

DISSEMINATION & COMMUNICATION STRATEGY

Deliverable 7.1

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TABLE OF ABBREVIATIONS

Abbreviation	Definition
M	Month
EU	European Union
WP	Work Package
KPI	Key Performance Indicator
EC	European Commission
ESPR	Ecodesign for Sustainable Products Regulation
EPR	Extended Producer Responsibility
IPR	Intellectual Property Rights
IP	Intellectual Property
GDPR	General Data Protection Regulation
EUTT	European Union Technical Textile

EXECUTIVE SUMMARY

Deliverable D7.1 of the Circula-TEX project outlines the dissemination and communication strategy designed to maximize the impact and visibility of project activities, in alignment with the EU's objectives for transitioning towards a more sustainable and circular textile system. Circula-TEX aims to support the redesign of textile value chains through the implementation of harmonized Extended Producer Responsibility (EPR) schemes across Europe, with a strong focus on eco-design, traceability, recycling, and reuse.

The document identifies seven key target groups — from industry stakeholders and public authorities to research centers and the general public — and defines tailored communication approaches for each. Planned activities include digital campaigns, the production of promotional materials, participation in events, and dissemination of scientific and technical publications. A consistent visual identity is also outlined to ensure the project's recognizability across all platforms.

The strategy includes both qualitative and quantitative KPIs to assess the effectiveness of dissemination efforts and foresees adaptive mechanisms for ongoing optimization. The ultimate goal is to promote systemic change in textile waste management by supporting evidence-based policymaking and best practices that can be replicated across EU Member States.

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2. INTRODUCTION

The textile industry faces significant challenges related to sustainability, waste management, and circularity. Circula-TEX will analyze the failures and gaps in the current textile value chain, focusing on technological, environmental, economic, legal, and social aspects. The project will assess the effectiveness of Extended Producer Responsibility (EPR) schemes and explore both technological and non-technological measures to enhance sustainability in the sector.

To ensure a meaningful impact, Circula-TEX will employ co-creation methodologies to engage all stakeholders in the textile value chain. The project will also utilize case studies to develop actionable recommendations for circular textile management. These recommendations will include:

- Eco-design strategies to enhance recyclability and reuse.
- Efficient systems for material composition identification and labelling to support textile collection and sorting.
- Improved traceability of textile materials to foster a transparent and sustainable supply chain.
- Innovative reuse and waste treatment approaches to minimize environmental impact.

A robust dissemination and communication strategy is crucial to support the uptake of these recommendations and amplify their impact. It is essential to tailor communication efforts to address the specific needs, roles, and levels of awareness of different target groups. For EPR to function effectively, Circula-TEX must reach a broad range of audiences across the textile and fashion ecosystem, through both sector-specific channels and broader public engagement.

The communication strategy will therefore address diverse segments, including the Luxury Fashion, Premium/Contemporary Fashion, Fast Fashion, and Slow Fashion supply chains, as well as home textiles, with a special focus on carpet and rug production, a key component of the project. This sector presents specific challenges in terms of recycling and reuse due to the complexity of materials and lack of standardised collection systems.

Equally important is the involvement of actors across the circular economy landscape, including recyclers, sorters, reuse organisations, upcyclers, waste managers, and stakeholders from related sectors such as furniture, interior design, and construction, where textile reuse can generate additional value and synergies.

Moreover, consumers represent a central pillar in the transition to a circular textile system. Communication must empower them with clear, accessible, and transparent information regarding textile sustainability, durability, repairability, and proper end-of-life practices. Educating consumers about the role they play in EPR schemes—both through purchasing behaviour and participation in separate collection systems—is key to triggering long-term change.

In this light, the strategy will combine digital and physical tools: social media campaigns, informative videos, project websites, events, stakeholder workshops, policy briefs, and visual storytelling materials adapted to different levels of expertise and interest. Only through a multi-level and inclusive communication approach can the system-wide transformation required by EPR principles be truly realised and sustained beyond the project duration.

3.LIST OF PARTICIPANTS

Table 1- List of participants

N°	Role	Short Name	Legal Name	Country	PIC
1	COO	RINA-C	Rina Consulting SPA	IT	999951467
2	BEN	CTB	Centre Scientifique & Technique del'Industrie Textile Belge ASBL	BE	998868171
3	BEN	COT	Centro Tessile Cotoniero e Abbigliamento SPA	IT	998592982
4	BEN	NTT	Next Technology Tecnotessile Società Nazionale di Ricerca RL	IT	999446679
5	BEN	TEM	Temera SRL	IT	878533948
6	BEN	TT	Tallina Tehnikaülikool	EE	999842536
7	BEN	RETEX	RETEX.Green	IT	879709103
8	BEN	CM	Confindustria Moda	IT	965614437
9	BEN	MOD	Modint Ondernemersorganisatie voor Mode, Interieur, Tapijt Entextiel	NL	878387381
10	BEN	TEXFOR	Confederación de la Industria Textil Asociación	ES	964934467
11	BEN	ATEVAL	Confederación de Empresarios Textiles de la Region Valenciana	ES	991092069
12	BEN	FED	Fedustria	BE	876947707
13	BEN	EUR	European Apparel and Textile Confederation AISBL	BE	969221673
14	BEN	GFA	Global Fashion Agenda (FOND)	DK	883151827
15	BEN	TEXAID	Texaid-Textilverwertungs-AG TEXAID	CH	898299929
16	BEN	EUROTEX	Evroteks	BG	891164900
17	BEN	YAM	Inticom SPA	IT	887126596
18	BEN	CAL	Oniverse Holding SPA	IT	878410370
19	BEN	HUGO BOSS	Hugo Boss AG	DE	876929083

4. THE ROLE OF COMMUNICATION AND DISSEMINATION

The communication and dissemination plan plays an important role in the project's success. It will ensure that the knowledge generated by Circula-TEX reaches and influences the relevant stakeholders, including policymakers, industry leaders, researchers, and the general public. The main objectives of the communication and dissemination activities are to:

- Raise awareness about the challenges and solutions proposed by Circula-TEX.
- Engage a wide range of stakeholders, including public authorities, textile producers, recyclers, consumers, and investors.
- Facilitate knowledge transfer by providing clear, accessible, and actionable insights into circular textile practices.
- Support policy harmonization by offering evidence-based recommendations for the implementation of EPR schemes across EU Member States.

To achieve these goals, the communication and dissemination strategy will adopt a targeted, multi-channel approach, tailored to the diversity of actors involved in the textile and circular economy value chains. For example, specific messaging will be crafted to address the needs of fashion brands (including luxury, premium, fast fashion, and slow fashion), home textile manufacturers, especially those producing carpets and rugs, and SMEs that may lack the resources to track and implement regulatory changes on their own. Moreover, dedicated communication efforts will be aimed at facilitating dialogue between technical and non-technical audiences. This includes translating complex data into engaging narratives, infographics, and user-friendly guidelines for both industry practitioners and the general public. This will ensure that the project's findings are not confined to academic or institutional circles but can influence tangible practices on the ground. Circula-TEX will also prioritize inclusive and participatory dissemination formats—such as stakeholder roundtables, webinars, public events, and interactive online tools—to actively involve various actors in co-constructing knowledge and spreading solutions. These activities will encourage stakeholders not only to receive information but also to contribute feedback, experiences, and best practices that can refine and enrich the project outcomes.

Another key aspect is the involvement of consumers, whose awareness and behavioural change are essential for the long-term success of EPR schemes. Communication campaigns will therefore include consumer-facing actions such as videos, social media storytelling, and outreach through civil society organisations and education systems. These will highlight the value of responsible textile consumption, proper disposal, and participation in reuse and recycling initiatives. By aligning the communication and dissemination strategy with the broader EU policy landscape—such as the European Green Deal, the Circular Economy Action Plan, and the Sustainable Products Initiative—Circula-TEX will contribute to shaping a shared European vision for sustainable textiles and foster alignment among Member States.

Ultimately, the role of communication and dissemination in Circula-TEX goes beyond visibility: it is a strategic lever to support systemic change and ensure that the project's legacy continues to inform policies, practices, and consumer behaviours well beyond its formal conclusion.

5. TARGET AUDIENCES FOR COMMUNICATION AND DISSEMINATION ACTIVITIES

To ensure the effectiveness and long-term impact of Circula-TEX, communication and dissemination activities must be tailored to reach and engage a broad and diverse set of target audiences. Each group plays a distinct role in shaping, implementing, or benefiting from the transition toward a circular textile economy and the application of Extended Producer Responsibility (EPR) schemes.

5.1 ASSOCIATIONS AND INDUSTRY INITIATIVES (TG1)

Description: European, national, and regional industry associations, public-private alliances, industrial groupings, and public authorities operating in the textile, waste management, and sustainability fields.

Examples: PRO Forum, ReHubs, EURATEX, Confindustria Moda, regional textile clusters.

Role in the Project: These stakeholders facilitate collaboration, promote shared standards, and provide key channels for knowledge dissemination, capacity-building, and policy alignment. They serve as multipliers, helping to cascade project outputs across wide industrial ecosystems.

5.2 POLICY AND PUBLIC BODIES (TG2)

Description: Policymakers and regulators operating at EU, national, regional, and local levels, including ministries, environmental agencies, and legislative bodies.

Role in the Project: Essential for ensuring that Circula-TEX is aligned with emerging policies related to sustainability, circular economy, and EPR. Their involvement enables the integration of project results into strategic planning, regulatory frameworks, and future legislative updates, supporting harmonization across Member States.

5.3 INDUSTRY STAKEHOLDERS (TG3)

Description: A wide spectrum of actors within the textile value chain, including:

- Producer Responsibility Organizations (PROs)
- Waste collectors, sorters, and transport operators
- Reuse, repair, and upcycling networks
- Textile manufacturers, designers, and supply chain intermediaries
- Brand owners and retailers (both multinational and SMEs)

Role in the Project: Direct implementers of circular solutions. They are key to testing and adopting eco-design approaches, product labeling systems, digital tracking tools, and improved end-of-life logistics for textiles. Engaging this group will ensure real-world validation and scalability of project innovations.

5.4 INVESTORS AND FINANCIAL STAKEHOLDERS (TG4)

Description: Impact investors, development banks, public-private investment platforms, and financial institutions with interest in sustainable value chains and innovative circular business models.

Role in the Project: Support the commercial viability and scalability of solutions emerging from Circula-TEX. Their participation can accelerate the uptake of circular business models, fund infrastructure upgrades, and incentivize innovation in the textile recycling ecosystem.

5.5 RELEVANT NETWORKS AND PLATFORMS (TG5)

Description: Pan-European and international networks, digital platforms, and initiatives related to circular economy, textile innovation, and sustainability.

Examples: Textile ETP, ECO-SYSTEX, ICESP, European Circular Economy Stakeholder Platform.

Role in the Project: These actors help disseminate results beyond the core project community and support cross-sectoral dialogue, aligning Circula-TEX with parallel initiatives and maximizing its European added value.

5.6 RESEARCH AND SCIENTIFIC COMMUNITY (TG6)

Description: Universities, research institutes, students, and individual experts in sustainability, material sciences, digital traceability, and policy studies related to textiles.

Role in the Project: Generate new knowledge, contribute to peer-reviewed publications, and validate tools and methodologies developed by the consortium. Their participation strengthens the scientific credibility of the project and ensures that outputs are methodologically sound and up to date.

5.7 CONSUMERS, CITIZENS, AND THE GENERAL PUBLIC (TG7)

Description: The broader public, including individual consumers, families, youth, educators, the media, and civil society organizations.

Role in the Project: Crucial to shifting behaviours and consumption models. Communication targeting this group aims to increase awareness of circular practices, promote responsible textile use, and encourage participation in reuse and recycling schemes. Outreach to citizens fosters cultural change and ensures bottom-up support for circular policy implementation.

6. KEY COMMUNICATION APPROACHES PER TARGET GROUP

A strategic and differentiated communication approach is fundamental to achieving Circula-TEX's objectives. Each target group identified in the project plays a unique role in the transition toward a more sustainable and circular textile system. As such, the messages, tools, and channels used to engage them must be tailored accordingly, taking into account their level of technical expertise, influence, information needs, and capacity to act.

The communication strategy will not adopt a one-size-fits-all model, but rather a modular and responsive design capable of adapting to the specific characteristics of stakeholders—from institutional actors and large industry players to grassroots organisations and individual consumers. Visual materials, technical briefs, storytelling campaigns, training content, social media formats, and policy dialogues will be deployed based on the expectations and responsiveness of each group.

By tailoring communication strategies to each of these groups, Circula-TEX aims to maximize engagement, ensure effective knowledge transfer, and facilitate the implementation of circular textile solutions across the EU. This multi-layered approach not only increases the impact of the project outcomes but also builds long-term bridges between research, policy, industry, and civil society.

Table 2- Primary communication channels foreseen for each stakeholder group:

Target Group	Primary Communication Channels
Associations & Industry Initiatives	Workshops, networking events, targeted reports
Policy & Public Bodies	Policy briefs, stakeholder consultations, conferences
Industry Stakeholders	Technical publications, B2B meetings, trade fairs
Investors	Pitch sessions, investment reports, market studies
Research Community	Scientific journals, conferences, Open Science initiatives
Networks & Platforms	Joint initiatives, cross-sectoral projects, webinars
General Public	Social media, press releases, awareness campaigns

By tailoring communication strategies to each of these groups, Circula-TEX aims to maximize engagement, ensure effective knowledge transfer, and facilitate the implementation of circular textile solutions across the EU.

7. KEY COMMUNICATION AND DISSEMINATION ACTIVITIES

The implementation of Circula-TEX's communication and dissemination strategy is articulated through a set of structured and coordinated actions designed to reach the project's key target groups. These actions are aligned with the overall objectives of raising awareness, transferring knowledge, supporting stakeholder engagement, and enabling policy uptake. Communication is not treated as a one-time activity, but as a continuous and adaptive process that accompanies the entire project lifecycle—from the definition of visual identity to the publication of final results.

The table outlines the main communication activities, grouped by type and function, linking each key result to its communication objectives, channels, and responsible partner. The table also specifies the target audiences for each action, ensuring a targeted and impactful approach. Activities are designed to support both technical and non-technical engagement, and to ensure visibility at European level. A combination of online and offline tools, digital content, public-facing actions, and specialised dissemination efforts will be deployed throughout the project's duration.

Table 3- Main communication activities grouped by type and function linking each key result to its communication objectives, channels, and responsible partner.

Key Results	Key Objectives	Channels and Estimated Amounts	Specific Channels and Planned Schedule	Responsible Partner
ALL TARGET GROUP				
Branding and Visual Identity for Communication	Development of a strong project identity (logo, templates, promotional materials).	All brand identity material necessary for communication and dissemination	All info concerning brand identity will be included in D7.2 - M6	CM/GFA
	Creation of an official project website to share updates and resources.	All partners involved for description activity, WP Update and Dissemination material	Firs website ready for M3 – Extended version for M6 and updated 1/month	CM
	Production of leaflets, factsheets and video to communicate key messages effectively.	All brand identity material necessary for communication and dissemination	All tools present a QR Code not necessarily updating during the project a M5-M6	CM
Target groups specified per individual row				
Digital Communication	Active engagement on social media platform (LinkedIn) to reach stakeholders and the broader public.	The LinkedIn page has been active since the early months of the project. Two posts per month are planned, with a total target of 500 followers and 5,000 impressions per year. ALL TG	he promotion of the LinkedIn page will be carried out through presentations, public events, workshops, and via the partners' own channels, including their websites.	CM/GFA
	Regular updates through newsletters and news.	Two newsletters will be produced per year As part of the dissemination activities, two newsletters will be distributed annually, targeting TG1, TG2, TG3, and TG5	The newsletters will be distributed through project partners to ensure broader outreach. They will also be made available on the project website and referenced in LinkedIn posts.	CM/ All partners
	Development of online training materials and webinars to enhance knowledge sharing.	The material will be published on the project website, promoted on LinkedIn, and produced by the end of the project (M48), or in any case during the final year, targeting TG1, TG3, TG5, TG6, TG7	Digital training materials will be made available for use by academies, training centers, consumer associations, and all relevant training and dissemination actors.	NTT
Target groups specified per individual row				
Stakeholder Engagement and Dissemination Events	Organization of workshops, webinars, and roundtables with industry experts and policymakers.	Several workshops planned within the project, as well as the final event, are identified in the KPI dissemination table.targeting TG3, TG4, TG5, TG6 and TG7	The workshops may make use of the ECOSYSTEX platform, to which the project is already registered. Some partners may organize workshops specifically for their members, while others may host open workshops to support wider dissemination and public engagement	All partners
	Participation in major conferences and trade fairs related to circular economy and sustainable textiles.	The project foresees participation in three trade fairs/conferences per year. The target groups are TG1, TG2, TG3, TG4, TG5, and TG6.	The events and trade fairs include the Venice Fashion Sustainable Forum (October 2025), the Global Fashion Agenda (held every June), and others organized by project partners. Additional important fairs	All partners

			are ECOMONDO (every November) and emerging trade fairs focused on the circular economy in the textile sector.
	Collaboration with industry networks and EU initiatives such as PRO Forum and ReHubs to maximize outreach.	Vertical initiatives for TG1, TG2, TG3	RETEX
Targeted to TG1 TG2 and TG3			
	Publication of research findings in open-access journals and industry reports.	A technical e-publication targeting relevant professional communities, the e-publication will be shout out via 3 press releases. (for ex, Texworld Evolution Paris	TEM, NTT, TT, RINA-C, CTB, COT
Scientific and Policy-Oriented Dissemination	Presentation of project results at international conferences and policy forums.	Project results may also be presented at the General Assemblies of the Textile ETP, at events organized by the European Commission on the topic, and during the assemblies of the involved European textile associations, including EURATEX.	CM,MOD, TEXFOR, ATEVAL, FED, GFA, EUR
	Development of policy briefs and guidelines to support decision-makers in adopting circular textile solutions.	The policy brief will primarily serve the European Commission in assessing best practices and recommendations for policy instruments related to the EPR Directive	RINA-C, COT, RETEX and all

8.COMMUNICATION KPI

Effective communication is a cornerstone for the success of the Circula-TEX project, enabling wide dissemination of its objectives, progress, and results across key stakeholder groups. In order to monitor and evaluate the effectiveness of the communication strategy, a set of Key Performance Indicators (KPIs) has been defined. These KPIs provide measurable targets and allow for continuous tracking and improvement of communication efforts throughout the project duration.

Table 4- Main KPIs related to each communication tool, including defined targets, implemented actions, and the current status.

	Target	What Is Done	Current Status
Project Visual Identity	1 project logo and common graphics	Done	Completed
Communication Toolkit	Project brochure/leaflet and a general project poster	Done	Completed
	Brochure/leaflet distribution during project: <500 = poor; 500-1000 = good; >1000 = excellent	On going	On going
Website	Updating: Monthly	On Going	On Going
	Visitors/year: 700	TBD	On Going
	Bounce Rate: <60%	TBD	On Going
	Partner Referral Traffic: ≥ 30%	TGD	On Going
Social Media	2 LinkedIn posts/month	5 posts	On Going
	Followers: 500	68	On Going
	Impression/year: 5.000	414	On Going
Newsletter	2 mail/year	Pending	Not Started
Partners Website and Social Media	8 post/year	1	On Going
Video	At least 1 video explaining Circula-TEX goals and main results	Pending	Not started

This approach ensures transparency, supports strategic adjustments when needed, and helps to maximise the project's visibility and impact.

9. DISSEMINATION KPI

To evaluate the effectiveness of the dissemination and communication strategy, Circula-TEX has defined a clear set of Key Performance Indicators (KPIs). These indicators will help monitor progress, ensure accountability, and assess the outreach and impact of the project's activities over time. By combining quantitative and qualitative benchmarks, the KPIs reflect the project's ambition to reach diverse stakeholders across the textile, sustainability, and policy sectors. The indicators cover a wide range of dissemination tools and formats, from scientific publications and conferences to stakeholder workshops, co-creation events, and digital resources.

Each KPI is linked to concrete targets and, where applicable, thresholds have been defined to determine the level of success (poor, good, excellent). These metrics will support continuous improvement and allow the consortium to adapt its strategy as needed, ensuring maximum visibility and long-term value creation. The table below provides an overview of the dissemination KPIs identified for the project.

Table 5- This table of dissemination-related KPIs will be regularly updated and reviewed during the project's General Assemblies, Consortium Meetings, and specific WP7 coordination meetings. This ongoing evaluation process will allow the consortium to track project.

Final project event	1 final project event with at least 100 participants with experts from research and the industrial as well as professional communities
Stakeholder workshops/webinars organisation	At least 3 workshops/webinars and 1 final one open to external stakeholders. At least 1 physical event. No. of attendees at international events organized by the project: <15 = poor, 15-30 = good, >30 = excellent
Participation in workshops/conferences/fairs	At least 3 conferences/fairs a year for a total of at least 8 participations or presentations.
Demos	1 demo site
Conferences and joint activities with other EU funded projects.	When organizing workshops or webinars, other EU projects will be invited to collaborate on joint events
Workshops for co-creation and training	At least 12 open workshop for co-creation and training open to public Publication in international scientific/technical literature or on ORE, at least 5 publications during the project, Open Access to peer-reviewed scientific publication. At least 3 peer reviewed journals. Number of peer-reviewed or white papers submitted during project: <3 = poor; 3-8 = good; 8 = excellent
Presentations at conferences	Results presented at relevant international conferences, seminars, workshops, and other events, either through oral or poster presentations. Number of conference presentations during project: <3 = poor; 3-8 = good; 8 = excellent

E-publication

A technical e-publication targeting relevant professional communities, the e-publication will be shout out via 3 press releases.

Technical e-publication downloads during project: <15 = poor; 15-50 = good; 50 = excellent

10. ARTICLES AND OTHER COMMUNICATION ACTIVITIES

To ensure the visibility of the Circula-TEX project and engage a wide range of stakeholders, including textile companies, research institutions, policy makers, consumers, and the general public, a comprehensive communication and dissemination strategy will be implemented. In particular, special attention will be given to the production and publication of articles in both sector-specific journals and general-interest media outlets. These articles will serve not only to inform about the progress and results of the project, but also to stimulate interest, foster dialogue, and promote the uptake of circular economy principles in the textile value chain.

The approach adopted will be deliberately non-technical and vertical, aiming to make the content understandable and attractive even to non-expert audiences. This is essential for raising awareness among consumers and citizens, who play a crucial role in the transition toward more sustainable production and consumption models. Articles will therefore focus on real-life applications, successful case studies, and best practices emerging from the project, highlighting their relevance and replicability.

A key asset of this strategy will be a dedicated video, to be produced during the second year of the project. This video will have a strong dissemination and educational function: it will visually illustrate Circula-TEX's goals and main outcomes and demonstrate how innovative circular business models can be adopted by textile companies in a way that is both accessible and concrete. The video will be designed to appeal to diverse audiences, including industry professionals and end-users.

To ensure proper tracking and reporting, a dedicated table will be used to monitor the dissemination articles, including publication channels, outreach, language, and targeted audiences. This will support the continuous evaluation of the project's communication impact and guide adjustments if needed.

Table 6- Table to ensure the tracking and monitor fthe dissemination of the articles

Media	Data	Description	Partner & Contacts	Target Audience	Channel	Lin k
Article 1						
Article 2						
Article 3						

11. IMPACT AND LONG-TERM VISION

To amplify this impact, it will be essential to build a strong and consistent brand identity for Circula-TEX. This identity should not only support the recognizability of project outputs during its implementation phase but also ensure continuity beyond its formal conclusion. A well-structured and recognizable visual and editorial identity can reinforce the project's message, values, and objectives, supporting stakeholder engagement and public trust. In this context, the creation of a dedicated Circula-TEX Community could represent a strategic asset. This community would gather project partners, associated stakeholders, industry players, researchers, policy makers, and citizens around a shared mission: continuing to disseminate knowledge, tools, and practices developed within the project and actively contributing to the effective implementation of EPR schemes in the textile sector.

Moreover, active engagement with other European projects and platforms working on complementary topics will be key to reinforcing the long-term vision. Participation in initiatives such as ECOSYSTEM, the European Community of Practice for Sustainable Textiles, will offer Circula-TEX greater visibility and access to a broader network of expertise. This will not only enhance the scientific credibility and dissemination potential of the project, but also allow for fruitful exchanges of methodologies, data, and tools. By engaging in collaborative dialogue with other EU-funded projects, Circula-TEX can position itself as a reference point within the wider ecosystem of circular economy innovation.

These strategic efforts will help ensure that Circula-TEX is not perceived as an isolated initiative, but as part of a dynamic and interconnected movement capable of influencing both technical progress and public awareness on circularity and responsibility in the textile sector. The integration of long-term communication strategies and multi-level engagement frameworks will ultimately contribute to shaping policies, guiding industrial practices, and inspiring more informed and responsible consumer behaviors across Europe.