

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.

Project requirements



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



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

Strategy/ Audience

1 BLUEPRINT to a Circular Economy Communications plan

2 What is the BLUEPRINT Roadshow? A series of events, virtual and in-person, across the region to raise awareness of the circular economy and support local businesses.

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4 Roadshow objectives

Target (internal)	Target (external)	Measurement techniques
200 attendees per event	100 social media posts	Event attendance figures
100 social media posts	1000 email sign-ups	Website analytics
2 pieces of press coverage	2 pieces of press coverage	Media mentions
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2 pieces of press coverage	2 pieces of press coverage	Media mentions

5 Target audience

6 Strategy - key messages

7 Strategy - key platforms (internal)

8 Strategy - key platforms (external)

9 Implementation (high-level activity plan)

10 Budget and resources

11 Scoring/evaluation

12

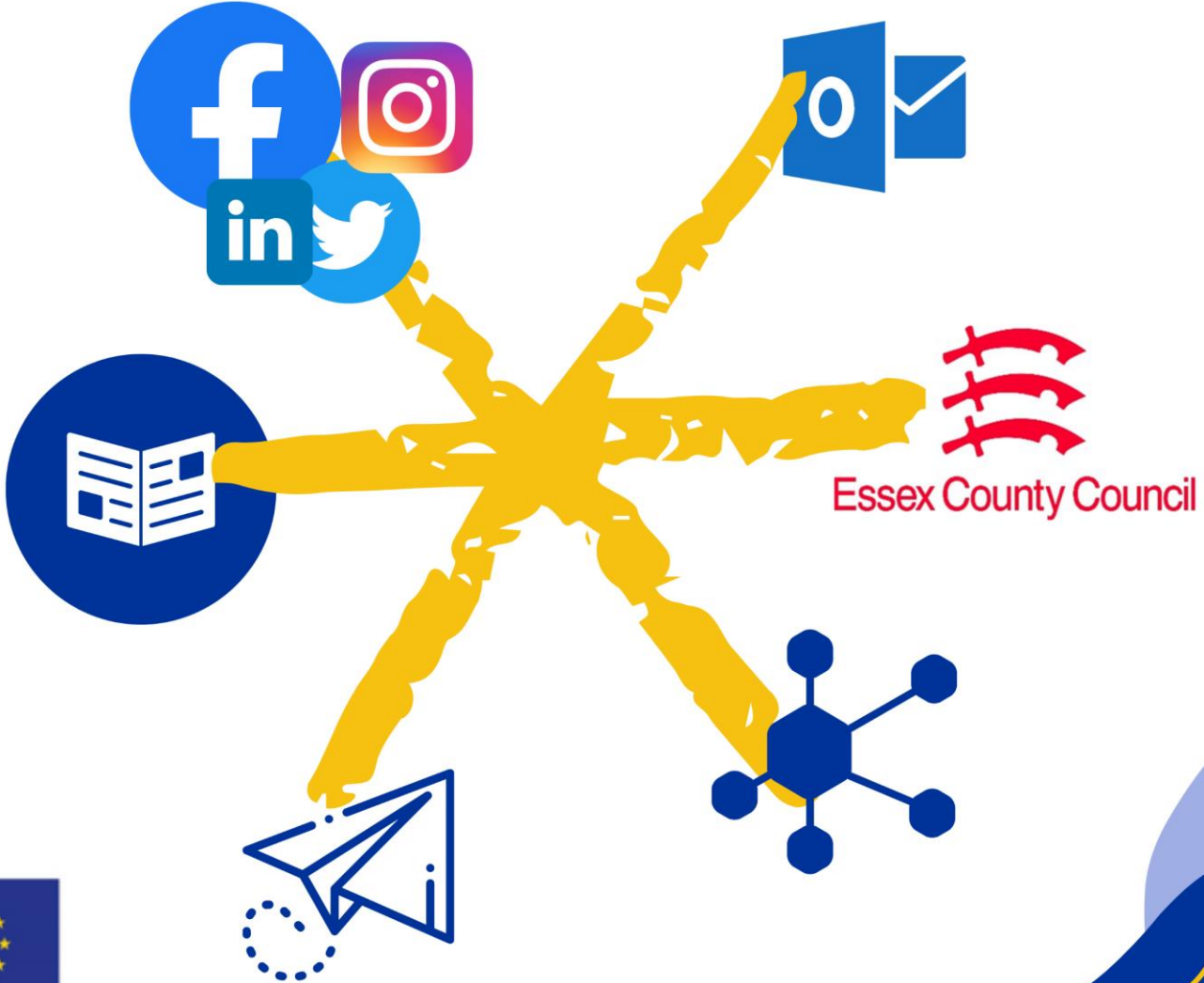
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	Monday 9 May - Supporting local authorities	Tuesday 10 May - Changing behaviours	Wednesday 11 May - A circular economy for products	Thursday 12 May - Circular jobs and skills	Friday 13 May - Moving beyond waste
Session 1	Inspiring local authority 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

Implementation



Implementation

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Lessons learned from cross-border circular economy projects

Marjut Villanen
LAB University of Applied Sciences

Rob Robinson
Kent County Council

Saliyann Stephen
Interreg France Channel England

Lauren Cox
PECT

Monday 9 May | 11:00-12:30 | projectblueprint.eu/roadshow

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BLUEPRINT Circular Economy Roadshow

9 - 13 May 2022

Sign up for a free session today

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Lessons learned from cross-border circular economy projects

Monday 9 May | 11:00-12:30
projectblueprint.eu/roadshow

#BLUEPRINTCircularEconomyRoadshow

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BLUEPRINT Circular Economy Roadshow

No more fast fashion: The role of textiles in the circular economy

Wednesday 11 May | 15:00-17:00
projectblueprint.eu/roadshow

Kresse Wesling
Elvis & Kresse

BLUEPRINT Circular Economy Roadshow
Monday 9 May - Friday 13 May

10

days to go!

ing a reuse and repair culture
ay 10 May | 14:00-15:20
blueprint.eu/roadshow

#BLUEPRINTCircularEconomyRoadshow

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to a Circular Economy

Implementation



Outcomes/ Evaluation

Sessions
 No. of webinars: 12
 No. of LA workshops: 1
 No. of speakers/chairs: 54

Attendance
 No. of registrations: 1691
 No. of attendees: 771
 Drop-out rate: 54%

Feedback
 Average feedback score: 4.5
 No. of forms completed: 194

Most successful sessions:

- # registrations: No more fast fashion: the role of textiles in the circular economy
- # attendees: Inspiring local authority initiatives for a circular economy
- Drop-out rate: Making recycling in flat blocks & HMOs work
- # completed feedback forms: Making recycling in flat blocks & HMOs work
- Av. feedback score: No more fast fashion // The role of social enterprises

Promo
 No. of social posts: 126 (launching March 24)
 Social post reach: Top 3
 Social post engagement: Top 3
 Press coverage: 15
 No. of direct emails: 220
 No. of LinkedIn messages: 53
 Roadshow landing page visits: 4,180
 Key content sharers: LARAC, Ellen McArthur Foundation, NAWDO

Least successful sessions:

- # registrations: The role of social enterprises in circular economy growth
- # attendees: The role of social enterprises in circular economy growth
- Drop-out rate: No more fast fashion // Training & skill development for a circular economy
- # completed feedback forms: The role of social enterprises in circular economy growth
- Av. feedback score: What is the circular economy and what jobs can it create?

191 social media posts + 35 Instagram stories

14 website pages (incl. landing pages, blog posts etc)

6 newsletter articles

153 promotional graphics (Tn, Fo and square dimensions, tns stories, speakers, sessions, flyers, email signature, website/Eventbrite assets, zoom background)

17 Zoom calls (practice and "real")

36 reminder/follow-up emails

12 Eventbrite events

1 promotional video

36 briefing packs completed

12 branded presentation decks

press releases (2 x KCC, 1 BHCC, 1 x ARU)



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

“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”

Outcomes/ Evaluation

Socials

Sign ups

**Q&As /
Mentions and
conversations**

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

Thank you!

**lily.chambers@essex.gov.uk
projectblueprint.eu**