

INtegrating Cybernated Innovation to Raise the scale of Circular Units Looping Allied Regions

Project INCIRCULAR (I3-2021-INV2a-MANU)
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R = Report, P = Prototype, D = Demonstrator, O = Other PU = Public PP = Restricted to other programme participants (including the Commission Services) RE = Restricted to a group specified by the consortium (including the Commission Services) CO = Confidential, only for members of the consortium (including the Commission Services) Restraint UE = Classified with the classification level "Restraint UE" according to Commission Decision 2001/844 and amendments Confidential UE = Classified with the mention of the classification level "Confidential UE" according to Commission Decision 2001/844 and amendments Secret UE = Classified with the mention of the classification level "Secret UE" according to Commission Decision 2001/844 and amendments



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Introduction

In the Incircular project, communication and dissemination actions are implemented to maximize the impact of the project at each step of the process. As described in the plan for communication and dissemination, specific channels of communication will be used to reach the identified target groups of stakeholders to disseminate the project as much as possible.

One of these channels is the e-newsletters, that use dedicated and targeted mailing lists to share the information about Incircular results progress.

In this deliverable, the strategy adopted regarding the e-newsletters and the work done during this first year of Incircular project will be reported.

This deliverable will be updated on month 24 and 36 of this project, to give an annual overview of the e-newsletters published.

I. Context and E-Newsletter strategy

1) E-newsletters included in the Communication and dissemination plan

The communication and dissemination plan released and managed by University of Jaen (UJA) describe the global context of the strategy that is followed in terms of communication and dissemination in the Incircular project. It gives the framework for all activities that are maximizing the impact throughout the project.

Based on this document, e-newsletters are planned to be published, sharing across mailing lists the project results. These newsletters will be consistent in the duration (at least 5 per year) of the project.

2) E-Newsletter strategy

To ensure the best impact of this channel of communication, a specific strategy has been developed. Indeed, the project use many channels of communication and to be really efficient, all the target groups must be reached thanks to all the channels of communication. To do so, it has been decided that the most effective process regarding e-newsletters would be to reach all the members of the ecosystems of partners, and in particular Tecos, University of Jaen and Polymeris.

It is clear that the communications made by these three entities are particularly efficient towards their own ecosystems, thanks to the confident relationships they have previously established with their members or followers.

By using internal e-newsletters of these partners of Incircular project, we guarantee that the communications will be spread to less people, but with a strong rate of reading and interest. Thus, thanks to this channel of communication we hope to disseminate with high quality to a smaller audience and therefore reach the expected impact.

Moreover, this audience is composed of researchers, policy makers, governmental institutions, associations, strategic partnerships and industrials (OEMs, processors, primary producers, final users, *EBCs - Empresas basadas en el conocimiento de la UJA*, that is composed by companies typically founded or supported by the university and often emerging from academic research projects, etc.) covering all the value chain of polymer materials and that already registered to these internal e-newsletters.

More specifically, as outlined in D5.1 Communication Strategy and Dissemination Plan, all the above mentioned audience profiles are reflected in the table below of the main target audiences selected by the consortium:

Target audiences	What are their interests?	Key messages	Communication pathways and actions addressed to them
Competitiveness cluster organisations (LEADS)	Improving the efficiency and competitiveness of the plastics industry.	<p>There is a need to adopt new technologies to integrate second-life raw materials into traditional production chains within the plastics manufacturing sector.</p> <p>Creating plastics with reduced environmental impact will support a sector influenced by critical end-user perceptions.</p>	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of project results and other relevant related information; Participation in events and sessions organised by INCIRCULAR; Presentations of industrial demonstrations and funding opportunities.</p>
Industrial players (LEADS)	Make new products using recycled plastic materials, which are viable and	INCIRCULAR promotes interregional collaboration within the industry while investing in innovative	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, and INCIRCULAR event.</p>

	<p>economically profitable.</p> <p>Willing to participate in the replication of INCIRCULAR's pilot cases.</p>	<p>technologies and DeepTech in order to drive transformation within the plastics sector, making it both more sustainable and profitable.</p>	<p>Actions: Communication and dissemination of project process, results and other relevant related information; Participation in events and sessions organised by INCIRCULAR and sector fairs; Presentations of industrial demonstrations and clear information showing the replicability and the technical and economic feasibility of the process.</p>
<p>Research and Technology Organisations (RTOs) (LEADS)</p>	<p>Conducting applied research to find new technologies that enable circular innovation in the plastics industry.</p> <p>Willing to participate in the replication of INCIRCULAR's pilot cases.</p>	<p>INCIRCULAR promotes interregional collaboration within the industry while investing in innovative technologies and DeepTech in order to drive transformation within the plastics sector, making it both more sustainable and profitable.</p>	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of project process, results and other relevant related information; Participation in events and sessions organised by INCIRCULAR and external events on innovation and technology; Presentation of technological achievements and clear information showing the replicability and the technical and economic feasibility of the process.</p>
<p>Research Centres/ Universities (LEADS)</p>	<p>Conducting basic research on physical and chemical properties to validate new materials to enable circular innovation in the plastics industry.</p> <p>Willing to participate in the replication of INCIRCULAR's pilot cases.</p>	<p>INCIRCULAR promotes interregional collaboration within the industry while investing in innovative technologies and DeepTech in order to drive transformation within the plastics sector, making it both more sustainable and profitable.</p>	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, scientific publications, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of project process, results and other relevant related information; Participation in events and sessions organised by INCIRCULAR and scientific conferences; Presentation of research achievement and conclusions in scientific publications.</p>
<p>Innovative SMEs (LEADS)</p>	<p>Developing advanced technologies or new products that integrate more circularity into industrial processes.</p>	<p>INCIRCULAR facilitates SMEs investment in innovation and provides funding opportunities for SMEs to develop innovative projects within our Industrial Pilot.</p>	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of project results and other relevant related information; Participation in events and sessions organised by INCIRCULAR; Presentations</p>

			of industrial demonstrations and funding opportunities.
Policy makers and public entities at regional/nacional/European level (FRAME)	Creating public policies related to sustainability, innovation and technology or circular economy that may affect the development of the project.	<p>INCIRCULAR contribute to the development of new, more sustainable and circular business models that minimise the current environmental impact of industries.</p> <p>The project support SMEs innovation through direct funding, contributing to local/regional economic development.</p>	<p>Pathways: website, emulation sessions, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of INCIRCULAR's achievements and benefits; Participation in events and sessions organised by INCIRCULAR.</p>
Regional stakeholders (FRAME)	Economic development and regional sustainability.	<p>INCIRCULAR contribute to the development of new, more sustainable and circular business models that minimise the current environmental impact of industries.</p> <p>The project provides funding opportunities for SMEs to develop innovative projects within our industrial pilot.</p>	<p>Pathways: website, partner connections.</p> <p>Actions: Participation in events and sessions organised by INCIRCULAR.</p>
European networks (FRAME)	<p>Representing European industries.</p> <p>Advocating innovation, sustainability, circular economy, and recycling in Europe.</p>	By fostering interregional collaboration for innovation, it is possible to integrate circular concepts into industrial processes, thereby advancing the goal of reducing the environmental impact of the plastics industry.	<p>Pathways: website, newsletters, promotional materials, social media, emulation sessions, and INCIRCULAR event.</p> <p>Actions: Communication and dissemination of project results and good practices; Participation in events and sessions organised by INCIRCULAR.</p>
Other stakeholders, general public (FOL)	Organisations or other actors interested in/linked to the technology, business or waste in the field of INCIRCULAR.	INCIRCULAR contributes to the development of more innovative and circular business models, reducing their environmental footprint.	<p>Pathways: online (website, social media) or traditional channels.</p> <p>Actions: Communication and dissemination on the project; Press releases.</p>

Table 1: INCIRCULAR target groups for communication and dissemination activities

This is a clear advantage for them to have the major Incircular news directly on a channel that they are following, limiting the number of newsletters and information that they are receiving every day. Then, it is also a guarantee of a certain visibility on this channel of communication as soon as the Incircular project began, with, maybe, more followers than if a new project newsletter has been created from scratch, with an empty mailing list.

The dedicated tool for mailing the newsletter also enables the project partners to know which articles are attractive, which ones raise interest from the reader and therefore, there will be some continuous improvement on article writing and project communication to ensure the commitment of interested stakeholders.

Regarding the methodology, it has been decided that some content will be provided by Polymeris and University of Jaen to be used in internal e-newsletters of the three main partners in this task: Polymeris, University of Jaen and Tecos. Of course, each entity is free to communicate on its side, in its local community, without uniform content if needed.

To be coherent with the rest of these e-newsletters and to allow a high penetration rate in each ecosystem, each e-newsletters will be published in the local language, but the content could also be adapted in English to be shared on other communication channels, like social network (Linkedin) for instance.

As a consequence of this strategy, the main target groups that will be reached thanks to these e-newsletters will be Slovenian, Spanish and French. This is a strong choice linked to the requirement of the Interregional Innovation Investment instrument, that is not contrary to communicate and disseminate widely to Europe, in order also to find synergies and common actions with other European projects and initiatives.

II. E-newsletter published during the first year

1) From Polymeris

In December 2023:

ZOOM SUR NOS DIFFÉRENTS PROJETS

PROJETS FINANCÉS SOUTENUS PAR POLYMERIS

En cette fin d'année, Polymeris célèbre une récolte fructueuse avec la confirmation de financements pour plusieurs projets soutenus par le pôle. Ces notifications d'accord de financement sont perçues comme des cadeaux de Noël bienvenus pour les partenaires des consortiums impliqués.

[Plus d'infos](#)

Lancement du projet européen INCIRCULAR

Le projet INCIRCULAR a pour objectif de libérer le potentiel d'innovation de trois régions européennes dans le domaine de l'économie circulaire des plastiques grâce notamment à un système de financement en cascade.

[Plus d'infos](#)

AI REDGIO 5.0 : Lancement du 1er Open Call !

L'objectif est d'identifier et de soutenir jusqu'à 10 expériences menées par des PME qui cibleront spécifiquement la mise en œuvre des systèmes AI at the Edge et Industry 5.0, visant à améliorer les solutions, produits ou processus actuels dans le secteur manufacturier.

[Plus d'infos](#)

[\[Newsletter\] Actualités Polymeris - Décembre 2023](#)

In May 2024:

SUCCESS STORY

Mieux comprendre et utiliser la matière 100 % recyclée, le défi vert d'Incircular

Nos adhérents S.I.S.E et Simcon ont été cités aux côtés de Polymeris dans un article portant sur le projet européen INCIRCULAR dans le journal Le Progrès : « Mieux comprendre et utiliser la matière 100% recyclée, le défi vert d'Incircular ». L'article présente une interview d'Arnaud Lagarde, Directeur Général de S.I.S.E., qui explique l'intérêt du projet européen Incircular dans lequel il travaille en collaboration, notamment avec Simcon, sur l'élaboration d'un jumeau numérique pour l'injection plastique.

[Lire l'article](#)

[\[Newsletter\] Europe #3](#)

In July 2024:

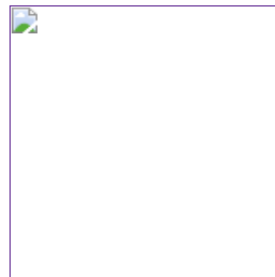
Le projet INCIRCULAR dont Polymeris est partenaire proposera du financement en cascade en septembre 2024 !

Le financement en cascade vous offre une occasion unique de recevoir un financement pour innover de façon collaborative, en limitant la charge administrative et en bénéficiant d'un suivi adapté tout au long du projet. RDV à la rentrée pour découvrir une vidéo à destination de ses adhérents Polymeris explique le fonctionnement et les avantages de ce financement !

INCIRCULAR se prépare à lancer un appel à financement en cascade pour les PME d'Auvergne-Rhône-Alpes, Andalousie et Slovénie, leur permettant d'obtenir jusqu'à 60 000€ de financement. L'appel à projet sera lancé en septembre 2024 pour 2 mois et permettra de financer 6 PME lauréates. Les PME financées auront 1 an pour développer et mettre en œuvre des solutions innovantes physiques et/ou digitales afin d'optimiser la circularité de la chaîne de valeur couverte par les partenaires d'INCIRCULAR. Plus de détails seront partagés dans l'été sur la page LinkedIn et sur le site web du projet. Restez connectés !



[Lire la suite](#)



ÉVÉNEMENTS EUROPÉENS À NE PAS MANQUER

12/09/2024 : Participez à l'événement de présentation des Open Call d'Incircular et à la session de networking interprojets européens !

Les partenaires du consortium Incircular se réuniront en septembre à Lyon pour leur consortium meeting. Afin de profiter de leur venue, et de communiquer sur le lancement du financement en cascade d'Incircular, la matinée du 12 septembre sera consacrée à une présentation des modalités de participation à ce financement en cascade, suivie d'une table ronde regroupant des participants de plusieurs projets européens afin d'échanger sur la thématique du recyclage plastique. Un lien d'inscription sera disponible sous peu. Afin d'être au courant des dernières informations sur le sujet, nous vous invitons à suivre la page LinkedIn du projet.

[Inscription](#)

[\[Newsletter\] Europe #4](#)

2) From University of Jaen

In May 2024:

Oficina de Proyectos Internacionales

Reunión trasnacional de seguimiento del Proyecto Incircular

La Oficina de Proyectos Internacionales (OFIPI) de la UJA informa de que hoy y mañana, 14 de marzo, se desarrollará en la Escuela Politécnica Superior de Linares (EPSL) la 2ª reunión trasnacional de seguimiento del proyecto europeo Incircular, cofinanciado por el Instrumento Interregional de Inversiones e Innovación-FEDER (I3) de la Unión Europea. A la reunión asisten todos los socios del consorcio: Tecos, Omaplast y Gorenje (Eslovenia); Polymeris, SISE y Simcon (Francia); EcoCastulum y la Universidad de Jaén (España). La UJA participa en el proyecto a través de miembros del Grupo de Investigación TEP 222 Ingeniería de Materiales y Minera,

<https://mail.google.com/mail/u/0/?ik=4a40056541&view=pt&search=all&permthid=thread-f:1793399276676175192&siml=msg-f:1793399276676175192>

1/5

29/8/24, 12:17

Correo de Universidad de Jaén - [1-pdi] UJA Informa #702 - 13 marzo 2024 (PDI)

siendo la responsable del grupo de trabajo la doctora Carmen Martínez García, catedrática del departamento de Ingeniería Química, Ambiental y de los Materiales.

[Boletín UJA Informa.pdf](#)

In September 2024:

Oficina de Proyectos Internacionales

Proyecto Incircular busca evaluadores

La Oficina de Proyectos Internacionales (OFIPI) de la UJA informa de que el proyecto europeo Incircular, en que participa la Universidad de Jaén, está buscando evaluadores externos para revisar las propuestas recibidas en el marco de la convocatoria de financiación en cascada Incircular. Se necesita expertos en el campo de los materiales compuestos y polímeros. Más concretamente, se busca especialistas con experiencia en economía circular en el sector de los polímeros; conocimientos técnicos sobre el reciclaje de materiales compuestos, y conocimientos técnicos sobre innovación digital. Más información, en el documento al que lleva este enlace.

Tercera reunión del proyecto Incircular y sesión de emulación 'Un futuro circular con plásticos: fomentando sinergias entre proyectos de la UE'

La Oficina de Proyectos Internacionales (OFIPI) de la UJA informa de que en los días 11 y 12 de septiembre, los investigadores de la Escuela Politécnica Superior de Linares participarán en la tercera reunión del proyecto europeo Incircular en Lyon, Francia. La reunión del consorcio tendrá lugar los días 11 y 12 de septiembre. Los socios del proyecto llevarán a cabo una sesión de emulación, bajo el título 'Un futuro circular con plásticos: fomentando sinergias entre proyectos de la UE'. Este evento se desarrollará en dos partes: presentaciones de proyectos 'hermanos', que operan dentro de los sectores de los plásticos y la economía circular, y una mesa redonda con los proyectos invitados, que es una oportunidad para compartir conocimientos, establecer contactos con organizaciones y empresas afines y fomentar sinergias en la transición hacia una economía del plástico más circular. Más información y registro en este enlace.

[UJA Informa - Friday 6th September 2024.pdf](#)

3) From Tecos

In November 2023:

Novo projektno sodelovanje nagovarja izziv pospeševanja uvajanja inovacij in naložb ter nudi podporo pri razvoju in krepitvi inovativnih ekosistemov pri identifikaciji investicijskih projektov v treh manj razvitih regijah v Bolgariji, Sloveniji in na Portugalskem.

[Več o projektu](#)

[TECOS Newsletter Nov 2023 \(Incircular\).pdf](#)

In March 2024:



TECOS usposabljanje: Uspešno koncipiranje novega izdelka

Sebastjan Kotnik,
četrtek, 28. marec, ob 9. uri

Ulopite zadnjo priložnost za poglobitev znanja o metodiki koncipiranja novih izdelkov, spoznajte sisteme vrednotenja tehničnih rešitev po tehničnih in ekonomskih kriterijih, patentno področje in metode za hitro iskanje variantnih rešitev.

[Več o usposabljanju](#)



Priložnosti I3 razpisov za nova projektna sodelovanja

CALL COORDINATORS DAY 2024
tokrat o izzivih in priložnostih

Srečanje se je osredotočilo predvsem na iskanje dodatnih sinergij med I3 projekti. 50 koordinatorjev je na delavnici iskalo priložnosti medsebojnega povezovanja projektov in čim boljšega izkoristka rezultatov, ki nagovarjajo ista projektna področja.

[Več podrobnosti](#)

Novo projektno sodelovanje: INCIRCULAR

Nov projekt krepi inovativne rešitve proizvodnje novih, okolju prijaznejših vrst plastike z materialnimi lastnostmi konvencionalne plastike. Z novimi tehnologijami bi sekundarne surovine uporabili v tradicionalnih proizvodnih verigah sektorja proizvodnje plastike.

[Več o projektu](#)

TECOS

Industrijski razvoj ▾ Raziskave in projekti ▾ Usposabljanje in članstvo ▾ Aktualno ▾ O nas ▾ Slovenščina ▾

TECOS Razvojni center orodjarstva Slovenije sodeluje v številnih projektih aktivnosti, tokrat pa smo se na srečanju I3 Instrument CALL COORDINATORS DAY 2024 osredotočili predvsem na priložnosti in izzive (nadaljnjih) projektih sodelovanj.



Instrument I3 podpira tesnejše medregijsko sodelovanje pri naložbah in vzpostavlja trajnostne povezave s povezovanjem regionalnih ekosistemov na skupnih področjih pametne specializacije. To je bistvenega pomena za pospešitev implementacije rezultatov raziskav v podjetja in spodbujanje inovacij.

Srečanje koordinatorjev I3 projektov, ki sta se ga udeležila tudi TECOS-ova sodelavca Simona Knežević Veton in Peter Fajš, se je osredotočilo predvsem na iskanje dodatnih sinergij med projekti, ki so financirani iz I3 razpisa. Srečanja se je udeležilo 50 predstavnikov 33 različnih projektov, ki so na delavnici iskali priložnosti, kako medsebojno povežati projekte in čim bolje izkoristiti rezultate projekta, ki nagovarjajo ista področja, npr. področje krožnega gospodarstva.

Projekt INCIRCULAR, katerega partner je TECOS in sodi prav med I3 projekte, nagovarja pospeševanje ustvarjanja inovacij s področja krožnega gospodarstva na področje proizvodnje plastičnih izdelkov s konkretnim ciljem povečanja razmerja med recikriranimi in primarnimi materiali s proizvodnjo izdelkov iz 100-odstotno recikrirane plastike. Iskali smo dodatne sinergije, ki bi organizacijam npr. omogočile uspešno sestavljanje partnerskih konzorcijev za prihodnje razpise I3 ter uspešen prenos projektih rezultatov v praksi.



Med področji, o katerih smo razpravljali na srečanju, smo se dotaknili tudi poročanja in obveščanja javnosti, priporočil za razpisovalce prihodnjih I3 razpisov ter vpravljanj, povezanih pripravljenosti projekta na naložbe oz. čim širšo implementacijo projektih rezultatov v delovanje zainteresiranih organizacij.

[TECOS Newsletter March 2024 \(Incircular\) \(002\).pdf](#)

In August 2024:

Več informacij in prijava na jubilejni Dan orodjarstva



**Do 60.000 evrov za inovacije s
področja recikliranja in krožnosti
polimernih materialov**

Četrtek, 12. septembra, ob 9. uri



**Delavnica spajanja polimerov v
prašne plasti za proizvodnjo
komponent**

Četrtek, 5. septembra ob 9. uri

Projekt INCIRCULAR bo v mesecu septembru odprl javni poziv za MSP za kaskadno financiranje inovativnih projektov na področju recikliranja plastike in zagotavljanja krožnih snovnih tokov. Vabljeni na Informativni dan in strokovni dogodek.

[Podrobnosti in prijava](#)

V okviru projekta ADDCIRCLES vabimo na demonstracijsko delavnico »Aditivna proizvodnja: spajanje polimerov v prašne plasti za proizvodnjo komponent za predelovalno industrijo in robotiko« z dobrimi praksami. Dogodek je namenjen predvsem MSP.

[Podrobnosti in prijava](#)

[TECOS Newsletter Avgust 2024 \(Incircular\).pdf](#)

Conclusion

To conclude, a specific strategy has been chosen for the e-newsletter communication channel, to maximize the impact of the Incircular project. It let us expect a strong involvement from the French, Slovenian and Spanish ecosystems to foster interregional information, interactions and then collaborations.

The aims of these e-newsletters will be to target specific audience with an important capacity to inform them.

The next steps regarding the e-newsletter will be to continue publishing content about Incircular results, projects of SMEs awarded, events and news. An update of the work done will be released in the deliverable D8.3 of September 2025 and then a final version will be done in September 2026.