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**HOOP Network of Cities and
Regions – Recruitment
strategy**

ACR+



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1. Executive summary

The HOOP project is funded by the European Union's Horizon 2020 research and innovation programme, and it supports eight lighthouse cities and regions to develop large-scale urban circular bioeconomy initiatives that will focus on making bio-based products from urban biowaste and wastewater.

Namely, HOOP will provide Project Development Assistance (PDA) to Albano-Laziale (Italy), Almere (The Netherlands), Bergen Region (Norway), Kuopio (Finland), Münster (Germany), Murcia (Spain), Greater Porto (Portugal), and Western Macedonia (Greece).

The project activities include the creation of the HOOP Network of Cities and Regions, which aims to facilitate exchange of knowledge and mutual learning among cities and regions willing to recover valuable resources from urban biowaste and wastewater to make bio-based products.

The HOOP Network of Cities and Regions will be materialised in the Urban Circular Bioeconomy Hub (UCBH), an online platform to foster knowledge exchange and replication in cities across Europe, which will be launched in 2022. The members of the HOOP Network will have a reserved place in the UCBH to follow up the development of the project, identify HOOP activities to which they can participate, and interact with one another.

This report describes the recruitment strategy developed by the Association of Cities and Regions for the sustainable resource management (ACR+) to engage cities and regions to join the HOOP Network. The strategy has been adapted to three different phases of the project:

- Before the launch of the UCBH: it was mainly focused on getting the confirmation from the cities and regions that signed the letters of support;
- Once the communication material was ready: the HOOP partners shared among their contacts the possibility to join the HOOP network, and ACR+ involved its members interested in the topic;
- Once the project activities are launched: the activities related to the HOOP network and its members are promoted and more cities and regions are encouraged to join the project.

After a short description of the project and its objectives, the report describes the current state of the HOOP Network in terms of the number of cities and regions involved at the moment of the publication of this report. Furthermore, it defines the services planned to engage the members of the network in the activities implemented by the project. Finally, it describes a set of recruitment strategies, also giving a suggestion of the following steps to achieve in order to reach and even go beyond the objective of 100 members.

The recruitment strategy will be coordinated by ACR+ with the help of all partners; it will take advantage of the project's and partners' communication contacts and channels, as well as tailored-made activities such as dedicated events, to highlight the benefits and services provided by the HOOP Network. ACR+ will also reach existing and upcoming projects, such as the CCRI, to reach more potential members.

