CIRCULOOS

TRAINING Communication

Turn technical work into clear messages for LinkedIn, newsletters, events, success stories and reporting

The workshop is built around your needs

13 completed responses from EDX participants. The strongest demand is to convert technical results into business value and success stories.

Top requested topics

Main barriers

6×	Lack of time
6×	Not enough results yet
5×	Lack of data or impact figures
4×	Lack of visuals
3×	Lack of communication skills

Design implication: we will work with unfinished results, limited data and simple visuals — while keeping messages credible.

Funded by the European Union · GA 101092295

CIRCULOOS

One hour to build your mini communication kit

Each block produces one practical element you can reuse in LinkedIn, newsletters, events, success stories and reporting.

00–05'	**Set the frame**	Why communication supports adoption
05–12'	**What we heard**	Survey priorities and barriers
12–24'	**Clear message + audience**	A one-sentence pitch + priority audience
24–36'	**Business/circular value**	One business/circular impact claim
36–48'	**Success story + formats**	Story angle for LinkedIn/newsletter/events
48–57'	**AI, visuals, KPIs**	Prompt, quality gate and reporting evidence
57–60'	**Commit to one action**	Your next communication action

Pitch | Audience | Impact | Story | Action | KPI

Funded by the European Union · GA 101092295

What we will achieve today

By the end of the session, each EDX should have a practical first communication kit.

1 sentence

A clear EDX pitch

1 audience

The priority audience to reach next

2 messages

Business value + circular impact

1 story idea

LinkedIn post or success story angle

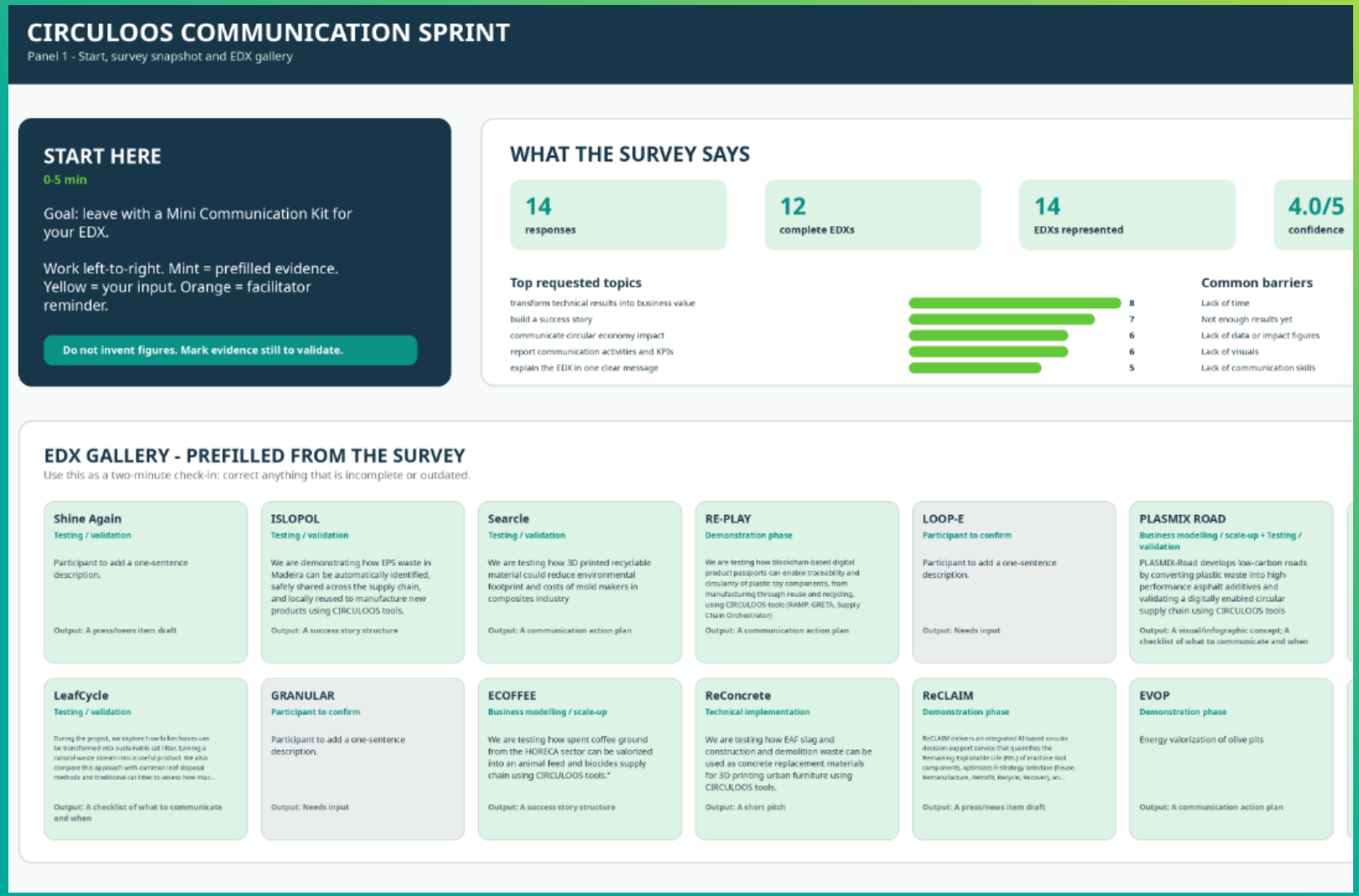
1 action

A next communication step

1 reminder

KPI/reporting evidence to save

Working principle: explain -> show -> apply. We will use your own EDX, not generic cases.



https://app.mural.co/t/i4ms7994/m/i4ms7994/1785398362356/fca14a846c9f3a1a8fe3b134628534d94a262da9?sender=ub6db7ef5cf43d97e9a7b7688

Communication, dissemination and exploitation are not the same

The same EDX result can support several goals, but each goal needs a different audience, message and proof point.

1 Communication

Make the EDX visible and understandable.

Audience

Broad stakeholders, ecosystem, media, general audiences

Message proof

Benefit, progress, relevance

2 Dissemination

Share results with people who can use or build on them.

Audience

MSMEs, supply-chain actors, DIHs, researchers, technical users

Message proof

Evidence, method, result, learning

3 Exploitation

Turn results into practical, commercial or strategic value.

Audience

Customers, partners, investors, adopters, business owners

Message proof

Use case, value proposition, next step

For this workshop, we focus on communication that prepares dissemination and exploitation.

Funded by the European Union · GA 101092295

Move from outputs to uptake

Communication becomes strategic when it connects what you did with what changes for a stakeholder.

Outputs

Prototype, demo, integration, dataset, test result, technical learning

Outcomes

A stakeholder understands, validates, requests, adopts or collaborates

Impacts

Material kept in use, waste reduced, cost avoided, traceability improved, new circular business option

Your communication task: translate an output into a credible reason for someone to act.

Funded by the European Union · GA 101092295

PART 1 / 5-15 MIN

From technical description to clear message

Make the audience understand the problem, solution and value in one sentence.

Communication starts with the audience

The same EDX can be explained differently depending on who needs to act.

Manufacturing SME

Will this reduce cost, waste or risk?

Supply-chain partner

How do we cooperate and share data?

Customer

What product or service can I buy?

Investor / business partner

What is scalable and defensible?

Policy / EU audience

What systemic transition does it enable?

Before writing: who needs to understand, trust or act?

Use the problem-solution-value chain

A clear message connects the technical work to a concrete reason to care.

Problem
What is difficult today?

Solution
What do you test?

Audience
Who benefits?

Business value
What improves?

Circular impact
What changes?

If one link is missing, the message becomes too technical, too vague or too promotional.

One-sentence EDX pitch formula

Use this when someone asks: what does your EDX do?

[EDX] helps [audience] address [problem] by using [solution], enabling [business value] while contributing to [circular impact].

Completed example - ISLOPOL

ISLOPOL helps Madeira supply-chain actors address EPS waste by identifying, sharing and reusing it locally, enabling new product manufacturing while reducing waste leakage from the island economy.

Blank template

_____ helps _____ address _____ by using _____, enabling _____ while contributing to _____.

3-MIN EXERCISE

Draft your one-sentence EDX pitch. Do not try to make it perfect; make it understandable.

Before and after: make it understandable

A clear message removes internal jargon and keeps the value.

Technical / weaker version

ReCLAIM delivers an integrated AI-based circular decision-support service that quantifies REL, optimizes R-strategy selection and minimizes TCR and environmental footprint.

Audience-focused version

ReCLAIM helps manufacturers decide whether machine-tool components should be reused, remanufactured, retrofitted or recycled, using AI to extend useful life, reduce costs and lower environmental impact.

What changed?

- Acronyms explained or removed
- Decision/use case made visible
- Business and circular value kept

Exercise: improve your EDX pitch

Use the checklist to make your sentence clearer and more useful.

- [ ] Does it name the audience?
- [ ] Does it describe a real problem?
- [ ] Can a non-specialist understand the solution?
- [ ] Does it include one business benefit?
- [ ] Does it include one circular impact?
- [ ] Is it one sentence?

Optional rewrite starter

Our EDX helps _____ reduce / reuse / recover / optimise _____ by _____, so that _____.

Choose one priority audience

Different audiences care about different value. Start with the person you want to act.

Survey: top priority audiences

Potential customers	8
Circular economy stakeholders	7
Supply-chain partners	6
Manufacturing MSMEs	5
Research and innovation community	5

Message angle

Potential customers	Will it solve my problem reliably?
Supply-chain partners	What changes in collaboration, traceability and risk?
Circular stakeholders	What material loop or R-strategy is enabled?
Manufacturing MSMEs	Is it affordable, practical and scalable?
Investors / business partners	What market value and traction can be shown?

Exercise 2 · Pick one audience and write what you need them to do next.

Funded by the European Union - GA 101092295

From technical results to business value

Translate features and outputs into benefits that matter to stakeholders.

Translate technical progress into value

Technical progress becomes communication when it answers: so what changes for the audience?

1 Technical result

Prototype, test, demo, tool integration, data flow, validation result

2 Operational value

Less waste, less uncertainty, better traceability, faster decisions, lower cost

3 Circular value

Reuse, remanufacture, recycle, recover, extend life, close material loop

4 Business value

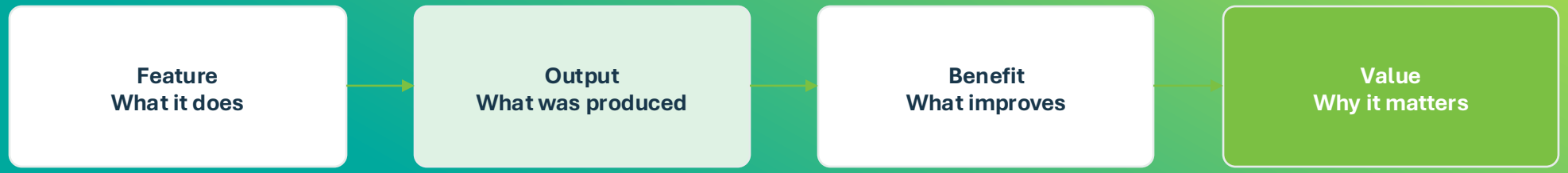
New product, new supply chain, market readiness, partner opportunity, customer adoption

Value sentence **“This matters because it helps [audience] achieve [business/circular outcome] with [evidence or proof point].”**

Funded by the European Union · GA 101092295

Features, outputs, benefits, value

Not everything you can say has the same communication strength.



Example: digital product passports for plastic toy components

Feature: blockchain traceability -> Output: component passport -> Benefit: easier reuse/recycling decisions -> Value: more trusted circular product lifecycle.

Business value in circular manufacturing

Use value categories that industrial audiences recognise.

Cost reduction

Lower material or disposal costs

Operational efficiency

Less waste, rework or downtime

Market differentiation

A more sustainable product offer

Supply-chain resilience

New local or regional loops

Compliance readiness

Evidence, traceability and reporting

New revenue streams

Value from waste or recovered products

Your message should not promise a business benefit that has not been tested or validated. Use "aims to", "is testing", "could enable" or "early results suggest" when evidence is still emerging.

Exercise: convert one feature into business value

Use the bridge from technical fact to stakeholder benefit.

We are testing [technical feature] so that [audience] can [business benefit].

PLASMIX ROAD

Low-density polyethylene waste + reclaimed asphalt
→ road-material producers can test lower-carbon asphalt additives and circular supply chains.

ReConcrete

EAF slag + construction and demolition waste for 3D printed urban furniture
→ municipal or construction customers can explore lower-waste concrete alternatives.

ECOFFEE

Spent coffee grounds valorisation
→ HORECA and agri-food actors can turn a waste stream into feed or biocide opportunities.

4-MIN EXERCISE Write one business-value sentence for your EDX. Keep it evidence-safe.

Communicating circular-economy impact

Make impact credible, specific and evidence-aware.

Communicate circularity without vague sustainability language

Circular economy impact is stronger when it is specific about the loop, the actor and the evidence.

Material loop

What waste, residue or component is kept in use?

Circular strategy

Reuse, repair, remanufacture, recycle, recover, repurpose?

Data & trust

What traceability, assessment or decision data is produced?

Business model

What new supply-chain collaboration or value proposition appears?

Evidence

What can you show now: demo, test, metric, partner, prototype?

Impact formula: **“We are testing how [specific material/component] can be [R-strategy] through [supply-chain collaboration/tool], with early evidence from [test/demo/data].”**

Funded by the European Union - GA 101092295

A credible circular-impact message needs evidence

Circular communication should explain what changes, how it is measured and what is still being validated.

Stream
What material, product or resource flow changes?

→

Loop
Reuse, repair, remanufacture, recycle, recover or reduce?

→

Evidence
What data, baseline or test result supports it?

→

Impact
What environmental or circular benefit may follow?

Evidence-safe wording

Instead of "sustainable solution", say: "We are testing how [material/resource] can be [reused/recovered/recycled], with impact to be validated through [data/method]."

What can be measured or evidenced?

Select indicators that match your actual EDX stage.

Waste diverted

kg or tonnes of material recovered

Material substitution

% recycled or alternative material

Product lifetime

reuse, repair, remanufacture or REL

Resource efficiency

less raw material, energy or water

Traceability

data captured, passports, verified flow

Local loops

new partners or supply-chain connections

If you do not have final figures yet, communicate the method: what you will measure, when and against what baseline.

Avoid vague or unsupported green claims

Credibility depends on precision and evidence.

Weak

Our solution is sustainable and eco-friendly.

Better

We are testing how end-of-life laptops can be refurbished and redistributed, reducing e-waste while supporting digital inclusion.

Weak

This material is green concrete.

Better

We are testing EAF slag and construction and demolition waste as replacement materials for 3D printed urban furniture.

RULE **Be specific about material, process, evidence and stage of validation.**

Exercise: write one circular-impact message

Combine the circular loop, evidence and expected benefit.

We are testing how [resource/material/product] can be [reused/recycled/recovered/reduced] to [expected circular benefit], using [evidence/method].

Example - BIOCORNER

BIOCORNER is testing how agricultural and marine bio-waste can be transformed into construction materials and connected to a regional circular supply chain, with environmental assessment through CIRCULOOS tools.

Your turn

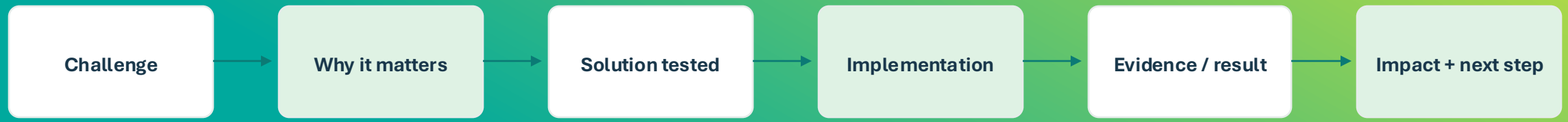
Draft one circular-impact message. Use "testing", "validating" or "assessing" if the evidence is still emerging.

Building a compelling success story

Turn activities into evidence of change, relevance and future potential.

The six-part success story structure

A good story shows change: before, intervention, result and next step.



Not a success story yet

"We participated in CIRCULOOS and tested several tools."

Closer to a success story

"We tested how X waste stream can become Y product, creating a new local circular supply-chain opportunity."

Example story outline: ISLOPOL

From EPS waste problem to a local reuse opportunity in Madeira.

Challenge

EPS waste is difficult to collect, identify and reuse locally.

Solution

Automatically identify EPS waste and share information across the supply chain.

Implementation

Test CIRCULOOS tools to connect waste availability with local reuse.

Result / evidence

Early tests and partner collaboration are the proof points to collect.

Impact angle

Local reuse of EPS waste into new products could reduce waste leakage and create circular value.

Next step

Document results, visuals and evidence for a success story.

Exercise: choose your story angle

You do not need a final result to start shaping a story.

Problem-led

Start with the waste or manufacturing challenge.

Solution-led

Show the digital tool or circular process being tested.

Impact-led

Start with the environmental or business opportunity.

People-led

Show the team, partners or supply-chain collaboration.

LinkedIn starter

What if [waste/material/product] could become [new value]? In our CIRCULOOS EDX, we are testing how...

Channels, visuals, AI and KPI evidence

Adapt the same message; do not reinvent it every time.

LinkedIn

One hook + one visual + tag CIRCULOOS/partners.

Newsletter / website

Short story: challenge, solution, evidence, impact.

Event pitch

30 seconds: problem, solution, value, ask.

Reporting

Save proof: date, link, screenshots, reach, engagement.

Simple visuals

Use one photo, diagram or before/after image. Add one message, not a full paragraph.

Responsible AI

Use AI to simplify, adapt tone or draft options. Do not add unverified results, confidential details or invented impact figures.

Branding reminder

Use CIRCULOOS visual identity, refer to participation in the EU-funded CIRCULOOS project, and follow official acknowledgement/disclaimer guidance.

KPI checklist: activity title, date, channel, audience, link/evidence, reach, engagement, screenshots/files, partner tags and qualitative feedback.

Simple visuals beat complex explanations

Use visuals to make the circular loop, supply-chain collaboration and evidence visible.

Show the loop

before → process → recovered material/product → next use

Show the people

supplier, manufacturer, customer, DIH, community or partner roles

Show the proof

prototype, demo, test setup, screenshot, metric or partner quote

Brand correctly

use CIRCULOOS visual identity, EU funding acknowledgment and partner approvals

Visual checklist clear title · readable at phone size · no confidential data · alt text · consent for people/images · EU acknowledgment when relevant

Funded by the European Union - GA 101092295

Use AI as a communication copilot — with guardrails

AI can help draft, simplify and adapt. It cannot invent evidence or decide what is safe to disclose.

Reusable prompt

Act as a communication manager for a Horizon Europe circular manufacturing project. Transform this technical description into: 1) a one-sentence pitch, 2) a LinkedIn post idea, and 3) a success story headline.

Audience: [priority audience]. Evidence available: [tests/data/demo]. Limits: do not invent figures; avoid hype; flag confidential or unverifiable claims.

Guardrail 1

No confidential data, personal data or unapproved partner information in public tools.

Guardrail 2

Give AI the evidence and limits. Ask it to flag uncertainty, not hide it.

Guardrail 3

Human review is mandatory before publishing or reporting.

Funded by the European Union - GA 101092295

A good prompt is a communication brief

Do not ask AI to “make a post”. Give it the same structure you would give to a colleague.

Role	Communication manager for a Horizon Europe circular manufacturing project
Context	EDX, CIRCULOOS tools, current stage, approved public facts
Audience	Who should understand or act?
Objective	Pitch, LinkedIn idea, success story structure, visual concept
Evidence	Data, demo, test, partner quote, limitation
Restrictions	No hype, no invented figures, no confidential data
Review	Flag uncertainty and list claims to verify

Minimum traceability: prompt + sources + output + human reviewer + final version.

Funded by the European Union · GA 101092295

CIRCULOOS

Choose tools by task, not by trend

For EDX communication, the best tool is the one that solves a concrete communication bottleneck.

Research & corpus	**Perplexity / NotebookLM**	Briefing, source synthesis, FAQs based on approved documents
Writing & translation	**ChatGPT / Claude / DeepL**	Simplify technical language, adapt tone, translate or rewrite
Visuals	**Canva / Napkin / Datawrapper**	Create simple diagrams, banners, charts and visual storyboards
Video & audio	**Descript / CapCut**	Edit webinar clips, subtitles, short demo explanations
Distribution & reporting	**Buffer / Metricool / Excel**	Schedule posts, track performance, save KPI evidence

Rule from the class: brands change; functions remain. Start with the task.

Funded by the European Union - GA 101092295

CIRCULOOS

Before publishing AI-assisted content

Fast content still needs evidence, transparency and human judgement.

No invented facts

Every claim is supported by EDX evidence or clearly framed as a plan/early test.

No sensitive data

No personal data, confidential partner information or IP-sensitive details in public AI tools.

No fake reality

Synthetic visuals, voice or video are labelled and never presented as documentary evidence.

Human review

A technical or project owner checks accuracy before publication.

Accessibility

Subtitles, readable contrast, alt text and plain language are considered.

Traceability

Prompt, sources, output and final version are saved when relevant.

If AI helped produce the content, responsibility still stays with the human and the organisation.

Funded by the European Union - GA 101092295

QUALITY CHECK

Before you publish or share

A simple quality gate helps keep CIRCULOOS communication clear, useful and credible.

Clarity

Can a non-specialist explain it back?

Audience

Is the audience and intended action clear?

Evidence

Is every claim supported by data, demo, test, quote or clear limitation?

Impact

Does it show circular or business value, not just activity?

Approval

Have partners, confidentiality and EU acknowledgement been checked?

Measurement

Do you know what KPI evidence you will save?

If one box fails, revise before publishing.

Funded by the European Union · GA 101092295

Mini Communication Kit: final worksheet

Complete these seven fields before you leave the session.

1. One-sentence pitch

[EDX] helps [audience] address [problem] by using [solution], enabling [benefit] while contributing to [impact].

2. Priority audience

The first stakeholder group you need to reach next.

3. Business-value message

One benefit that matters to your priority audience.

4. Circular-impact message

Resource stream + circular loop + evidence or validation method.

5. LinkedIn / success-story idea

Headline, hook or first sentence.

6. Next communication action

What you will publish, prepare, collect or validate next.

7. KPI / reporting reminder

What evidence you will save: link, screenshot, reach, engagement, attendance or feedback.

NEXT STEP

Share your mini kit internally, validate evidence-sensitive claims and send communication-ready material to the CIRCULOOS communication team.

Sources used: EDX pre-workshop survey, CIRCULOOS D6.1 Initial Plan for the Exploitation and Dissemination of Results, CIRCULOOS D5.1/D4.4/D4.5/D6.8 project descriptions and tool references.

CLOSING

Make the circular value visible.

Your EDX does not need a final result to communicate responsibly. It needs a clear audience, a credible claim, evidence of progress and a next step.

- **I will refine my one-sentence pitch.**
- **I will choose one priority audience.**
- **I will save KPI evidence for my next action.**

Thank you