



D8.5

Second year update Communication and Dissemination Plan Progress

Lead beneficiary: IHOBE

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<i>Dissemination level</i>		
PU	Public	X
PP	Restricted to other programme participants	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

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0.1	31.05.2022	IHOBE	1 st draft.
1.0	30.05.2023	IHOBE /TECNALIA	Correction in the D&C activities. Final review.

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Executive Summary

This document provides a summary of the main dissemination activities developed during the second year of the ICEBERG project. It also compares the achieved indicators against the initially proposed objectives

Major achievements, impacts on social media and dissemination activities are presented for each category.

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1. Introduction

The following section describes the basic framework of the communication plan and the general approach to planned communication activities.

1.1. Purpose of the document

The communication plan provides a framework for all actions that support the outreach efforts needed to disseminate and communicate ICEBERG to general public and external stakeholders, while sustain the uptake and engagement of targeted stakeholders in the relevant project activities.

This document is a contractual deliverable of the project and will outline the strategic plan, the tactics, the key messages, the key target audiences and the optimal approach to engaging and interacting with ICEBERG's target groups.

The main emphasis of the communication and dissemination activities is on companies in construction sector, CDW managers, products manufacturers, designers and architects, scientific community, public administration and policy makers.

1.2. Scope of the document

The document outlines the methodology, main communication channels and planned activities during the execution of the ICEBERG project. The initial plan was launched at the beginning of the project (D8.1, M3) and it is regularly revised and updated by the WP leader IHOBE (M13, M25, M37).

1.3. General approach and strategy

The communication plan provides a framework and schedule for project activities that contribute to communication and dissemination of ICEBERG outputs and outcomes. It also specifies decision-making roles and responsibilities of project partners. Impact indicators are created to monitor the impacts of the dissemination activities. For maximum impact, ICEBERG will adopt a multi-channel, multi-target dissemination approach.

The main dissemination targets will be companies in relevant industrial sectors, trade bodies, and policy makers. Since the project will produce some innovative solutions in circular economy in construction that could spur future R&D and innovation co-operations, the dissemination activities will also target relevant researchers and specialists.

2. Objectives

The main objective of WP8 is to promote visibility, awareness, acceptability, knowledge and accessibility of ICEBERG results by disseminating information and outcomes to relevant stakeholder communities.

The objectives of the Communication and Dissemination plan are:

- To increase the general awareness on the project
- To involve relevant stakeholders in selected project activities (inputs, feedback)
- To support cooperation (including research and innovation) with research partners outside the consortium
- To disseminate policy-relevant outcomes of the project
- Identify new business opportunities and support the development of innovative business models for the low-carbon generation and demand technologies.
- Test and validate value proposition for exploitable results, paving the way to a final exploitation plan and market take-up.
- To ensure internal awareness of key communication objectives and contractual communication obligations.

3. Initial Communication and Dissemination Plan

The plan was developed in line with the deadlines and was communicated to all partners (M3). It included the Corporate Identity Manual and the Communication kit: Communication document that aims to serve as a guide for partner entities and to promote the transfer of information and a unified image of the project. This basic kit, together with a set of templates (Press Release, Press Call, Sample Word Document and Sample PPT Document) was also provided to all partners (M3).

4. International dissemination events

ICEBERG planned to organise three international dissemination events during the project implementation: i) an initial ICEBERG launch workshop to present the project objectives and scope (by M6); ii) a mid-term international conference (expecting 300 attendees) to present intermediate results together with other CE projects (by M24); and iii) a final conference (by M46) to promote the replicability and exploitation of the project results.

The COVID situation during the first period of the project prevented those original plans. The launch workshop was replaced by a press conference to present the project in Bilbao (July 27, 2020), with the attendance of the Basque partner entities and institutional leaders. The related general press release was

replicated in mass media and particular social networks in other countries by local members.

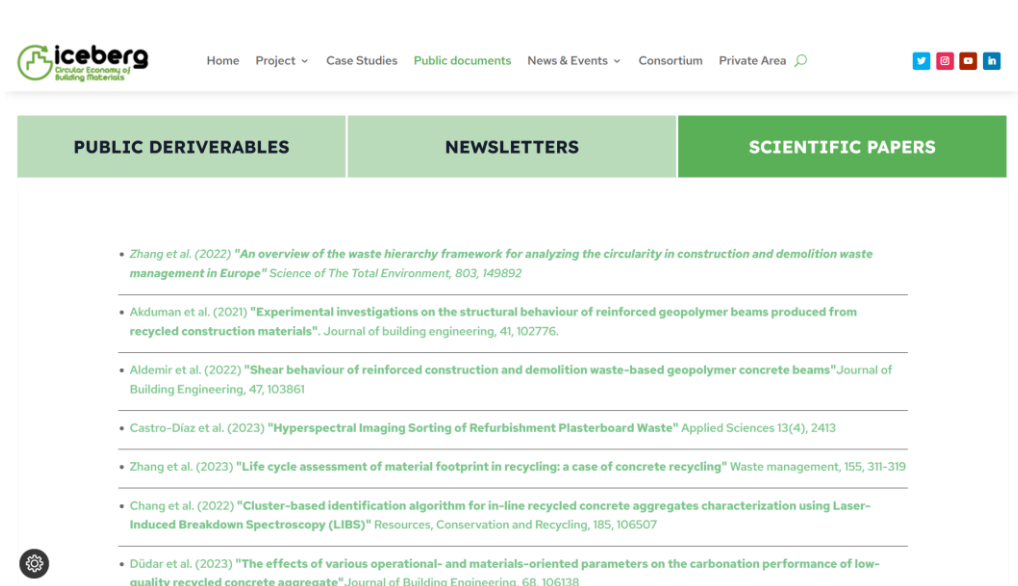
The mid-term international conference “International Conference on Circularity in the Built Environment” was organized by TUD to be held in Delft. However, the event had to be postponed and finally canceled due to the COVID restrictions. During the second period, ICEBERG has contacted with other EU sister projects to evaluate the possibility of a shared event to present the latest results on Circularity in construction to the scientific and research community. This will be monitored during the 3rd RP.

Specific workshops on policies and standards have been organized in the 2nd RP. They will continue during the 3rd RP, separately or together with the final conference (probably in Brussels), where the final results of the project will be presented to a broad audience.

5. Project website

The project's **website** was developed and became operational within the planned time frame (M3). In this regard, the communications department periodically updates the agenda of events and the news section (46 news items published) with relevant information, some sent by the partners themselves and others produced by the communications department with collateral issues or issues of interest to the project.

During the 2nd RP, the website menu was updated for linking the most relevant public documents of the projects: public deliverables (after their approval in the EC participant portal), newsletters and scientific papers (both in indexed journals and conference proceedings).

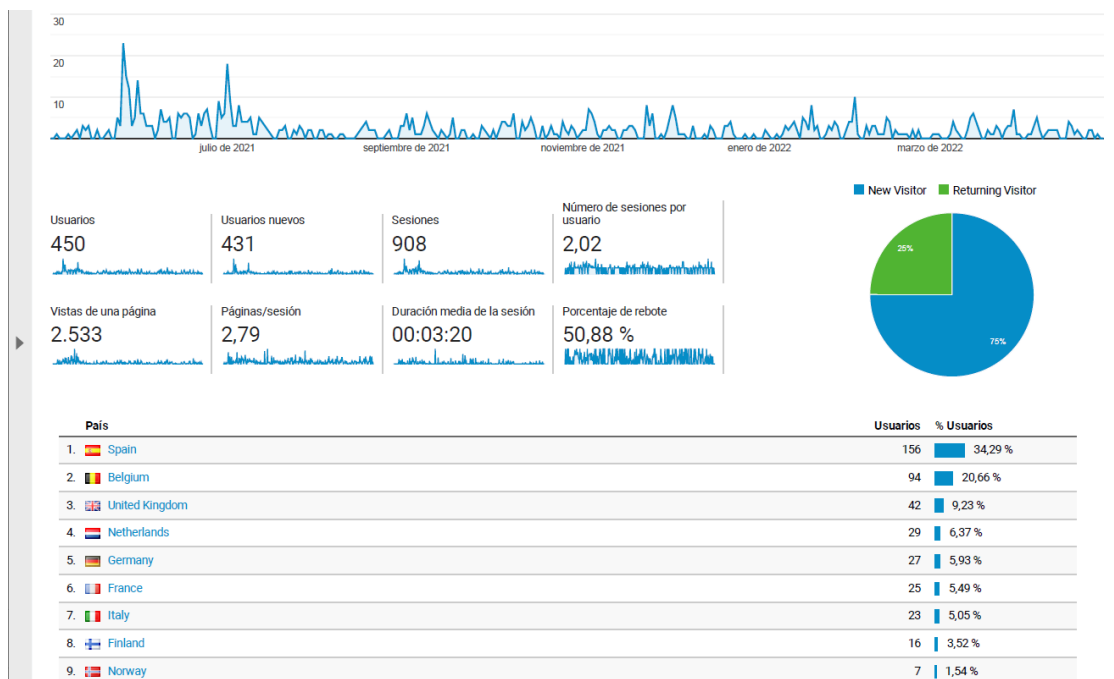


The screenshot shows the ICEBERG project website. The header includes the logo and navigation links: Home, Project, Case Studies, Public documents, News & Events, Consortium, and Private Area. Below the header, there are three main sections: PUBLIC DERIVABLES, NEWSLETTERS, and SCIENTIFIC PAPERS. The SCIENTIFIC PAPERS section is currently selected and displays a list of research papers with their titles, authors, and publication details.

- Zhang et al. (2022) "An overview of the waste hierarchy framework for analyzing the circularity in construction and demolition waste management in Europe" *Science of The Total Environment*, 803, 149892
- Akduman et al. (2021) "Experimental investigations on the structural behaviour of reinforced geopolymer beams produced from recycled construction materials". *Journal of building engineering*, 41, 102776.
- Aldemir et al. (2022) "Shear behaviour of reinforced construction and demolition waste-based geopolymer concrete beams" *Journal of Building Engineering*, 47, 103861
- Castro-Díaz et al. (2023) "Hyperspectral Imaging Sorting of Refurbishment Plasterboard Waste" *Applied Sciences* 13(4), 2413
- Zhang et al. (2023) "Life cycle assessment of material footprint in recycling: a case of concrete recycling" *Waste management*, 155, 311-319
- Chang et al. (2022) "Cluster-based identification algorithm for in-line recycled concrete aggregates characterization using Laser-Induced Breakdown Spectroscopy (LIBS)" *Resources, Conservation and Recycling*, 185, 106507
- Düdar et al. (2023) "The effects of various operational- and materials-oriented parameters on the carbonation performance of low-quality recycled concrete aggregate" *Journal of Building Engineering*, 68, 106138

The activity, number, origin and interest of the visitors is regularly monitored using the analytics reports.

As it is observed in the figure below, there were 431 single visitors during the second year. Most of those visits were from new visitors but around 25% were from returning users. The average time per session was about 3 minutes and 20 seconds.



Most of the visitors came from Spain (highly represented in the consortium by the project coordinator, D&C leader and other 6 project participants), Belgium, United Kingdom and the Netherlands (also countries with several organizations involved in the consortium).

6. Social networks

The project has 4 **social media** profiles: LinkedIn, Twitter, Instagram and YouTube. They basically fulfil two functions: to help **create a community that is interested in the project and to bring traffic** - as a priority - **to the project's website**, the main information platform where news, documentation, events agenda, etc. are posted.

To complement this, a Flickr account was set up and is used as a repository of images, so that any partner or person interested in the project can access high quality photographic material.

At present, this is the situation for each network:

Twitter: 283 followers. About 200 tweets were sent over the entire project life time. The content refers mainly to information on the website (news, agenda, etc.), project events and developments and news of interest related to any of the partner entities. In addition, there has been interaction and networking with other Horizon projects linked to circularity in construction.

In the 2nd RP our tweets have received >70,000 hits, with the best month being October 2022, around the first face-to-face General Assembly meeting, short interviews to participants, with >15,000 hits from 20 tweets and 18 new followers. The account has prominent followers, such as EFE Verde and FuturEnviro (media) and Philippe Moseley (Policy Officer, Sustainable Industrial Policy and Construction European Commission). The communication target set for this network was a minimum of 200 followers in M24, so the evolution is positive.

LinkedIn: 361 followers. In the case of this network, the Communication Plan set a minimum of one update/month, and 34 updates were made during the period in question, most of them posts with content linked to the project's website (news, videos, etc.). Similarly, a minimum of 100 followers was set for the first twelve months, meaning that the evolution can be assessed as good. Some publications stand out, such as the interview with the Project Manager David García, which received 1,664 hits.

Instagram: 65 followers. It is a very visual network, which requires good quality and attractive materials, something that was not available in the initial stages of the project. Furthermore, an analysis of the social networks used by ICEBERG's own partners shows that it is perhaps not the preferred network for finding out about this type of project. It is considered to be complementary and will continue to be used to drive traffic to the website and to publicise the progress of the project. 10 updates have been made. The goal of 100 followers for M24 was not reached, but further growth is expected in the middle and final part of the project.

YouTube: 19 subscribers. It is a communication channel that relies on videos and, unfortunately, the project does not currently have the materials to develop a sustained dissemination strategy over time. 12 additional videos were published during the 2nd RP, mainly interviews with various partners during the first physical General Assembly. In this case too, the network functions as an archive of videos of interest, since at this stage we understand that it is more important to drive traffic to the project's website than to this particular network. At the end of the 2nd RP some videos about the technologies and products prototypes are being edited so further growth is expected in the next months.

7. On-line newsletters

The database to which this newsletter is sent includes **valuable contacts** provided by the partner entities, and people who have requested to receive it. It

currently has **>280 subscribers**. However, it is still far away from initial the objective (800).

Six e-newsletters have been produced until now. The structure of their content tries to include the following items:

- General message about the status of the project
- 2-3 news about the technical solutions
- 1 external news/event related to the project activities
- 1 interview to expert on circularity in construction



ICEBERG reaches its half-way point

It is now two full years since the official start of the ICEBERG project in May 2020. This period has been affected by COVID restrictions and progressive increases in the prices of raw materials and services, but ICEBERG has achieved the planned milestones and objectives with only minor deviations.

[read more →](#)



The story begins at the end: demolitions in ICEBERG case studies

8. Publications

Several scientific papers are expected from the ICEBERG project activities. At the moment of submitting this document, 8 papers have been published in indexed journals (2 more than the expected 6 by m32):

- Zhang et al. (2022) "An overview of the waste hierarchy framework for analyzing the circularity in construction and demolition waste management in Europe" *Science of The Total Environment*, 803, 149892
- Akduman et al. (2021) "Experimental investigations on the structural behaviour of reinforced geopolymer beams produced from recycled construction materials". *Journal of building engineering*, 41, 102776.

- Aldemir et al. (2022) "Shear behaviour of reinforced construction and demolition waste-based geopolymer concrete beams" *Journal of Building Engineering*, 47, 103861
- Castro-Díaz et al. (2023) "Hyperspectral Imaging Sorting of Refurbishment Plasterboard Waste" *Applied Sciences* 13(4), 2413
- Zhang et al. (2023) "Life cycle assessment of material footprint in recycling: a case of concrete recycling" *Waste management*, 155, 311-319
- Chang et al. (2022) "Cluster-based identification algorithm for in-line recycled concrete aggregates characterization using Laser-Induced Breakdown Spectroscopy (LIBS)" *Resources, Conservation and Recycling*, 185, 106507
- Düdar et al. (2023) "The effects of various operational- and materials-oriented parameters on the carbonation performance of low-quality recycled concrete aggregate" *Journal of Building Engineering*, 68, 106138
- Tuğluca et al. (2023) "Characterization of chemically treated waste wood fiber and its potential application in cementitious composites" *Cement and Concrete Composites*, 137, 104938

In addition, other results from ICEBERG are being published in the most relevant Symposiums and Conferences on the Circularity of Construction:

- Castro-Díaz et al. (2021) "A methodologic approach based on hydrocyclone separation and acid leaching to purify gypsum from refurbishment plasterboard waste" *Proceedings Sardinia 2021. 18th International Waste Management and Landfill Symposium. 2023; 13(4):2413.*
- Castro-Díaz et al. (2022) "Laboratory evaluation of acid leaching conditions to purify gypsum from refurbishment plasterboard waste" *III International Congress of Biorefineries and Renewable Energies Supported in ICT (BERSTIC - 2022)*
- Castro-Díaz et al. (2022) "Laboratory scale evaluation of hyperspectral imaging sorting of refurbishment plasterboard waste" *6th Symposium on circular economy and urban mining. Capri, Italy. 18-20 May 2022*
- Özçelikci et al. (2023) "Characterization and value-added application of low-quality concrete waste based recycled aggregates" *RILEM Spring Convention, 4th International Congress on Materials & Structural Stability Mohammed V University in Rabat Morocco.*

More than 4 papers and abstracts are under evaluation or review process. Additional conferences as WASCON (The International Conference on the Environmental and Technical Implications of Construction with Alternative Materials), the Conference of the European Ceramic Society, etc, will serve as new opportunities to disseminate the project results once that the technical activities from WP1, WP2 and WP3 have been completed.

9. Other mass media communication activities

In addition to the previous communication activities, most of ICEBERG's partner entities have carried out dissemination initiatives, mainly through their communication channels (websites and social networks), by taking part in specialist forums (networking) and/or by organising conferences with specialist audiences (see Annex I. Dissemination and communication activities).

In total, **37 activities** were recorded over the second year of the project. Most of them were actions aimed at the media (press releases), posts for the general and/or specialist public that were published and disseminated through the corporate websites and social networks of the partner entities, and workshops for researchers and young students.

According to the data collected by the partners, these actions have reached this **estimated number of people** per sector:

- Scientific Community (higher education, Research): 600
- Industry: 18,000
- Civil Society: 12,000
- General Public: 800,000
- Policy Makers: 100
- Media: 5,000
- Investors: 200
- Customers: 110
- Other: 45,000

In addition, ICEBERG's partners have contributed with informative articles for the news section of the project's website, with the aim of reporting on the progress that has been made and the main results obtained at an experimental level in the recycling and reuse of concrete and gypsum, for example.

10. Sister projects

During the second year of the project, other EU projects working on the ICEBERG scope (Circularity in Construction sector) were identified and contacted to exchange knowledge and promote shared initiatives about policies, pre-standardization activities and dissemination and communication actions.

Shortname	Program	Website	Contact person
BAMB	H2020-EU.3.5.4	https://www.bamb2020.eu/	Caroline HENROTAY
RE4	H2020-EU.2.1.5.2	http://www.re4.eu/	Sonia SARACINO
REHAP	H2020-EU.2.1.5.3	https://www.rehap.eu.com/	Aitor BARRIO
COLLECTORS	H2020-EU.3.5.3	https://www.collectors2020.eu/	Tjerk Wardenaar
DDC	Interreg	https://www.nweurope.eu/projects/project-search/digital-deconstruction/	
WOOL2LOOP	H2020-EU.3.5.3	https://www.wool2loop.eu	Anne Kaiser
Cityloops	H2020-EU.3.5.4	https://cityloops.eu	Pernille KERNEL
BASAJAUN	H2020-EU.3.2.1.4	https://basajaun-horizon.eu/	Javier GARCIA JACA
BlackCycle	H2020-EU.3.5.3.	https://blackcycle-project.eu	Margarita DORATO
CISUFLO	H2020-EU.3.5.4	https://www.cisuflo.eu	Guy Buyle
RECREATE	H2020-EU.3.5.3	https://recreate-project.eu/	Satu HUUHKA
CIRCuIT	H2020-EU.3.5.4	https://www.circuit-project.eu/	Martin Tilsted
Superlocal		https://www.superlocal.eu/	Paul Consten

At this moment ICEBERG is collaborating with some of them, as part of the Advisory Board in DDC, using public information as starting reference for future developments (BAMB, Cityloops) and discussing specific dissemination actions (CISUFLO, RECREATE, Superlocal), among others.

Those contacts and collaborations will be further exploited in the second half of the project for benchmarking projects results, synergies and collaboration opportunities.

Annex I. Dissemination and communication activities

1st year

Activity	Type of media	Name of the media/event	Date	Type of audience	Public or audience	Readers	Main	Title (English)	Leading partner
Other	Internal Company Newsletter	Sabancı Holding Newsletter	22/06/2020	Other	Sabancı Holding employees	60000	Turkish	Horizon 2020 Iceberg project	ÇİMSA
Website	News item website	Website	01/07/2020	General Public	visitors LENZ website	50	English	Advanced Sorting Solutions for E	LENZ
Pitch Event	Press conference and press	General basque media	27/07/2020	Media	National mass-media journalist	30	Spanish	ICEBERG project press	IHOBE
Website	Internet and website	Circular Economy of Building Ma	30/08/2020	General Public		100	Spanish	SERIKAT participates in a	SERIKAT
Press release	Spanish general and technical	General & Technical media	03/09/2020	Media	National mass-media journalist	320	Spanish	Economía circular en la industria	GAIKER
Website	Corporate web	www.gaiker.es	03/09/2020	General Public			Spanish	Economía circular en la industria	GAIKER
Social media	Twitter Post	https://twitter.com/gaiker_brta?la	03/09/2020	General Public		571	Spanish	Participamos en el proyecto	GAIKER
Social media	LinkedIn Post	https://www.linkedin.com/compa	03/09/2020	General Public		771	Spanish	Participamos en el proyecto	GAIKER
Social media	Social Media	Instagram/cimsacement	06/09/2020	General Public	Public	1012	Turkish	Horizon 2020 Iceberg project	ÇİMSA
Social media	Social Media	Twitter/cimsacement	06/09/2020	General Public	Public	1351	Turkish	Horizon 2020 Iceberg project	ÇİMSA
Social media	Intranet	Circular Economy of Building Ma	10/09/2020	General Public		50	Spanish	SERIKAT participates in a	SERIKAT
Social media	Twitter Post	ICEBERG Project	02/10/2020	Other	General	905	English		EPEA
Social media	LinkedIn Post	ICEBERG Project	02/10/2020	Other	General	1692	English		EPEA
Website	website page	EPEA part of EU project "ICEBE	02/10/2020	Other	General	2228	English		EPEA
Website	Dedicated page on corporate	RINA website	02/10/2020	General Public	RINA network	10000	English	ICEBERG - Circular Economy of	RINA-C
Website	Dedicated page on corporate	RINA website	02/10/2020	General Public	RINA network	10000	Italian	ICEBERG - Circular Economy of	RINA-C
Website	Post on Twitter	Twitter	10/10/2020	General Public	RINA Twitter network	2500	English		RINA-C
Participation to a Workshop	Workshop	Innotransfer – Habitat Sostenible	01/11/2020	Industry	Construction and demolition sector	130	Spanish	Keraben Grupo presents the	KERABEN
Non-scientific and non-peer re	Sector magazine	Excave Magazine	01/11/2020	Industry	Construction and demolition sector	500	Spanish	ICEBERG: Digital advanced	TECNALIA
Training	Training	Tracimat deskundige gebouwen	01/11/2020	Industry	Tracimat experts	44	Dutch	Traceability of C&DW	TRACIMAT
Social media	LinkedIn	Circular Economy of Building Ma	16/11/2020	General Public		50	Spanish	PRESENTATION OF THE	SERIKAT
Participation to a Conference	Keynote	5th Symposium on Urban Mining	18/11/2020	Scientific Community	Students, academics and industry professiona	400	English	Circular economy in construction	LU
Social media	Promotion of workshops	LinkedIn post	01/12/2020	Industry	LinkedIn network	100	English		VITO
Social media	Promotion of workshops	LinkedIn post	01/12/2020	Industry	LinkedIn network	500	English		VITO
Participation to a Workshop	Presentation session	Action day Green Deal Circular B	03/12/2020	Industry	Members of the Green Deal Circular Bouwen	100	Dutch	Material flows from demolition sit	OVAM/VITO
Participation to a Workshop	Webinar	REPOLYUSE - Final event	17/12/2020	General Public	Construction sector	250	Spanish	The new materials that sustain	TECNALIA
Social media	Twitter Post	ICEBERG Workshop	08/01/2021	Other	General	361	English		EPEA
Organisation of a workshop	Workshop	Circular product design	14/01/2021	Industry	Mainly manufacturers and affiliated	25	English	Circular product design	EPEA
Organisation of a workshop	Workshop co-hosting	Circular building design	14/01/2021	Industry	Mainly planners and affiliated stakeholders		English	Circular building design	VITO
Training	Training	Bouwmanager - Tracimat Urban	29/01/2021	Civil Society	Construction sector	20	Dutch	Urban Mining: reuse and	TRACIMAT
Participation to a Workshop	Workshop	Construction polymers recycling	17/02/2021	Industry	Other EU projects	12	English	PolyStyreneLoop, Repolyuse	TECNALIA
Participation to a Workshop	Panel member in Break Out Sessio	Wastebuild 365	25/02/2021	Industry	community of architects, engineers, develop	100	English	Urban Mining in Practice	OVAM/VITO
Social media	LinkedIn Post	https://www.linkedin.com/compa	01/03/2021	General Public	General public	100	Spanish	ICEBERG Project H2020.	VIUDA DE SAINZ
Participation to a Workshop	Webinar	VEEP final webinar (Build Up)	05/03/2021	Other	Other EU projects	50	English	VEEP final webinar	TECNALIA
Press release	Press release	General german media	15/03/2021	General Public	General public	50	German	RAMPF – Pioneering the Chemical Recycling of Building Materials	RAMPF
Press release	Press release	ePressi	07/04/2021	Media	Construction and industry media journalists	756	Finnish	Suomalaiset tekijät hakevat rakennusjätteistä innovatiivisia ratkaisuja korkea-arvoiseen uudelleen	VTT
Website	Website	Website	13/04/2021	Industry	Industry professionals	-	Spanish	Participamos en el proyecto	LEZAMA
Social media	Social media	LinkedIn, Facebook, Instagram	13/04/2021	Other	Industry professionals	2882	Finnish	Rakennusjätteistä innovatiivisia	VTT
Website	Website	Website	13/04/2021	Industry	Industry professionals	300	Finnish	Purkupiha mukana	VTT, Purkupiha
Press release	Sector magazine	Vastuullisuus uutiset	13/04/2021	Other	Responsibility audience	4620	Finnish	Suomalaiset tekijät hakevat raker	VTT, Purkupiha
Press release	Sector magazine	Ammattirakentajia	19/04/2021	Industry	Construction professionals	3000	Finnish	Suomalaiset tekijät hakevat raker	VTT, Purkupiha
Training	Webinar	KULeuven - Tracimat Urban mini	21/04/2021	Scientific Community	Students	30	English	Urban Mining: reuse and	TRACIMAT
Website	News item website	VITO website	28/04/2021	General Public	visitors VITO website	30 (so far)	English and	Colruyt Group investing in circula	COLRUYT

2nd year

Activity	Type of media	Name of the media/event	Date	Type of audience	Public or audience	Readers	Main	Title (English)	Leading partner
Social media	Linkedin Post	https://www.linkedin.com/posts/h	01/05/2021	Industry	Building and Circularity Professionals	5683	English	Colruyt Group is investing in	COLRUYT
Press release	Sector magazine	Tekniikan maailma	05/05/2021	General Public	General public	261000	Finnish	Suomalaiset tekijät hakevat raker	VTT, Purkupiha
Training	Training session via Zoom	Selective demolition and waste	31/05/2021	Industry	Construction and demolition sector	50	Spanish	Ihobe organises sessions on	IHOBE
Participation to a Workshop	Workshop	EU Circuit project	01/06/2021	Industry	Building professionals	100	English	Solutions for CDW - short	VTT & Purkupiha
Participation to a Workshop	Presentation	Green Public Council Finland/Circ	01/06/2021	General Public	General public	200	Finnish	H2020 ICEBERG project - develo	VTT, Purkupiha
Press release	Sector magazine	Uusiouutiset	16/06/2021	Industry	Recycling sector	8000	Finnish	Yhteistyö avaa portit	VTT, Purkupiha
Other	E-newsletter contribution	ICEBERG project	28/06/2021	General Public	General public		English	Gypsum purification for	LU
Other	Expert interview	ICEBERG project	02/07/2021	General Public	General public		English	One of our main achievements	LU
Training	Webinar	Sardinia Academy of Waste	02/07/2021	Scientific Community	Students, academics and industry professionals		English	Construction & Demolition	LU
Participation to a Workshop	Workshop	IVJornadas de Jóvenes	20/09/2021	Scientific Community	Building materials	100	Spanish	Innovative solutions based on	CSIC
Participation to a Conference	Presentation Session	The Shift / ADEB	28/09/2021	Industry	Building Contractors	80	Dutch/Fren	Circular Construction - a collabor	COLRUYT
Website	Website	VIUDA DE SAINZVpart of EU pro	01/10/2021	Other	General	300	Spanish	ICEBERG Project	VIUDA DE SAINZ
Participation to an event other	Panel member	The Dutch Embassy	12/10/2021	Industry	Building professionals	25	Dutch	Circular Construction	COLRUYT
Participation to a Conference	Publication	Sardinia Symposium 2021	13/10/2021	Scientific Community	Students, academics and industry professiona	354	English	A methodological approach	LU
Participation to a Workshop	Workshop	Sardinia Symposium 2021	14/10/2021	Scientific Community	Students, academics and industry professiona	354	English	Implementation of Circular	LU
Participation to a Workshop	Webinar	Green Building Council Finland	25/10/2021	General Public	Building professionals	50	English and	Digital tools for demolition and C	TECNALIA
Participation to an event other than a conference or workshop	Presentation	INSA Strasbourg	08/11/2021	General Public	Engineering Students	30	French	Recycling in construction materia	SOPREMA
Participation to an event other	Presentation	University of Strasbourg	09/11/2021	General Public	Chemistry Students	100	French	Chemistry and the Building Envel	SOPREMA
Non-scientific and non-peer re	Sector magazine	Excave Magazine	15/11/2021	Industry	Construction and demolition sector	500	Spanish	Estudio innovador de pre-	VIUDA DE SAINZ
Trade Fair	Bilateral discussions	U-Tech	16/11/2021	Industry	Industry professionals	100	English		SOPREMA
Participation to a Conference	Presentation Session	IX Conference of Young Research	24/11/2021	Scientific Community	Students, researchers, academics and industr	50	Spanish	"Study of ceramic materials	CSIC
Participation to a Workshop	Bilateral discussions	Congrès Polymères & Constructi	25/11/2021	Scientific Community	Academia & Industry professionals	50	French		SOPREMA
Website	Corporate web	www.serikat.es	01/12/2021	General Public		50	Spanish	Economía circular en la industria	SERIKAT
Participation to a Workshop	Workshop	Channelling knowledge from Eurc	03/12/2021	Other	Representatives of European projects,	80	English	Channelling knowledge from Eurc	RINA-C
Participation to an event other	Panel Member	The Czech Rep. Embassy	16/12/2021	Policy Makers	Policy makers	15	English	Circular Construction - recycling	VTT
Social media	Linkedin	Circular Economy of Building Ma	22/12/2021	General Public		50	English	NEW STEPS OF THE	SERIKAT
Social media	Intranet	Circular Economy of Building Ma	23/12/2021	General Public		50	Spanish	Economía circular en la industria	SERIKAT
	Press release	ABC	16/01/2022	General Public	General	500000	Spanish	Moving from landfill to circular ec	TECNALIA
Participation to an event other	Webinar	European Demolition Associat	09/03/2022	Industry	Industry professionals	100	English	What are the outcomes of the	VTT, TECNALIA
Other	Guest lecture at KULeuven (Univer	Environmental Engineering: semir	17/03/2022	Other	Bachelor students Civil Engineering	25	Dutch	Circular Economy in the Built Env	VITO
Other	External Company Newsletter	GBN website	21/03/2022	Industry	Public	1000	Dutch	GBN recycled 1000 tons of conc	GBN
Participation to a Conference	Presentation Session	7th International Conference on T	23/03/2022	Scientific Community	Students, researchers, academics and industr	100	Spanish	"Preliminary study of ceramic	CSIC
Trade Fair	Presentation	Nordbat	30/03/2022	Industry	Building industry professionals	50	French	Recycling in construction materia	SOPREMA
Participation to a Workshop	Internal workshop	R&D Workshop	31/03/2022	Industry	Industry professionals	40	French		SOPREMA
Participation to a Workshop	Workshop	HE presentation by CDTI	06/04/2022	Scientific Community	Researchers, academics and industry profess	100	English and	Innovative CE-based solutions fo	TECNALIA
Participation to a Conference	Publication	BERSTIC 2022	18/04/2022	Scientific Community	Students, academics and industry professiona	218	English and	Laboratory evaluation of acid	LU
Social media	Post on Twitter	Twitter	26/04/2022	General Public	RINA Twitter network	2500	English		RINA-C

