



D7.4 e-Newsletters

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D7.4 e-Newsletters

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Revision and history chart

Version	Date	Editors	Comment Description
V1	05-02-2024	IVE	First draft
V1	12-02-2024	ACE	Review
V1	26-02-2024	IVE	Inputs Newsletter #6
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SUMMARY

This report provides a comprehensive overview of the newsletters disseminated throughout the BUS-GoCircular research project. The newsletters, designed and distributed through Mailchimp, served as a crucial communication tool to share project updates, achievements, and findings with stakeholders. The project spanned 30 months, during which a total of six newsletters were created.



Screenshot of Newsletter 1

1. Objective

The primary objective of the newsletters was to enhance communication and disseminate the outcomes of the BUS-GoCircular project. These newsletters aimed to keep subscribers informed about the progress, milestones achieved, and key findings.

2. Mailchimp Platform

The newsletters were efficiently managed and distributed using the Mailchimp platform, leveraging its user-friendly features to create visually appealing and engaging content.

Benefits of Choosing Mailchimp:

- **User-Friendly Interface:** Mailchimp's intuitive interface simplified the process of creating, editing, and distributing newsletters, saving valuable time and resources.
- **Design Flexibility:** The platform's design tools provided flexibility in creating visually appealing content, allowing for the incorporation of brand elements and maintaining a consistent visual identity.
- **Analytics and Reporting:** Mailchimp's robust analytics and reporting features allowed for tracking key metrics, such as open rates and click-through rates, enabling data-driven decision-making for future campaigns.
- **Subscriber Engagement Features:** Mailchimp's platform facilitated increased subscriber engagement through personalized content recommendations, targeted campaigns, and automated follow-ups, ensuring a more dynamic and interactive communication experience.


3. Newsletter Highlights

Newsletter Contents


- Each newsletter focused on specific project developments, research outcomes, and relevant news within the circular economy domain.

- Engaging visuals, infographics, and concise texts were employed to convey information effectively.


PROGRESS & MILESTONES



Mapping the jobs needed to implement strategies for circular construction
 BUS-GoCircular has created a framework that identifies strategic circular economy interventions and the construction workers and professionals needed to implement them. [More info.](#)




Mapping of required skills and skill gaps
 BUS-GoCircular mapped the occupations involved within the implementation of circular economy interventions to better understand and design what is required within our train the trainer programmes. [More info.](#)




Developing a circular construction skills qualification framework
 A general task-based qualification framework was developed for circular skills in construction, meaning a set of tasks and corresponding learning outcomes

Screenshot of Newsletter 2



Mentoring Programme Guidance
 BUS-GoCircular is implementing a mentoring programme to transfer experience and best practices from experienced professionals to specific groups such as women and young people, as well as less experienced colleagues. [More info.](#)




Training Packs
 BUS-GoCircular aims to facilitate SMEs upskill their workforce by addressing their two main barriers to do so: money and time. Take a look to the 4 training plans that will be the basis for national (Bulgaria, Croatia, Czech Republic, Hungary, Ireland, Netherlands and Spain) and European training packs that will be created by BGC in the coming months. [More info.](#)

TRAIN THE TRAINERS


Interested in becoming a TRAINER?
 A "Train the Trainer" course will be held in June 2023. Stay tuned to fill in your expression of interest in time.

Screenshot of Newsletter 3


NATIONAL IMPLEMENTATION



Heritage Revival in Ireland
 Cnoc Na Gaoithe, a 1883 Irish convent, underwent a remarkable transformation guided by BUSGoCircular, achieving enhanced comfort and reducing carbon emissions. [More info.](#)




Construction Mentoring Course in Hungary
 Five Hungarian students participated in a mentoring course on circular economy in construction, acquiring knowledge on key circular economy concepts. [More info.](#)



Budget estimations for circular solutions
 The latest 'BdC 2023', a Spanish database on construction prices, integrates circular solutions, aiding budget calculations for sustainable projects and boosting market demand. [More info.](#)

Screenshot of Newsletter 4

E-LEARNINGS



Interested in learning more about circular construction and installation?
 Organizations sign up for 9 challenges to Circular Building and Restore:
 • Access to the specialized learning platform
 • Circular Innovation Course
 • Programs and opportunities for applying circularity
 • Collaborate with your colleagues on ideas

Participants will be guided through the skills associated with the core elements of a circular economy: utilizing waste as a resource, renewable resources, and extending the lifespan of materials and products. Moreover, circular skills related to areas such as digitization, value chain collaboration, design, and business models will also play a central role. [More info.](#)

TRAINING MODULES

EU POLICY FRAMEWORK
 This module aims to provide a brief overview of the European policy framework most related to the built environment, energy efficiency and decarbonization of the EU building stock.

INTRODUCTION TO CIRCULAR ECONOMY
 In this module, we will introduce you to the principles of circular economy in the construction industry learning from real-life national and European case studies.

STRATEGIES
 This module describes circular design strategies applied to materials, water, energy and waste

REUSED MATERIALS
 In this module, you will learn how to overcome barriers in building materials reuse, by discovering

Screenshot of Newsletter 5

Frequency

- Newsletters were sent out every two months throughout the 30-month project duration.
- The bi-monthly schedule was determined based on project milestones and significant achievements.

Subscriber Growth

- The project successfully attracted and retained subscribers, with the subscriber count growing steadily.
- At the conclusion of the project (month 30), the newsletter subscription base reached a commendable total of 439.

Newsletter	Date	Recipients	Open rate	Click rate	Link
#1	Jan. 2022	24	70.8%	37.5%	Click HERE
#2	Oct. 2022	135	57.8%	10.2%	Click HERE
#3	Apr. 2023	280	55.1%	12.4%	Click HERE
#4	Oct. 2023	366	45.1%	9.00%	Click HERE
#5	Jan. 2024	422	48.6%	9.2%	Click HERE
#6	Feb. 2024	439	N/A (*)	N/A (*)	Click HERE

ANNEXES

Annex 1

Compilation of analytical reports of the newsletters sent.

() Note: The analytics from Newsletter 6, which was sent at the time of writing this report, are not included, as the results increase in the days after it was sent.*

Overview

24 Recipients

Audience: BUS-GoCircular

Delivered: Thu, Jan 20, 2022 3:00 PM

Subject:  BUS-GoCircular newsletter

17 Opened	9 Clicked	0 Bounced	0 Unsubscribed
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Successful deliveries	24 100.0%	Clicks per unique opens	52.9%
Total opens	191	Total clicks	16
Last opened	31/5/23 13:26	Last clicked	11/5/22 9:04
Forwarded	0	Abuse reports	0

0 Orders	0,00 \$ <u>Average order revenue</u>	0,00 \$ <u>Total revenue</u>
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Overview

135 Recipients

Audience: BUS-GoCircular

Delivered: Tue, Oct 18, 2022 2:14 PM

Subject:  BUS-GoCircular newsletter

74 Opened	13 Clicked	7 Bounced	0 Unsubscribed
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Successful deliveries	128 94.8%	Clicks per unique opens	17.6%
Total opens	156	Total clicks	52
Last opened	23/10/23 17:44	Last clicked	3/11/22 10:21
Forwarded	0	Abuse reports	0

0 Orders	0,00 \$ <u>Average order revenue</u>	0,00 \$ <u>Total revenue</u>
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Overview

280 Recipients

Audience: BUS-GoCircular

Delivered: Mon, Apr 3, 2023 9:26 AM

Subject:  BUS-GoCircular newsletter

151 Opened	34 Clicked	6 Bounced	8 Unsubscribed
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Successful deliveries	274 97.9%	Clicks per unique opens	22.5%
Total opens	258	Total clicks	309
Last opened	1/2/24 13:26	Last clicked	11/7/23 14:44
Forwarded	0	Abuse reports	0

0 Orders	0,00 \$ <u>Average order revenue</u>	0,00 \$ <u>Total revenue</u>
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Overview

366 Recipients

Audience: BUS-GoCircular

Delivered: Wed, Oct 4, 2023 10:15 AM

Subject:  BUS-GoCircular newsletter

161 Opened	32 Clicked	9 Bounced	2 Unsubscribed
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Successful deliveries	357 97.5%	Clicks per unique opens	19.9%
Total opens	304	Total clicks	409
Last opened	15/2/24 10:17	Last clicked	15/2/24 10:17
Forwarded	0	Abuse reports	0

0 Orders	0,00 \$ <u>Average order revenue</u>	0,00 \$ <u>Total revenue</u>
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Overview

422 Recipients

Audience: BUS-GoCircular


Delivered: Mon, Jan 8, 2024 11:00 AM

Subject:  BUS-GoCircular newsletter

203 Opened	39 Clicked	8 Bounced	3 Unsubscribed
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Successful deliveries	414 98.1%	Clicks per unique opens	19.2%
Total opens	379	Total clicks	91
Last opened	24/2/24 11:44	Last clicked	8/2/24 8:05
Forwarded	0	Abuse reports	0

0 Orders	0,00 \$ <u>Average order revenue</u>	0,00 \$ <u>Total revenue</u>
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More information about the project

<http://www.busgocircular.eu/>

Follow us

<https://twitter.com/BusGoCircular>

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

Colophon

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