

START HERE

0-5 min

Goal: leave with a Mini Communication Kit for your EDX.

Work left-to-right. Mint = prefilled evidence. Yellow = your input. Orange = facilitator reminder.

Do not invent figures. Mark evidence still to validate.

WHAT THE SURVEY SAYS

14

responses

12

complete EDXs

14

EDXs represented

4.0/5

confidence

Top requested topics

- transform technical results into business value
- build a success story
- communicate circular economy impact
- report communication activities and KPIs
- explain the EDX in one clear message



Common barriers

- Lack of time
- Not enough results yet
- Lack of data or impact figures
- Lack of visuals
- Lack of communication skills



EDX GALLERY - PREFILLED FROM THE SURVEY

Use this as a two-minute check-in: correct anything that is incomplete or outdated.

Shine Again Testing / validation Participant to add a one-sentence description. Output: A press/news item draft	ISLOPOL Testing / validation We are demonstrating how EPS waste in Madeira can be automatically identified, safely shared across the supply chain, and locally reused to manufacture new products using CIRCULOOS tools. Output: A success story structure	Searchle Testing / validation We are testing how 3D printed recyclable material could reduce environmental footprint and costs of mold makers in composites industry Output: A communication action plan	RE-PLAY Demonstration phase We are testing how blockchain-based digital product passports can enable traceability and circularity of plastic toy components, from manufacturing through reuse and recycling, using CIRCULOOS tools (RAMP, GRETA, Supply Chain Orchestrator) Output: A communication action plan	LOOP-E Participant to confirm Participant to add a one-sentence description. Output: Needs input	PLASMIX ROAD Business modelling / scale-up + Testing / validation PLASMIX-Road develops low-carbon roads by converting plastic waste into high-performance asphalt additives and validating a digitally enabled circular supply chain using CIRCULOOS tools Output: A visual/infographic concept; A checklist of what to communicate and when	Reboot Equality (REQ) Demonstration phase We are testing how end-of-life laptops can be collected, refurbished, and redistributed to vulnerable communities to reduce e-waste and tackle digital exclusion, using CIRCULOOS tools to measure the results. Output: A checklist of what to communicate and when
LeafCycle Testing / validation During the project, we explore how fallen leaves can be transformed into sustainable cat litter, turning a natural waste stream into a useful product. We also compare this approach with common leaf disposal methods and traditional cat litter to assess how muc... Output: A checklist of what to communicate and when	GRANULAR Participant to confirm Participant to add a one-sentence description. Output: Needs input	ECOFFEE Business modelling / scale-up We are testing how spent coffee ground from the HORECA sector can be valorized into an animal feed and biocides supply chain using CIRCULOOS tools." Output: A success story structure	ReConcrete Technical implementation We are testing how EAF slag and construction and demolition waste can be used as concrete replacement materials for 3D printing urban furniture using CIRCULOOS tools. Output: A short pitch	ReCLAIM Demonstration phase ReCLAIM delivers an integrated AI-based circular decision-support service that quantifies the Remaining Exploitable Life (REL) of machine tool components, optimizes R-strategy selection (Reuse, Remanufacture, Retrofit, Recycle, Recover), an... Output: A press/news item draft	EVOP Demonstration phase Energy valorization of olive pits Output: A communication action plan	BIOCORNER Testing / validation We are demonstrating how agricultural and marine bio-waste can be transformed into sustainable construction materials and integrated into a regional circular supply chain using the CIRCULOOS digital tools for traceability and environmental assessment. Output: A visual/infographic concept

MAIN COMMUNICATION SPRINT CANVAS

Panel 2 - Complete one row per EDX; mint is prefilled, yellow is participant input

CIRCULOOS

[EDX] helps [priority audience] address [problem] by using [solution], enabling [business benefit] while contributing to [circular change].

EDX	Priority audience	Problem	Solution / test	Business value	Circular change	Evidence now	Final pitch
Shine Again	Circular economy stakeholders; Potential customers; Investors or business partners	Write here	Participant to add a one-sentence description.	Participant to add	Participant to add	Add evidence / validation status	Rewrite here
ISLOPOL	Supply-chain partners; Circular economy stakeholders; Potential customers	Write here	We are demonstrating how EPS waste in Madeira can be automatically identified, safely shared across the supply chain, and locally reused to manufacture new products using CIRCULOOS tools.	Local reuse and new-product manufacturing; improved supply-chain visibility.	Recover EPS waste and keep it in a local value chain.	Add evidence / validation status	Rewrite here
Searchle	Manufacturing MSMEs; Research and innovation community; Media	Write here	We are testing how 3D printed recyclable material could reduce environmental footprint and costs of mold makers in composites industry	Potential lower mould-making costs for the composites industry.	Use recyclable 3D-printed material and reduce environmental footprint.	Add evidence / validation status	Rewrite here
RE-PLAY	Circular economy stakeholders; Potential customers; General public	Write here	We are testing how blockchain-based digital product passports can enable traceability and circularity of plastic toy components, from manufacturing through reuse and recycling, using CIRCULOOS tools (RAMP, GRETA, Supply Chain Orchestrator)	Traceability across the product lifecycle to support better reuse and recycling decisions.	Enable reuse and recycling of plastic toy components.	Add evidence / validation status	Rewrite here
LOOP-E	Participant to select	Write here	Participant to add a one-sentence description.	Participant to add	Participant to add	Add evidence / validation status	Rewrite here
PLASMIX ROAD	Manufacturing MSMEs; Circular economy stakeholders; Digital Innovation Hubs / clusters / innovation networks; Research and innovation community; Technology providers	Write here	PLASMIX-Road develops low-carbon roads by converting plastic waste into high-performance asphalt additives and validating a digitally enabled circular supply chain using CIRCULOOS tools	Develop a high-performance asphalt additive and validate a digitally enabled supply chain.	Use plastic waste and reclaimed pavement asphalt in bituminous mixtures.	Add evidence / validation status	Rewrite here
Reboot Equality (REQ)	Circular economy stakeholders; Research and innovation community; General public; Media; Community organizations / CSOs (potential distribution partners)	Write here	We are testing how end-of-life laptops can be collected, refurbished, and redistributed to vulnerable communities to reduce e-waste and tackle digital exclusion, using CIRCULOOS tools to measure the results.	Create a collection-refurbishment-redistribution pathway and measure its results.	Extend laptop life and reduce e-waste while addressing digital exclusion.	Add evidence / validation status	Rewrite here
LeafCycle	Supply-chain partners; Circular economy stakeholders; Potential customers; Investors or business partners; Research and innovation community; General public; Media	Write here	During the project, we explore how fallen leaves can be transformed into sustainable cat litter, turning a natural waste stream into a useful product. We also compare this approach with common lea...	Turn an available natural waste stream into a useful product and compare it with current alternatives.	Valorise fallen leaves into sustainable cat litter.	Add evidence / validation status	Rewrite here
GRANULAR	Participant to select	Write here	Participant to add a one-sentence description.	Participant to add	Participant to add	Add evidence / validation status	Rewrite here
ECOFFEE	Supply-chain partners; Potential customers; Investors or business partners; Policy makers / public authorities	Write here	We are testing how spent coffee ground from the HORECA sector can be valorized into an animal feed and biocides supply chain using CIRCULOOS tools.”	Create animal-feed and biocide value chains from HORECA residues.	Valorise spent coffee grounds instead of treating them as waste.	Add evidence / validation status	Rewrite here
ReConcrete	Potential customers; Policy makers / public authorities	Write here	We are testing how EAF slag and construction and demolition waste can be used as concrete replacement materials for 3D printing urban furniture using CIRCULOOS tools.	Use alternative materials for 3D-printed urban furniture.	Use EAF slag and construction and demolition waste as concrete replacement materials.	Add evidence / validation status	Rewrite here
ReCLAIM	Manufacturing MSMEs; Supply-chain partners; Digital Innovation Hubs / clusters / innovation networks; Investors or business partners; General public	Write here	ReCLAIM delivers an integrated AI-based circular decision-support service that quantifies the Remaining Exploitable Life (REL) of machine tool components, optimizes R-strategy selection (Reuse...	Optimise R-strategy selection and minimise Total Cost of Reuse.	Extend the use of machine-tool components through reuse, remanufacture, retrofit, recycling or recovery.	Add evidence / validation status	Rewrite here
EVOP	Manufacturing MSMEs; Supply-chain partners; Potential customers	Write here	Energy valorization of olive pits	Develop an energy-valorisation route for olive-pit residues.	Recover energy value from olive pits.	Add evidence / validation status	Rewrite here
BIOCORNER	Manufacturing MSMEs; Supply-chain partners; Potential customers	Write here	We are demonstrating how agricultural and marine bio-waste can be transformed into sustainable construction materials and integrated into a regional circular supply chain using the CIRCULOOS digital tools for traceability and environmental assessment.	Build a regional supply chain for sustainable construction materials.	Transform agricultural and marine bio-waste into construction materials.	Add evidence / validation status	Rewrite here

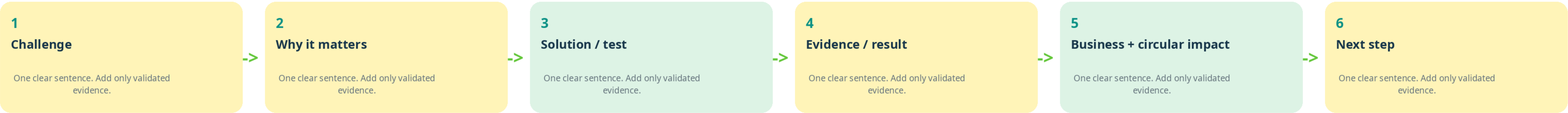
Facilitator sequence: audience -> problem/solution -> business value -> circular change -> evidence -> final pitch.

TURN THE MESSAGE INTO A STORY AND AN ACTION

Panel 3 - Success story, channel adaptation, KPI evidence and commitment

CIRCULOOS

SUCCESS STORY CHAIN | 35-45 MIN



Draft headline: use the prefilled story angle, then change it only when you can support the claim.

CHANNEL + KPI | 45-57 MIN

LinkedIn	Hook + one result + visual + CTA
Newsletter / website	Short story + evidence + next step
Event pitch	20 seconds: problem, value, proof
Reporting	Activity + audience + reach + link / screenshot

FINAL ACTION WALL | 57-60 MIN

One action	What will you publish, present or prepare?
Owner	Who is responsible?
Date	When will it be completed?
Evidence	Which link, screenshot, metric or file will you save?
Finish with a concrete action - not a generic intention.	