InvestCEC

Project website

Greenovate! Europe

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Project information

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Grant number	101082131
Project coordinator	Andrea Motola, Enspire Science Ltd. andrea.ratkosova@enspire-science.com
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Document information

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DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent fillings, videos etc.	X
OTHER		
Dissemination level		
PU	Public	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Version	Date	Author	Comments
1	27.02.2023	James Ling, G!E	
2	26.07.2024	Laura Nieto G!E	Amendments after 1st periodic review -information about the target of the website, the corresponding design, and statistics with explanations about the page views were added. Screenshots and explanation about the pages and structure of the website were added. Explanation on how G!E aims to reach the target of 30,000 page views presented in D4.2 has been provided.

Contents

DISCLAIMER 3

EXECUTIVE SUMMARY 4

1. INTRODUCTION 5

2. WEBSITE STRUCTURE 6

3. CONCEPT AND TARGET GROUPS 8

4. WEBSITE ANALYSIS 9

4.1. Website Statistics 9

4.2. Website Strategy 13

ANNEX 1: IMAGES OF THE INVESTCEC WEBPAGE 14

Screenshots of the InvestCEC homepage 14

Screenshots of the “About the project” page 16

Screenshots of the “Replication” page 18

Screenshot of the “News & Events" page 20

Screenshot of the “Resources” page 21

Screenshot of the “Contact” page 22

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Executive Summary

The URL for the InvestCEC project (https://investcec.eu/) was registered January 2023. Before the full project website was launched, a provisional homepage was created under the above-mentioned URL. This temporary page included a short summary of the project's objectives, the link to the social media accounts and the contacts details of the project coordinator and communication manager.

The InvestCEC project website was officially launched in March 2023 (M5), presenting all essential information about the project (such as, for instance, details about the expected results, partners, funding line, etc.). Project deliverables, press releases, and additional information materials, such as articles, factsheets and videos, will be added throughout the project lifetime.

The InvestCEC social media accounts on Twitter (@InvestCEC) and LinkedIn (https://www.linkedin.com/company/investcec-project) were established prior to the kick-off meeting.

1. Introduction

This deliverable aims to present the website of the InvestCEC project. The information outlined in this report will be complemented by the publication of the Communication, Dissemination and Exploitation Plan (D4.2) that will be updated by the end of the project.

2. Website Structure

The project web-portal – https://investcec.eu/ – is a reference point for the project communication and dissemination activities. The website was launched in March 2023 (M5).

As of M3, a landing page was already available at the same address with general information about the project and links to the already established InvestCEC Twitter and LinkedIn accounts.

In March 2023 (M5), the fully-fledged website of the InvestCEC project went live. The website has an engaging design (in line with the project's visual identity developed at M3), and a user-friendly navigation menu.

The website currently presents the InvestCEC model, pilot city, the project partners and the Circular Cities and Regions Initiative (CCRI) in which the project is involved. It also provides links to the InvestCEC social media channels and publishes relevant updates, news, and events communication materials.

In the Resources tab some materials can be already found such as public deliverables, communication tools, press articles and replication materials. The website updated to include regular updates about the project's activities and act as the main platform to distribute any non-confidential material produced by the InvestCEC Consortium (e.g., publications, webinars, videos, etc.).

The different sections of the website present the following content:

Tab Title	Content
Home	The homepage presents a brief introduction of the project, a direct access to the news and event sections, the project "factsheet" with its key information and figures, the project presentation video, the InvestCEC partners and the subscription to the Newsletter.
About the project	The "About the project" page presents a project overview with a graphic representing the steps of the InvestCEC model. It also provides a brief

	description of the project pilot in Austria, the Consortium partners' logos, and some information about the Circular Cities and Regions Initiative (CCRI) since InvestCEC is part of this initiative.
Replication	In the "Replication" section we find tools and funding opportunities to enable other cities and regions in Europe to replicate InvestCEC concept. This page gives the chance to users to sign up to receive notifications when new materials are uploaded and also to contact the consortium via a form to ask any questions or discuss about a specific case.
News & Events	The "News & Events" page presents the latest updates about the project in terms of news, conferences and newsletters.
Resources	The "Resources" page is a repository that hosts public deliverables, publications, replication materials and communication tools.
Contact	The "Contact" page provides the contact details of the project coordinator and the communication manager. In addition, it presents a form to contact the project.

3. Concept and Target Groups

The InvestCEC website aims to showcase the project, share developments, and communicate results for potential replication. Key target groups and objectives include:

- **Investors and funding organisations:** importance of circular economy and replication model for circular projects.
- **Regions and cities:** benefits of circular economy for cities and regions and enhanced collaboration between public and private sectors.
- **Entrepreneurs:** tools to find funding and investments for circular economy projects.
- **Policy makers:** development of policy recommendations for national and EU policy makers around circular economy financing.
- **Academia and research:** innovative models' development during and after the project.
- **General Public:** principles of circular economy benefit people, business and environment.

A more detailed Target Audience section is presented in deliverable 4.2 "Plan for dissemination and exploitation including communication activities – initial version".

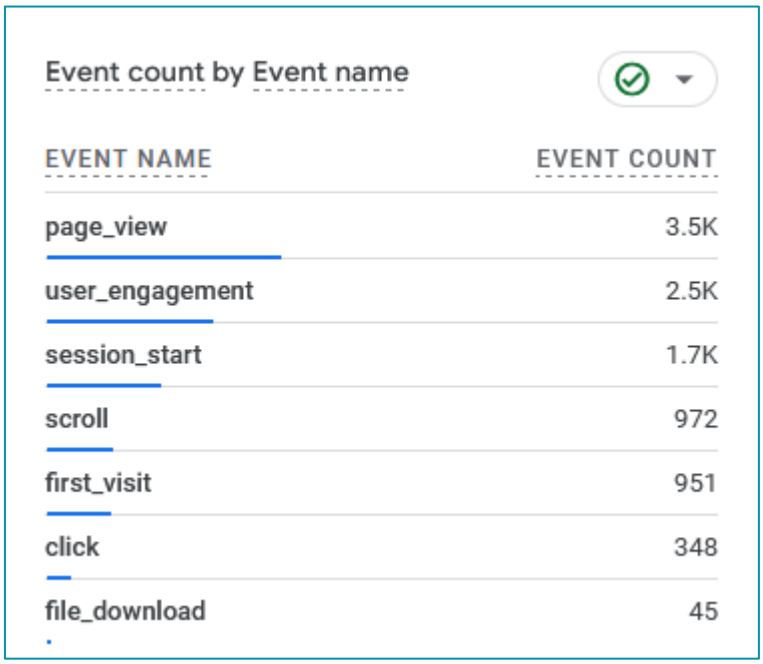
4. Website analysis

4.1. Website Statistics

The InvestCEC website has been actively monitored using Google Analytics. During the initial 18 months of the project, the website gathered 3.5k views. Notably, almost 1,000 of these were first-time visitors, with a user engagement total of 2.5k. Additionally, 45 files have been downloaded. These numbers are expected to rise as the project progresses into its second phase.

Visitor Engagement

Figure 1 – Event Count



When analysing the popularity of various sections on the website, it is evident that the "Home Page" is the most visited, attracting 1.5k visits. This is followed by the "About the Project" page with over 360 visits, and the "News & Events" section with over 250 visits. It is logical for the landing page to receive the most visits as

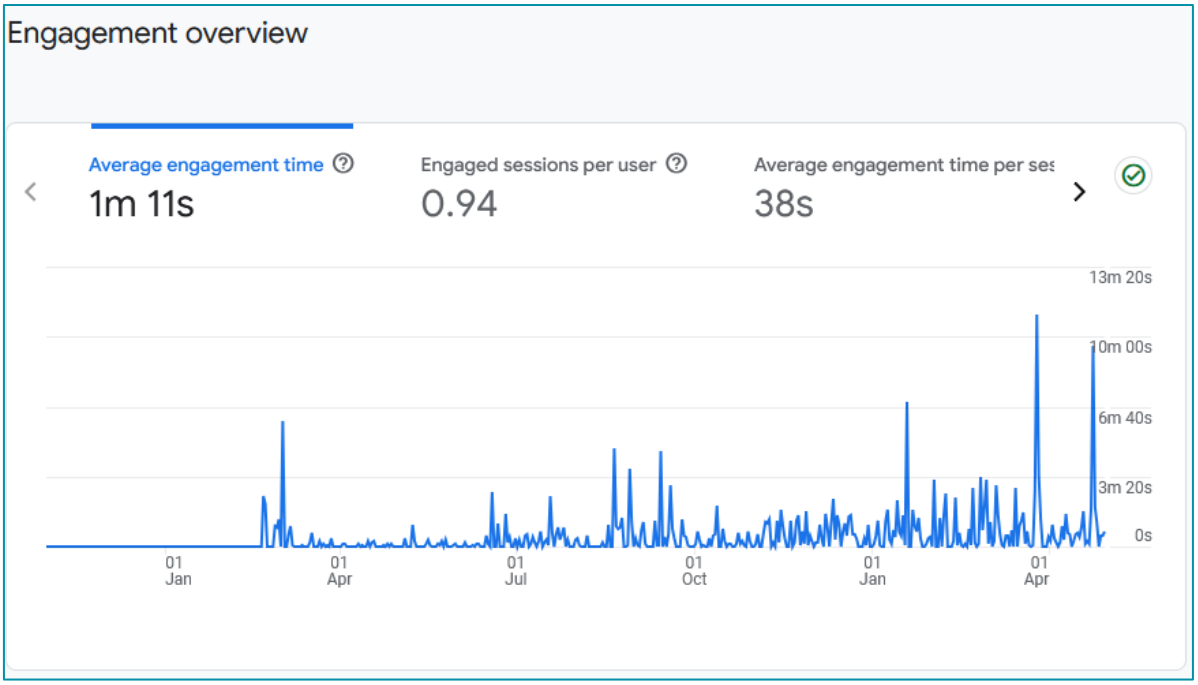
it serves as the entry point for visitors who are beginning to learn about the project. Other sections, such as "Resources," "News," and "Replication," are still under development.

Figure 2 – The 10 Most Visited Pages

	Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Event count All events
		3,476 100% of total	961 100% of total	3.62 Avg 0%	1m 01s Avg 0%	9,984 100% of total
1	InvestCEC - Replicable model for local circular economy projects	1,501	743	2.02	19s	4,659
2	About the project | InvestCEC	364	188	1.94	56s	1,018
3	News & Events | InvestCEC	293	74	3.96	1m 01s	722
4	Resources | InvestCEC	220	61	3.61	1m 50s	531
5	Replication | InvestCEC	160	87	1.84	48s	438
6	Join the First InvestCEC Thematic Webinar: Empowering Entrepreneurs for Investment Success | InvestCEC	152	66	2.30	1m 10s	464
7	Call for Entrepreneurs: Apply Now to drive circular economy innovation with EU-funded InvestCEC project. | InvestCEC	136	57	2.39	1m 05s	419
8	Contact | InvestCEC	119	68	1.75	28s	329
9	Join Us on Part Two of the InvestCEC Webinar Series: Breaking Down Financial Barriers | InvestCEC	84	23	3.65	1m 42s	201
10	Privacy Policy | InvestCEC	62	30	2.07	39s	194

The average engagement time on the website is 1 minute and 11 seconds. Engagement peaked at the website's launch and has been steadily increasing since January 2024, correlating with heightened activity and new publications on the site.

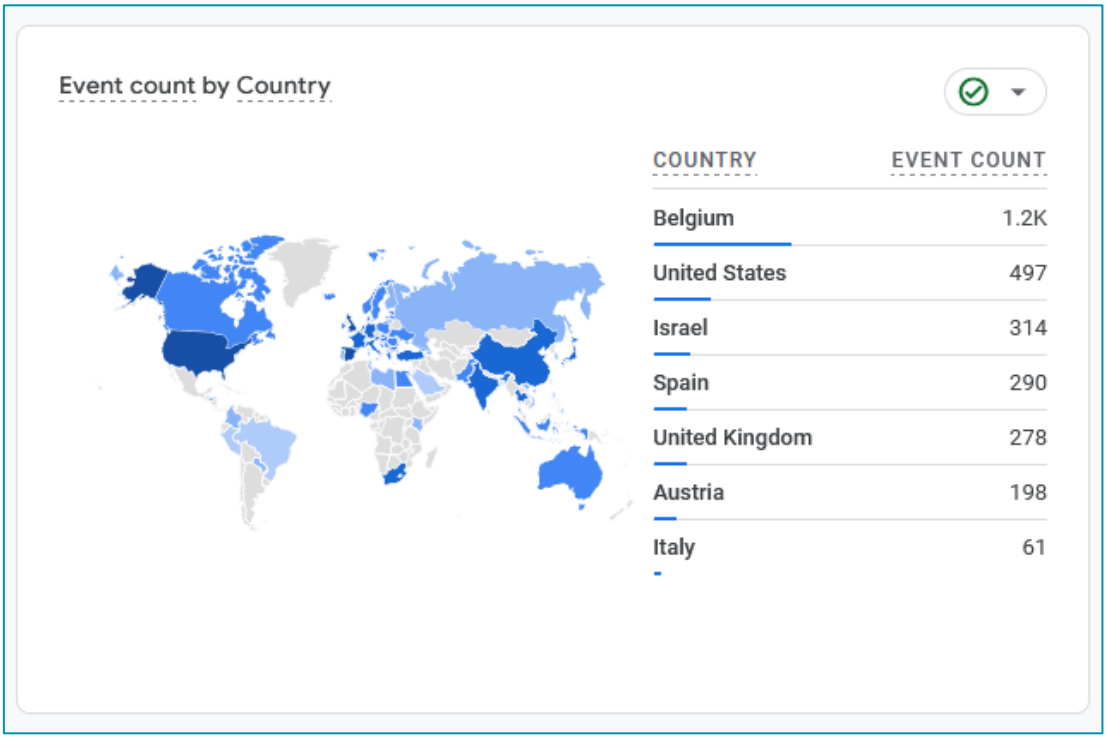
Figure 3 – Engagement Overview



Visitor Demographics

Most of our visitors come from Belgium, followed by the United States and Israel. This distribution indicates strong visibility within the core of Europe and beyond. However, there is still potential to expand our reach within the EU, particularly among the countries of our project partners and their neighbours.

Figure 4 – Event Count by Country

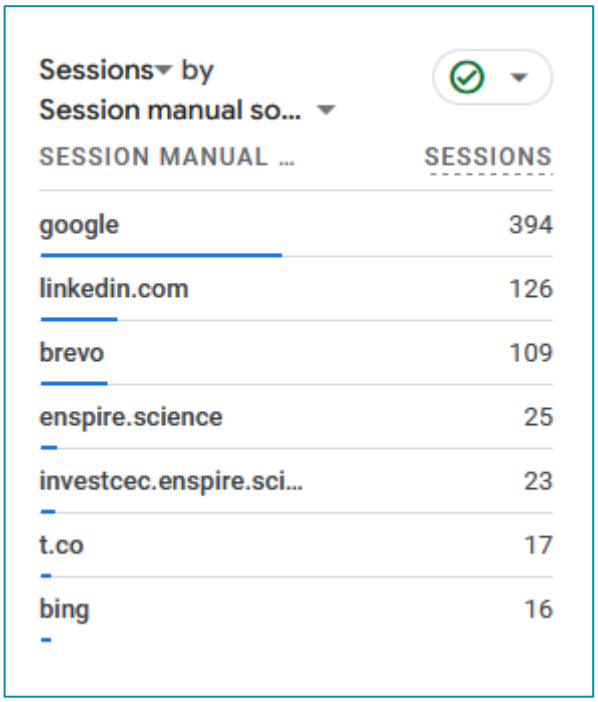


Traffic Sources

Analysing the sources of our traffic reveals that most visitors found the InvestCEC website through Google searches. The second largest source of traffic is the InvestCEC LinkedIn page, followed by Brevo, our newsletter application.

This analysis underlines the need for continued efforts to increase visibility and engagement, particularly within the EU, and to leverage our current strengths in organic search and social media presence.

Figure 4 – Traffic Sources



4.2. Website Strategy

The website's performance in the first 18 months shows promising growth, with increasing visitor engagement and diverse traffic sources. To achieve the ambitious goal of reaching 30,000 visits by the end of the project, it is essential to focus on several key areas.

Firstly, the promotion of results and achievements must be intensified. Highlighting significant milestones and successes will attract more visitors and sustain their interest. Dissemination activities such as webinars and replication tools should be leveraged to engage a wider audience. These interactive sessions will not only educate participants about the project but also encourage them to share their experiences and insights, thereby expanding the project's reach.

Moreover, enhancing the publication of articles and relevant content aimed at the project's target audience and stakeholders is crucial. Regular updates with engaging and informative content will keep visitors returning to the website. Additionally, improving promotion to the local public of the project partners will help in reaching a broader audience. Organizing campaigns for partners to share news and activities more intensely can significantly boost visibility and engagement.

Another vital strategy is to connect with related projects and leverage the visibility offered by the Circular Cities and Regions Initiative (CCRI), in which InvestCEC is involved. Collaborating with CCRI and utilizing its platform can enhance the project's exposure and attract a larger audience.

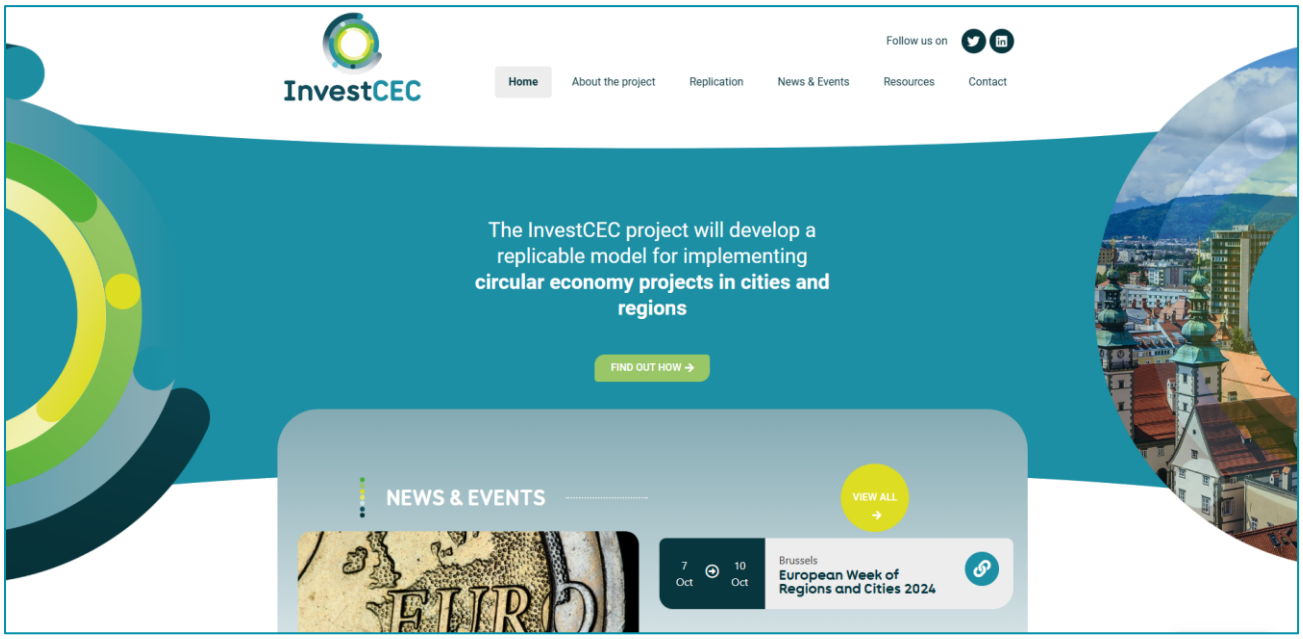
Furthermore, engaging with the audience on social media platforms is another effective way to increase traffic. Regularly posting updates, sharing insights, and interacting with followers can build a community around the project and encourage more visits to the website.

Lastly, analysing website data to understand visitor behaviour and preferences can inform further improvements. Using insights from analytics, the website can be continuously optimised to enhance user experience and engagement.

Overall, a sustained focus on content development, strategic outreach, effective use of partnerships and platforms, social media engagement, and data-driven optimisation will be key to achieving the target of 30,000 visits by the end of the project. By continuing to build on the momentum of the first 18 months, InvestCEC can significantly increase its impact and visibility.

Annex 1: Images of the InvestCEC Webpage

Screenshots of the InvestCEC homepage



PROJECT VIDEO

PROJECT PARTNERS

CARTIF · Greenovate! Europe · Gate 2 Growth · Materalia · STW Stadtwerke Klagenfurt

WANT TO KNOW MORE?

Sign up to our newsletter for project updates.

First name | Last name | Organisation | Email

SEND

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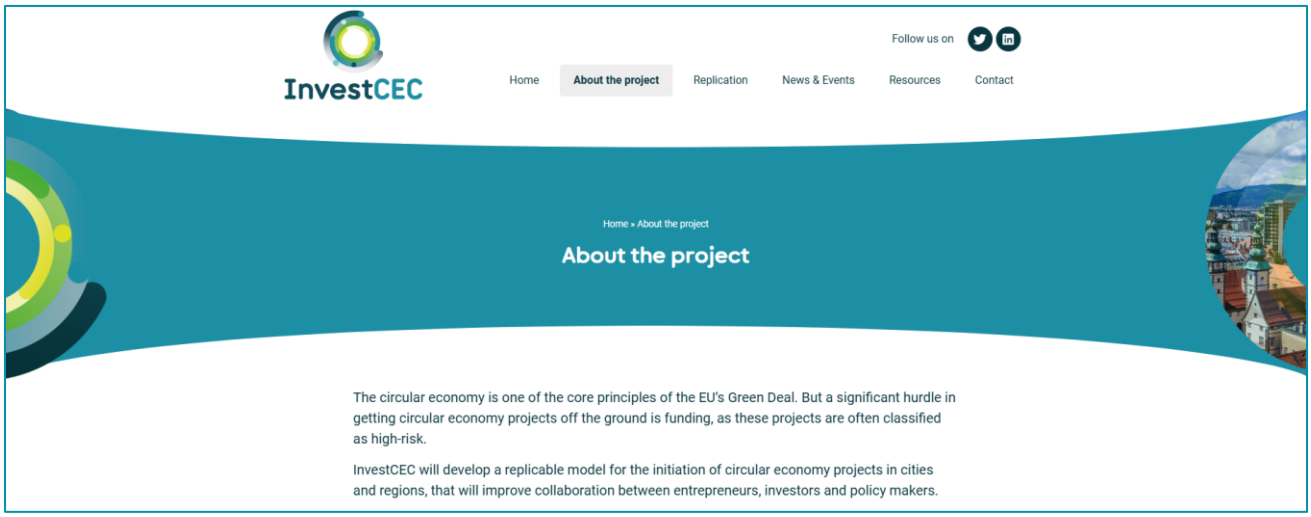
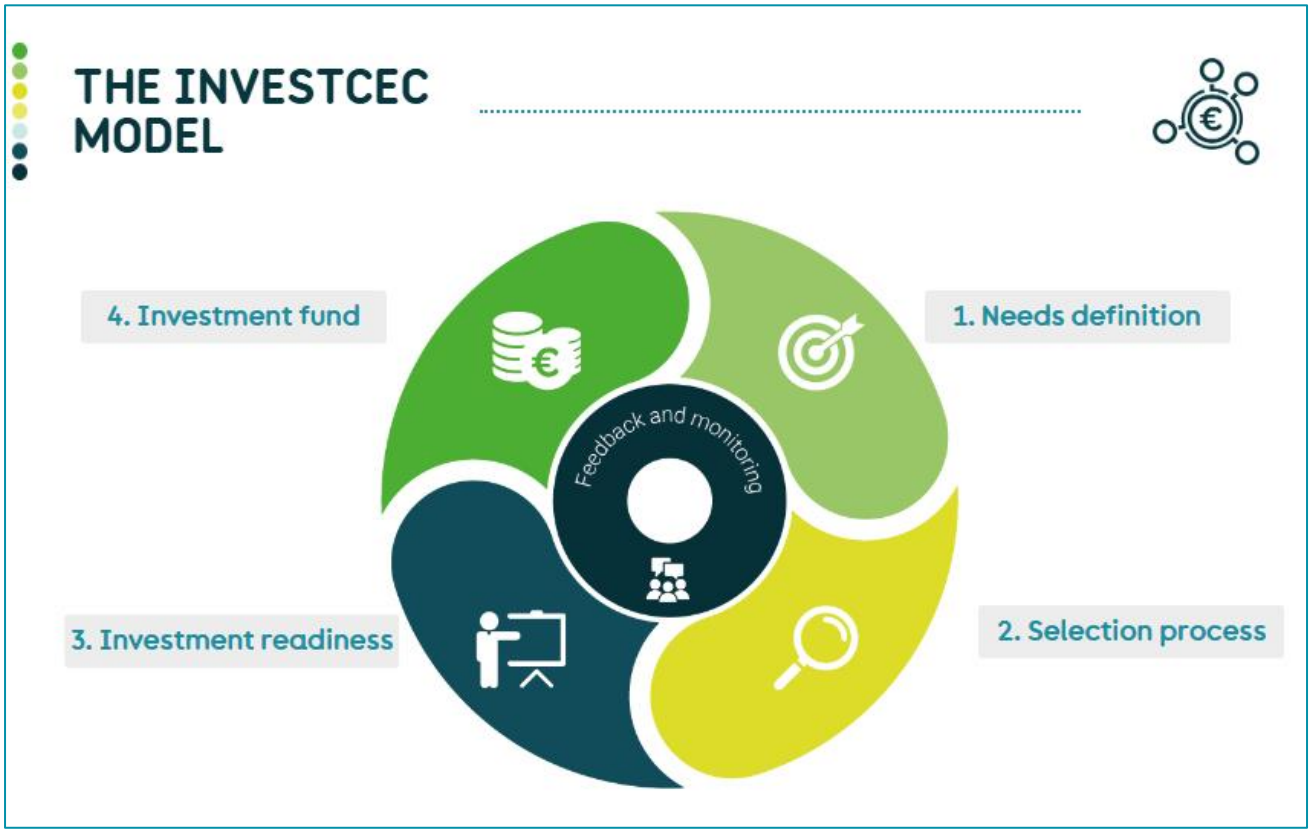
Privacy Policy

Circular Cities & Regions Initiative

An initiative of the European Commission

Screenshots of the “About the project” page





PROJECT PARTNERS

MATERALIA

STW Stadtwerke Klagenfurt

Enspire science

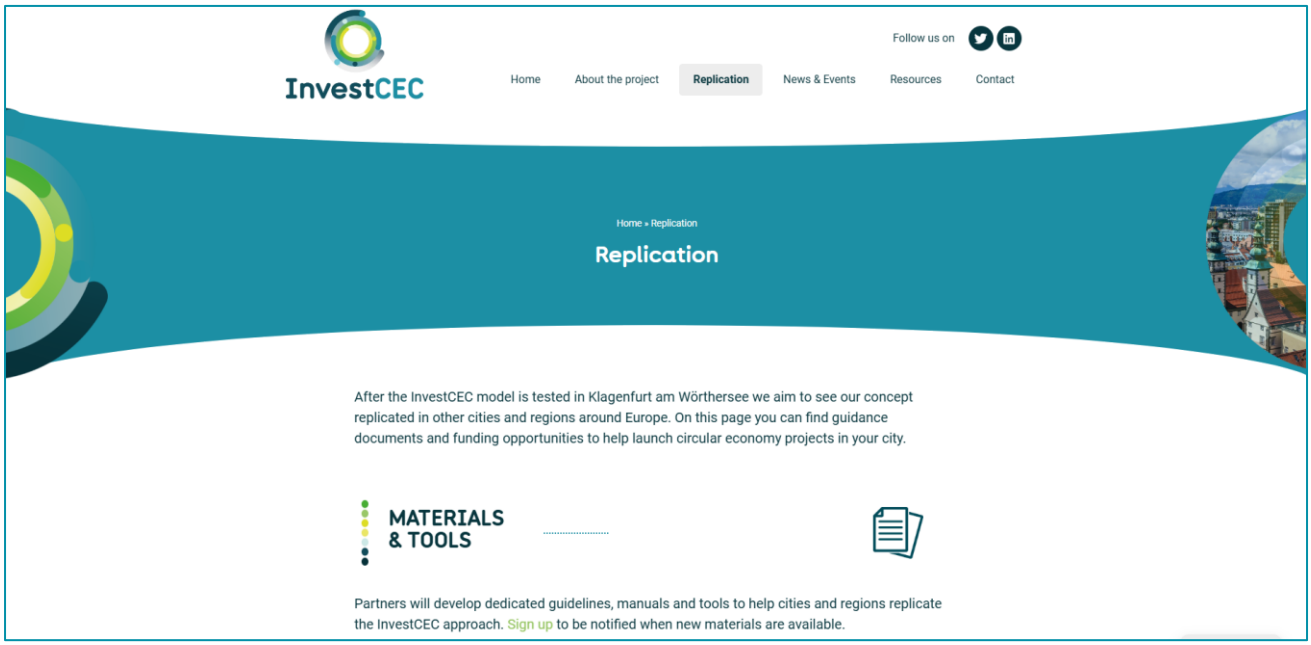
VENIONAIRE CAPITAL

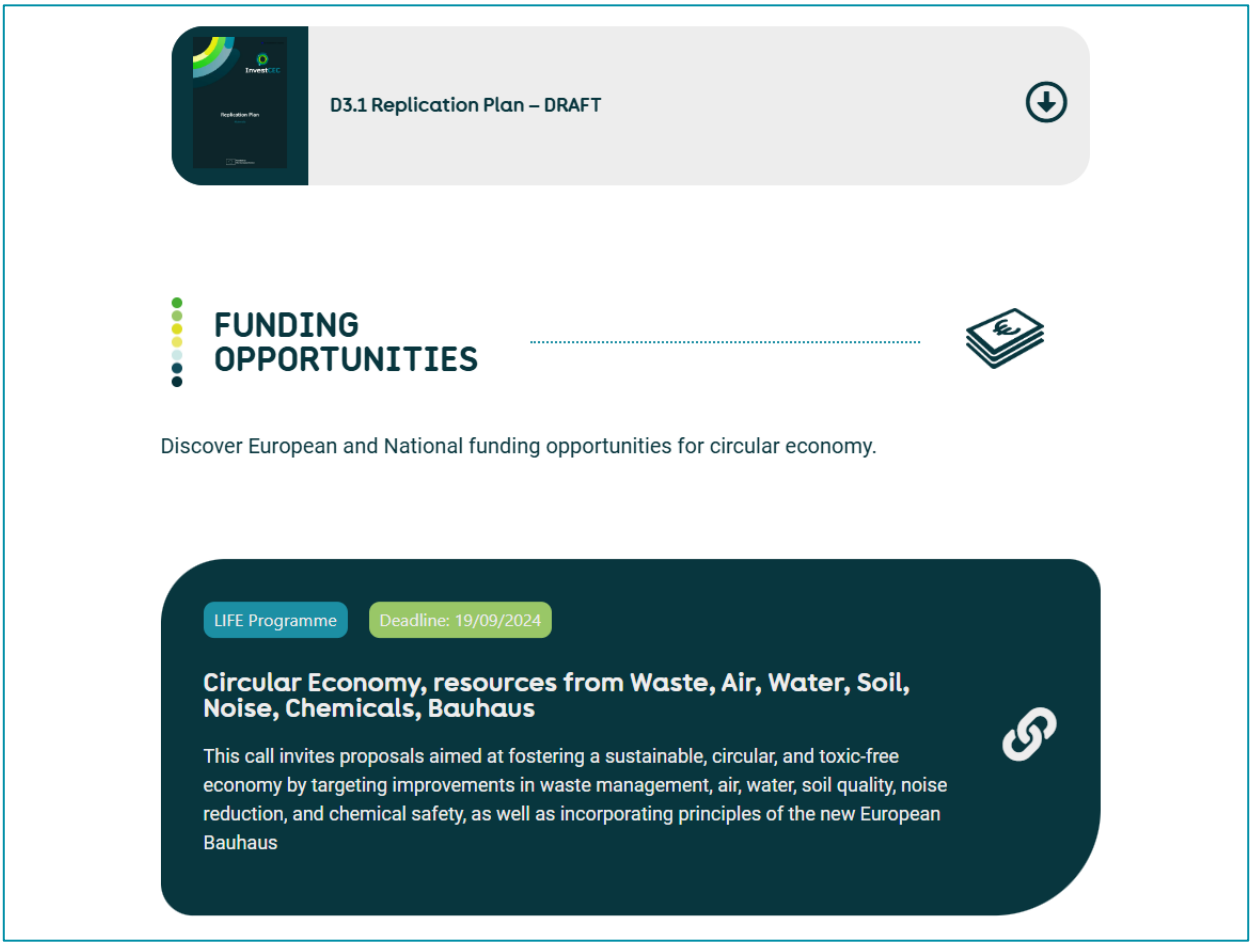
Circular Cities & Regions Initiative

InvestCEC is one of a group of projects under the umbrella of the Circular Cities and Regions Initiative (CCRI). Launched and funded by the EU as part of the Circular Economy Action Plan, the CCRI focuses on implementing the circular economy across Europe's cities and regions. Combining knowledge sharing, technical and financial support, the initiative assists stakeholders across Europe's cities and regions, including regional and local authorities, industry representatives, research and technology organisations and civil society.

FIND OUT MORE →

Screenshots of the “Replication” page





LIFE Programme | Deadline: 18/09/2024

Technical Assistance – Replication – Nature & Biodiversity and Circular Economy & Quality of Life

This call seeks proposals that enable the replication or upscaling of successful initiatives within the realms of Nature and Biodiversity and Circular Economy and Quality of Life, aiming to broaden their impact and facilitate access to additional funding instruments

Horizon Europe | Deadline: 21/01/2025

Design for adaptability, re-use and deconstruction of buildings, in line with the principles of circular economy (Built4People Partnership)

Under this call, proposals are invited to advance the design for adaptability, re-use, and deconstruction of buildings, consistent with the circular economy principles outlined by the Built4People Partnership. This initiative seeks to develop solutions that significantly extend the life of buildings and enhance their adaptability to changing needs, thereby fostering sustainable and inclusive energy use in Europe's building sector.

CASE SPECIFIC LAB: ASK US YOUR QUESTIONS...

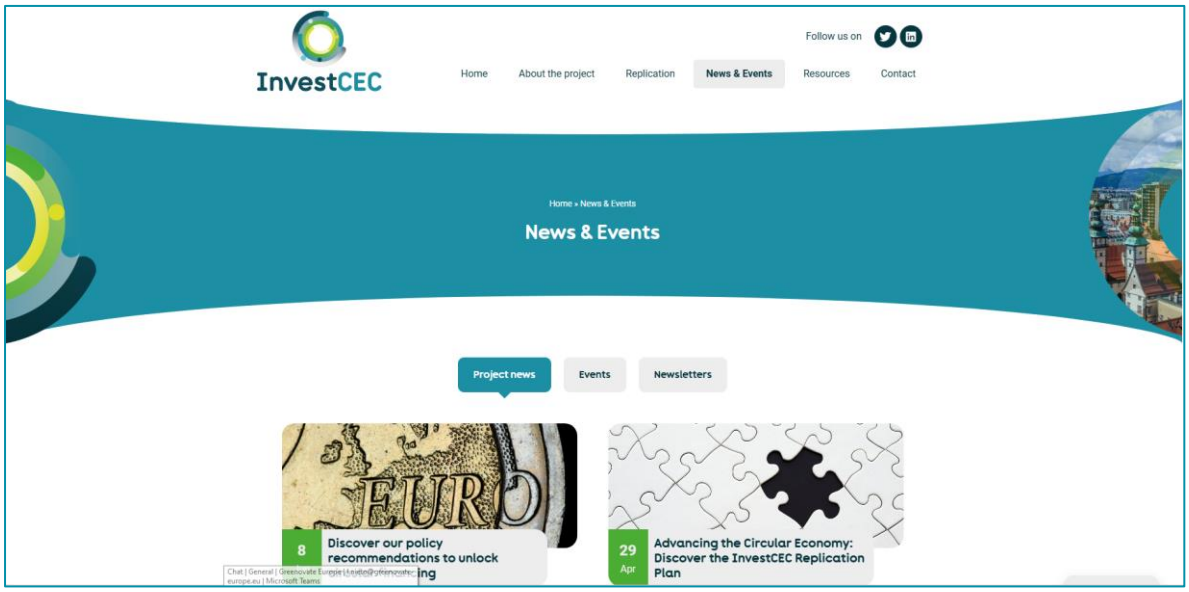
You can use this form to reach out with any inquiries or requests regarding how to replicate InvestCEC in your territory.

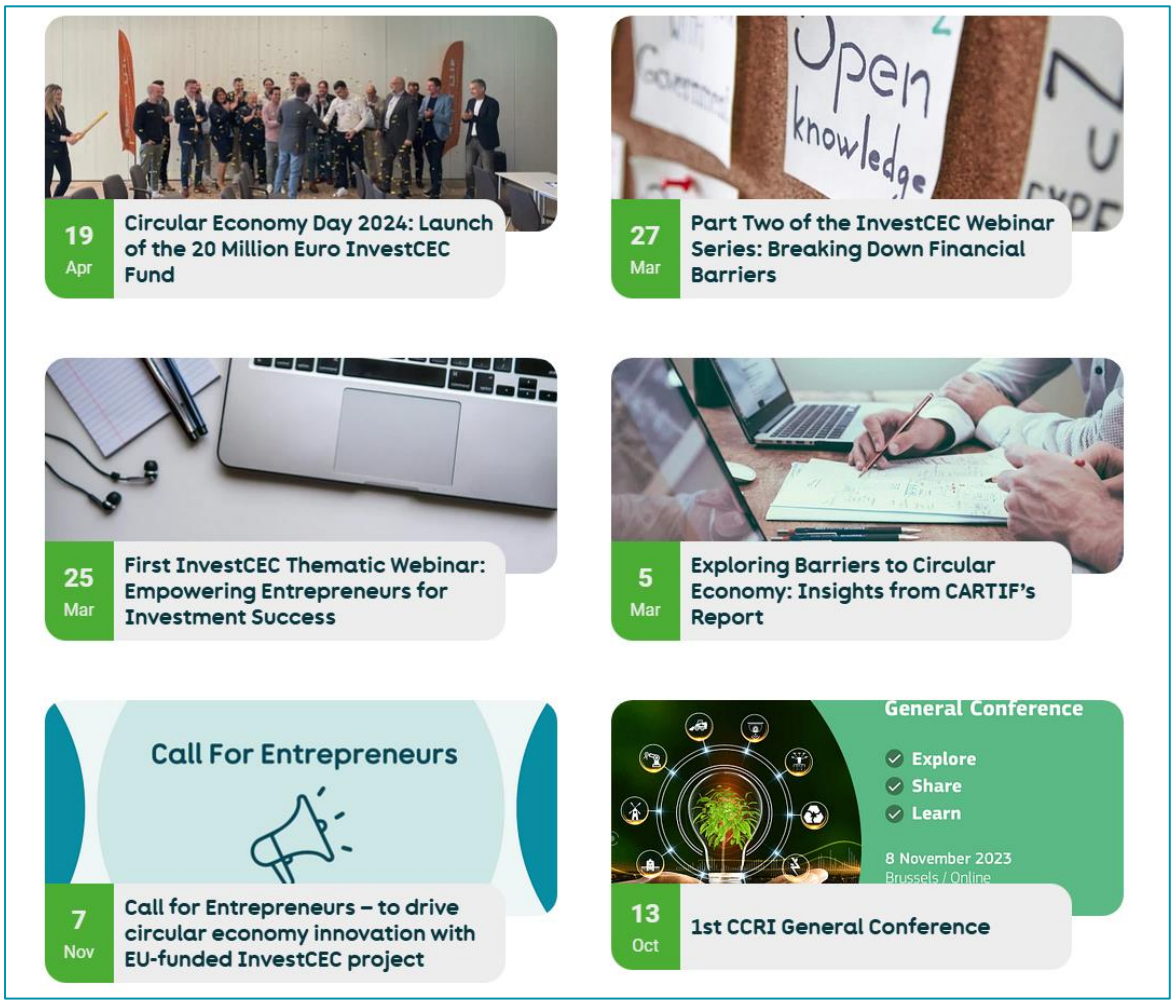
First name | Last name

Organisation | Email

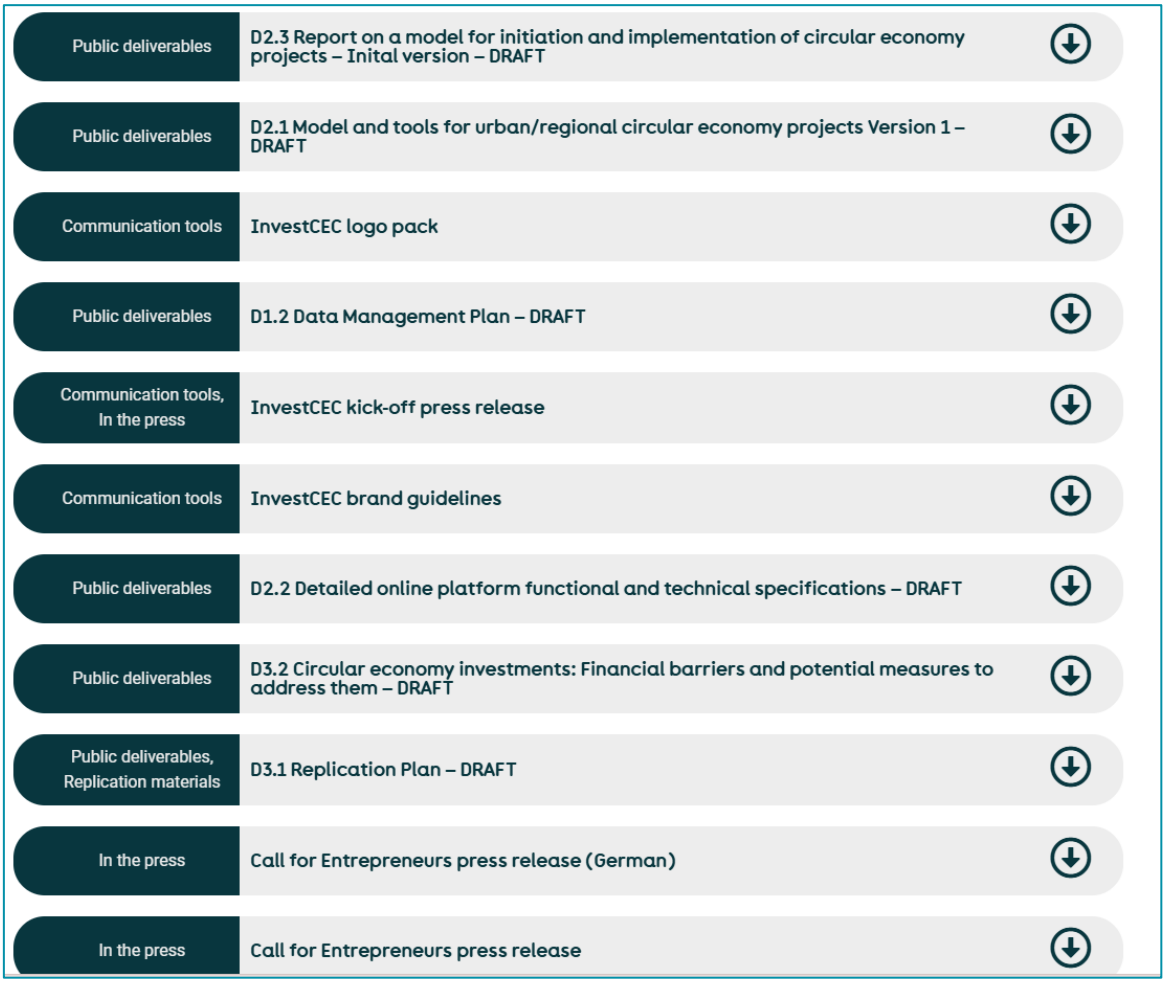
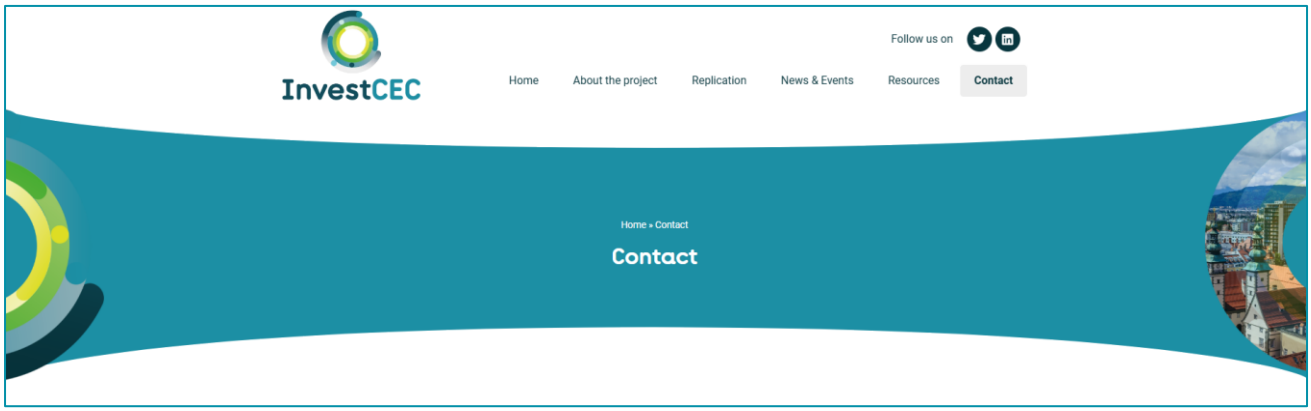
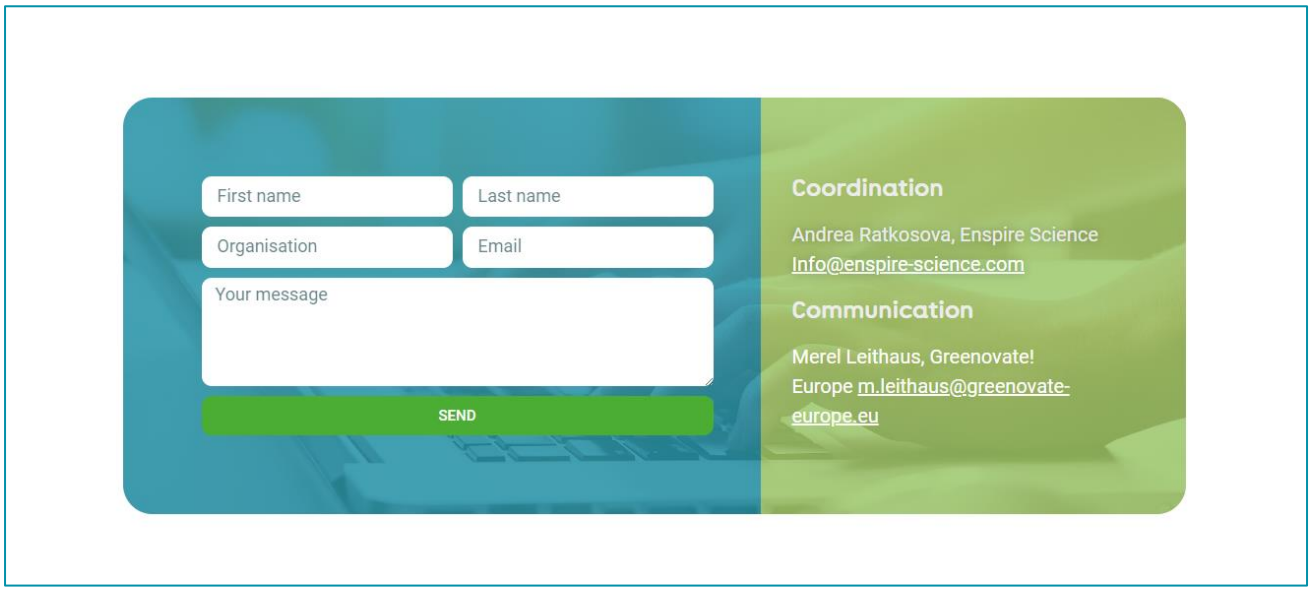
SEND

Screenshot of the “News & Events" page





Screenshot of the “Resources” page



Screenshot of the “Contact” page