

Increasing awareness about circular economy through Information Sharing

The rural Arctic areas have tremendous possibilities within circular economy and green growth. The low level of information about these topics, however, has been identified as one of the main obstacles for green transition in the North.

To reach the full potential the area holds, GRUDE project has aimed to **increase knowledge about green economy** by effectively communicating through **multiple different channels**:

FACEBOOK

The main project page and regional groups have reached about six hundred followers during the project.

Focus: Reach key stakeholders and disseminate information about current events and project results

WEBPAGE

The webpage contains an extensive library of resources and a blog with expert articles and case examples of green businesses in the project area.

Focus: Knowledge database for green economy

NEWSLETTERS

The newsletters have reached about 800 recipients in the project area, the main target groups being municipal employees, business organizations, etc.

Focus: Disseminating information about current events and news

YOUTUBE

The GRUDE YouTube channel covers a variety of green economy related topics in the form of webinar recordings, podcasts and entrepreneur interviews.

Focus: Easily accessible video library

NORDIC CIRCULAR ARENA

The GRUDE group has functioned as a steppingstone to the global green economy network of Nordic Circular Arena.

Focus: Networking

EVENTS

In our Greenovation Camps, information sharing campaigns and online workshops, we have gathered and shared information about various green economy related topics, including bioenergy, circular business models, sustainable tourism, local food production, public procurements, and more!

Focus: Gathering and sharing information, networking with stakeholders