



Initial workshop for stakeholders involved in testing of CinderOSS business digital environment

D6.2 July 2020 (M26)

Responsible Partner: **Opencontent**

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 776751



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DOCUMENT DETAILS

Title:	Initial workshop for stakeholders involved in testing of CinderOSS business digital environment
Annexes:	3

Deliverable No.	6.2
Work Package:	6
Task:	6.6
Deliverable Type:	Other
Lead Partner:	Opencontent
Contributing Partner(s):	IETU, ZAG
Due date of deliverable:	31/07/2020
Actual submission date:	30/07/2020

Dissemination level:		
PU	Public	x
RE	Restricted to a group specified by the consortium (including Commission Services)	
CO	Confidential, only for members of the consortium (including Commission Services)	

DOCUMENT HISTORY

Version	Date	Partner	Author	Changes
1	21/05/2020	Opencontent	Simona Zelli	Document creation and outline
2	02/06/2020	ZAG	Sebastjan Meža	Document structure
3	15/06/2020	Opencontent	Simona Zelli	Revision and contributions
4	15/07/2020	IETU	Katarzyna Korcz	Revision and contributions
5	16/07/2020	Opencontent	Simona Zelli	Revision and contributions
6	17/07/2020	IETU	Katarzyna Korcz	Revision and contributions
7	20/07/2020	Opencontent	Filippo Zorzi	Contributions
8	21/07/2020	Opencontent	Simona Zelli	Revision
9	21/07/2020	ZAG	Alenka Mauko Pranjić	Quality check
10	22/07/2020	IETU	I.Ratman- Klosinska, Katarzyna Korcz	Revision and contribution
11	24/07/2020	ZAG	Sebastjan Meža, Alenka Mauko Pranjić, Urška Kropf	Quality check

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Keywords:

Stakeholders' Workshop, Circular Economy, Digital Services, CinderOSS, UX Testing, Secondary Raw Materials, Construction Sector, CINDERELA project.

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EXPLANATION OF ACRONYMS & ABBREVIATIONS

Acronym	Full name
B2B	Business to Business
B2C	Business to Customer
BIM	Building Information Modelling
CinderCEBM	CINDERELA Circular Economy Business Model
CinderDBE	CINDERELA Digital Business Ecosystem
CinderOSS	CINDERELA One-Stop-Shop
D	Deliverable
DBE	Digital Business Ecosystem
EC	European Commission
ICT	Information and Communications Technology
M	Project month (e.g. M6 stands for month 6 of the project)
Q&A	Question and Answer
SME	Small and medium enterprises
SRM	Secondary Raw Materials
UX	User Experience
WP	Work package

EXECUTIVE SUMMARY

This report summarizes the realization of the initial workshop for stakeholders involved in testing of CinderOSS business digital environment organised under the title “Digital Services for circular economy in construction sector.” The workshop took place on 14/07/2020 in the form of an online webinar. During the webinar the first version of the CINDERELA One-Stop-Shop (CinderOSS), a digital platform offering multiple services in support of circular economy business models development for construction sector, was presented together with the first round of testing of the CinderOSS functionalities to collect feedback from potential platform users. The webinar gathered an audience of 57 participants including construction companies and waste stream holders.

The speakers at the webinar were Douwe Huitema (KplusV), who introduced the audience to the concept of the platform, its structure and functionalities, while Simona Zelli (Opencontent) presented three services to be offered by CinderOSS: (i) the CinderOSS database, (ii) the Business Finder, and (iii) Marketplace.

Each presentation was followed by a Q&A session. After the webinar, the participants were provided with a 3 days access to the CinderOSS for testing the platform individually and a request to share their user experience via a simple on-line questionnaire. The feedback from the participants collected during the event as well as via the survey will serve as an engine to advance CinderOSS as user-friendly and applicable One-Stop-Shop service for fast penetration of novel circular economy business models in construction.

1. INTRODUCTION

The initial workshop for stakeholders involved in testing of CinderOSS business digital environment was organised in the form of a 2 hour webinar on 14/07/2020 (M26) under the title "Digital Services for circular economy in construction sector". The objectives of the webinar event were as follows:

- To gather industrial partners, national and European policy makers, experts and members of the CINDERELA consortium to address the opportunities and barriers for the development of digital services in the circular urban construction sector;
- To share and discuss ideas and proposals that will improve the development and use of digital services for the circular economy in the construction sector;
- To identify key weaknesses of the developed CinderOSS digital services through a User Experience (UX) test;
- To learn from the stakeholders' feedback and better understand the needs of all type of actors of the SRM-based construction value chain;
- To involve and engage with the invited stakeholders in future CinderOSS testing activities and further long-term development of the platform.

The idea behind the webinar was to go beyond the notion of traditional presentations and to actively engage and co-create with the invited stakeholders' inputs and ways forward for the CinderOSS Digital Business Ecosystem (CinderDBE) development. Therefore, upon the webinar completion, all participants received an opportunity of testing the CinderOSS beta version individually and share their user experience and suggestions for improvement via an easy, dedicated User Experience (UX) on-line survey.

2. ORGANISATION AND COMMUNICATION

2.1 Location

Due to mobility restrictions related to the COVID-19 situation, the workshop was organized as a webinar instead of a physical meeting. However, taking into account the objectives of the workshop, organising this event as a webinar demonstrated a number of benefits including the use of different on-line tools like a survey or Google Analytics that gave us the opportunity to remotely monitor the user experience of the platform. Also leaving an open access to CinderOSS to selected stakeholders for a limited time after presenting the functions of CinderOSS and the digital services that it provides, enabled the users to make the CinderOSS trial at a time convenient for them and get honest responses on their impressions in the survey.

2.2 Communication of the event and its visual identity

For the communication of the stakeholder webinar, the following communication efforts were taken:

- The CINDERELA newsletter with information about the webinar was published on the CINDERELA website and promoted via LinkedIn;
- Posts and tweets via CINDERELA social media LinkedIn (shared with 20 groups) and Twitter invitations and links to the registration were distributed by the CINDERELA partners through their own communication channels including web sites, social media, individual invitations, national professional journals etc;
- Banner of the event with link to invitation was published on the web site of the EC European Circular Economy Stakeholders Platform.

To attract the attention of potential participants and to facilitate the recruitment process, attractive banners for the event were designed that reflect the content of the webinar with the general feeling of CINDERELA visual identity.

To keep (potential) participants interested, the website and communications on social media were updated regularly, registration reminders were published in social media.

Appendix 5.1 includes an overview of communication materials.

2.3 Invitation

Invitation content was developed for the use on websites and social media as well as email. To ensure the engagement of key stakeholders in the webinar, over 300 hundred personalised invitations were sent via LinkedIn. Invitations were also sent via email, both in English and in national languages (Italian, Macedonian, Slovenian, Spanish). Habitech, an Opencontent client, has published the invitation to the webinar via LinkedIn as well as sent the invitations by email to its members. FGP has distributed the invitation in Spanish via email to the members of Professional Association of Mining Engineers of the South of Spain.

The overall promotion material is available in Appendix 5.1.

2.4 Participants

For the registration of the event, the platform "Eventbrite" was used. In total, 98 people registered to attend the CINDERELA Webinar (Figure 1), of which 82 were external stakeholders and 16 CINDERELA consortium members (Figure 2). Over 60% of the registered participants were from industry, 12% from customer and 12% from scientific community, 4% policymakers and 7% other (Figure 3). Of the 98 registrants of the event, 57 unique attendees were present.

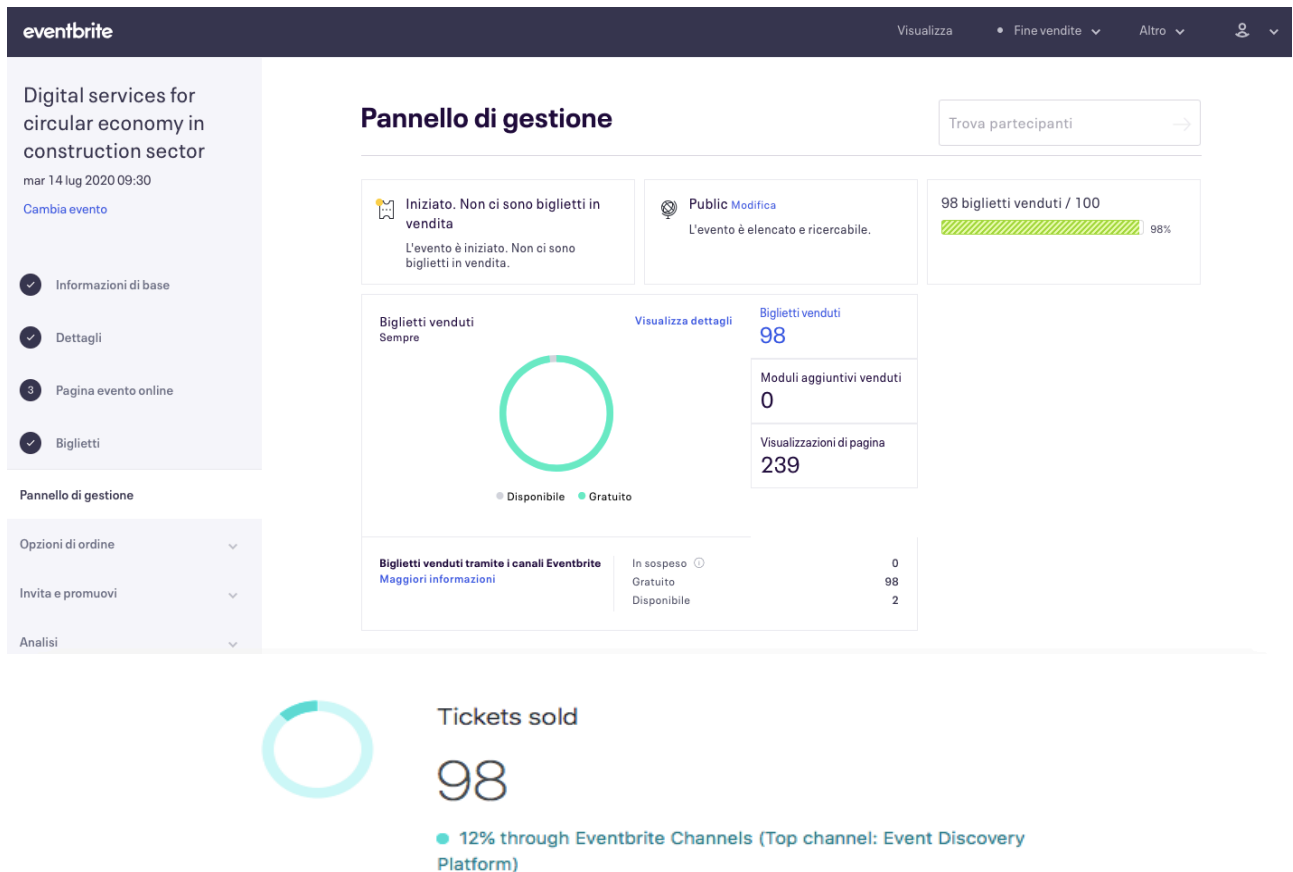


Figure 1: Registration on the EventBrite indicating the number of participants registered.

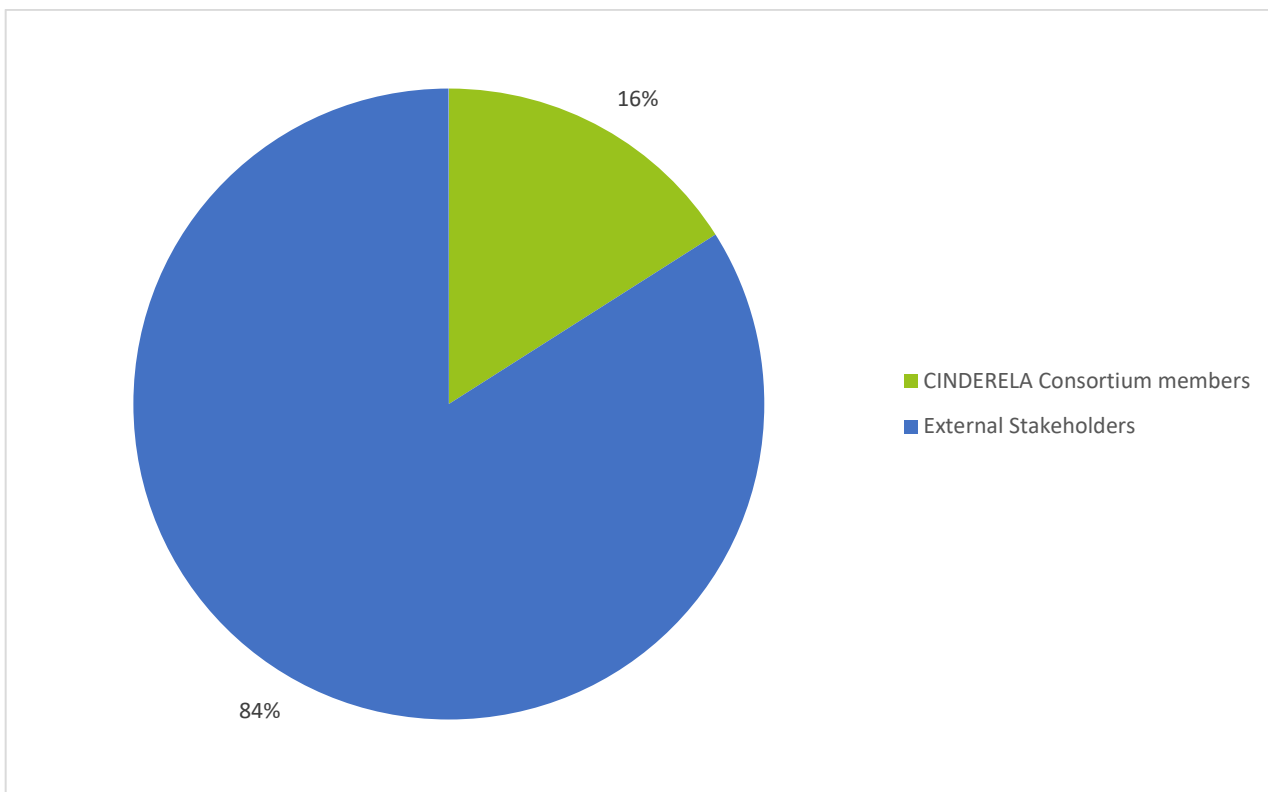


Figure 2: Composition of registered participants by non-partner and partner participation.

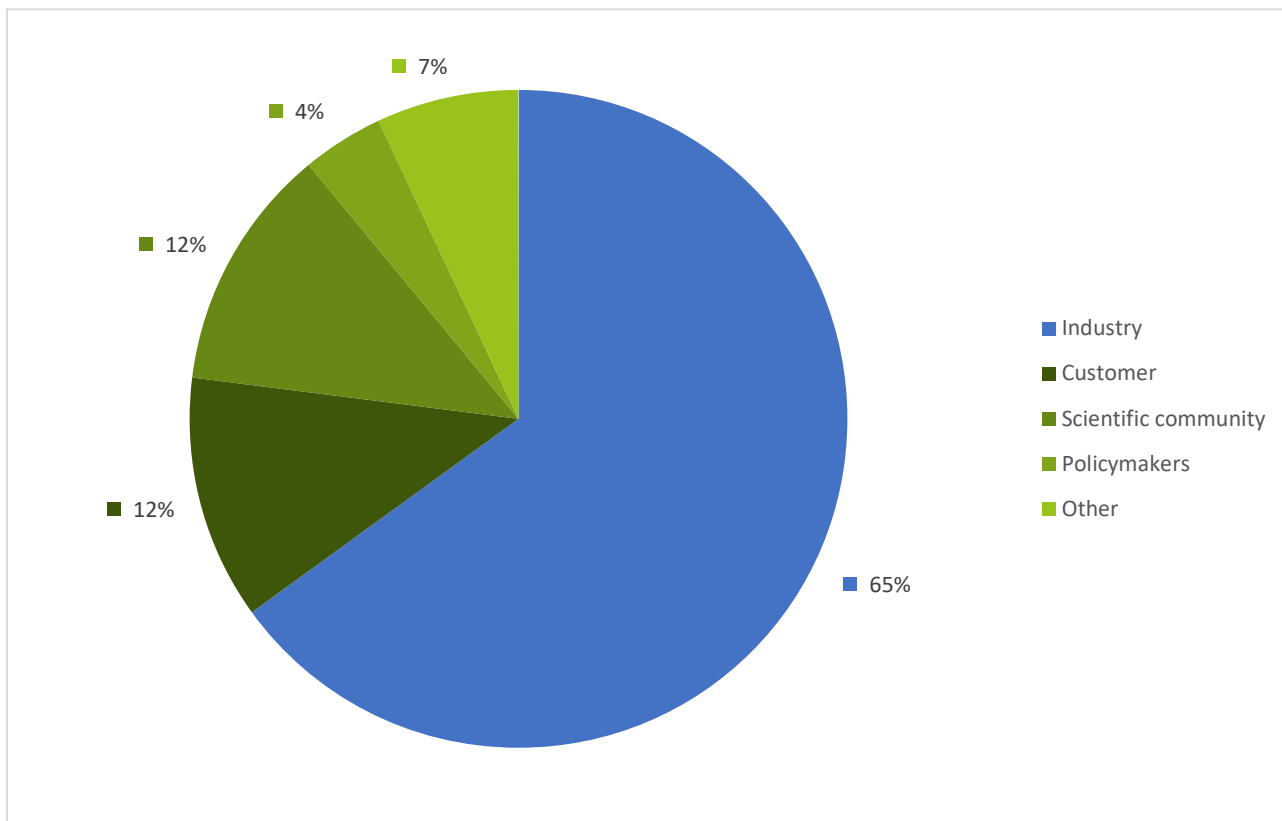


Figure 3: Composition of Webinar attendees by field of activity.

3. WEBINAR EXECUTION

3.1. Presentations overview

The event started with an official welcoming by Simona Zelli (Ph.D.), the Innovation Manager at Opencontent. This was followed by a general introduction by Douwe Huitema (Ph.D.) from KplusV who introduced the audience to the concept of the platform, its structure and functionalities and in particular:

- The RTD module on know-how and on-going development of technologies and processes of recycling and production of SRM-based construction products;
- The Management and Legal module developing new SRM-based construction market, including new legislative and administrative paths and incentives for SRM-based construction products;
- The Production module providing the production of SRM-based construction products;
- The ICT/BIM module providing overall support for the CinderCEBM digital business ecosystem.

The presentation was also focused on highlighting the benefits offered by individual modules to different users i.e. suppliers (waste holders), end-users (construction companies), and other actors in the CinderCEBM, e.g. decision-makers, policy and legislation makers, investors and designers, and supervisors of construction works. This is important from the viewpoint of developing the proposition value for CinderOSS use in the future and determining its exploitation potential.

After the introduction, the CinderOSS structure and the first digital services offered by the beta version of the platform were presented and demonstrated. Douwe Huitema from KplusV presented the CinderOSS Database and Simona Zelli from Opencontent presented the Business Finder and the Marketplace (details in the following section).

The overall programme of the webinar can be found in Appendix 5.2.

3.2 CinderCEBM and CinderDBE demonstration

Digital Services create an excellent opportunity for making the urban construction sector more circular. In particular the possibility to buy and sell Secondary Raw Materials (SRM) and SRM-based products from locally available and recycled waste represents a great challenge. Furthermore, the application of Digital Platforms in the construction sector is still challenging in terms of scale, technological feasibility and economic viability.

These challenges, as well as CinderDBE meaning and structure, were discussed during the presentation and demonstration session of the first digital services developed in the CinderDBE module (the Business Finder and Marketplace of CinderOSS).

The following issues of CinderCEBM and CinderDBE were presented and demonstrated (Figure 4 and Figure 5):

- The CinderCEBM module structure and features;
- The CinderOSS structure (Main menu, Dropdowns menu, Community level, DBE level, Registration Page, Subscriptions plan page);

- The Business Finder features, functions and benefits for the users; and
- The Marketplace features, functions and benefits for the users.

The moderator of the demonstration was Filippo Zorzi (Opencontent).

The session ended with a final open discussion that brought together all ideas for a resource-efficient SRM-based construction sector and on the opportunities offered by data and use of digital tools for the development of a circular community without geographical boundaries. Questions were answered by Douwe Huitema (KplusV), the CinderCEBM expert, and Simona Zelli (Opencontent) the CinderDBE expert. This was a highly co-creative and inspiring ending of the Webinar. Some screenshots of CinderOSS are presented below.



Figure 4: CinderDBE level and its dropdown menu.

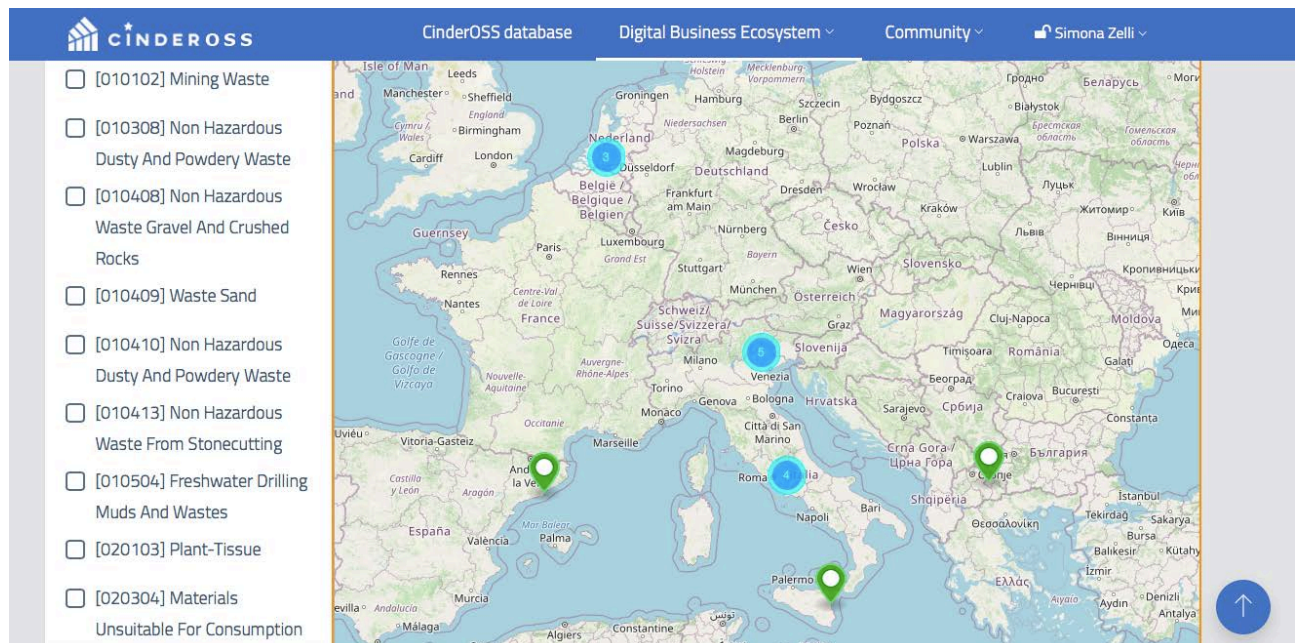


Figure 5: CinderOSS Business finder overview

3.3 Feedback collection and UX testing

Each presentation was followed by a Q&A session. The participants were also encouraged to ask questions via the chat option during the presentations. Moreover, after the CinderCEBM and CinderDBE demonstration, Simona Zelli from Opencontent summarized the highlights from the different debate sessions and presented the CinderOSS UX testing methodology that would be adopted after the end of the webinar. The UX questionnaire was presented and explained. All stakeholders were invited to fill it in after using CinderOSS.

The CinderOSS beta version was presented and the stakeholders were informed that access to it would only be left open for three days to:

- Allow stakeholders participating in the webinar to complete the questionnaire after using the CinderOSS;
- Allow Opencontent and the CINDERELA partners involved in the analysis of the CinderOSS beta version test to monitor navigation flows of the users, identifying critical issues and weaknesses;
- To allow Opencontent to maintain the established level of privacy of the deliverable 4.2 (CinderOSS beta version). In fact, a "cap" has been created in front of CinderOSS and only people registered to the webinar could log in using the same username and password.

The login information was provided to the participants also by email at the end of the event.

Details on the process of defining the UX testing and the analysis of the navigation flows during the 3 days free trial and questionnaire responses by the stakeholders are reported in D4.2.

3.4 UX test participation

The analysis conducted through Google Analytics shows that during the three days free trial CinderDBE beta version was used by 79 users. There have been 182 use sessions (Figure 6).

Acquisition			
	Users	New Users	Sessions
	128	79	183
1 Direct	62		
2 Organic Search	49		
3 Referral	19		
4 Social	4		

Figure 6: Users, new users and use sessions during the trial.

Of the 57 participants of the event, 20 unique attendees completed the survey. The response came from various entities: Public bodies, Construction companies, Research Institution, Waste processor and SRM producer (Figure 7).

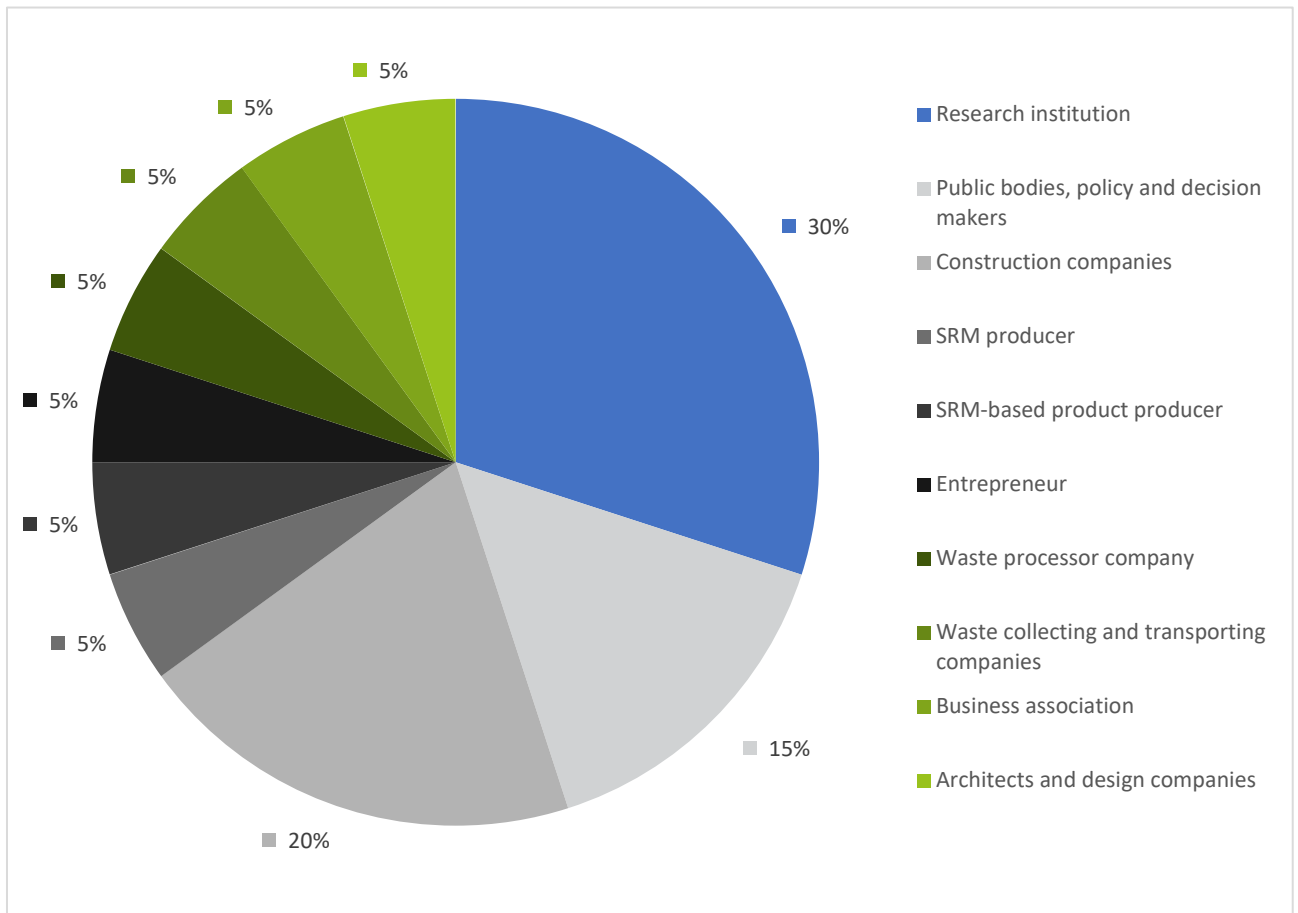


Figure 7: Composition of UX Questionnaire attendees.

4. CONCLUSIONS AND FOLLOW-UP STEPS

The CINDERELA project tackles some of the most pressing issues that many industrial stakeholders are facing to transition to a more circular construction sector therefore the CINDERELA consortium and organising partners were pleased to see the interest and enthusiasm of the various stakeholders that attended the webinar and the CinderOSS beta version UX testing.

The overall number of participants (57) vs the number of registrants (98) was rather successful, and demonstrates that digital environments such as proposed in CINDERELA are of interest to potential users. Also, the fact that the event was organised on-line has not affected the achievement of the objectives, as with a physical meeting the number of participants would probably be similar.

The CINDERELA's Webinar showed that better communication between the different stakeholders of different sectors (waste management sector, construction sector, industrial sector, etc.) and those responsible for product design and development of CinderOSS is the best approach for effective implementation of the multilevel digital platform model in practice. The new input gained from the webinar and CinderOSS beta version UX testing will be implemented to improve the CinderOSS beta version and its integration with other solutions developed in the CINDERELA project (e.g. BIM Libraries of SRM-based units) as well as other interconnected tools (e.g. GDSE Tool¹). It will also be iteratively updated, especially with information and knowledge gained through implementation of the CINDERELA large-scale demonstrations and through the use of CinderOSS in the living ecosystems across Europe. This will be done in the upcoming two years of the CINDERELA project.

¹ <http://h2020repair.eu/gdse-software-package/gdse-description/>

5. APPENDICES

5.1 Overview of all communication materials

Promotional banners were developed in Polish and Slovenian to be used on websites and social media.



Join us 14 July 2020
 09:30 am - 11:30 am CET

UPCOMING H2020 CINDERELA PROJECT ON-LINE USER EXPECTATIONS BUILDER WORKSHOP

Digital services for circular economy in construction sector

www.cinderela.eu

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement no 776751




REZERVIRAJTE SI ČAS 14. julij 2020
 od 09:30 do 11:30

SPLETNA DELAVNICA PROJEKTA CINDERELA - poiščite nas na www.cinderela.eu

Digitalne storitve za krožno ekonomijo v grajenem okolju

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Projekt financira Evropska unija v programu Obzorje 2020 (Program raziskav in inovacij) s pogodbo št. 776751






DON'T MISS TO JOIN US 14 July 2020
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**Digital services for
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5.2 Webinar programme



Digital services for the circular economy in construction sector:
a user experience builder workshop

AGENDA AND TIMETABLE



- 9:30-9:35 - Welcome
- 9:35-9:45 - Introduction: General presentation of Cinderella Project and CinderOSS Beta Version (KplusV)
- **9:45-11:20 - Presentation and demonstration of the first three digital services developed by CinderOSS (OC/KplusV)**
- 9:45 - 9:55 - CinderOSS Database Presentation (KplusV)
- 9:55-10:15 - Debate
- 10:15-10:25 - CinderOSS structure and Business Finder (OC)
- 10:25-10:45 - Debate
- 10:45-10:55 - Marketplace (OC)
- 10:50-11:10 - Debate
- 11:10-11:30 - Conclusion (OC and All)



5.3 Materials and presentations

All materials from the Webinar are available on the CINDERELA project website www.cinderela.eu.