Interreg
France (Channel Manche) England
European Regional Development Fund

BLUEPRINT to a Circular Economy

EUROPEAN UNION

BLUEPRINT to a Circular Economy

The BLUEPRINT Circular Economy Roadshow

The BLUEPRINT Project

ENABLE

local authorities to accelerate towards a dynamic circular economy.

EQUIP

social enterprises to support disadvantaged people to secure jobs in the circular economy sector.

ENHANCE

community engagement to deliver lasting behaviour change for residents and schools.

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Project requirements

Project partners will lead a roadshow to disseminate BLUEPRINT's results and outputs to a wide audience.

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Objectives

Outcomes

- To equip local authorities with the knowledge and connections needed to start/accelerate the transition to a circular economy
- To inspire circular economy activity amongst training/education organisations and social enterprises/SMEs

Targets

- Week-long series of events
- 1,000 landing page visits
- 4/5 attendee satisfaction rating
- 6 pieces of press coverage
- 800 registrations

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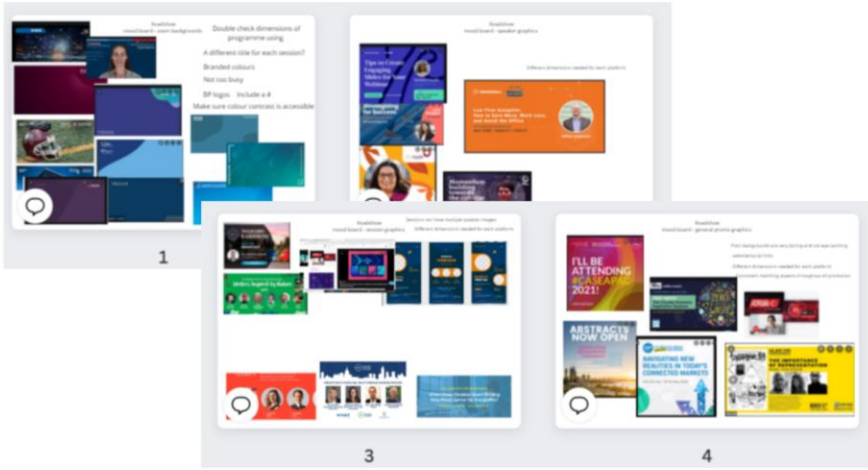
Strategy/ Audience



	Monday 9 May – Supporting local authorities	Tuesday 10 May – Changing behaviours	Wednesday 11 May – A circular economy for products	Thursday 12 May – Circular jobs and skills	Friday 13 May – Moving beyond waste
Session 1	Inspiring local authority initiatives for a circular economy	Embedding circular economy within education	Can we remove waste from the construction industry?	What is the circular economy sector and what jobs can it create?	Putting reuse on the map in local authority waste strategies
Session 2	Lessons learned from cross-border circular economy projects	Engaging the disengaged: Increasing recycling in flat blocks & HMOs	Creating a circular economy for food	The role of social enterprises in circular economy growth	The role of national policy
Session 3	Second BLUEPRINT local authority workshop	Fostering a reuse and repair culture	No more fast fashion: The role of textiles in the circular economy	Training and skill development for a circular economy	Circularity, not waste

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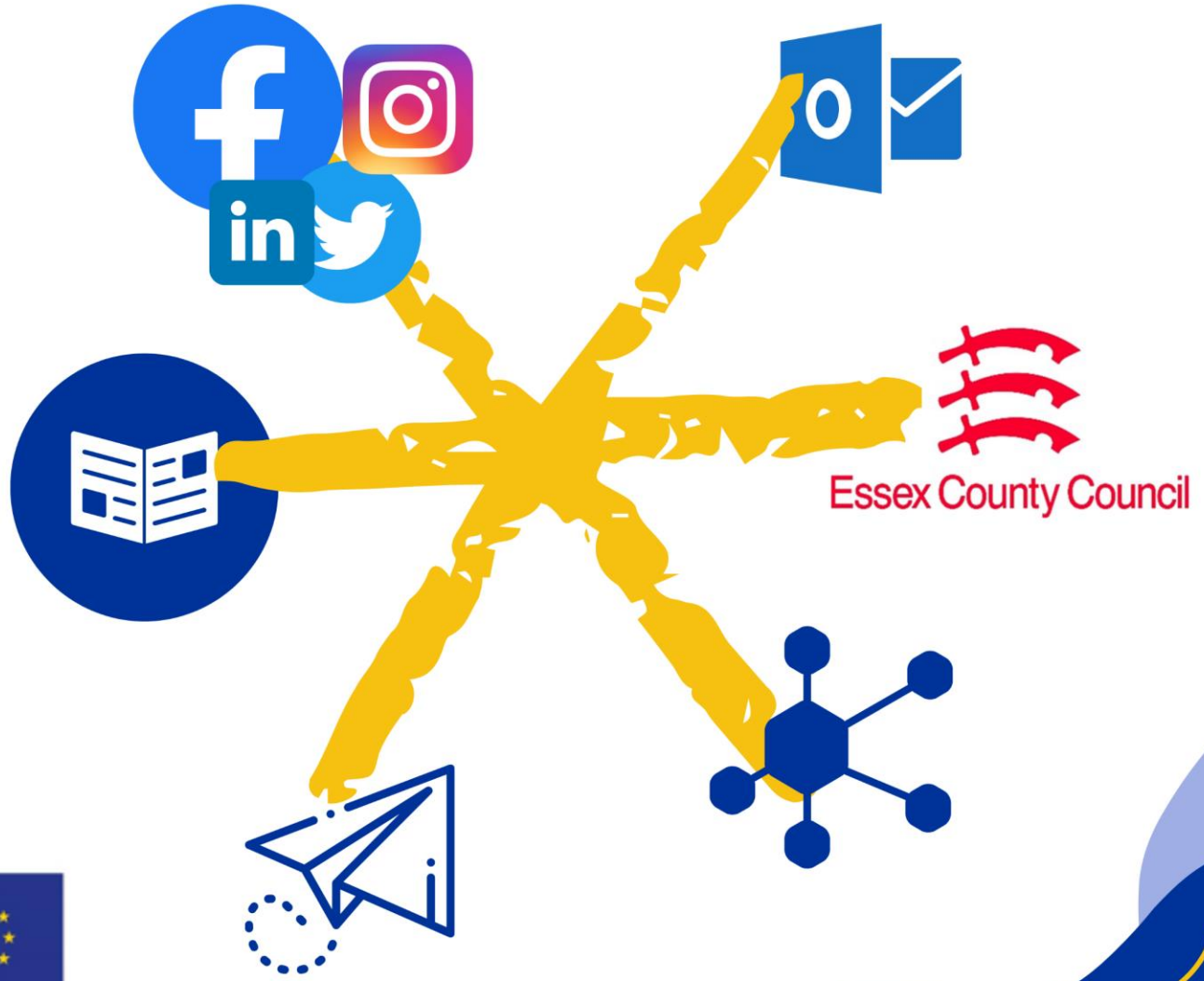
Implementation



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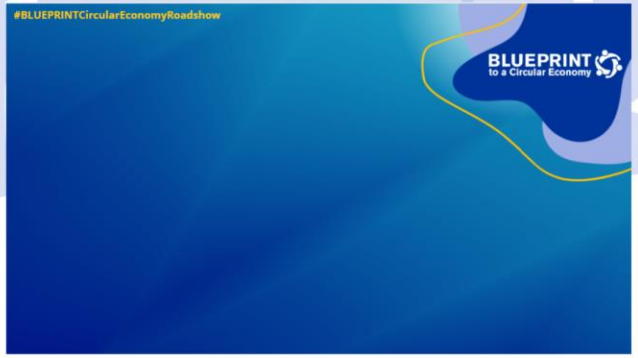
Implementation



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Implementation

Outcomes/ Evaluation

12 sessions across a whole week	Week-long series of events
15 pieces of press coverage	6 pieces of press coverage
4,180 landing page visits	1,000 landing page visits
1,691 registrations	800 registrations
4.5/5 average feedback score	4/5 attendee satisfaction rating

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Outcomes/ Evaluation

"As a local authority partnership officer about to review our waste strategy, this has been really useful"

"It was a very interesting session and will be useful when thinking about future procurement projects"

"It was useful to get first-hand information on actual implementation of projects and to hear about existing case studies"

Socials

Sign ups

Q&As / Mentions and conversations

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Outcomes/ Evaluation

Be ambitious

Stakeholder & audience mapping

Design, design, design

Allow enough time for logistics

Use all the (right) platforms available

Keep the discussion going

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Thank you!

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