



**REPLACE**

Interreg Europe



European Union  
European Regional  
Development Fund

# COMMUNICATION

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11 October 2019 REPLACE Kick-off meeting

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# Objectives



## **Gain visibility**

social media and web presence



## **Connect with other relevant initiatives**



## **Disseminate project outputs**


# Targets for the 1<sup>st</sup> Semester

- REPLACE templates and format with the logo will be shared in a Google drive folder
- REPLACE Communication team
- At regional level
- Development, update REPLACE online presence
- Participation at 3rd party events
- Dissemination of the semester report
- Newsletter (regional languages)
- Report on the first circularity tour
- Format for the survey among European frontrunner regions in circular economy

# Social Media Presence


 **Twitter account**  
**@PolicyReplace**  
<https://twitter.com/PolicyReplace>


twitter.com/PolicyReplace



- Home
- Explore
- Notifications
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- Lists
- Profile**
- More

**Tweet**

 **REPLACE-Regional Policy Actions4Circular Economy**  
5 Tweets



[Edit profile](#)

**REPLACE-Regional Policy Actions4Circular Economy**  
@PolicyReplace


REPLACE enables circular economy transition by employing a synergic and systemic approach to maximize regional and cross-regional circular value chains

[interreg.eu/replace/](https://interreg.eu/replace/) Joined August 2019

32 Following 4 Followers

**Tweets** Tweets & replies Media Likes

★ Pinned Tweet

 **REPLACE-Regional Policy Actions4Circular Economy** @Pol... · Aug 8

REPLACE is an @interreg 4th call project addressing the priority of improving resource-efficient economy policy, focusing on enhancing regional policies and cross-regional cooperation for circular economy

#interreg #CircularEconomy

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# Social Media Presence

## LinkedIn accounts

### ❖ Company Account

<https://www.linkedin.com/company/replacepolicy4circularconomy/>

### ❖ Linked account

<https://www.linkedin.com/in/replace-regionalpolicyaction4circularconomy-017760193/>

## REPLACE

### REgionalPoLicyAction4CircularEconomy



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**REPLACE**  
REgionalPoLicyAction4CircularEconomy  
INTERREG EUROPE VI call at Environment and Resource  
Efficiency  
Brussels Area, Belgium · 49 collegamenti · Informazioni di contatto

## REPLACEpolicy4circularconomy



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**REPLACEpolicy4circularconomy**  
Public Policy · Rome, Lazio Region · 2 followers

REPLACE will enable the transition toward a circular economy through its systemic operational and normative framework

[Visit website](#) 



# Web Presence



## Project website

<https://www.interregeurope.eu/replace/>

interregeurope.eu/replace/



 My Interreg Europe  Search

 Approved projects

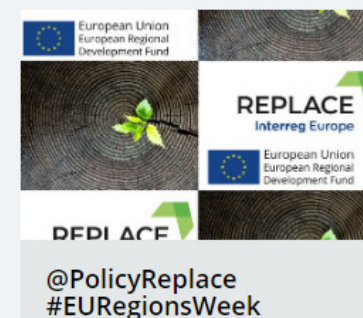
## REgional PoLicy Actions for Circular Economy

 NEWS  EVENTS  CONTACTS



### Project summary

Circular economy (CE) is essential for the future of Europe due to the lack of raw materials and to the evolving environmental problems. **REPLACE - REgional PoLicy Actions for Circular Economy** has the goal of integrating, deploying and capitalizing on lessons learnt through the H2020 project **SCREEN** by engaging policy-makers and managing authorities with the common objective of improving Regional Operational Programmes (ROPs) to enhance CE performances, aligning with the European Commission's Circular Economy Action Plan.



# Rules and Obligations



 **Logo and templates**

 **Poster**



# Next steps

- Fill the Google sheet with the info of who is in charge
- Communicate your iOLF contact
- Connect with REPLACE social media:
  - ❑ LinkedIn: add your position to the company account
  - ❑ Use hastags [#replace4circulareconomy](#)  
[#crossregionalcooperation](#) [#policy4circulareconomy](#)
- Visit at least 2 times at month the website
- Inform about initiatives in your region that can be linked and presented in our website
- Ensure obligations are met:
  - ❑ Poster
  - ❑ Template





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## Thank you!

Questions welcome



*Project smedia*

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