policy makers, public bodies, among others. Beyond that communication is conducted through the website and presence in social media.



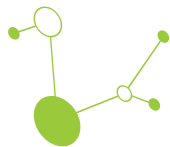
		<p>As a result of implementation of actions, we expect improved policy frameworks, policy learning and improved support mechanisms for the uptake of circular economy models in regions.</p>
	National / regional communication	<p>Promotion of the project activities and results on thematically related national/regional events. CIREVALC organises the mid-term dissemination event and the final dissemination event that targets policy makers, public bodies, among others. Beyond that communication is conducted through the website and presence in social media.</p> <p>As a result of implementation of actions, we expect improved policy frameworks, policy learning and improved support mechanisms for the uptake of circular economy models in regions.</p>
Convincing sectorial agencies, business support organisations to roll out project results	National / regional communication	<p>Promotion of the project activities and results on thematically related national/regional events. CIREVALC organises the mid-term dissemination event and the final dissemination event that targets policy makers, public bodies, among others. Beyond that communication is conducted through the website and presence in social media.</p> <p>As a result of implementation of actions, we expect improved policy frameworks, policy learning and improved support mechanisms for the uptake of circular economy models in regions.</p>

- COMMUNICATION TOOLS

Communication tools for internal communication will be used in order to facilitate cooperation and to promote information exchange among partners and the individuals working within the partners' organisations for assuring an effective implementation of project activities.

Internal communication tools:

- project website;
- conference calls;
- meetings;
- file sharing;
- e-mails;
- event reports, minutes;
- working plan.



i. Visual Identity/ Branding

The CIREVALC visual identity was created at the very beginning of the project and provided a clear identity and appearance. It is the tangible expression of what we stand for. CIREVALC is an EU project funded by the Interreg CENTRAL EUROPE Programme, that in their Priority 2: Cooperating for a greener central Europe helps regions and cities to respond to the challenges of environmental degradation and climate change. Eco-friendly approach, sustainability, recycling and upcycling, green technology, are the core values the CIREVALC project represents.

The project's visual identity comprises the project logo and the following documents: press releases, e-newsletters, project presentation template and a letterhead.

ii. CIREVALC logotype

According the [PROGRAMME BRAND BOOK](#) the standard logo of an Interreg CENTRAL EUROPE project includes all the elements of the programme logo in combination with a separate project identity that consists of Paint stroke and Project acronym.



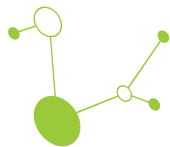
CIREVALC

The logo must be easily recognized; therefore, partners need to avoid cluttering the logo and use only the official versions. All the components of the CIREVALC logo are in a fixed relationship and should never be altered, modified or reproduced in any way. Please avoid adding artistic effects.

- Do not erase or change in any way elements of the logotype;
- Do not use outlines;
- Do not use shadows;
- Do not use 3D effects;
- Do not change the colours;
- Do not distort;
- Do not rotate / mirror;
- Do not change the typography.

iii. CIREVALC Typography

CIREVALC uses these main typefaces depending on where it appears. These typefaces are classified as main and alternative typographies according to their usage. All typefaces come in a variety of weights offering flexible use.



Trebuchet MS	(office templates-print media communications)
Open Sans	(WEB font)
MONTSERRAT	(custom graphics font)

iv. Office templates

The working templates are to be used in all communication related to the project, by all consortium members (all templates are available on cloud storage Google Disk - shared folders).

Following templates have been created and have to be used by all consortium members:

- Letterhead design;
- PPT presentation template;
- Poster A3;
- Leaflet A4;
- Roll-up;
- Infographic;
- Animated video;
- Banner that can be used in social media campaigns;
- Template for local success stories (digital flyers, teaser videos, banners);

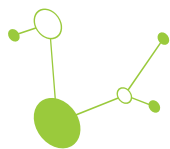
LP/JAIP design a standard Poster to present and visualise the main information about the project. All partners will receive one poster and place it at their premises to respect publicity rules during the first 6 months of project implementation. The minimum size of the poster is A3. It is up to the partners to print it bigger. Each partner shall take care of proper documentation of the displayed poster respecting publicity rules (see Interreg CE Implementation Manual and Brand Manual).

In the framework of the project, a lot of events are planned, therefore a standardised size of roll-ups in English and all national languages are strongly recommended. JAIP prepares the design, and project partners print their relevant roll up.

v. Press Releases

Press releases are published and sent to local/regional/national media outlets related to major milestones and events of the project. Three press releases (1 per year) are planned to be published.

The 1st press release of CIREVALC includes the basic information about the project (mission, partners and activities). The Press releases are posted on CIREVALC's website and are promoted through the project's social media channels.



- ONLINE DISSEMINATION TOOLS

vi. WEBSITE

The project's website is connected to a domain at <https://www.interreg-central.eu/projects/cirevalc/>.

JAIP (Michaela Novotná, communication manager) is responsible for the published project contents and project communication.

The partners provide content for the project website, hosted on the Central Europe web platform. The content will be updated on a regular basis - approximately 1 to 3 months (in the first project months there will be less content to publish). Partners should send JAIP text in a Word document and a picture about all relevant project activities (eg. events and meetings) so JAIP can publish it on the website. The text should be maximum 1.800 characters long and should be formed in news format as it will be published as one on the website.

News form means the text answers the questions: who, what, when, where, why and how.

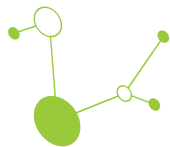
The website will stay live even after the end of the project.

Audience	project partners, target groups, new targeted audience, general public
Message	CIREVALC will share its concepts, results and achievements through its dedicated project website. The website will be the major tool of communication and promotion of the project.
Structure	<p>The website is divided into main sections including: Home, About (the project), News, Contact, etc.</p> <p>Home: This is the main page of the website, which provides information regarding the project, its partners and options that trigger the attention of the end user prompting them to scrutinise and learn more about CIREVALC.</p> <p>About: The "About" page incorporates an overview of the project, its main objectives and missions.</p> <p>News: This section is regularly updated with content including project events, activities, news and other impactful dissemination material upon being published.</p>

vii. E-Newsletter

The CIREVALC e-newsletter is published once a year of the project and shared with the public via the project's social media accounts and website.

Partners will help complete a 1-page-long A4 newsletter that will be distributed via email list towards the target groups. The newsletter layout and the structure will be created by JAIP. Per every newsletter JAIP will set topics and create an English version for content which will be sent to partners for distributing it to their contact list.



viii. Social Media

CIREVALC social media accounts are open and have been actively used since April 2023 in Facebook, Twitter and LinkedIn. Their access links are the following:

- Facebook: <https://www.facebook.com/cirevalc>
- X (Twitter): https://twitter.com/cirevalc_eu
- LinkedIn: <https://www.linkedin.com/company/cirevalc>
- YouTube: <https://www.youtube.com/@CIREVALC>

At least 200 followers of CIREVALC social media will be collected in total (i. e. including all channels).

CIREVALC social media posts are oriented towards promoting the project's news as well as the dissemination activities in which the partners participate. Dissemination activities will cover a wide spectrum of events, publications, presentations, workshops and other related activities communicated via the social media accounts. Specifically, the social media posts cover the following activities:

- News and updates on the CIREVALC activities and progression of project tasks and deliverables;
- publications in articles, online sources, newspapers;
- upcoming events prompting stakeholders for papers and events participation;
- videos and photos;
- partners' CIREVALC related activities and achievements;
- e-newsletter issues.

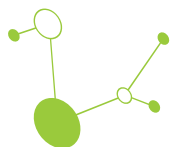
In addition, icons of CIREVALC social media channels can be found on the project's official website (<https://www.interreg-central.eu/projects/cirevalc/>). Each of those social media icons, when clicked, may redirect the users to the respective CIREVALC media channel. Moreover, the social media channels, amongst others, have an important role in promoting the CIREVALC e-newsletter.

In CIREVALC, all partners in rotation will be responsible for the social media posting and management. During their responsibility period, each partner will create new tweets/posts, retweets or re-posts.

Number of posts: 1 CIREVALC project promotion post, 2 general relevant content posts

- Facebook: min. 1-2 FB posts per month
- Twitter: min 1-2 tweets per month
- LinkedIn: min 1-2 LinkedIn posts per month

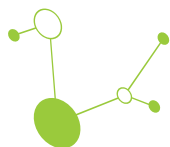
See below the [rotation plan](#) we will follow during the whole period of the project:



Partner	Posting dates
JAIP - South Bohemian Agency for Support to Innovation	1.-31.5.2023 1.-31.3.2024 1.-31.1.2025 1.-30.11.2025
South Transdanubian Regional Innovation Agency	1.-30.6.2023 1.-30.4.2024 1.-28.2.2025 1.-31.12.2025
IFKA Public Benefit Nonprofit Ltd.	1.-31.7.2023 1.-31.5.2024 1.-31.3.2025 1.-31.1.2026
BSC, Business support organisation L.t.d., Kranj	1.-31.8.2023 1.-30.6.2024 1.-30.4.2025 1.-28.2.2026
Rzeszow Regional Development Agency	1.-30.9.2023 1.-31.7.2024 1.-31.5.2025 1.-31.3.2026
Padova Chamber of Commerce, Industry, Crafts and Agriculture	1.-31.10.2023 1.-31.8.2024 1.-30.6.2025
AZRRI-Agency for Rural Development of Istria Ltd.	1.-30.11.2023 1.-30.9.2024 1.-31.7.2025
RKW Saxony GmbH Service and Consulting	1.-31.12.2023 1.-31.10.2024 1.-31.8.2025
Business Upper Austria - (Biz up)	1.-31.1.2024 1.-30.11.2024 1.-30.9.2025
B I C Bratislava, Ltd.	1.-28.2.2024 1-31.12.2024 1.-31.10.2025

Facebook, Twitter, LinkedIn

Audience	General public
Message	As a result of the strategy followed so far at all social media channels is the fast accumulation of followers. From the specific profile page, a user



	can be redirected to the CIREVALC's posts made over FB, Twitter, LinkedIn access follower's posts, read project identity and info, and also redirected to CIREVALC's official website when clicking the link residing below the project's bio.
Post objectives	CIREVALC project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners' activities.
Guidelines	Text, photos, GIFs, videos, links, etc.

ix. Promotional video

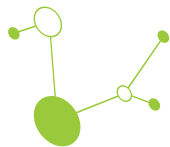
Video recordings will be produced during the Kick-off meeting in Dresden and prepared short shots about partners. Our goal is to explain, institutionally, the basic CIREVALC aims. JAIP will develop at least one promotional video as a strategic and dynamic tool for overall promotion of the project. Those videos will be shared in all relevant channels of the CIREVALC project.

x. Partners' websites (sub-websites)

JAIP will prepare one document with general basic project information (short description) and send it to all partners who will implement it on their websites.

CIREVALC partners are:

1. South Transdanubian Regional Innovation Agency, <https://ddriu.hu/en/running-projects/>
2. IFKA Public Benefit Nonprofit Ltd., <https://ifka.hu/hu/article/1113>
3. BSC, Business support organisation L.t.d., Kranj, <https://www.bsc-kranj.si/projekti/cirevalc>
4. Rzeszow Regional Development Agency, <https://rarr.rzeszow.pl/projekty/cirevalc/#o-projekcie>
5. Padova Chamber of Commerce, Industry, Crafts and Agriculture, <https://www.pd.camcom.it/it/promuovere-impresa-territorio/progetti-europei/progetto-cirevalc>
6. JAIP - South Bohemian Agency for Support to Innovation, <http://www.jaip.cz/projekty/cirevalc>
7. AZRRI-Agency for Rural Development of Istria Ltd., [AZRRI - Agencija za ruralni razvoj Istre d.o.o.: CIREVALC](http://www.azrri.hr/Agencija-za-ruralni-razvoj-Istre-d.o.o.-CIREVALC)
8. RKW Saxony GmbH Service and Consulting, <https://www.rkw-sachsen.de/projekttraeger/cirevalc/>
9. Business Upper Austria - (Biz up), <https://www.lebensmittel-cluster.at/kooperationen/nationale-internationale-projekte/detail/news/cirevalc-sagt-lebensmittelverschwendung-den-kampf-an>
10. B I C Bratislava, Ltd., [Projekty | BIC Bratislava](http://www.bicbratislava.sk/Projekty)

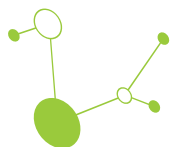


xi. List of communication activities (including number of outputs):

- Kick-off meeting (1 meeting)
- Mid-term dissemination event (1 meeting)
- Final dissemination event (1 meeting);
- Project leaflets (8 national languages versions; digital/print);
- Project roll-up (8 national languages versions; digital/print);
- Project poster (1 English, digital/print);
- Project animated video (3 at least);
- Project infographic ((1 at least; digital/print);
- E-Newsletter (3 per project);
- Project website (1 joint web environment);
- Regular updates of project website and presence in social media (Facebook, LinkedIn, Twitter);
- Regional meetings with the stakeholders' groups (6 workshops per region - 1 meeting in each project period);
- Joint reports on the regional meeting with the stakeholders' groups - local working groups (6 reports per region - 1 report in each project period);
- Local success stories based on the micro-level analysis of local pioneers (1 - 2 good practice examples per region);
- Online marketplace (9 features of the mapping tool, one per region);
- 4 study visits
- Summary report from Study visits (4 reports, 1 per study visit);
- Articles in national / regional press media (1 appearances per region);
- Presence in external events (1 events per region);

6. Resources

Budget for defined communication activities is based on the project financial plan set in the application form. Project lead partner is responsible for the financial tasks of the project through Lead partner project coordinator (LP) and assigned Financial manager (LP), who will work closely with each partner's Local Financial Managers (LFMs). LP is responsible for project spending and its monitoring. Financial monitoring will be facilitated by a simple online excel tool beyond JEMS. This will ensure timely knowledge on project spending and allow for immediate action in case a budget shift is needed. The LP is responsible to communicate to their local partners' staff the project evaluation results and to check the regularity of certifications of expenditures. More detailed project budget information is outlined in the partnership agreement.



xii. **Communication subtasks and deliverables**

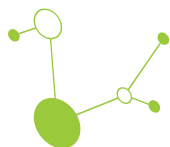
Deliverable Number	Deliverable title	Deliverable description	Delivery period
D.1.1.3	CIREVALC Communication Strategy	The strategy details out communication objectives, target groups, messages, activities, channels, schedule. JAIP as communication leader takes the lead for compiling the communication strategy relying on partners' input	Period 1, 1 - 6
D.1.1.4	Startup communication package	The deliverable includes an infographic, an animated video, graphics, banner that can be used in social media campaigns. The communication package is designed by JAIP.	Period 1, 1 - 6
D.1.2.3	Communication pack using local success stories	Based on guidelines from comm. Leader JAIP partners put together a set of digital comm. materials using local success stories (digital flyers, teaser videos, banners) that will be used in communication channels by partners (see D1.1.6)	Period 2, 7 - 12
D.2.5.5	Communication pack: Study visits	Based on guidelines from comm. Leader JAIP partners put together a set of digital comm. materials using outcomes of study visits (digital flyers, teaser videos, banners) that will be used in communication channels by partners.	Period 3, 13-18
D.3.3.1	Communication pack: project results	Based on guidelines from comm. Leader JAIP partners put together a set of digital comm. materials focussing on project results (digital flyers, teaser videos, banners) that will be used in communication channels by partners.	Period 5, 25-30

xiii. **Evaluation**

The programme recommends that project partners design their own communication indicators, based on their specific communication objectives, so they can be monitored internally by the communication manager. Evaluation of such internal indicators will allow the partners to assess whether the selected communication approach and activities bring about the intended results and whether they help the project reach its goals. For this reason we indicate a „check-list“ of particular project indicators which shows the measure of communication success (delivering key communication message) - number of reached members of target groups:

1. **Evaluation of Internal communication**

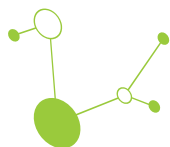
Result	Unit	Baseline Value in 2023	Target Value in 2026	Source of Data	Reporting
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The signing of the partnership agreement	Number	0	1	LP	Progress report #1
Kick-off meeting	Number	0	1	LP	Progress report #1
Project group meetings minutes	Number	0	6	LP + PPs	Progress reports (continuously)
Defining project tools, procedures, responsibility	Number	0	1	LP	Progress report #1
Internal project group web meetings	Number	0	30	LP + PPs	Progress reports (continuously)
Steering Committee minutes	Number	0	6	LP + PPs	Progress reports (continuously)
Financial reports	Number	0	6	LP + PPs	Progress reports (continuously)
Project's communication strategy	Number	0	1	LP + JAIP	Progress report #1
Online document sharing platforms	Number	0	1	LP	Progress report #1

2. Evaluation of External communication

Result	Unit	Baseline Value in 2023	Target Value in 2026	Source of Data	Reporting
Project's website	Number	0	1	PP6 (JAIP) + PPs	Progress report #1
Project partner sub-websites	Number	0	10	PP6 (JAIP) + PPs	Progress report #1
Project's poster A3	Number	0	10	PP6 (JAIP) + PPs	Progress report #1
Projects leaflets	Number	0	8	PP6 (JAIP)	Progress report #1
Articles in print and digital media	Number	0	9	PPs	Progress reports (continuously)
Midterm dissemination event	Number	0	1	PP6 (JAIP)	Progress report #4
Final dissemination event	Number	0	1	PP4 (RRDA)	Progress report #6
Participation on regional national and EU events related to circular economy in FCP	Number	0	10	PPs	Progress reports (continuously)
Facebook, LinkedIn, and twitter social media platforms reports	Number	0	3	PP6 (JAIP)	Progress reports (continuously)
Electronic newsletter	Number	0	3	PP6 (JAIP) + PPs	Progress reports (continuously)
Promotional video animation /video presentation	Number	0	3	PP6 (JAIP)	Progress report
Project roll-up	Number	0	1	PP6 (JAIP)	Progress report #1



Participants at project events - local working groups (physical reach)	Number of stakeholders reached	0	300	PP6 (JAIP) + PPs	Progress reports (continuously)
Joint reports on the regional meeting with the stakeholders' groups - local working groups	Number	0	54	PPs	Progress reports (continuously)
Local success stories in local languages and in English using single formats	Number	0	18	PPs	Progress report #1, 2
Summary report from Study visits	Number	0	4	PP1 + PP3 + PP6 + PP9	

The progress of the communication strategy will be one of the topics discussed during the mid-term dissemination event. Partners should be in a position to present to what extent the communication strategy is having an impact on their project implementation or what corrective action has been taken to improve the strategy. An actualization process of the communication strategy could be initiated in response to the outcomes from the programme meeting.

b. Offline dissemination tools

i. Printed Promotional Material

CIREVALC will create a respective roll-up and leaflet serving as promotional material which will include key factors of the project (each partner could print it or leave it just in digital form).

ii. Specific printed material

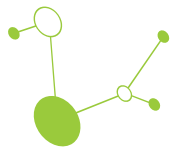
The printed or online visual material (programme, badges etc.) is decided and created by the organiser(s). It is advised to consult with the Communication manager on the templates and the (English) content of the material created, before finalising them.

iii. Organization of CIREVALC Events

CIREVALC will organise several events. Events organised by CIREVALC will primarily target specialised stakeholders and also the public at large, to illustrate the potential of the project.

List of CIREVALC events (in hybrid form):

- Kick-off meeting, hosted by RKW Saxony GmbH Service and Consulting (Dresden, Germany), Period 1
- Mid-term dissemination event + Study visit 3, hosted by JAIP - South Bohemia Agency for Support to Innovation (České Budějovice, Czech Republic), Period 4



- Final dissemination event, hosted by Rzeszow Regional Development Agency (Rzeszów, Poland), Period 6
- Study visit 1, hosted by BSC, Business support organization L.t.d., Kranj (Kranj, Slovenia), Period 2
- Study visit 2, hosted by STRIA - Agency for Rural Development of Istria Ltd. (Pazin, Croatia), Period 3
- Study visit 4, hosted by Business Upper Austria (Linz, Austria), Period 5

iv. **Conferences/ External events**

Consortium members will present the CIREVALC project and its objectives, missions, educational material, results, case studies in various events, conferences, info days, business days, forums, etc. in order to disseminate even further the project. Photos of the events with CIREVALC brochure/poster/presentation, etc. have to be sent to the communication manager for use at the social media and the website.

Partners should inform the Communication manager / WP leader about any planned participation at an event in advance.