

JUST2CE

A Just Transition to Circular Economy



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Authors ARC-MEDWAVES

COMMUNICATION AND DISSEMINATION PACKAGE

JUST2CE PROJECT



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Coordinator: Universitat Autònoma de Barcelona (UAB)

Associated Beneficiaries:

1. UNIVERSITAT AUTÒNOMA DE BARCELONA
2. UNIVERSIDAD DE VIGO
3. THE UNIVERSITY OF SHEFFIELD
4. UNIVERSITA DEGLI STUDI DI NAPOLI PARTHENOPE
5. CENTRO DE ESTUDOS SOCIAIS
6. UNIVERSITY OF LEEDS
7. UNIVERSITY OF CAPE TOWN
8. KENTRO EREVNON NOTIOANATOLIKIS EVROPIS ASTIKI MI KERDOSKOPIKI ETAIREIA
9. AGENCIA DE RESIDUS DE CATALUNYA
10. MEKELLE UNIVERSITY
11. KUMASI HIVE
12. SCIENTIFIC AND INDUSTRIAL RESEARCH AND DEVELOPMENT CENTRE
13. AFRICAN CIRCULAR ECONOMY NETWORK
14. ENERGY@WORK SOCIETA' COOPERATIVA A R.L.



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PROJECT No. 101003491

Just2CE will assess the current state of transition towards the circular economy in relevant economic sectors and analyse possible transition scenarios, as well as their outcomes and impacts. It will identify the key factors that can stimulate or hinder this transition. Natural resources are extracted and transformed into products, which are eventually discarded. As many natural resources are finite, it is important to keep materials in circulation for as long as possible. This makes the transition to circular economy more vital than ever but is a responsible, inclusive, and socially just transition to a circular economy possible or even desirable? What technical, political, and social factors can enable or hamper such transformation? The EU-funded JUST2CE project will answer these questions. It will explore the economic, societal, gender and policy implications of the circular economy paradigm. The project's findings will shed light on how to ensure democratic and participatory mechanisms when designing and managing such technology.

History Chart

Version	Date	Implemented by
V4.0	16/02/2023	ARC-MedWaves
V3.0	14/09/2022	ARC-MedWaves
V2.0	12/08/2022	ARC-MedWaves
V1.1		
V1.0	14/2/2022	ARC-MedWaves



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Version: 2.0

Executive Summary

To date, the Circular Economy (CE) is an umbrella term that shelters a variety of ideological positions and often competing political agendas. In spite of such diversity, CE is often portrayed as apolitical and neutral. The risk of denying the existing plurality of circularity is to silence multiple alternatives and *modes* of sustainability. Moreover, in order to implement effective CE practices and policy, it is crucial to map and analyze such diversity.

The global implications of a CE transition are not discussed enough in the European context. Given the planetary outreach of global supply chains, how CE proponents expect to restructure colonial and postcolonial links between rich and poor countries is a totally neglected topic. Is CE applicable to global supply chains that base their viability and profitability on the immense disparity of labour and environmental regulations across the Global North and South? And what about the immense reservoir of traditional agro-ecological practices that are already sustainable and sustain the majority of people living in the Global South (where most of the food is produced by women²¹? Are they going to be replaced in the name of eco-efficiency and circularity?

Most CE projects have focused on 'how' to produce circularly but not really on 'what' or 'how much' to produce. The 'what' question relates to issues of democracy, participation, gender and global justice that are in turn connected to the capacity of any society to reflect about what kind of technological futures its members desire. These are questions asked in the literature on Responsible Research and Innovation (RRI). In general, RRI public engagement and reflexivity are absent from CE literature and practices. Many CE practices embody a technocratic spirit and are rarely framed as objectives of democratic governance. How bottom-up practices (including social activism) can re-appropriate and reshape the CE discourse is crucial to enable a fair and just transition. The 'how much' question relates to the need to decouple material economic growth from welfare to keep global consumption of natural resources within planetary boundaries. This also implies questioning the need for endless and unchecked economic growth and thinking of wealth distribution mechanisms that would combine environmental limits with a fair and just access to natural resources.

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List of abbreviations

CDEP	<i>Communication, Dissemination and Exploitation Plan</i>
CCU	<i>Communication Coordination Unit</i>
CE	<i>Circular Economy</i>
DSS	<i>Decision Support System</i>
EP	<i>Exploitation Plan</i>
IP	<i>Intellectual Property</i>
IPR	<i>Intellectual Property Rights</i>
NGO	<i>Non-Governmental Organization</i>
PMO	<i>Project Management Office</i>
RRI	<i>Responsible Research and Innovation</i>
SMS	<i>Social Media Strategy</i>
SMEs	<i>Small, Medium Enterprises</i>
SOP	<i>Standard Operating Procedure</i>

Annex II – Visual Identity

This project will be benefitted from having several countries and their voices coming together. In this union exists the benefit that JUST2CE can bring, the idea of showing different perspectives for a great unified cause. In this particular event we find the coming together of the north and south hemisphere of the world. We want to focus on this union and highlight it.

Visual conceptualization

Visuals:

Visual conceptualization

Visuals: Diversity, community, togetherness, variety, modern, vibrant, alive, human. "We all come in different shapes and sizes"

There's a lot that can be done with the use of simple shapes. It opens us up to a very diverse system where we don't have to rely too much on photography (*which might be hard to come by at this stage*).



The main visual element of the system are shapes. We use them to represent the union of the north and south. Use rounded shapes (with little to no straight edges) to play around and mix around this concept. These can be then combined with coloured or neutral backgrounds.

As a brand, JUST2CE is direct and empathetic. It strives for union and facilitation of different voices being heard. It is strong and it is not bland. It uses powerful messages accompanied by colours to convey its messages

Logo

The project's logo builds upon twin actions, such as RETRACE, with elements of continuity and cumulative knowledge. The logo is essential and direct.

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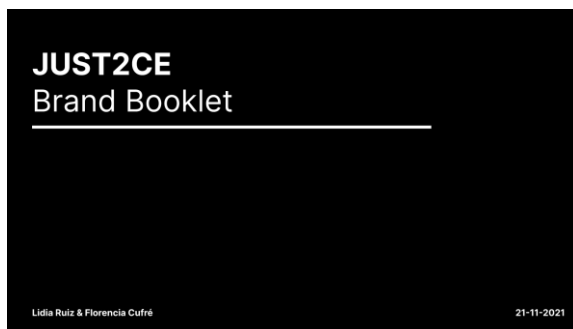
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The JUST2CE logo is an important graphic element which was created at the beginning of the project in order to create a common visual identity to all of the work arising from the project. It is used on all materials and communications issued by members of the project. The graphical elements within the logo were design in order to express the project vision.

Brand Booklet

A brand booklet has been delivered to guide partners to correctly exploit the project's logo and its main identity elements.



Logo - Correct and incorrect uses

Avoid cases where the logo is deformed, stretched or modified in a non-compliant way. Also avoid any changes to typography or graphic elements, addition of images or anything that might conflict with its original intended use.



Correct use - clean logo



Do not stretch



Do not deform



Do not unproportionally scale



Do not add images



Do not add other elements to the logo, even if they belong to the graphical system



Do not modify the logo's graphical elements



Do not modify the logo typography

Colors variations are allowed with specific restrictions:

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"C" with colour - Regular options



Colour palette for visuals and logo.
Use for backgrounds if needed



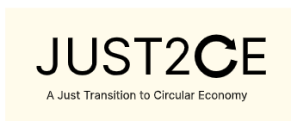
Neutral backgrounds



Solid colour logo with colour background



Solid black or white logo with neutral backgrounds



Complex background example



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Templates

A wide number of templates have been codified and delivered to be used freely by partners or with the support of the CCU.

Templates cover:

1. Deliverables
2. Report and Briefs
3. Letters and simple documents
4. Power Point Presentations format
5. Social media cards
6. Visual assets for other use

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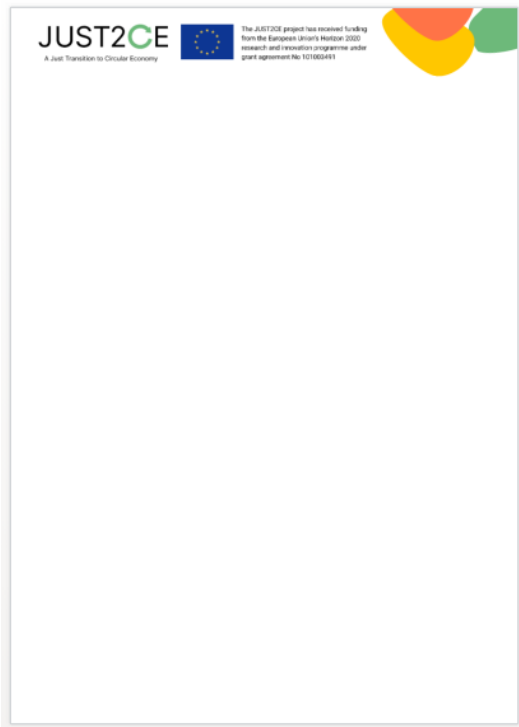


Figure 1. Letter Template

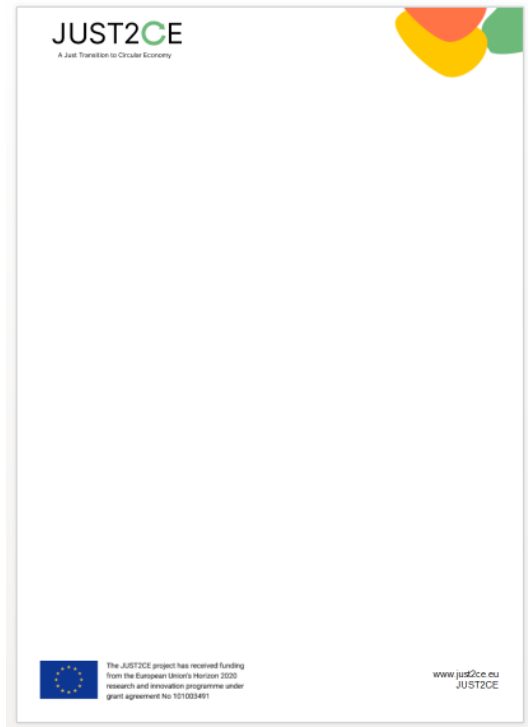


Figure 2. Headed Paper

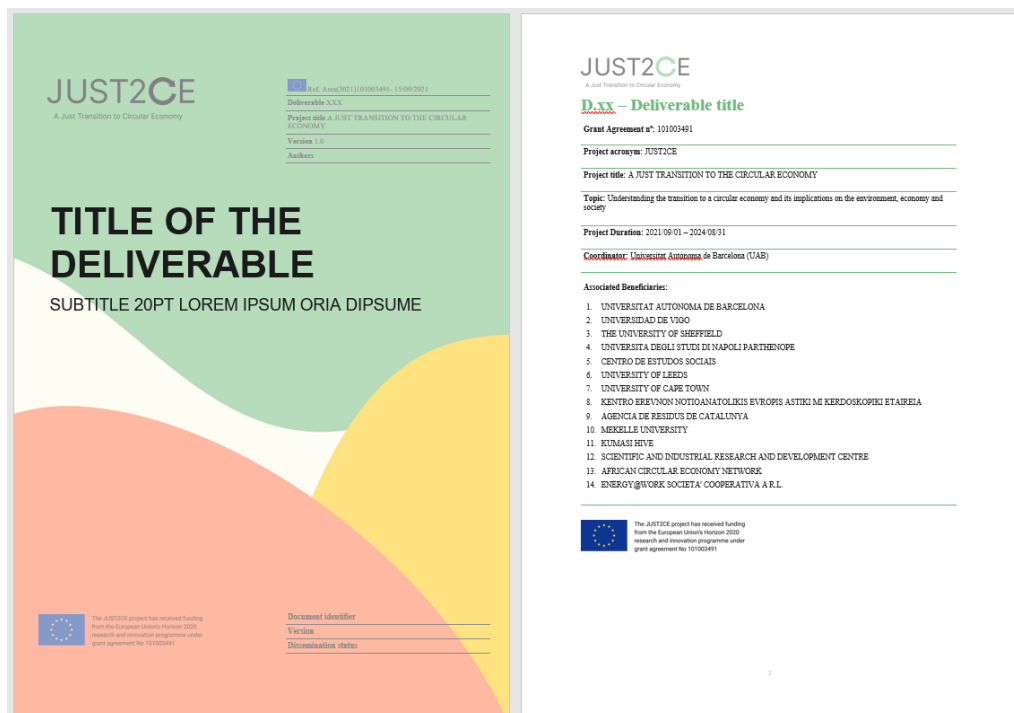


Figure 3. Deliverable Template



Figure 4. Report Template

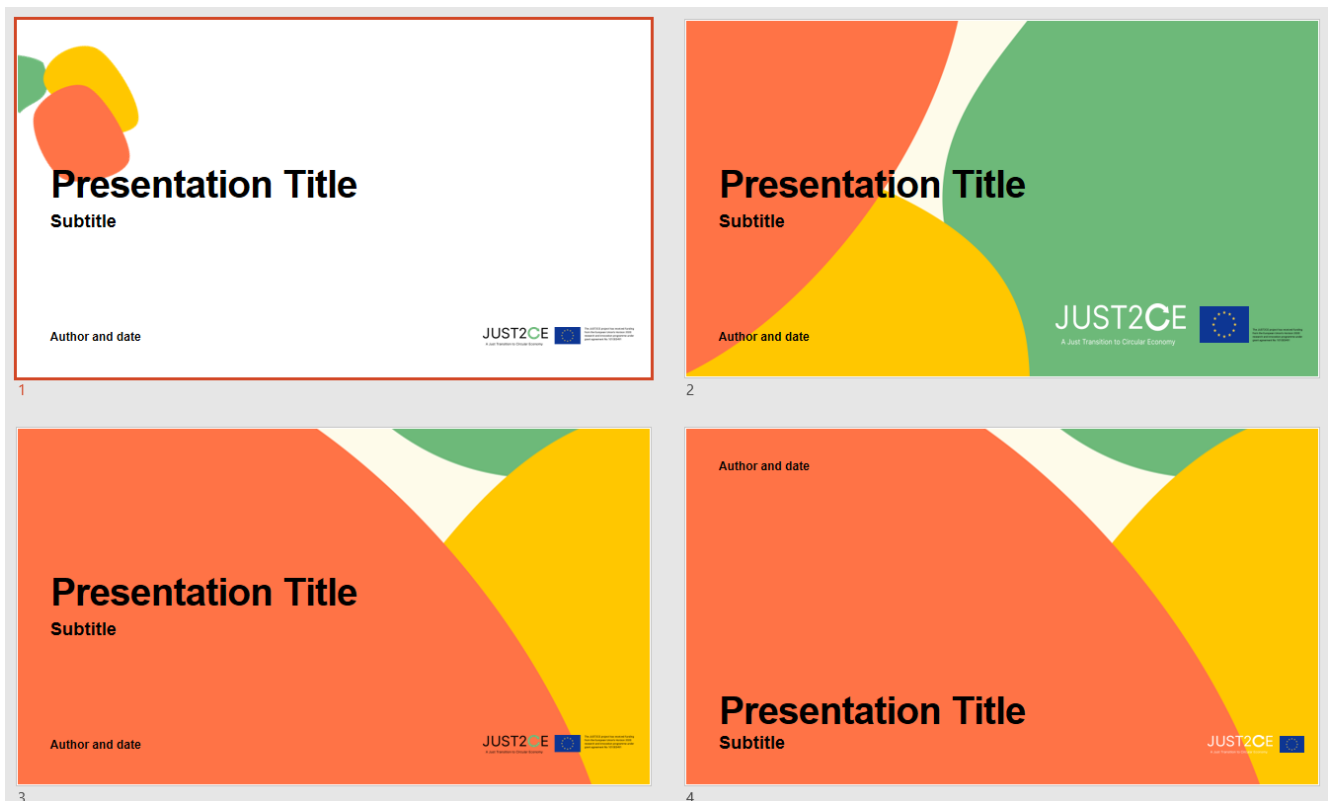


Figure 5. PPT Templates

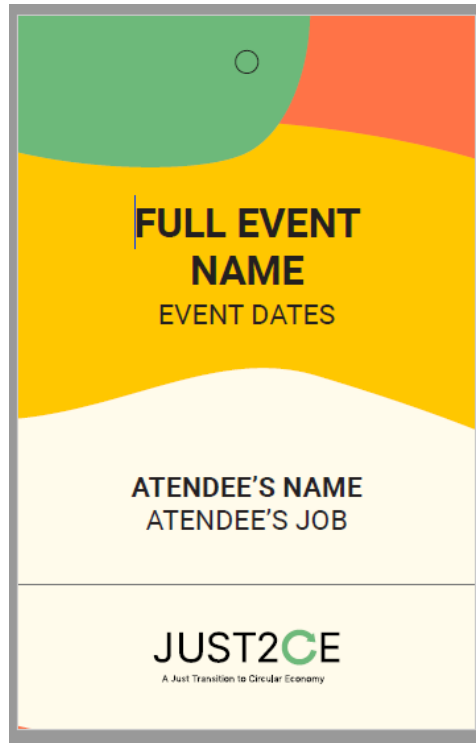


Figure 6. JUST2CE Badge

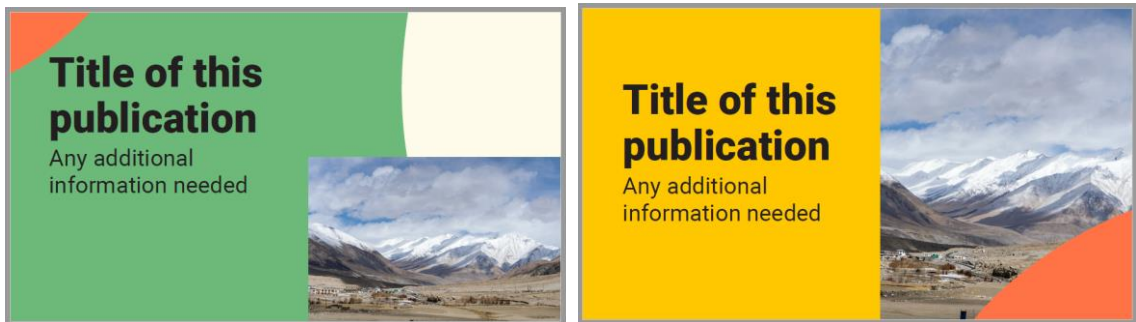


Figure 7. Social Media Cards

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Figure 8. Project Leaflet

All the templates and documents are available on the project's [WP6 TEAMS Channel](#).

Through the CCU and with the support of the project's communication team all partners will be able to produce their own visual assets and communication items to balance visibility and messages, promoting the whole consortium, positioning the JUST2CE's brand.

Annex III - EC Rights and Obligations Related to Results

Ownership of results

Results are owned by the beneficiary that generates them. Two or more beneficiary's jointly own results if they have jointly generated them and it is not possible to establish the respective contribution of each beneficiary, or separate them for the purpose of applying for, obtaining or maintaining their protection (see GA Article 27). The joint owners must agree (in writing) on the allocation and terms of exercise of their joint ownership ('joint ownership agreement'), to ensure compliance with their obligations under the Grant Agreement. If valuable results are not protected the Commission may, under certain circumstances, assume ownership of the results (for further details, please consult GA Article 26).

Protection of results

Each beneficiary has an obligation to protect its results. For any results that can reasonably be expected to be commercially or industrially exploited, beneficiaries must examine the possibility of protecting them and if possible, protect them even if this requires further research and development or private investment. If a beneficiary intends not to protect its results, to stop protecting them or not seek an extension of protection, the EU may under certain conditions (see GA Article 26.4) assume ownership to ensure their (continued) protection.

Exploitation of results

Each beneficiary has an obligation to exploit its results. Each beneficiary must – up to four years after the period set out in GA Article 3 - take measures aiming to ensure 'exploitation' of its results by: (a) using them in further research activities; (b) developing, creating or marketing a product or process; (c) creating and providing a service, or (d) using them in standardisation activities. For further details, please consult GA Article 28.

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced in accordance with Article 43.

Dissemination of results – Open access – Visibility of EU funding

Obligation to disseminate:

Each beneficiary must 'disseminate' their results as soon as possible by disclosing them to the public. However, no dissemination may take place before a decision is made regarding possible protection (see paragraph 2.2). Other participants may object if their legitimate interests in relation to their foreground or background could potentially suffer harm. The beneficiary that intends to disseminate must give the other beneficiaries at least 45 days' notice (together with sufficient information on the dissemination) (GA Article 8.3).

Open access:

For Horizon 2020, providing open access (free of charge, online access for any user) to publications in funded projects is an obligation for all grants. Each beneficiary must ensure open access (OA) to all peer-reviewed scientific publications relating to its results (GA Article 29.2).

In particular, beneficiaries must:

a) As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) Ensure open access to the deposited publication – via the repository – at the latest: • on publication, if an electronic version is available for free via the publisher, or • within six months of publication in any other case.

c) Ensure open access – via the repository – to the bibliographic metadata that identify the deposited publication.

There are two main routes towards open access to publications:

A. Self-archiving (also referred to as 'green' open access) means that the published article or the final peer-reviewed manuscript is archived (deposited) by the author - or a representative - in an online repository before, alongside or after its publication. Repository software usually allows authors to delay access to the article ('embargo period')

B. Open access publishing (also referred to as 'gold' open access) means that an article is immediately provided in open access mode as published. In this model, the payment of publication costs is shifted away from readers paying via subscriptions.

For more information on open access, please consult the Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020

(http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oapilot-guide_en.pdf)

Obligation and right to use the EU emblem:

Any dissemination of results must display the EU emblem and include the following text:



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