



## Circular and Dynamic Manufacturing Supply Chain Orchestration and Optimization

### D6.3 Periodical dissemination retrospect and follow-up action plan

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## Abbreviations

Acronym	Description
MWCB	Mobile World Capital Barcelona
WP	Work Package
EOI	Expression of Interest
OC	Open Call
EC	European Commission
KPI	Key Performance Indicator
EXD	Experiments for Demonstration
IoT	Internet of Things
CM	Conditional Monitoring

## Executive Summary

This deliverable describes all activities, communication channels, and materials created, implemented and monitored from M12 to M30 to ensure a strong promotion of the project and dissemination. The project's initial communication and dissemination activities have been demonstrated in the previous deliverable: "*D6.1 Initial plan for the exploitation and dissemination of results*", submitted at M3. The implementation and progress until month 12 have been reported in D6.2 Periodical dissemination retrospect and follow-up action plan.

This document is structured into sections that cover:

### **Activities and Results – KPI:**

This project features 2 sets of KPIs in the WP6 of the project, dedicated to communication and dissemination separately, to ensure that they are effectively monitored so all awareness-raising activities are registered and available to be reported to the EC when required.

### **Target**

The project has selected relevant stakeholders, specifically Manufacturing MSMEs, RTOs and Academia, Technology Suppliers, Regulators and Policy makers, Digital Innovation Hubs, and the General Public, and focused its communication and dissemination activities according to the appropriate channels to engage each specific group

### **Online and Offline Channels**

The project's main communication channel is its [website](#), which serves as a hub to host and distribute important relevant content. By M30, the website received more than 14.000 visitors.

In addition to the website, the project has two social media channels: [LinkedIn](#) and [Youtube](#). On these channels, the project shares relevant news about the consortium partners (news, events, workshops...) and the wider project ecosystem. This content reaches a growing audience of more than 1,100 followers and drives active engagement, as evidenced by an engagement rate of over 7% and more than 90,000 total impressions. Offline channels primarily include the consortium's active, in-person participation at industry events, trade fairs, and conferences, supported by the distribution of printed marketing materials to directly engage the target audiences.

### **Open Call: Communication and Dissemination Activities**

CIRCULOOS implemented a phased Open Call outreach: the EOI launched on 31 May 2024 (active until March 2025) to map demand and trigger early matchmaking via RAMP. It then rolled out the first competitive calls in April 2025: OC2 (4 April) to form circular supply-chain consortia, and OC3.1 (30 April) to strengthen existing pilot lines (plastics, wood, leather). Dissemination combined a continuous social media campaign (posting up to three times a week), dedicated features across the project's 9 specialized newsletters (reaching over 630 subscribers), live matchmaking events (Jan & Mar 2025) and two applicant-support webinars (early 2025) timed for maximum conversion. These actions drove a late-stage application surge (>75% finalised near deadlines) and delivered 117 total submissions across OC2 and OC3.1 from EU and associated countries. Overall, the campaign proved effective in reaching the core audiences—manufacturing MSMEs and circular economy enablers—and building momentum for the wider ecosystem engagement strategy.

**Follow-up Communication and Dissemination Action Plan**

The document describes the following KPIs over the next year and a half to continue delivering a strong and efficient communication and dissemination strategy. Yearly KPIs are presented: various types of publications, events, workshops, skills developments, etc. CIRCULOOS plans to produce more content and assets to disseminate the results of the project, as much as the last open call and the EXDs results. Training activities, covering key topics such as circular manufacturing principles, the practical use of CIRCULOOS digital tools, blockchain for secure supply chains, and sustainable business models, have started. These resources will be widely disseminated across CIRCULOOS channels to potential learners, Digital Innovation Hubs (DIHs), partners, and other stakeholders interested in starting their journey into the circular manufacturing sector All partners are going to collaborate in the upcoming activities.

## 1. Introduction

The CIRCULOOS' activities, as from M12 to M30, have been communicated in align with the strategy established and presented in the deliverable 6.1. As the main channel, the project's website continues to serve as a knowledge hub for visitors and followers to get a full understanding of the project. It gives access to news, events' participation, scientific contributions, training activities, and outcomes. Since the launch of the program, it has evolved and will continue to adapt to the project's development and outcomes. The focus continues to be sharing comprehensible knowledge about circular manufacturing, news about the project's progress (scientific articles, events' participation, newsletters, partners' interviews), and the success of the experiments from the open Calls. During the reporting period, efforts have been made to promote the open calls #2 and #3 and its results through the publication of EDXs interviews. Overall, the communication and dissemination management of the project activities and results will be further explained in Section 5 "Where: Online and Offline Channels".

Other than the project's website, other online communication channels are being used to maximise the impact of the project, such as social media, newsletters, and press releases. Also, offline channels, such as the project's presence at events or conferences. When required, communication efforts increase in the form of short-term campaigns or specific campaigns, such as promoting open call participation. In that case, all project partners received a communication toolkit to strengthen these efforts and reach the maximum people as possible, including the experiments from the Open Calls

### 1.1. Project Introduction

The overall vision of CIRCULOOS is to deliver the tools to enable MSMEs to become full members of the Circular Manufacturing value chain. These tools orchestrate and continuously optimise the supply-chain end-to-end and integrate planning and execution monitoring to enable transparent and on-time communication. Combining these with direct calculation of the product sustainability and circularity profile, for both internal and external partners, this environment will enable them to configure and execute disruptive circular manufacturing processes for sustainable production that covers the entire life cycle of products; either by recovering the value of product that ended-up as waste or from recycled and remanufactured products.

To achieve this objective the project aims to deploy:

- Circular end-to-end supply chain orchestration for collaborative workflows which incorporates planning and execution metrics and integrates advanced and multimodal visualisation and analytics. The visualisation is delivered by comprehensive Digital Twins of the supply chains formulated, the factory processes and product design phases.
- Supply Chain Optimisation that monitors the global (across the supply chain) and local (within the factory) processes and execution, inputs and outputs and configuration parameters, to enable data-driven AI decision making, this way supporting continuous optimization of targeted and measured performance and sustainability parameters.
- Dynamic Sustainability Assessment functionalities that investigate alternative supply-chain scenarios (varying in terms of materials used, processing technologies, suppliers involved and/or activated circular economy practices) in place of the existing schemes, quickly measuring their performance in terms of environmental sustainability and circular economy profile.

- Supply Chain Data Spaces for seamless, multi-level data flow across the supply chain partners, supporting the reuse of materials in novel products, the extension of the life-cycle of finished products (remanufacturing), and data-driven decisions for collaboration of parties offering matching services in the most dynamic and efficient way.
- Cybersecure and trustworthy data sharing across the supply chain by employing a distributed, trusted and efficient Identity and Access management system, that together with the associated trust framework will coordinate the identities of all IoT objects and ensure trustworthy data sharing among its members, aligned with the trust framework that is being implemented in EBSI.
- CM specific tools for the automatic recognition of recyclable parts by modern Machine Vision tools and Advanced Robotics, to enable optimized flows in the selection process.
- Novel circular business processes will be demonstrated supporting reusing, reducing, and recycling material in production and consumption systems. The new collaborative production models will provide quantifiable results on the sustainability increase across the supply chain, in terms of efficient use of raw materials, of by-products, waste and energy and emissions reduction. CIRCULOOS leverages the above with the RAMP integrated innovation IOT platform and the European network around it to deliver a CM ecosystem and platform for Manufacturing SMEs.
- Skills upskilling and reskilling will be provided in RAMP and through online courses, webinars, and best practice guides and success stories based on the pilots and Experiments for Demonstration (EXDs).

## 1.2. Deliverable Purpose

The objectives of this deliverable have been fully met, and the work has been completed on schedule. The sections below provide a periodic dissemination overview covering months 12 to 30, with a particular focus on the implementation of the communication strategy and the results achieved following the three open calls.

Overall, the results align with the expected KPIs and support the achievement of the project's objectives. In addition, a follow-up action plan for communication and dissemination is in place and will be updated as needed to respond to any contingencies that may arise during the CIRCULOOS project lifecycle.

## 2. What was Communicated: Project Activities and Results

This section showcases the different KPIs planned for WP6. On one hand, there are all the dissemination KPIs, which according to the [European Commission](#), are related to sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers. On the other hand, there are communication KPIs, which quoting [European Commission](#) are more focused on informing, promoting and communicating activities and results. In this sense, since the project is already active, it has been possible to show everything that has been done so far, to promote its activities and make the project known to its public. Thereby, both tables are featured, which were also presented on D6.1 at the first stage, and D6.2. Throughout this deliverable, in Section 5, this table will be updated with the results that have been obtained so far.

Table 1 Dissemination KPIs

Measure	Audience	Means	Target KPIs
Technical publications	CIRCULOOS communities, industry stakeholders	Technical articles, white papers, joint publications with associations (Digital Factory Alliance, EIT Manufacturing, EFFRA, Manufuture, Manufacturing Clusters, etc), industry stakeholders/ clusters.	> 5 technical articles > 2 white papers
Scientific publications	Scientific and Research communities	Open Access to publications to highly cited communities and journals, examples include: IEEE Industry Applications Society (IAS), IEEE Robotics and Automation Society (RAS), Journal of Inter. Measurements Confed. (IMEKO), ACM Transactions on Cyber-Physical Systems, IET Information Security.	> 15 publications in scientific journals
Scientific conferences	Scientific, Research and industrial communities	Participation to scientific conferences, such as IEEE International Conference on Emerging Technologies and Factory Automations, IEEE International Workshop on Factory Communication Systems, International Conference on Technologies & Business Models for Circular Economy, IEEE International Conference on Industrial Informatics, CIRP conference on Manufacturing Systems, IEEE International Workshop Metrology for Industry 4.0 and IoT, Internet of Things Cyber Security Conference.	> 15 publications and/or presentation delivered in major conferences
Trade fairs/exhibitions	Industry stakeholders, vertical industries	Participation and presentations to major trade fairs and events, such as: State of Play (EFFRA), IoT Tech Expo, IoT World Congress, Industry 4.0 Conference 2022, Circular Economy Stakeholder Conference, etc.	> 10 participations in major events/trade fairs  > 5 banners/posters
Workshops through associations, communities and clusters	Application developers, cybersecurity/ ICT/ IoT industry suppliers, tech. providers.	Outreach events through workshops for targeted alliances, associations and communities in which consortium partners are active members (e.g. EFFRA, Manufacture Technology Platform (ETP), European factories of the future research association NEMA); clusters and partnerships (e.g. FIWARE, GAIA-X, European Circular Economy Stakeholder platform); related EU funded projects, etc.	> 2 technical workshops > 2 workshops  presenting use case results
Skill development	EXDs, MSMES +SMEs	Training webinars and documentation.	40 videos  +20 documents
Training seminar	Universities, Researchers, entrepreneurs	Online tutorials through webinars, presentations to schools/universities, curricula in BSc, MSc and/or PhD courses.	> 6 presentations to schools/universities
Standards	SDOs,	Harmonization, interactions and contributions	> 4 SDOs involved

	opensource SW communities	to emerging and new standards, such as FIWARE, AIOTI, etc.	> 4 standardisation contributions
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**Table 2** Communication KPIs

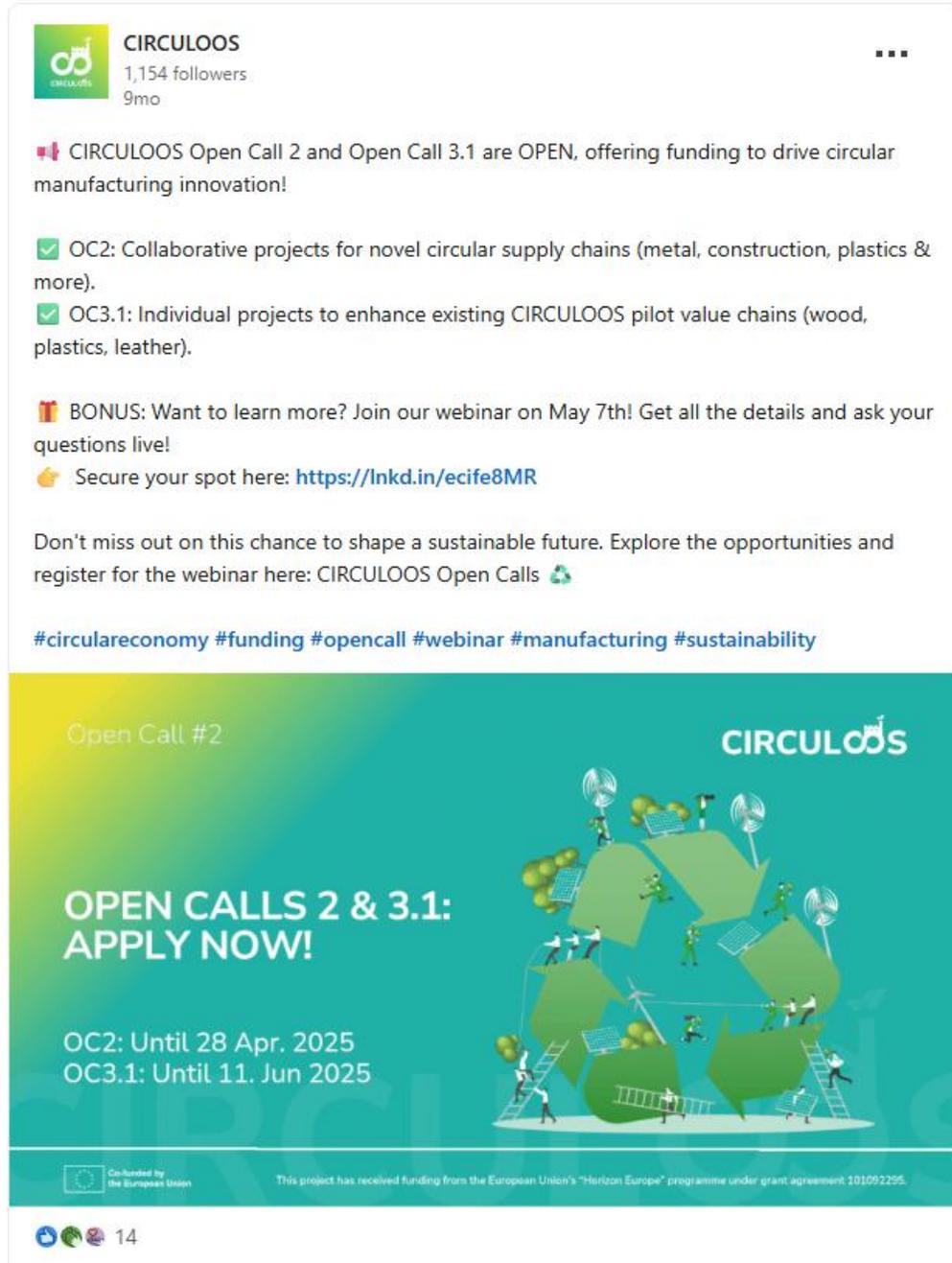
Measure	Audience	Means	Target KPIs
Website	ALL	Online project website designed and developed by MWCcapital, updated throughout the project.	Website ready by M03 7.000 visitors by M42
Social media	ALL	Online presence in social media channels such as LinkedIn & Twitter, spreading news about the project.	> 1000 stakeholders > 200 monthly impressions
Newsletter	Tech providers vertical industry stakeholders	Newsletters will be circulated via email lists providing an overview of the main project activities and outcomes.	> 6 newsletters > 1000 contacts reached
Video clips	ALL	Multimedia video podcasts presenting the project, its innovation, and its key outcomes.	> 3 videos produced > 2.000 views in YouTube
Printed material, flyers	ALL	Brochures, leaflets, flyers in events, roll-up banners, posters, also available online for printing through the project's website.	> 2.000 printed copies distributed > 4 roll-up banners/posters
Public events	General public academia	Public events with general public, schools and higher education institutions to inform them about the project and its impact in the everyday life.	> 4 public events > 3 open days at schools > 100 participants /event
Newspapers & magazines	ALL	Non-technical articles and press releases in local newspapers and magazines to reach a broader audience providing a visibility of the project and its main achievements.	> 3 press releases in newspapers and magazines
DIH	Tech providers vertical industry stakeholders	Promotion of the project results in various DIH to amplify the project's outreach for early adoption.	> 30 DIHs contacted
Fora&Blog	Tech providers vertical	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on CIRCULOOS potential and	> 5 publications to blogs

	industry stakeholders	features.	> 5 blogs/for a to post
Other projects & activities	Tech providers vertical industry stakeholders	Liaison with other projects to co-ordinate the activities CIRCULOOS considering the on-going activities in other projects. For these reasons, liaison delegates will be identified.	> 8 relevant projects

### 3. Who: Target

As thoroughly explained in D6.1, various stakeholder groups were identified as the main target audiences of CIRCULOOS; each group has specific interests, needs and expectations, and therefore tailored messages and materials will be prepared to garner their attention and to engage them appropriately. Table 3 below presents an overview of these defined project target groups and outlines the communications focus for each group. Some of them were manufacturing MSMEs, RTOs and Academia, Technology Suppliers, Regulators and Policy makers, Digital Innovation Hubs, and the general public. The consortium members, which have their own established networks, and the project's attendance at events is creating new contacts for the project. So, it is good for the project connecting with such audiences and leverage on them for its on-going and future activities.

Some of the key messages created for the target audience are:



*Figure 1 Key messages created for the CIRCULOOS targeted audience*

All the dissemination and communication tools and channels are appropriate for all the different target groups, however some tools are better suited to specific audiences. Such as Zenodo platforms, press releases, or events. See table below, which appeared in D6.1 and D6.2 as well.

**Table 3** CIRCULOOS Communication and Dissemination Tools per target

CIRCULOOS tools and its related target groups Manufacturing MSMEs	RTOs and Academia	Technology Suppliers	Digital Innovation Hubs	Regulators and policy makers	General Public
Website	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Blogs	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓
Brochure	✓		✓	✓	✓
Press Releases	✓		✓	✓	✓
Events	✓	✓	✓	✓	
Zenodo		✓			

## 4. Why: Objectives

As stated in D6.1, Dissemination and Communication are important in establishing opportunities to raise awareness and promote the CIRCULOOS project's activities and results throughout its lifecycle.

The dissemination and communication objectives evolve alongside the different stages of the project, changing direction and messaging while raising awareness of the project in general. At the moment (M30), the project aim is to:

- a. Continue ensuring wide dissemination and communication of the project results to the targeted audience.
- b. Maintain and populate the communication channels detailed in D6.1 to promote the CIRCULOOS activities and inform them about their results and achievements.
- c. Design and execute open call procedures and promote the third open call
- d. Disseminate the results of the previous open calls
- e. Reach DIHs to ensure ecosystem building and promote CIRCULOOS tools and technologies in their regions. Thus, create strong relationships with MSMEs.
- f. Provide support for transferring knowledge on IoT/CM and trustworthy supply chains and developing resilience by identifying the existing skills gaps and providing specific training services, thus empowering and strengthening SMEs and small mid-caps capacities in these technologies.

## 5. Where: Online and Offline Channels

The project activities and outcomes are shared within CIRCULOOS channels such as [website](#), LinkedIn Newsletter, [LinkedIn account](#), [YouTube Channel](#), Flickr, and events (offline and online), marketing materials, and press releases. The different target audiences are best reached through different channels. In the following section, each communication channel will be explained in detail according to its implementation and the results the project is obtaining from them. Thus, according to the dissemination

and communication KPI tables shown above, there is an updated version with an additional column that displays the KPIs achieved at M30, compared to what is stipulated to be achieved at the end of the project.

**Table 4** Achieved Dissemination KPIs

Measure	Audience	Means	Target KPIs	Achieved KPIs (M12)	Achieved KPIs (M30)
Technical publications	CIRCULOO S communities, industry stakeholders	Technical articles, white papers, joint publications with associations (Digital Factory Alliance, EIT Manufacturing, EFFRA, Manufuture, Manufacturing Clusters, etc), industry stakeholders/ clusters.	> 5 technical articles > 2 white papers	N/A	N/A
Scientific publications	Scientific and Research communities	Open Access to publications to highly cited communities and journals, examples include: IEEE Industry Applications Society (IAS), IEEE Robotics and Automation Society (RAS), Journal of Inter. Measurements Confed. (IMEKO), ACM Transactions on Cyber-Physical Systems, IET Information Security.	> 15 publications in scientific journals	2	5
Scientific conferences	Scientific, research and industrial communities	Participation to scientific conferences, such as IEEE International Conference on Emerging Technologies and Factory Automations, IEEE International Workshop on Factory Communication Systems, International Conference on Technologies & Business Models for Circular Economy, IEEE International Conference on Industrial Informatics, CIRP conference on Manufacturing Systems, IEEE International Workshop Metrology for Industry 4.0 and IoT, Internet of Things Cyber Security Conference.	> 15 publications and/or presentation delivered in major	2	5
Trade fairs/ exhibitions	Industry stakeholders, vertical industries	Participation and presentations to major trade fairs and events, such as: State of Play (EFFRA), IoT Tech Expo, IoT World Congress, Industry 4.0 Conference 2022,	> 10 participations in major events/ trade fairs	5	13

		Circular Economy Stakeholder Conference , etc.	> 5 banners/ posters		
Workshops through associations, communities and clusters	Application developers, Cybersecurity / ICT/ IOT industry suppliers, tech. providers	Outreach events through workshops for targeted alliances, associations and communities in which consortium partners are active members (e.g. EFFRA, Manufacture Technology Platform (ETP), European factories of the future research association, NEMA); clusters and partnerships (e.g. FIWARE, GAIA-X, European Circular Economy Stakeholder platform); related EUfunded projects, etc.	> 2 technical workshops > 2 workshops presenting use case results	1	5 technical workshops 6 workshops
Skill development	EXDs, MSMEs +SMEs	Training webinars and documentation.	40 videos +20 documents	N/A	11 videos
Training seminar	Universities, Researchers, entrepreneurs	Online tutorials through webinars, presentations to schools/universities, curricula in BSc, MSc and/or PhD courses.	> 6 presentations to schools/universities	N/A	N/A
Standards	SDOs, open source SW communities	Harmonization, interactions and contributions to emerging and new standards, such as FIWARE, AIOTI, etc.	> 4 SDOs involved > 4 standardisation contributions	N/A	N/A

**Table 5** Achieved Communication KPIs

Measure	Audience	Means	Target KPIs	Achieved KPIs (M12)	Archieved KPIs (M30)
Website	ALL	Online project website designed and developed by MWCcapital, updated throughout the project.	> Website ready by M03 >7.000 visitors by M42	1.793 visitors	14.293 visitors
Social media	ALL	Online presence in social media channels such as LinkedIn and Twitter, spreading news about the project.	> 1000 stakeholders > 200 monthly impressions	422 followers 1.329 impressions (190 impressions per month)	1.137 followers 93.779 impressions
Newsletter	Tech providers vertical industry stakeholders	Newsletters will be circulated via email lists providing an overview of the main project activities and outcomes.	> 6 newsletters > 1000 contacts reached	2 newsletters 226 subscribers	9 newsletters 637 subscribers
Video clips	ALL	Multimedia video podcasts presenting the project, its innovation, and its key outcomes.	> 3 videos produced > 2.000 views in YouTube	3 videos 88 views	7 videos 1554 views
Printed material, flyers	ALL	Brochures, leaflets, flyers in events, roll-up banners, posters,also available online for printing through the project's website.	> 2.000 printed copies Distributed > 4 roll-up banners/posters	3 flyers created 500 printed copies Roll-ups created to be printed	1 flyer 150 printed copies Poster created
Public events	General public academia	Public events with general public, schools and higher education institutions to inform them about the project and its impact in everyday life.	> 4 public events > 3 open days at schools >100 participants /event	4 public events	28 public events
Newspapers	ALL	Non-technical articles and press releases in local newspapers and	> 3 press	2 press	5 press

& magazines		magazines to reach a broader audience providing a visibility of the project and its main achievements.	releases in newspapers and magazines	releases	releases
DIH	Tech providers vertical industry stakeholders	Promotion of the project results in various DIH to amplify the project's outreach for early adoption.	> 30 DIHs contacted	8 DIHs contacted	8 DIHs contacted
Fora&Blog	Tech providers vertical industry stakeholders	Promotion of periodic non-technical reports (publications) to fora and blogs to create awareness on CIRCULOOS potential and features.	> 5 publications to blogs > 5 blogs/for a to post	N/A	1
Other projects & activities	Tech providers vertical industry stakeholders	Liaison with other projects to coordinate the activities CIRCULOOS considering the on-going activities in other projects. For these reasons, liaison delegates will be identified.	> 8 relevant projects	Liasion/ communication started with 8 different projects	Liasion/ communication started with 8 different project

## 5.1. Website

The project's website was launched on M3. It's been created through the platform WordPress. The brand identity of the project is reflected in the colours, the typography and the elements used. The website has different webpages, which include:

- **Home:** It contains a brief and concise paragraph about what is the project.
- **About:** Deeper information about the project, list of CIRCULOOS partners.
- **Tools:** Briefly gives information about the deployments of the project.
- **Architecture:** Describes de CIRCULOOS Architecture and its objective.
- **RAMP:** Information about what the RAMP platform is and its link to the CIRCULOOS project.
- **Pilots:** Description of the three pilots that will be developed during the lifecycle of the project (technologies used, partners involved, countries where the pilots will be implemented).
- **Open Calls:** Explanation about the three open calls.
- **News:** Articles, news, interviews, events and other project developments are updated and then promoted on the project's social media channels.
- **Training:** learning and training ressources to empower circular manufacturing across Europe
- **Contact:** Form to get in touch with the CIRCULOOS' consortium.
- Footer:
- **Privacy Policy:** Privacy Policy from Dissemination Manager – Mobile World Capital Barcelona.
- **Cookies:** Cookies Policy disclaimer (Matomo Analytics).
- **Social media:** Three buttons with direct access to [CIRCULOOS LinkedIn](#), [YouTube channel](#) and [Flickr](#).
- **Disclaimer:** This project has received funding from the European Union's "Horizon Europe" programme under grant agreement 101092295.



Figure 2 CIRCULOOS webpage image

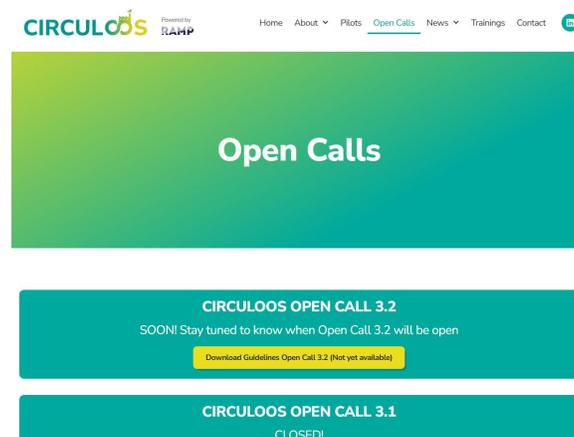
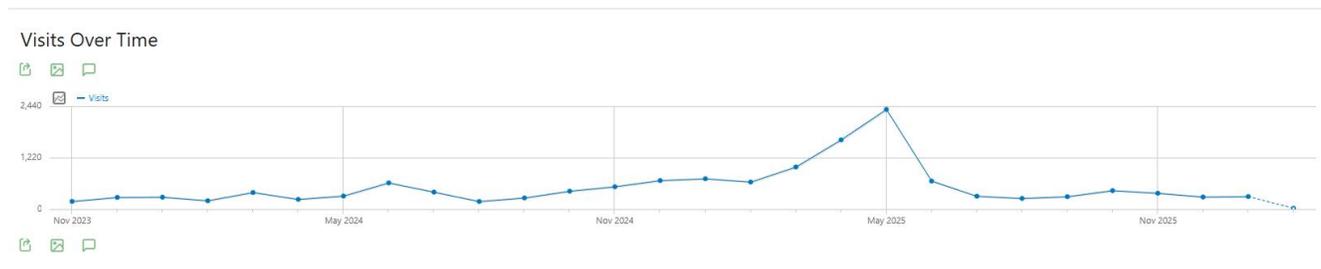


Figure 3 CIRCULOOS Open Calls updated webpage

In the subsection below, the metrics of the CIRCULOOS website are exposed from September 2024 up to February 2026. It has achieved 14.000+ visitors out of the KPI of >7.000 visitors that should be obtained by

M42. Other than that, in the following tables the graphics of the visits are featured over the time, the number of page views, and the most popular pages and blogposts.

**Visits over time**



*Figure 4 CIRCULOOS Webpage Visits over time*

The visitors have increased substantially with the open calls' pre communication and then publications in May 2025, multiplied the visit by almost 4 (from 600+ visits to 2400+ visits).

In Figure x below,



*Figure 5 Visits overview. Matomo Analytics*

*Table 6 Matomo Analytics (Page Views and Number of Visitors)*

Analytics	Data (M12)	Data (M30)
Page views	6304	32.000+
Number of visitors	4408	14.000+

**Most popular pages**

PAGE TITLE	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. PAGE LOAD TIME
CIRCULOOS Open Call – Apply for Circular Economy Funding	6,211	4,378	51%	00:01:50	88%	3.11s
Circuloos - Elevate sustainability, try the circular way of manufacturing	4,360	3,223	36%	00:00:52	42%	3.13s
Open Calls - Circuloos	4,034	2,964	62%	00:01:43	84%	2.37s
Circuloos - Circular Economy Manufacturing Solutions	2,574	2,067	27%	00:00:45	33%	3.89s
Join the CIRCULOOS Open Calls	2,492	1,816	63%	00:01:49	89%	2.98s

Figure 6 Most popular page titles. Matomo Analytics

### Most popular blogposts

Table 7 Most popular blogposts. Matomo Analytics

Title	Page view	Bounce rate	AVG time
Sustainability and Circular Economy decision-making using GRETA - Circuloos	215	74%	00:01:56
Circular Manufacturing Reference Architecture - CIRCULOOS	188	35%	00:01:02
Blockchain Technology for Circular Economy Innovation - Circuloos	148	73%	00:01:04
What is the circular economy? Building a new future for the industry with Circular economy principles - Circuloos	131	67%	00:01:15
Circular economy’ good practices in the manufacturing sector. - Circuloos	108	71%	00:01:24

Since August 2024, the CIRCULOOS website has been populated with [57 blogposts \(total 75\)](#), comprising articles, news, press releases, and interviews. The publications come from the content plan that was created in D6.1. Nonetheless, it has changed, since not all the articles have been created as it was the first approximation of content. However, it has also compiled pieces of news about different events or conferences where the project has participated in.

In Table 7 the tentative plan is featured in D6.1, and in a yellow colour it is highlighted the blogpost that have been created and published to populate the CIRCULOOS website. The rest of the titles will come throughout the following months and will be adapted to the momentum the project is facing.

Table 8 First content plan

Provisional title	Objective	Target	Tentative	Partners
-------------------	-----------	--------	-----------	----------

		Group	Date	involved
What is circular economy the 5R	General promotion	ALL	M3	All partners
Good practices: when the industry giants embrace circular economy	Promote Open Calls	MSMEs	M4	All partners
The European Commission plan for industries to adopt circular economy	General promotion	ALL	M5	All partners
Circular economy new framework (policy, standards, people behaviour)	Policy	Policy makers	M6	FIW
The pilots	Pilots' promotion	ALL	M7	Fiction Factory, Thermolympic, Contenedores lolo, Khoani, B&A, Plennid
RAMP, the tool revolutionizing the manufacturing sector	Promote RAMP	Technical provider, MSMEs, DIH	M8	ED
How DIH is helping to shape the adoption of circular economy in the manufacturing sector	General promotion	Technical provider, MSMEs, DIH	M9	DIH
Get up to 60k€ to transform your MSMEs into the factory of the future with CIRCULOOS	Open call promotion	MSMEs	M10	F6S
Interview with European Dynamics, coordinator of the project	Partner + project promotion	ALL	M11	ED
Participation at EFFRA	Results promotion	Universities	M12	SUPSI

KPI: 40

**Table 9** Content publications

Number	Title	Partner	Link
1	CIRCULOOS empowers MSMEs for Circular Economy Success with Sustainable Solutions	MWCB	<a href="#">Link</a>
2	What is the circular economy? Building a new future for the industry with Circular economy principles	MWCB	<a href="#">Link</a>
3	Circular economy' good practices in the	MWCB	<a href="#">Link</a>

	manufacturing sector		
4	5 actions for businesses in the circular economy sector	MWCB	<a href="#">Link</a>
5	CIRCULOOS has just participated at European Robotics Forum 2024 with Better Factory and KITT4SME	MWCB	<a href="#">Link</a>
6	Innovation and Inclusivity: Anastasia Garbi's Perspective from CIRCULOOS on Women Leading in Tech, MWC24 Highlights	MWCB	<a href="#">Link</a>
7	CIRCULOOS Project's First Consortium Meeting	MWCB	<a href="#">Link</a>
8	10 good reasons for Manufacturing SMEs to adopt the circular economy principles in Europe	MWCB	<a href="#">Link</a>
9	CIRCULOOS has just started a new collaboration with the Reincarnate project	MWCB	<a href="#">Link</a>
10	Introducing our project coordinator EUROPEAN DYNAMICS	ED	<a href="#">Link</a>
11	Sustainability and Circular Economy decision-making using GRETA	SUPSI	<a href="#">Link</a>
12	Blockchain Technology for Circular Economy Innovation	ALA	<a href="#">Link</a>
13	CIRCULOOS at the Digital Enterprise Show 2024	MWCB	<a href="#">Link</a>
14	Introducing our project partner: ITI Magyarország	ITI	<a href="#">Link</a>
15	CIRCULOOS launches its first Expression of Interest for Circular Economy Initiatives	F6S	<a href="#">Link</a>
16	Introducing our project partner: Innomine	INN	<a href="#">Link</a>
17	CIRCULOOS First Expression of Interest Webinar Recap	MWCB	<a href="#">Link</a>
18	CIRCULOOS was at Madeira Digital Transformation Week	MWCB	<a href="#">Link</a>
19	Introducing our project partner: Innomine	MWCB	<a href="#">Link</a>
20	Read this if you missed the webinar that tells you how to apply to the CIRCULOOS Expression of Interest!	MWCB	<a href="#">Link</a>
21	Introducing our project partner: SUPSI	SUPSI	<a href="#">Link</a>
22	Discover the Open Calls within the I4MS2 projects	MWCB	<a href="#">Link</a>
23	Introducing our project partner: Cyprus University of Technology	CUT	<a href="#">Link</a>
24	CIRCULOOS is going further: achievements, future goals and new synergies	MWCB	<a href="#">Link</a>
25	Exploring the Impact of the CEI Continuum and Circular Economy at EBDVF 2024	MWCB	<a href="#">Link</a>
26	Introducing our project partner: Thermolympic	Thermolympic	<a href="#">Link</a>
27	CIRCULOOS at Webit 2024: F6S showcases sustainable innovation in Sofia	F6S	<a href="#">Link</a>
28	Introducing our project partner: Khoani	Khoani	<a href="#">Link</a>
29	Last call for the CIRCULOOS Webinar: Expression of	MWCB	<a href="#">Link</a>

	Interest awaits you!		
30	CIRCULOOS Webinar Recap: How to Apply to the Expression of Interest	MWCB	<a href="#">Link</a>
31	The Manufacturing SME's Quick Guide to EU Circular Economy Policies	MWCB	<a href="#">Link</a>
32	Last call for the CIRCULOOS Webinar: Expression of Interest awaits you!	MWCB	<a href="#">Link</a>
33	CIRCULOOS Matchmaking Event: Connecting innovators for a Circular Future	MWCB	<a href="#">Link</a>
34	CIRCULOOS has just started a new collaboration with the SoTecln Factory project	SOTECIN	<a href="#">Link</a>
35	CIRCULOOS hosts a successful match-making event to implement circular manufacturing processes across Europe	MWCB	<a href="#">Link</a>
36	Introducing our project partner: Alastria	Alastria	<a href="#">Link</a>
37	CIRCULOOS Kicked Off 2025 with a Successful Circular Economy Event in Amsterdam!	MWCB	<a href="#">Link</a>
38	Introducing our project partner: Canonical Robots	Canonical	<a href="#">Link</a>
39	Explore how the CIRCULOOS project pushes circular innovation forward!	MWCB	<a href="#">Link</a>
40	CIRCULOOS at MWC25 in Barcelona	MWCB	<a href="#">Link</a>
41	CIRCULOOS announces the launch of new Open Calls available for circular economy innovation	MWCB	<a href="#">Link</a>
42	CIRCULOOS shares insights on supporting circularity for SMEs at the I4MS2 webinar	MWCB	<a href="#">Link</a>
43	Introducing our project partner: B&A Bordiszmu	B&A	<a href="#">Link</a>
44	Introducing our project partner: Circu Leren	Circu Leren	<a href="#">Link</a>
45	Want to apply to the CIRCULOOS Open Calls? Here's what you need to know	MWCB	<a href="#">Link</a>
46	CIRCULOOS and RAMP: Driving circular manufacturing innovation	MWCB	<a href="#">Link</a>
47	Want to apply to the CIRCULOOS Open Calls? Here's what you need to know	MWCB	<a href="#">Link</a>
48	Introducing our project partner: Plennid	Plennid	<a href="#">Link</a>
49	Introducing our partner: INCLUSINN	INL	<a href="#">Link</a>
50	Introducing our project partner: F6S	F6S	<a href="#">Link</a>
51	Introducing our partner: CONTENEDORES LOLO	Contenedores Lolo	<a href="#">Link</a>
52	Introducing CIRCUPRINT: Winner of CIRCULOOS Open Call 3.1	F6S	<a href="#">Link</a>
53	Introducing RePlastAuto: Winner of CIRCULOOS Open Call 3.1	F6S	<a href="#">Link</a>

54	Introducing Multifelt Factory Ltd.: Winner of CIRCULOOS Open Call 3.1	F6S	<a href="#">Link</a>
55	Introducing ECOFFEE: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
56	Introducing EVOP: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
57	Introducing ReCLAIM: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
58	Introducing PLASMIX-Road: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
59	Introducing ISLOPOL: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
60	Introducing RE-PLAY: Winner of CIRCULOOS Open Call 2	F6S	<a href="#">Link</a>
61	CIRCULOOS General Assembly in Budapest	MWCB	<a href="#">Link</a>
62	Meet the OC Winner: LeafCycle	F6S	<a href="#">Link</a>
63	Meet the OC Winner: LOOP-E	F6S	<a href="#">Link</a>
64	Meet the OC Winner: BIO.CO.R.N.ER	F6S	<a href="#">Link</a>
65	Meet the OC Winner: GRANULAR	F6S	<a href="#">Link</a>
66	Meet the OC Winner: SHINE AGAIN	F6S	<a href="#">Link</a>
67	Meet the OC Winner: RECONCRETE	F6S	<a href="#">Link</a>
68	Discrete Abstractions for Manufacturing Logistics Optimization for the Food Service Industry	CUT	<a href="#">Link</a>
69	Manufacturing Logistics Optimization Using the SPECTER Task Planner: A Shoe Manufacturing Logistics Case Study	CUT	<a href="#">Link</a>
70	CIRCULOOS Newsletter #10 – November 2025	MWCB	<a href="#">Link</a>
71	Meet the OC Winner: SEARCLE	F6S	<a href="#">Link</a>
72	Meet the OC Winner: YEAST2VALUE	F6S	<a href="#">Link</a>
73	Meet the OC Winner: REQ	F6S	<a href="#">Link</a>
74	CIRCULOOS at HaDEA Showcase Event 2026	MWCB	<a href="#">Link</a>
75	Upcoming: CIRCULOOS Open Call #3.2	MWCB	<a href="#">Link</a>

## 5.2. LinkedIn

CIRCULOOS is using [LinkedIn](#) as its main social media channel. CIRCULOOS' LinkedIn account followers can easily follow the newsletter, and it is accessible for new target audiences.



*Figure 7 CIRCULOOS LinkedIn Front Page*

Posts are published up to three times a week, since M1 up to M30, taking into consideration the following social media calendar that has been created by Mobile World Capital Barcelona according to their expertise in the field:

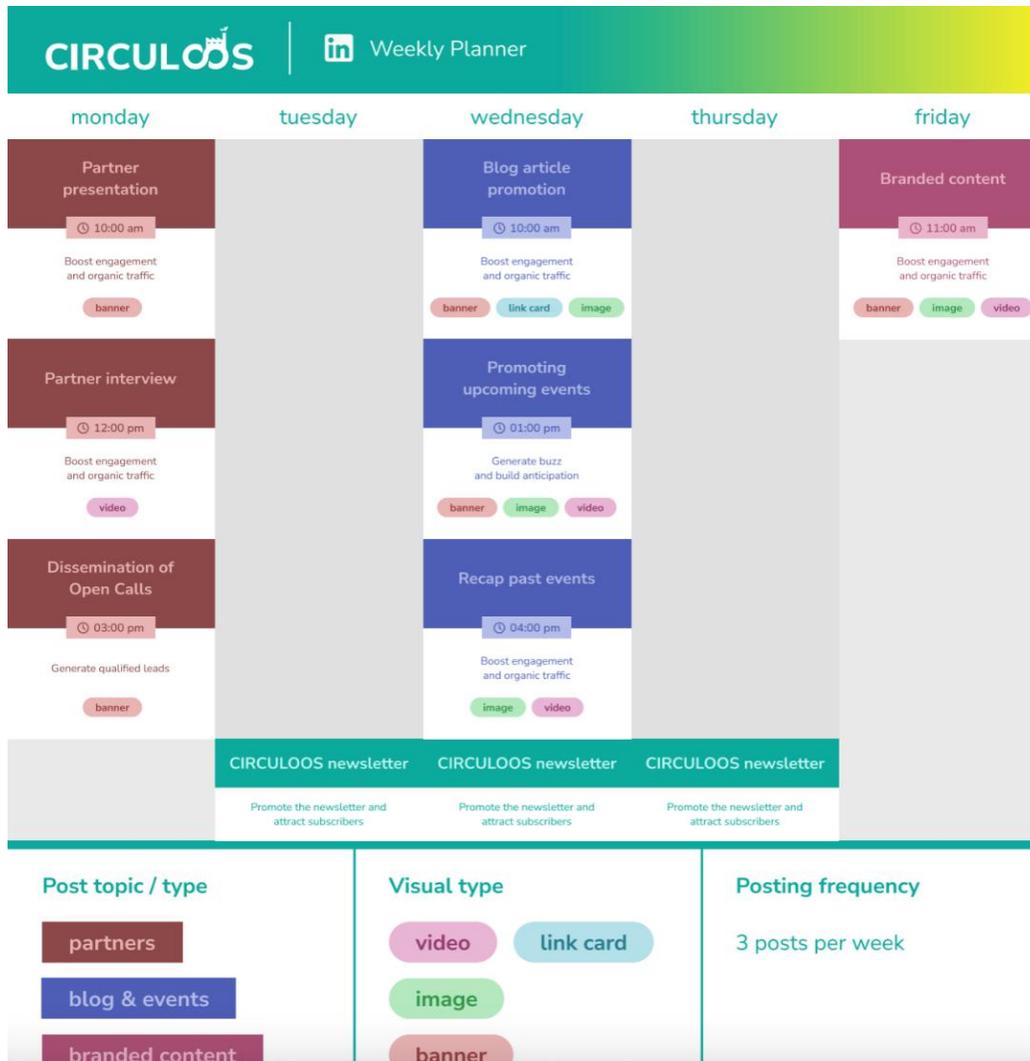


Figure 8 Social Media calendar

There are seven different types of posts: partner presentation, partner interview, dissemination of open calls, blog article promotion, promoting upcoming events, recap past events, and branded content.

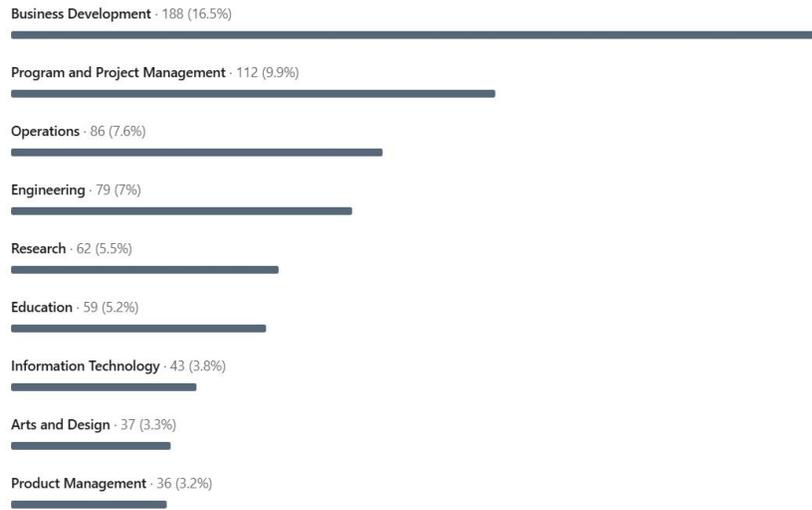
Currently, CIRCULOOS has 1.136 followers (M12: 452 followers) on LinkedIn, reaching more than 90.000 impressions (M12: 8.000 impressions). The follower profile coincides with this data:

**Performance**

Followers	New Followers	Posts
<b>916</b> ↗ 91,600%	<b>865</b> ↗ 86,500%	<b>280</b> ↗ 28,000%
Impressions	Clicks	Engagement Rate
<b>93,779</b> ↗ 9.38m%	<b>3,994</b> ↗ 399k%	<b>7.13%</b> ↗ 713%

Figure 9 LinkedIn Performance

**The characteristics of LinkedIn followers are:**



*Figure 10 Characteristics of the LinkedIn followers*

### 5.3. LinkedIn Newsletter



#### CIRCULOOS Newsletter #10 – November 2025



November 26, 2025

#### Milestones, Makers & Momentum in Circular Manufacturing

The CIRCULOOS community continues to seek innovation in circular

*Figure 11 LinkedIn Newsletter Example*

CIRCULOOS is using the newsletters tool that LinkedIn offers. It is about to be released every three months. CIRCULOOS' LinkedIn followers can easily follow the newsletter, and it is accessible for new target audiences. Following the “tentative Newsletter plan for the first year of the project” CIRCULOOS has sent 9 newsletters achieving 637 subscribers:

**Table 10** *LinkedIn Newsletters*

Number	Title	Date	Impressions	Link
1	Discover Circuloos and the Power of Circular Manufacturing	22/03/2024	209	<a href="#">Link</a>
2	Adopt circular economy principles: Join the CIRCULOOS Expression of Interest!	31/05/2024	399	<a href="#">Link</a>
3	Read this if you missed the webinar that tells you how to apply to the CIRCULOOS Expression of Interest!	26/07/2024	678	<a href="#">Link</a>
4	Discover the Open Calls within the I4MS2 projects	16/09/2024	676	<a href="#">Link</a>
5	CIRCULOOS is going further: achievements, future goals and new synergies	11/10/2024	376	<a href="#">Link</a>
6	Last call for the CIRCULOOS Webinar: Expression of Interest awaits you!	Dec 15, 2024	330	<a href="#">Link</a>
7	Explore how the CIRCULOOS project pushes circular innovation forward!	March 10, 2025	127	<a href="#">Link</a>
8	Want to apply to the CIRCULOOS Open Calls? Here's what you need to know	April 15, 2025	253	<a href="#">Link</a>
9	CIRCULOOS Newsletter #10 – November 2025	Dec 15, 2025	195	<a href="#">Link</a>

## 5.4. Press Releases

CIRCULOOS aimed at sending a press release at every milestone of the project. The overall KPI for press releases is >3 throughout the project. Despite this, the first year of the project was contemplated in D6.1 to release 4 pieces of news about the kickoff of the project. All the press releases have followed the standard format defined in D6.1, with the catchy title, the bullet point summary and 3-4 short paragraphs to grab the attention of journalists and media outlets.

To reach the target groups, MWCB has deployed three types of actions:

- The press release is shared with the consortium through a media toolkit, for them to share it with their press department.
- The press release is sent to media through agency EINPressWire.
- Sending the press release directly to a curated list of key media outlets and journalists, accompanied by an offer to arrange exclusive interviews with consortium members.

**Table 11** Press Releases

Number	Date	Title	Partner
1	28/11/2023	CIRCULOOS: Empowering MSMEs for Circular Economy Success with Sustainable Solutions	MWCB
2	18/03/2024	CIRCULOOS has just participated at European Robotics Forum 2024 with Better Factory and KITT4SME	MWCB
3	02/07/2024	CIRCULOOS launches its first Expression of Interest for Circular Economy Initiatives	MWCB
4	15/01/2025	CIRCULOOS hosts a successful match-making event to implement circular manufacturing processes across Europe	MWCB
5	27/03/2025	CIRCULOOS announces the launch of new Open Calls available for circular economy innovation	MWCB

Up to now, the CIRCULOOS project has obtained more than 600 press clippings (200+ with the last press release). As explained above, MWCapital is using the platform EinPressWire to distribute this kind of content to the specific media. Thus, featuring the project in outlets such as [AP News](#) or the [Global Tech Reporter](#).

## 5.5. Videos

Throughout the CIRCULOOS lifecycle, communication and dissemination managers from MWCapital have been committed to the creation of videos. The use of these videos has been focused on both online and offline events, to engage interested audiences, and to better disseminate the project's objectives and its main tasks and future impacts. According to the importance of creating animated content, the impact managers of the project have already completed the videos of KPIs, since it was 3 videos. More videos will be created throughout the project and all of them will be promoted to achieve a good number of visits.

All the videos created by the CIRCULOOS project have been uploaded to its [YouTube channel](#), as a repository of the created content, so it makes it easier to use the videos for the CIRCULOOS website and to share them to the rest of the social media channels (LinkedIn, LinkedIn newsletters, etc.).

The videos contain explanations of the project, interviews with the CIRCULOOS coordinator, summary videos of the events attended around Europe, and interviews with the members of the pilots, so it makes it easier and more engaging to disseminate their tasks.

The interview videos have been successfully produced and published. In addition, a new series of three videos focusing on the pilots is currently in production and will be ready in April. EXDs will also produce their own videos, provide strong added-value content and significantly increase the project's dissemination potential. In addition, webinars about the open calls have been published on CIRCULOOS YouTube channel.

**Table 12** Videos

Number	Title	Date	Views	Link
1	CIRCULOOS in Rimini at the ERF 2024	9/04/2024	2	<a href="#">Link</a>
2	Anastasia Garbi, ED	9/04/2024	59	<a href="#">Link</a>
3	CIRCULOOS project	6/03/2024	5	<a href="#">Link</a>
4	Webinar   Apply to the CIRCULOOS Expression of Interest!	03/07/2024	5	<a href="#">Link</a>
5	Canonical Robots Interview - CIRCULOOS Pilot 1: Controlling and recycling manufactured plastic	08/10/2024	74	<a href="#">Link</a>
6	Contenedores Lolo Interview - CIRCULOOS Pilot 1: Controlling and recycling manufactured plastic	08/10/2024	41	<a href="#">Link</a>
7	Thermolympic Interview - CIRCULOOS Pilot 1: Controlling and recycling manufactured plastic	08/10/2024	53	<a href="#">Link</a>
8	Webinar   How to apply to the CIRCULOOS EO!	12/12/2024	178	<a href="#">Link</a>
9	From data to impact: CIRCULOOS transforms supply chains for a circular future	27/03/2025	26	<a href="#">Link</a>
10	CIRCULOOS Open Call #2 Webinar #1	30/05/2025	230	<a href="#">Link</a>
11	CIRCULOOS Open Call #2 & #3.1 - Webinar #2	08/05/2025	229	<a href="#">Link</a>

## 5.6. Events

CIRCULOOS planned a strategy for its attendance at events back in D6.1. It consisted of different levels of participation:

- Showcasing the CIRCULOOS project through exhibition booths
- Creating content for panels in both offline and online events
- Organising seminars and workshops within larger events
- Organising webinars to promote the project results and open call

At this stage of the project, it has participated in exhibition booths and has created content for panels in offline and online events. A webinar to disseminate the open call to the potential target has been created and MWCcapital together with F6S organised workshops to explain the process of applying to the Expression of Interest and its benefits for receiving the fundings during the Open Call #2 and #3.

In subsection number 6, there is an explanation of the Follow-up Communication and Dissemination Plan, where the upcoming events where CIRCULOOS will participate are listed.

Now, CIRCULOOS has organized 11 workshops, has attended 28 trade fairs out of a >10 KPI, has already succeeded on the number of attended in the overall of the events, and has done 5 technical workshops and 6 workshops out of 2 (KPI).



*Figure 12 Collage of CIRCULOOS pictures at events*

Table 13 Events

Partner	Attended /Owned	Start	End	Event	City	Country	Event type	Attendees	Activities
FIF	owned	01/11/2023	01/11/2023	Visit gedeputeerde staten Mevr Rommel	Amsterdam	Netherlands	business	20	workshop
FIF	Attended	16/11/2023	16/11/2023	New economy cafe	Rotterdam	Netherlands	circular start ups	2	poster booth
FIF	owned	16/11/2023	16/11/2023	steering meeting HVA	Amsterdam	Netherlands	education	30	presentation
FIF	owned	05/12/2023		Workshop circular exhibition building at Stedelijk museum team, director, design, building and curators, etc.	Amsterdam	Netherlands	museums	20	workshop
FIF	owned	07/12/2023	07/12/2023	HMC, teachers working on good used materials and showing Jutplaats	Amsterdam	Netherlands	education	25	workshop
FIF	owned	07/12/2023	07/12/2023	Workshop circular exhibition building at Van Gogh Museum team, director, design, building, curators, etc.	Amsterdam	Netherlands	museums	30	workshop
FIF	owned	10/01/2024	10/01/2024	Nike design team	Amsterdam	Netherlands	business	22	workshop
FIF	owned	29/02/2024	29/02/2024	Maakschap	Amsterdam	Netherlands	business	30	event
MWCB/ED	owned	26/02/2024	29/02/2024	Mobile World Congress 2024	Barcelona	Spain	business	N/A	Panel
FIF	owned	14/03/2024	14/03/2024	Archis/ Het nieuwe instituut	Amsterdam	Netherlands	business	100	event
MWCB/ED /CAN/CUT /SUPSI	attended	13/03/2024	15/03/2024	European Robotics Forum	Rimini	Italy	Business and scientific	N/A	booth, workshops
MWCB	attended	10/04/2024	10/04/2024	Advanced Factories	Barcelona	Spain	Business	N/A	Tour, visit
Innomine	attended	22/05/2024	22/05/2024	360 TECH INDUSTRY – Feira Internacional da Indústria 4.0/5.0, Robótica, Automação e	Leça Palmeira, Matosinhos	Portugal	business	N/A	participation

				Compósitos					
Innomine	attended	06/06/2024	06/06/2024	EIT Manufacturing Day Vienna	Vienna	Austria	business	N/A	participation
Alastria	attended	11/06/2024	11/06/2024	Jornada EENBas que sobre Financiación en Casca da	Bilbao	Spain	Business	450	paper presentation (virtually)
Innomine	attended	19/06/2024	19/06/2024	Circular Economy National Conference	Budapest	Hungary	business and scientific	N/A	participation
SUPSI/ Innomine	attended	24/06/2024	28/06/2024	Madeira Digital Transformation Week	Funchal	Portugal	Business and Scientific	300	Presentation, Conference
CUT	attended (virtually)	01/07/2024	04/07/2024	2024 International Conference on Control, Decision and Information Technologies (CoDiT 2024)	Valetta	Malta	Education	450	Paper presentation (virtually)
Innomine	attended	06/07/2024	06/07/2024	Ferenc Farkas International Scientific Conference	Pecs	Hungary	scientific	N/A	participation
Alastria	attended	11/07/2024	13/07/2024	Digital Enterprise Show 2024	Málaga	Spain	Business	150	Presentation
B&A / KHOANI	attended	18/09/2024	19/09/2024	TEX DAN (Interreg Danube Region) workshop and study trip	Zvolen	Slovakia	textile circularity	30	Technical Workshop
Innomine	attended	04/10/2024	04/10/2024	European Big Data Value Forum 2024	Budapest	Hungary	business		Trade Fair / Major Event
ITI Hungary	owned	15/10/2024	17/10/2024	Infotér Konferencia 2024	Balatonfüred	Hungary	Textile circularity	200	Scientific Conference Presentation
B&A	attended	15/10/2024	17/10/2024	Infotér Konferencia 2024/Textile circularity workshop	Balatonfüred	Hungary	Textile circularity	30	Scientific Conference Presentation
F6S	attended	23/10/2024	24/10/2024	WEBIT - Sustainable future for humans and robots	Sofia	Bulgaria	Business and scientific		Trade Fair / Major Event

## D6.3 Periodical dissemination retrospect and follow-up action plan

MWCB	attended	04/11/2024	06/11/2024	Smart City Expo World Congress (& Barcelona Deep Tech Summit)	Barcelona	Spain	Business and scientific		Trade Fair / Major Event
Circu Leren	attended	04/11/2024	05/11/2024	The European AI, Data, Robotics Forum (ADRF)	eindhoven	netherlands	business and scientific		Trade Fair / Major Event
F6S / MWCB	owned	11/12/2024	11/12/2024	2nd Webinar: How to apply to the CIRCULOOS EO!	Online	Online	Informational	62	Public Event (Hosted by us)
Circu Leren	owned	06/01/2025	06/01/2025	gastles; AFD1 + 2 project week: trimester 2	Den Haag	Netherlands	education	50	Trade Fair / Major Event
F6S / MWCB	owned	15/01/2025	15/01/2025	Match-making event #1	Online	Online	Workshop	19	Public Event (Hosted by us)
Circu Leren	owned	27/01/2025	27/01/2025	pilot tech meeting	Loosbroek	Netherlands	meeting		Technical Workshop
Circu Leren	owned	28/01/2025	28/01/2025	presentation open call	Loosdrecht	netherlands	government	60	Public Event (Hosted by us)
herso	owned	28/01/2025	28/01/2025	Tour at factory	Loosdrecht	netherlands	government	20	Public Event (Hosted by us)
plennid	owned	28/01/2025	28/01/2025	presentation about Dutch team in Circuloos	Loosdrecht	netherlands	government	20	Technical Workshop
B&A	attended	04/03/2025	04/03/2025	pilot presentation at BNI workshop	Pécs	Hungary	business workshop	30	Technical Workshop
B&A	attended	06/03/2025	06/03/2025	pilot presentation at University of Pécs's Doctoral School (PhD in Regional Development)	Pécs	Hungary	university lecture	15	Presentati on to School/Un iversity
MWCapita l	owned	03/03/2025	06/03/2025	Mobile World Congress 2025 / 4YFN 2025	Barcelona	Spain	Innovation		Trade Fair / Major Event
F6S / MWCB	owned	12/03/2025	12/03/2025	Match-making event #2	Online	Online	Workshop	45	Public Event (Hosted by us)
Circu Leren	owned	18/03/2025	18/03/2025	workshop with woodworking school	Amsterdam	Netherlands	education	40	Technical Workshop
CAN	attended	25/03/2025	27/03/2025	European Robotics Forum	Stuttgart	Germany	education		Trade Fair / Major Event

D6.3 Periodical dissemination retrospect and follow-up action plan

CAN	wew	08/04/2025	10/04/2025	Advanced Factories	Barcelona	Spain	education		Trade Fair / Major Event
F6S / MWCB	owned	09/04/2025	09/04/2025	CIRCULOOS Open Call #2 & #3.1 Webinar #1	Online	Online			Public Event (Hosted by us)
Circu Leren / Herso	attended	17/04/2025	17/04/2025	Samen Circulair	Amsterdam	Netherlands	Craftmenship	25	Trade Fair / Major Event
F6S / MWCB	owned	07/05/2025	07/05/2025	CIRCULOOS Open Call #2 & #3.1 - Webinar #2	Online	Online			Public Event (Hosted by us)
CAN	attended	07/10/2025	10/10/2025	Pollutec	Lyon	France	business		Trade Fair / Major Event
Circu Leren / Herso/Ple nnid	owned	18/10/2025	26/10/2025	Pavilion wood reuse test 2	Eindhoven	Netherlands	design fair		Trade Fair / Major Event
Circu leren	owned	20/10/2025	20/10/2025	TU delft wood connections	Eindhoven	Netherlands	design fair	60	Scientific Conference Presentation
Circu Leren / Herso/Ple nnid	owned	21/10/2025	21/10/2025	event knowledge sharing scaling up	Eindhoven	Netherlands	design fair	40	Public Event (Hosted by us)

At the events, several types of flyers have been printed and distributed throughout the attendees:



Figure 13 Flyer with the Overall Information About the Project

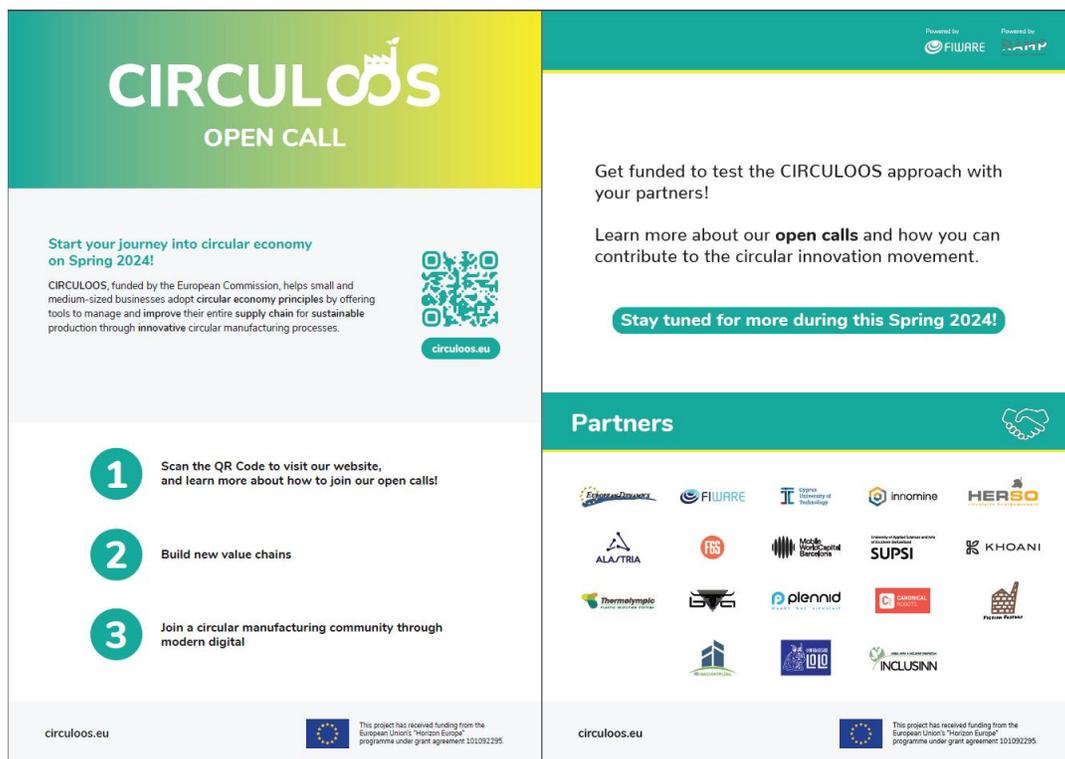


Figure 14 Information to promote the launch of the first Expression of Interest



Figure 15 Open Calls Flyers Promotion

## 5.7. Scientific and technical publications

The CIRCULOOS consortium has created a [Zenodo profile](#), which is an open-access platform. It is aligned to the project’s commitment to transparency, knowledge sharing, and the broader dissemination of the project's outcomes. By making the materials openly accessible on Zenodo, CIRCULOOS ensures that the research findings and resources are readily available to a global audience, including fellow researchers, practitioners, and the general public. This not only enhances the visibility and impact of the work done but also fosters collaboration and knowledge exchange within the wider scientific and creative communities. Additionally, utilizing an open-access platform like Zenodo reinforces the project’s dedication to promoting open science principles and advancing the accessibility of research, contributing to the greater good of the research ecosystem.

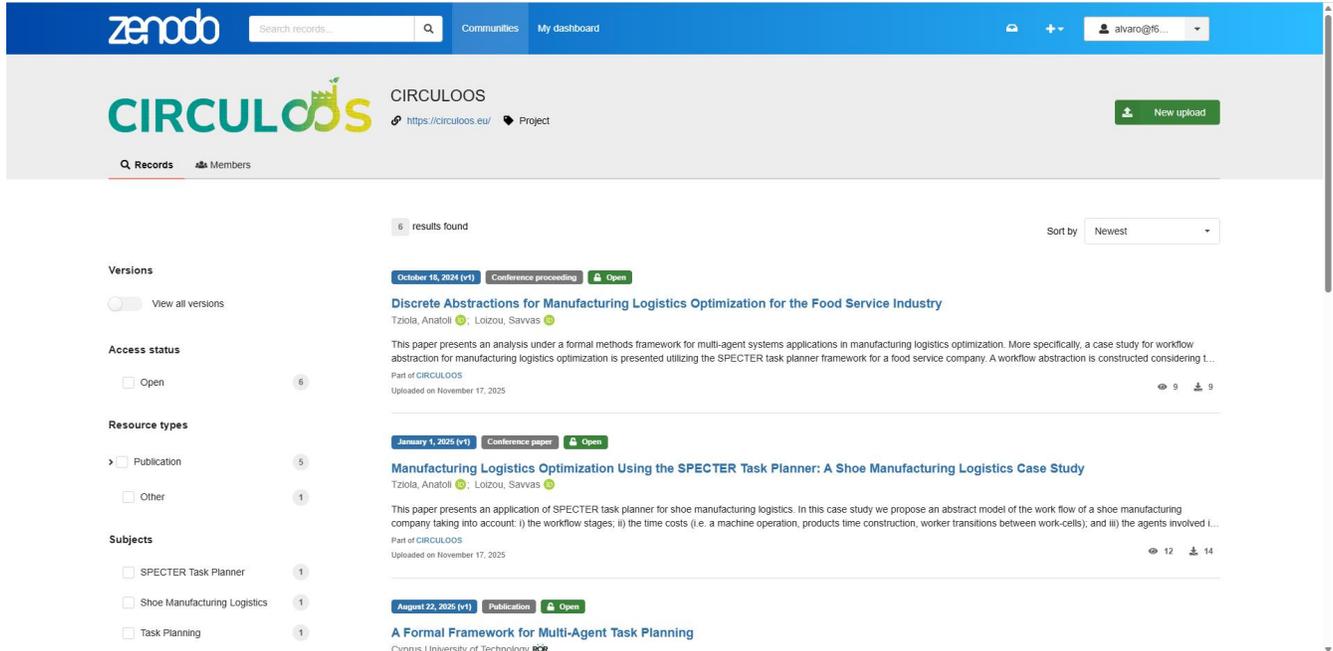


Figure 16 CIRCULOOS Zenodo's community

CIRCULOOS' has published 5 scientific articles out of 15 by Month 30. And as seen in the events table above (Table 13), it has attended three conferences. See the published scientific articles in the table below:

Table 14 Published Scientific Articles

Title	Journal	Date	Link	Partner	Author
Manufacturing Logistics Optimization using the SPECTER Task Planner: A shoe Manufacturing logistics Case Study	European Robotics Forum (ERF2024)	13-15/3/2024	<a href="https://erf2024.eu/">https://erf2024.eu/</a>	CUT	A.A. Tziola, S.G. Loizou
Discrete Abstractions for Manufacturing Logistics Optimization for the Food Service Industry	2024 International Conference on Control, Decision and Information Technologies (CoDiT 2024)	1-4/7/2024	<a href="https://codit2024.com/">https://codit2024.com/</a>	CUT	A.A. Tziola, S.G. Loizou
Bounded Control Mobile Robot Navigation Functions	32nd Mediterranean Conference on Control and Automation (MED 2024)	11-14/6/2024	<a href="https://www.med-control.org/med2024/">https://www.med-control.org/med2024/</a>	CUT	L.A. Ravina, E. Rimon, S.G. Loizou,
Evaluating Circular	2024 IEEE	24-28 June	<a href="https://ieeexplore">https://ieeexplore</a>	SUPSI	Pachon, E.

Economy Sustainable Practices: A Questionnaire-Based Approach	International Conference on Engineering, Technology, and Innovation (ICE/ITMC)	2024	<a href="https://ieeexplore.ieee.org/document/10794370">.ieeexplore.org/document/10794370</a>		R., Canavesi, R., Sorlini, M., Bettoni, A., & Canetta, L.
A Formal Framework for Multiagent Task Planning	IEEE Transactions on Automatic Control ( Volume: 71, Issue: 1, January 2026)	22/08/2025	<a href="https://ieeexplore.ieee.org/abstract/document/11134566">https://ieeexplore.ieee.org/abstract/document/11134566</a>	CUT	A.A. Tziola, S.G. Loizou

As this table will evolve throughout the lifecycle of the project, these articles, once the permission is approved, will be uploaded in the CIRCULOOS Zenodo’s community.

### 5.8. Training

Regarding the Dissemination KPI on Training, it belongs to the objective of Task 6.5 Strategy for skills development to foster circular manufacturing (MWCB, M9-M42) is to provide support for the transfer of knowledge on IoT/CM and trustworthy supply chains and developing resilience by identifying the existing skills gaps and providing specific training service, thus empowering and strengthening SMEs and small mid-caps capacities in these technologies. At the end of the project, 40 videos and 20 documents will be available on CIRCULOOS website, 6 seminars in high schools and universities will be held. To ensure the impact of the task, a dissemination plan will be elaborated to reach the DIHs.

During the reporting period, the training [webpage](#) has been created and already populated with content provided by the partners.



#### CIRCULOOS learning & training resources: empowering circular manufacturing across Europe

Welcome to the learning space of **CIRCULOOS**, your gateway to understanding and applying circular economy principles in the manufacturing sector. Whether you’re a **manufacturer, digital innovation hub, recycler, or tech provider**, this section will guide you through the core objectives, tools, and strategies that CIRCULOOS offers to foster **innovative circular supply chains**.

*Figure 17 Website Training Header*

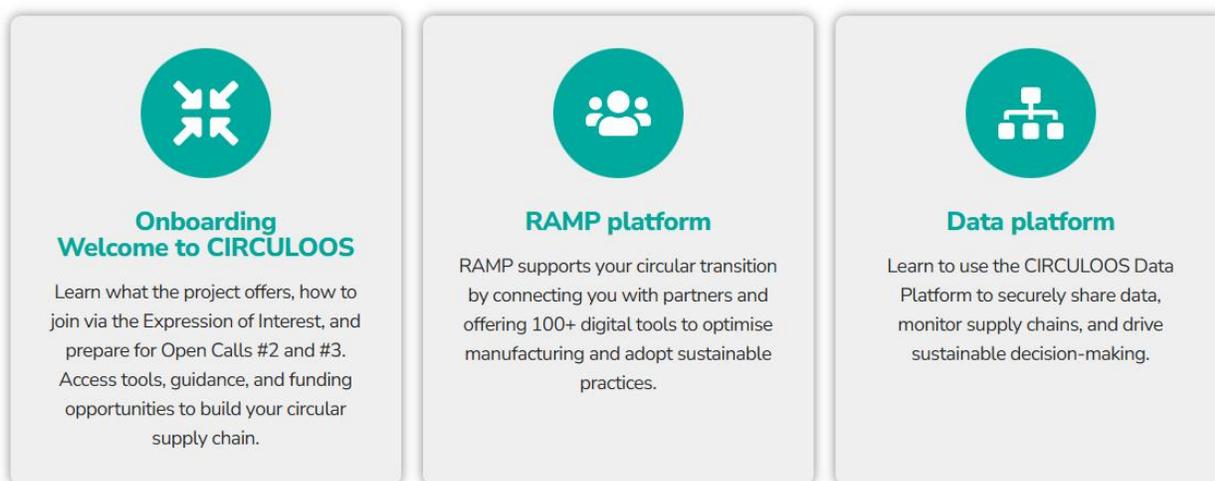
The learning and training resources available through CIRCULOOS will provide stakeholders with advanced, comprehensive knowledge to support their first steps in the circular manufacturing domain.

The first module, “Getting started with CIRCULOOS,” focuses on explaining the project’s vision, key services, and practical ways to get involved (e.g., through pilots, open calls, and matchmaking activities).

The programme also introduces the RAMP community, which enables further collaboration in the manufacturing domain. New partnerships are facilitated through RAMP’s networking and platform features, such as matchmaking and service bidding alongside new functionalities, that support collaborative circular production and Life Cycle Assessment (LCA) calculations within a shared digital ecosystem.

### Getting Started with CIRCULOOS

Join the CIRCULOOS ecosystem through the Expression of Interest, connect with partners, and prepare for Open Calls to access tools and funding. Train with real-world solutions for secure data sharing, supply chain insights, and sustainability assessments. Use the RAMP platform to access 100+ digital tools and collaborate across the circular manufacturing value chain.



*Figure 18 Website Training Aout tools 1*

The second module “Build Circular Manufacturing Skills with CIRCULOOS Tools,” focuses on hands-on learning through a suite of circularity tools that are designed to support sustainable, resilient, and efficient manufacturing and are developed with input from industrial pilots to ensure real-world applicability then tested and expanded in subsequent iterations.

CIRCULOOS equips learners with practical capabilities across the circular supply-chain lifecycle, including: Supply Chain Process Orchestration (SCOPT) to coordinate multi-actor collaboration and monitor sustainability targets; Sustainability Assessment (GRETA) to assess environmental, social, and economic impacts across the product lifecycle; Supply Chain Digital Twin (SCDT) for real-time visualisation and data-driven analysis; Supply Chain Optimisation (SCOPT) to improve performance and reduce costs; and a computer-vision composition detection system to support sorting and recycling workflows and strengthen circular material loops.

### Build Circular Manufacturing Skills with CIRCULOOS Tools

CIRCULOOS offers practical tools co-developed with industrial pilots to ensure real-world applicability. Designed to support sustainable and efficient manufacturing, these solutions are continuously tested and expanded to meet the evolving needs of circular supply chains



*Figure 19 Website Training About Tools 2*

The third training module, “Training in Blockchain for Circular Value Chains,” explains how CIRCULOOS uses a trust framework implemented through one or more blockchain networks to enable decentralised, transparent, and robust collaboration across supply-chain partners. All relevant transactions can be stored/logged on the blockchain, allowing data providers to audit when and by whom their data has been accessed, strengthening traceability and trust across circular value chains.

The module also introduces the identity layer that supports trustworthy exchange: CIRCULOOS leverages Self-Sovereign Identity (SSI) standards and Verifiable Credentials/Verifiable Presentations (VC/VP) to manage identities and data-access rights, and to provide verifiable evidence for compliance and sustainability reporting. Learners are guided through the VC lifecycle (registration/onboarding, issuing and storage, sharing presentations, and verification) and how these mechanisms help ensure integrity and non-repudiation for data sharing provisions and contracts.

The fourth training module, “Training in Business & Communication for Circular Impact,” equips participants to design and validate sustainable, collaborative business models aligned with circular economy R-strategies (Repair, Reuse, Recycle, Refurbish, Remanufacture, Repurpose), and to translate these models into actionable value propositions supported by CIRCULOOS solutions.

In parallel, the module strengthens business communication and dissemination capabilities so participants can engage stakeholders and maximise impact through structured outreach. It covers practical communication formats and channels used within the project such as website, social media (e.g., LinkedIn), newsletters, video clips, and printed materials for events helping trainees plan content, tailor messaging to audiences, and communicate results consistently across multiple touchpoints.

Once the training activities are completed, the programme will be presented to the European Digital Innovation Hubs (DIHs) as a reference set of learning and training resources. To support consistent and efficient dissemination across project partners and DIHs, a dedicated communication toolkit is available, including ready-to-use assets such as press-release templates, email templates, banners, and social media post packages. In addition, tailored content has been prepared specifically for CIRCULOOS social media channels to maximise outreach and engagement.

Partner follow-up is ensured through regular online coordination meetings, allowing the training content to be continuously validated and adjusted to learners' needs. In parallel, a dedicated dashboard of training assets supports progress tracking and helps monitor the development status of each resource.

## 5.9. Sibling Projects

CIRCULOOS continues to actively participate in the cross-project coordination meetings of the I4MS2 initiative, together with the other projects funded under the same topic. As the cluster evolves, discussions have increasingly focused on sustainability, exploitation, and standardisation-related topics, reflecting the maturity of the projects and the need to ensure long-term uptake of results by European SMEs.

In the most recent I4MS2 coordination meeting, partners discussed current standardisation efforts and noted that, beyond formal "standards in the narrow sense", SMEs often benefit most from practical and actionable guidance (e.g., implementation pathways, templates, and replicable methods). As a concrete follow-up, the group explored the opportunity to aggregate best practices and lessons learned from Open Call experiments across the cluster, to provide SMEs with clear reference points for deploying AI-enabled solutions and/or circularity approaches in real industrial contexts. In this context, CIRCULOOS will contribute by preparing a structured collection of relevant best practices from its Open Call experiments and sharing these insights with the wider I4MS2 group. Partners also agreed on the importance of aligning how "lessons learned" are collected (e.g., through a common template and comparable KPIs) to ensure that experiment results can be communicated and reused consistently. A follow-up meeting is planned for April–May 2026 to define next steps and the preferred publication format for this cross-project best-practice repository.

In parallel, CIRCULOOS is initiating collaboration with MANTRA, a Horizon Europe project focused on supporting the green, digital, and social transformation of European manufacturing SMEs. Synergies will be explored in areas such as cross-dissemination of opportunities and results, exchange of methodologies to support SME transformation journeys, and amplification of success stories through complementary networks.

CIRCULOOS has also connected with other initiatives and European platforms such as the European Cluster Collaboration Platform and the European Circular Economy Stakeholder Platform, which provide valuable visibility and networking opportunities for circular economy stakeholders.



*Figure 20 Relevant projects to liaise*

### 5.10 EXDs

EXDs have been embedded as active multipliers in the CIRCULOOS communication strategy, ensuring that project impact is communicated not only centrally, but also through the channels and communities of each demonstrator. From the start, CIRCULOOS has equipped EXDs with a dedicated communication toolkit, including branded visual assets and ready-to-use templates aligned with the project identity. This enables each EXD to disseminate consistent messages and visuals through their own communication channels (e.g., LinkedIn, websites, newsletters) and to strengthen visibility during events, workshops, and stakeholder meetings.

## EXDx Communication toolkit

This toolkit enables Experiments for Demonstration (EXDs) to communicate their participation in CIRCULOOS professionally, consistently, and aligned with the project's branding and objectives. It includes visual identity assets, templates, and content support for both online and offline dissemination.

<b>1. Access to Brand Assets &amp; Resources</b> .....	2
<b>CIRCULOOS Logos</b> .....	2
<b>Color Palette</b> .....	2
<b>2. Communication Templates</b> .....	2
<b>Roll-Up Banner Template</b> .....	3
<b>Flyer Template (A4, double-sided)</b> .....	3
<b>Press Release Template</b> .....	3
<b>3. Social Media Copy Templates (LinkedIn)</b> .....	3
<b>EXD Introduction Post</b> .....	4
<b>Milestone Announcement</b> .....	4
<b>4. Digital Banners &amp; Social Assets</b> .....	4
<b>5. Website Copy Snippet for EXD Partner Websites</b> .....	5
<b>6. Reporting and Visibility</b> .....	5
<b>7. Contact and Support</b> .....	5

*Figure 21 EXDx Communication Toolkit*

To support coordination and accountability, a dedicated monitoring dashboard has been created to track EXD communication activities. This provides a clear overview of dissemination actions, helps identify the most effective formats and channels, and ensures that EXD contributions are visible and reportable within the project's overall communication performance.

## BIO.CO.R.N.ER 20-Second EU Progress Video Guide

### 1) “Where we are now” (≈ 6–7s)

Goal: Show the real waste streams and that they’re being collected for new building material.

What to record (pick 1):

- Rice husks and/or mussel shells in bins/bags at source or aggregation point (clearly visible volumes)
- A collection/handling moment: loading sacks, labeling batches, or moving containers in a workshop/partner site  
Tip: Make the “waste-to-construction resource” story obvious at first glance.

### 2) “What we’re validating” (≈ 6–7s)

Goal: Show the transformation into mortar and early testing/prototyping.

What to record (pick 1):

- Mixing process: preparing eco-mortar (mixer running, adding processed husks/shells, sample batch)
- Lab/workbench testing: casting small samples, curing trays, simple strength/consistency checks
- Close-up of a test specimen or a small application demo (mortar spread on a surface, mini brick/block sample)  
Tip: This shot should communicate “performance validation in progress,” not a finished building product.

#### *Figure 22 EXDx Video Guide*

In response to the European Commission’s request for a short video recap of progress, CIRCULOOS has produced personalised recording guides for each EXD. These guides translate technical project progress into a simple, structured format, helping partners capture compelling evidence of ongoing work in a semi-professional way. Beyond meeting reporting requirements, this approach also creates lasting assets: short videos that EXDs can reuse to demonstrate credibility and results to future clients, investors, and partners. To ensure consistency and quality across all contributions, a consolidated video guideline will be produced, providing a common framework for framing, sequencing, and capturing strong visual proof of progress while remaining easy to apply across diverse pilots and industrial contexts.

In addition, MWCB regularly attends the EXD coordination meetings to evaluate progress and assess emerging communication and dissemination needs, ensuring timely support and alignment across all demonstrators.

## 6. Open Call: Communication and Dissemination activities

The CIRCULOOS project's open call strategy was implemented through a phased approach designed to mobilize the European circular manufacturing ecosystem. The first phase, the **Expression of Interest (EOI)**, was launched on May 31st, 2024, and served as a foundational engagement period that extended into March 2025. This phase was instrumental in mapping the demand landscape and initiating early matchmaking efforts, primarily through the RAMP platform.

Building on this momentum, the project launched its first competitive selection processes in April 2025: **Open Call 2 (OC2)**, which opened on April 4th, and **Open Call 3.1 (OC3.1)**, which followed on April 30th. While OC2 focused on the formation of small consortia to develop new circular supply chains across a wide range of manufacturing sectors, OC3.1 targeted single entities to enhance the project's existing pilot lines in plastics, wood, and leather.

The promotion and outreach for these calls were executed as a collaborative effort to maximize high-quality applications. Activities included targeted social media campaigns, specialized newsletters, **live matchmaking events** held in January and March 2025, and two key informational webinars were held in early 2025 to directly support applicants for the competitive calls. These webinars were strategically timed to provide technical clarity and practical guidance during the most active phase of the dissemination campaign. These efforts culminated in a significant surge of activity, with over 75% of applications finalized in the closing days of the calls, ultimately resulting in a combined total of **117 submissions** (for both Open Call 2 and Open call 3) from across the EU and associated countries. This high volume of interest confirms the effectiveness of the project's dissemination strategy in reaching its primary target audience of manufacturing MSMEs and circular economy enablers.

Note: A detailed technical and procedural analysis of the selection process and winner profiles can be found in Deliverable D6.6 Open Calls Report; the following subsections focus specifically on the communication reach and dissemination impact of these activities.

### 6.1. Target

The target audiences for the CIRCULOOS Open Calls were strategically selected to ensure the development and validation of robust circular supply chains. While the **Expression of Interest (EOI)** initially mapped interest among key stakeholders, the subsequent competitive calls—**OC2** and **OC3.1**, refined these targets into specific roles within the circular manufacturing ecosystem:

- **Manufacturing SMEs (MSMEs) and European Mid-Caps:** These remain the primary "problem owners" and core focus of the dissemination activities. The strategy successfully attracted 109 manufacturing entities in OC2 alone, representing 43.8% of the total applicant pool.
- **Circular Economy Enablers:** This group includes recyclers, up-cyclers, repairers, and waste collectors essential for "closing the loop". Dissemination efforts for OC3.1 specifically targeted these companies to add new recovery solutions to established pilot lines.
- **Technology and Service Providers:** Aimed at entities providing AI, automation, robotics, and data management solutions. In OC2, 51 consultancy and service providers applied to act as "solution providers" for manufacturing SMEs.

- **Digital Innovation Hubs (DIHs) and Business Support Entities:** These actors were targeted to act as ecosystem multipliers and provide business support to consortia.
- **Research and Academic Communities:** Universities and not-for-profit research institutes were engaged to provide technical validation and support the integration of CIRCULOOS tools.

By focusing communication efforts on these specific niches rather than the general public, the project achieved a high level of technical alignment. The success of this targeted approach is evidenced by the **95.24% eligibility rate in OC2<sup>1</sup>**, indicating that the dissemination materials successfully reached and were understood by the intended qualified applicants.

The dissemination strategy successfully targeted high-quality applicants through specialized channels, resulting in the following outcomes recorded in D6.6:

- **Open Call 2:** 84 applications from 40+ countries
- **Open Call 3.1:** 33 applications from 19 countries.
- **Matchmaking Surge:** Active requests on the RAMP platform increased from 33 to 62 during the application phase, exceeding the project's initial KPI.

## 6.2. Communication and Dissemination Strategy

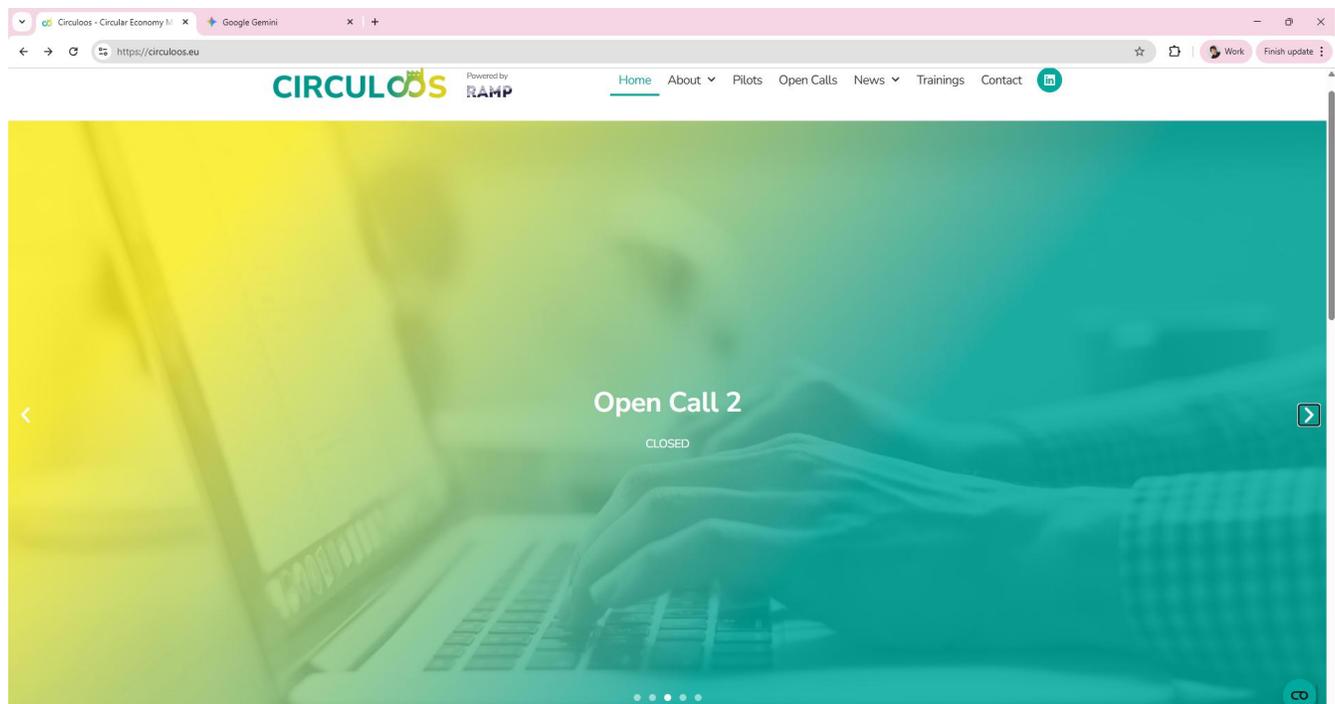
### 6.2.1 Website

The CIRCULOOS website's **Open Calls** section has been fully updated to serve as a permanent technical hub, transitioning from a promotional page to a comprehensive resource center for applicants and beneficiaries. The page now provides a clear structural overview of the project's phased funding strategy:

- **Phased Tracking:** The website clearly displays the status of all three competitive phases. As of February 2026, the **Expression of Interest (EOI)**, **Open Call 2 (OC2)**, and **Open Call 3.1 (OC3.1)** are marked as "CLOSED," while **Open Call 3.2** is prominently featured as "SOON!", maintaining ecosystem engagement for the final scale-up phase.
- **Technical Archive:** To ensure transparency and support late-stage applicants, the website permanently hosts:
  - Final **Guidelines for Applicants** for both OC2 and OC3.1.
  - Archived technical webinars (**Missed Webinar #1** and **#2**) available via on-demand YouTube links, providing lasting guidance on RAMP usage and digital tools.
  - A comprehensive **FAQ section** addressing critical technical questions on cross-sector eligibility (e.g., the inclusion of bio/food/pharma sectors) and financial support rules.
  - **Winner Visibility:** Direct "Consult the winners" links have been added to the OC2 and OC3.1 sections, providing the community with concrete examples of successful circular manufacturing supply chains.

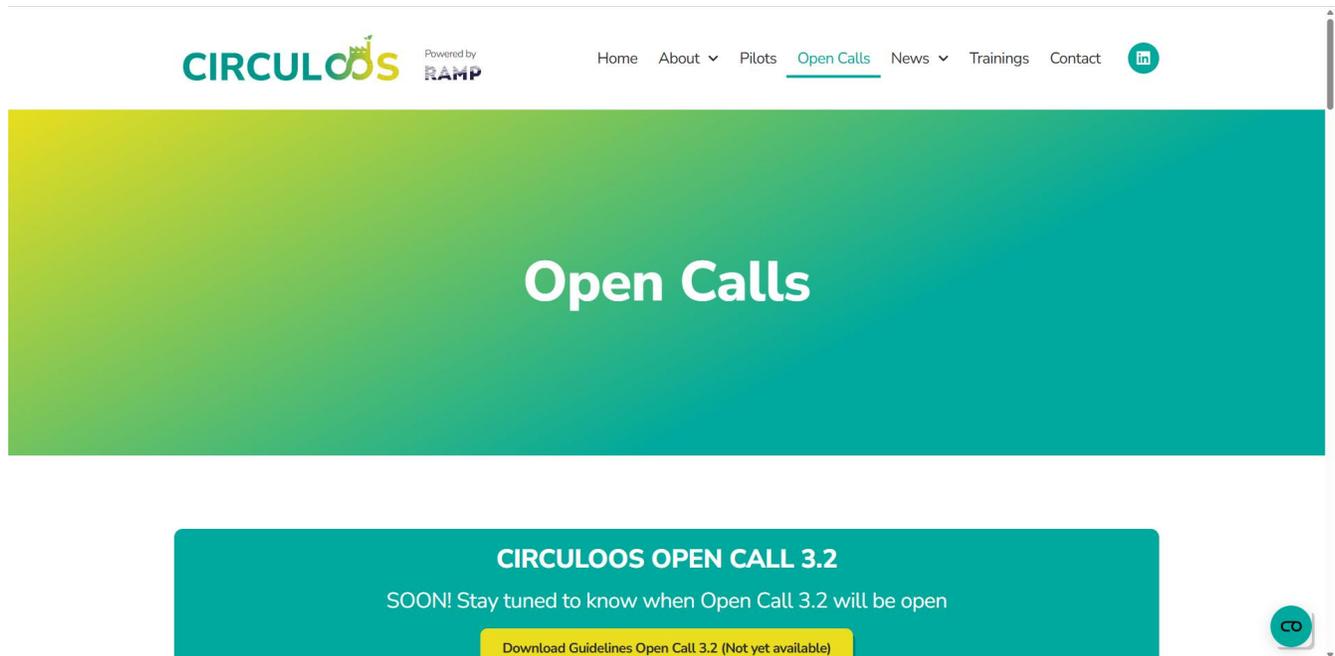
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<sup>1</sup> Data derived from **Deliverable D6.6 Open Calls Report**. This percentage reflects 80 eligible proposals out of 84 total applications received for Open Call 2.



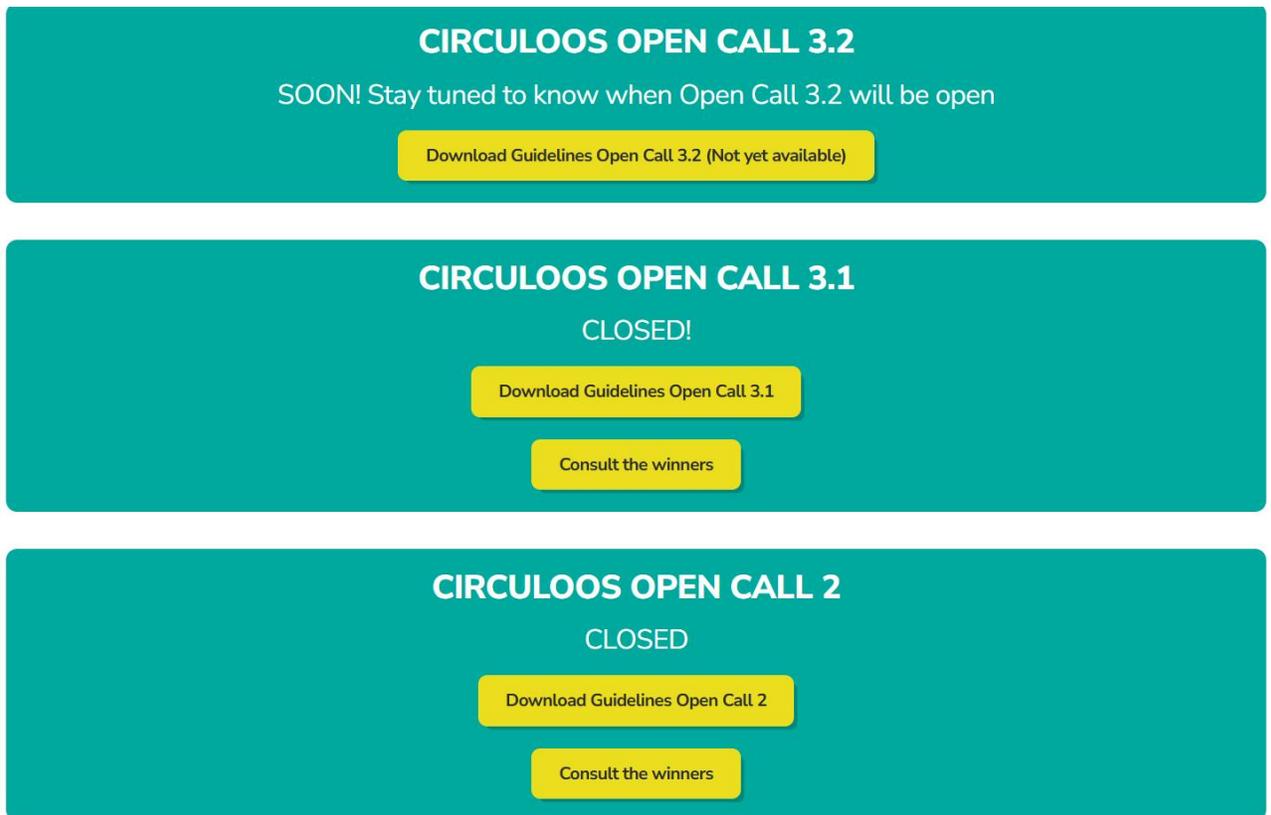
*Figure 23 Website Open Call 2 Home screen*

This visual depicts the hero section of the CIRCULOOS homepage, which utilizes an automated rotating carousel (cycling every three seconds) to immediately capture visitor's attention. As per the website's design, this carousel also features dedicated slides for the now-closed Open Call 2 and 3.1. Each slide is equipped with a direct "Click Here" Call to Action button, serving as a strategic funnel that routes traffic directly to the main Open Calls landing page for further engagement. The screenshot highlights the promotional slide for the upcoming "Open Call 3.2," effectively using a "Coming soon" teaser to build anticipation.



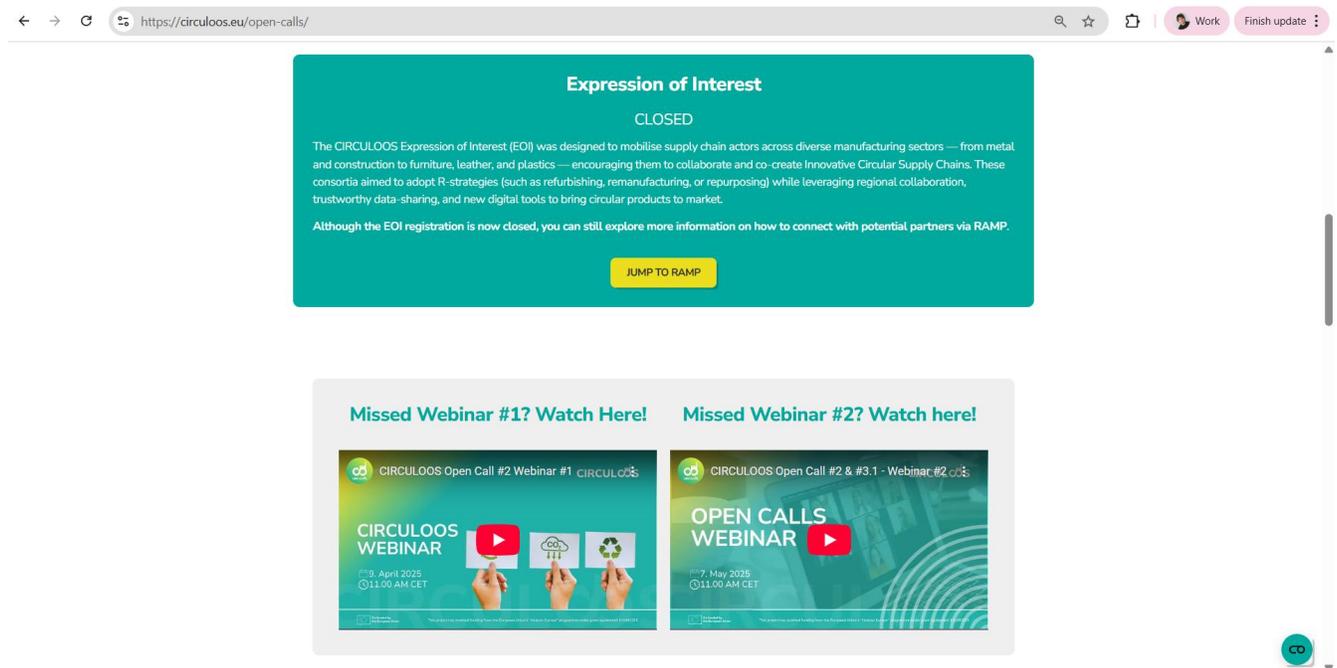
*Figure 24 Open Calls section access from the homepage*

The structure of the CIRCULOOS Open Calls webpage includes (a) a strategic overview of previous competitive phases (EOI, OC2, and OC3.1) to guide manufacturing MSMEs, and (b) a technical repository hosting mandatory Guidelines, templates, and on-demand webinars to support the application and submission process. [The section](#) currently maintains ecosystem engagement by featuring the upcoming Open Call 3.2



*Figure 25 Access to Open Calls guidelines and winners' consultation*

This visual illustrates the status repository section of the Open Calls webpage, designed to provide clear, real-time lifecycle updates to the community. It segments the calls into distinct categories: "Upcoming" (Open Call 3.2) to build anticipation, and "Closed" (Open Call 3.1 and 2) to maintain transparency. Crucially, for the closed calls, this section transitions from a recruitment tool into a results dissemination hub, offering direct access buttons to "Consult the winners" and download archival guidelines.



*Figure 26 Closed EOI, RAMP platform access, webinars for OC2 and OC3.1*

The CIRCULOOS Open Calls webpage serves as a central knowledge hub, featuring:

- **A historical record of the Expression of Interest (EOI):** The section clearly marks the initial mobilization phase as "CLOSED" while maintaining a summary of its objective to encourage regional collaboration and R-strategy adoption across sectors like metal, construction, furniture, leather, and plastics.
- **Direct linkage to the RAMP platform:** A prominent "JUMP TO RAMP" call-to-action is provided to ensure that, despite the close of EOI registrations, supply chain actors can still access the digital hub to connect with potential partners.
- **Embedded technical support:** The page features on-demand access to the technical webinars for **Open Call 2** and **Open Call 3.1**, providing archived guidance on the application process and the project's digital ecosystem

### – Why Apply to CIRCULOOS Open Call 2? 🤖

- ✔ Receive up to **€60,000\*** per partner for your innovation (\*The applicable funding rate for every project will be 60% of the eligible costs for profit making entities, or 100% for non-profit or academic organisations. An estimated number of 16 consortia will be funded)
- ✔ Build or scale circular supply chains and processes
- ✔ Collaborate with industry leaders, SMEs, and research centers
- ✔ Gain access to expert knowledge, digital tools, and the RAMP platform
- ✔ Contribute to a more **sustainable and circular economy**

### – 🏢 CIRCULOOS Open Call 2 (OC2): Developing Circular Supply Chains

#### Overview

OC2 supports consortia of **2 to 4 entities** in the design and implementation of **Innovative Circular Supply Chains**. It encourages collaboration among supply chain actors, manufacturers, recyclers, and technology providers to develop solutions in sectors such as **metal, construction, electrical, furniture, leather, machinery, vehicles, wood, and plastic**.

#### Key Details

- **Who can apply?** SMEs, large companies, research organizations, and other stakeholders forming a consortium (2-4 partners).
- **Funding:** Up to **€60,000\*** per partner, with a maximum of **€240,000\*** per consortium (\*The applicable funding rate for every project will be 60% of the eligible costs for profit making entities, or 100% for non-profit or academic organisations. An estimated number of **16 consortia will be funded, with a total available budget of 2880K€**).
- **Project Duration:** 12 months
- **Impact:** Creation of new circular supply chains and cross-sector collaboration.

### – 📅 Timeline

- **Deadline:** May 28, 2025 (17:00 Brussels time)
- **Implementation Start:** September 2025

*Figure 27 Information section Open Call 2 on CIRCULOOS website*

This screenshot illustrates the "Open Calls" landing page hosted on the official CIRCULOOS website, which served as the primary destination for traffic driven by social media campaigns. The web content is structured to clearly communicate the specific value proposition ("Why Apply"), funding parameters, and eligibility requirements for Open Call 2 and 3.1. By prominently featuring the "Key Details" and the submission deadlines, the page was designed to convert interested visitors into applicants by providing immediate access to essential logistical information. OC3.1 information follows the exact logic on the same page of the website, with a scope for single entities.

### – How to Apply

Applicants must follow these steps when preparing their proposal:

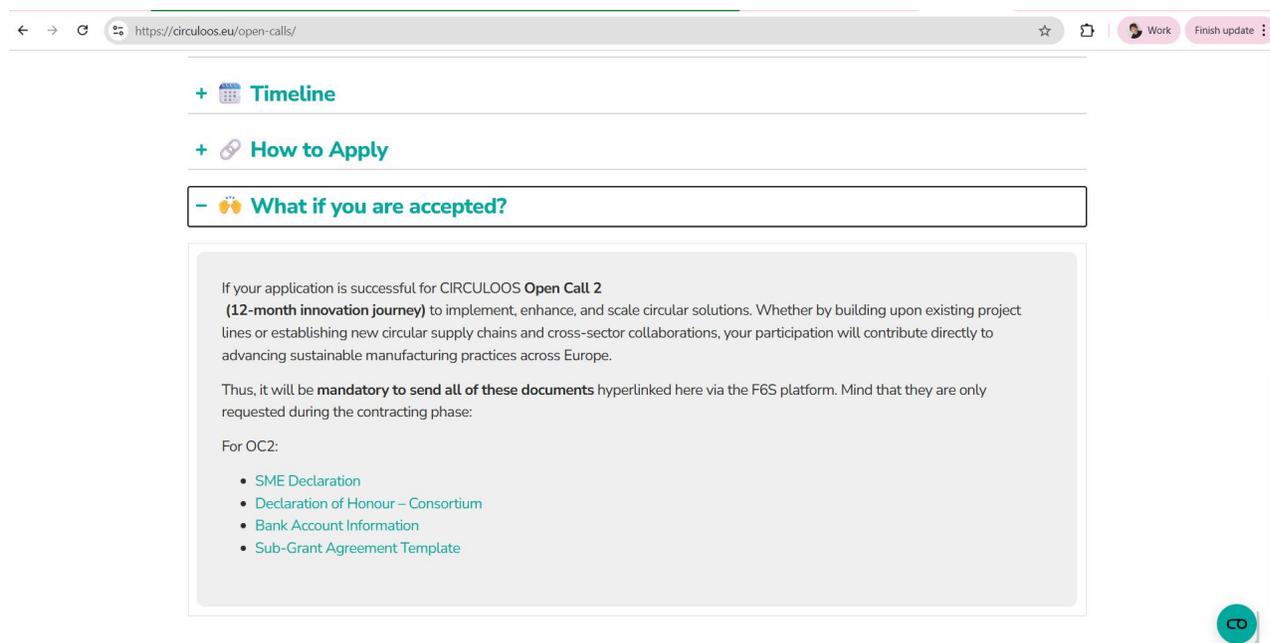
1. **Complete the [online application form](#)** on the **F6S platform** and provide all mandatory information.
2. **Attach all required documentation that you can find hyperlinked here**, ensuring:
  - **For OC2 applicants:** Submit **Annex II ([Application Form for OC2](#))** and all relevant supporting documents.
3. **Review contractual obligations** in advance: Applicants are strongly advised to review Annex IV (**[Sub-Grant Agreement](#)**) and the relevant **Declarations of Honour ([consortium](#))** before submission, as they will be mandatory for selected applicants. Find them in the subsection below.
4. **Ensure timely submission:** It is highly recommended that applicants submit their proposal **well before the deadline** to avoid last-minute issues. Late submissions will not be accepted under any circumstances.
5. **Resubmission requests:** If an error is discovered before the deadline, applicants may **contact the [CIRCULOOS team](#)** to request a correction. However, resubmissions may not be possible if requested within **48 hours** of the deadline.
6. **Deadline extensions:** Extensions will only be granted in the case of significant technical issues affecting the F6S platform. If an extension is applied, all applicants will be notified accordingly.

\*Failure to submit a complete proposal **before the deadline** will result in **automatic disqualification** from the Open Call.

To learn more about the **evaluation process, project implementation, and reporting requirements** if selected, download the full guidelines below.

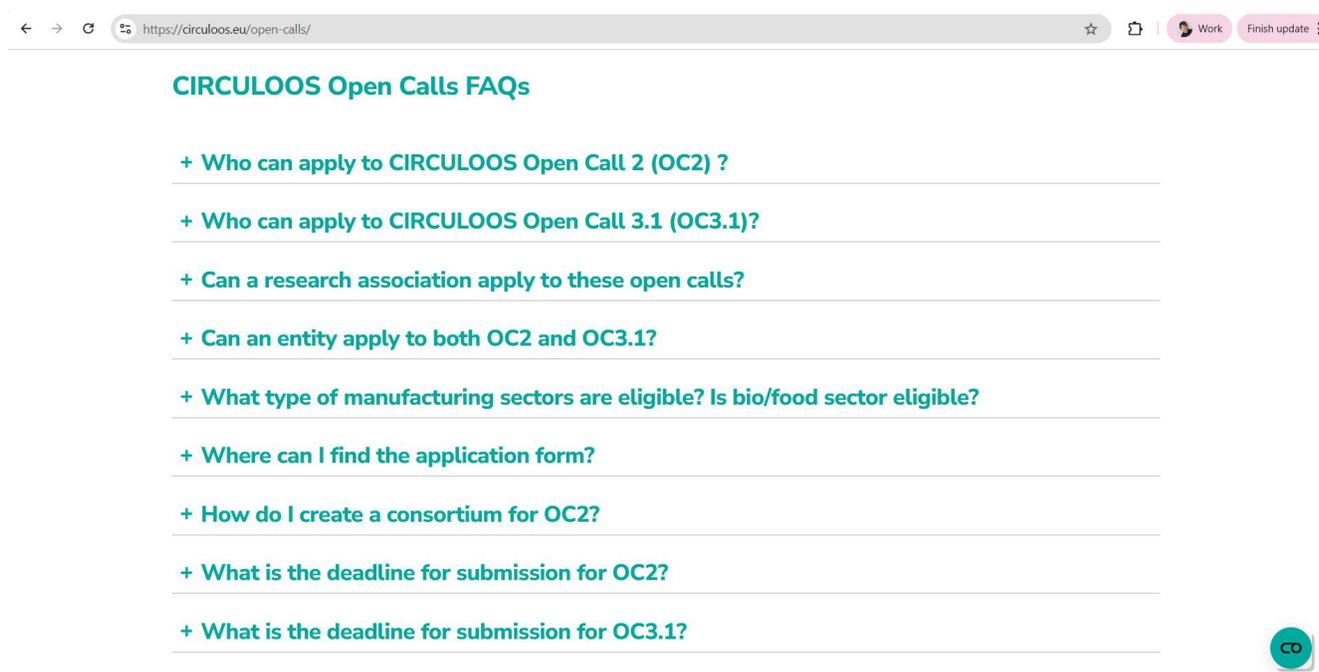
*Figure 28 How to apply instructions*

The page features a prominent "How to Apply" section that guides users through the submission process, directly linking to the F6S platform and essential documentation to ensure compliant proposals.



*Figure 29 Open Call What If Accepted Drop-Down Menu*

This visual depicts the "What if you are accepted?" section of the Open Call landing page, designed to provide full transparency regarding the post-selection phase. By outlining the "12-month innovation journey" and explicitly listing mandatory contracting documents (such as the Sub-Grant Agreement and Declaration of Honour), this communication asset aimed to manage applicant expectations and ensure readiness for the administrative requirements of the project.



*Figure 30 Interactive "Frequently Asked Questions"*

This visual displays the dedicated FAQ repository implemented on the landing page to provide immediate, self-service support for potential applicants. Featuring a collapsible accordion design for better user experience, this section addresses high-priority topics such as eligibility distinctions between Open Call 2 and Open Call 3.1, specific sector requirements, and consortium formation rules. From a communication standpoint, this asset was critical for minimizing barriers to entry and reducing the volume of direct helpdesk inquiries by clarifying complex guidelines upfront.

### 6.2.1 Website News Related to Open Calls

To support the dissemination of Open Call 2 and Open Call 3.1, the CIRCULOOS website featured a dedicated editorial campaign designed to guide potential applicants through every stage of the submission funnel, from initial networking to final proposal preparation. This series of articles served as the narrative backbone of the dissemination strategy, ensuring that static guidelines were complemented by dynamic, context-rich updates.

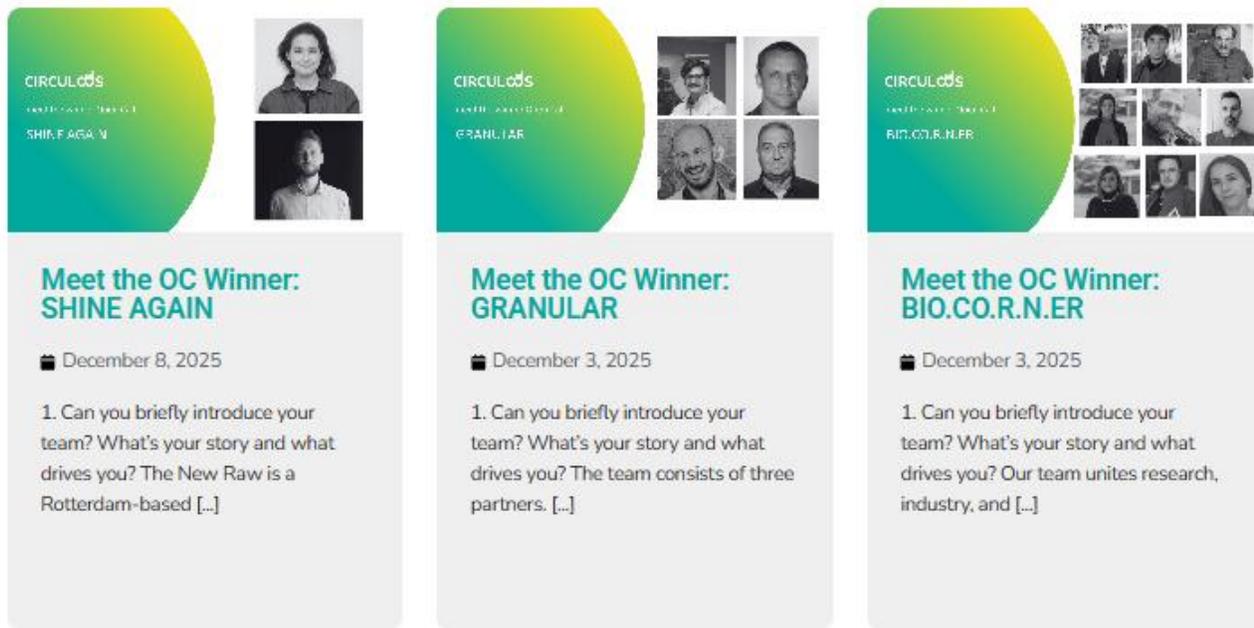
The campaign began by fostering early-stage consortium building through the [CIRCULOOS Matchmaking Event: Connecting Innovators for a Circular Future](#), which invited stakeholders to find partners before the calls officially opened. Following this, we published a recap titled [CIRCULOOS Hosts a Successful Matchmaking Event to Implement Circular Manufacturing Processes Across Europe](#), which showcased the high participation rates and validated the community's readiness for funding. The official launch was marked by the press release [CIRCULOOS Announces the Launch of New Open Calls Available for Circular Economy Innovation](#), which formally opened the submission window. To minimize barriers to entry, we released educational content such as [Want to apply to the CIRCULOOS Open Calls? Here's what you need to know](#), offering a digestible summary of eligibility criteria. We also highlighted the technical infrastructure available to beneficiaries in [CIRCULOOS and RAMP: Driving Circular Manufacturing Innovation](#), explaining the value of the RAMP platform for applicants. Finally, the campaign concluded with a targeted reminder, [Want to apply to the CIRCULOOS Open Calls? Here's what you need to know](#), reinforcing the deadline and key requirements during the final weeks of the open period.



Figure 31 Announcement of the pre-launch Matchmaking Event



Figure 32 Official press release article announcing the opening of OC2 and OC3.1



*Figure 33 Meet the Winners - successful Open Call beneficiaries*

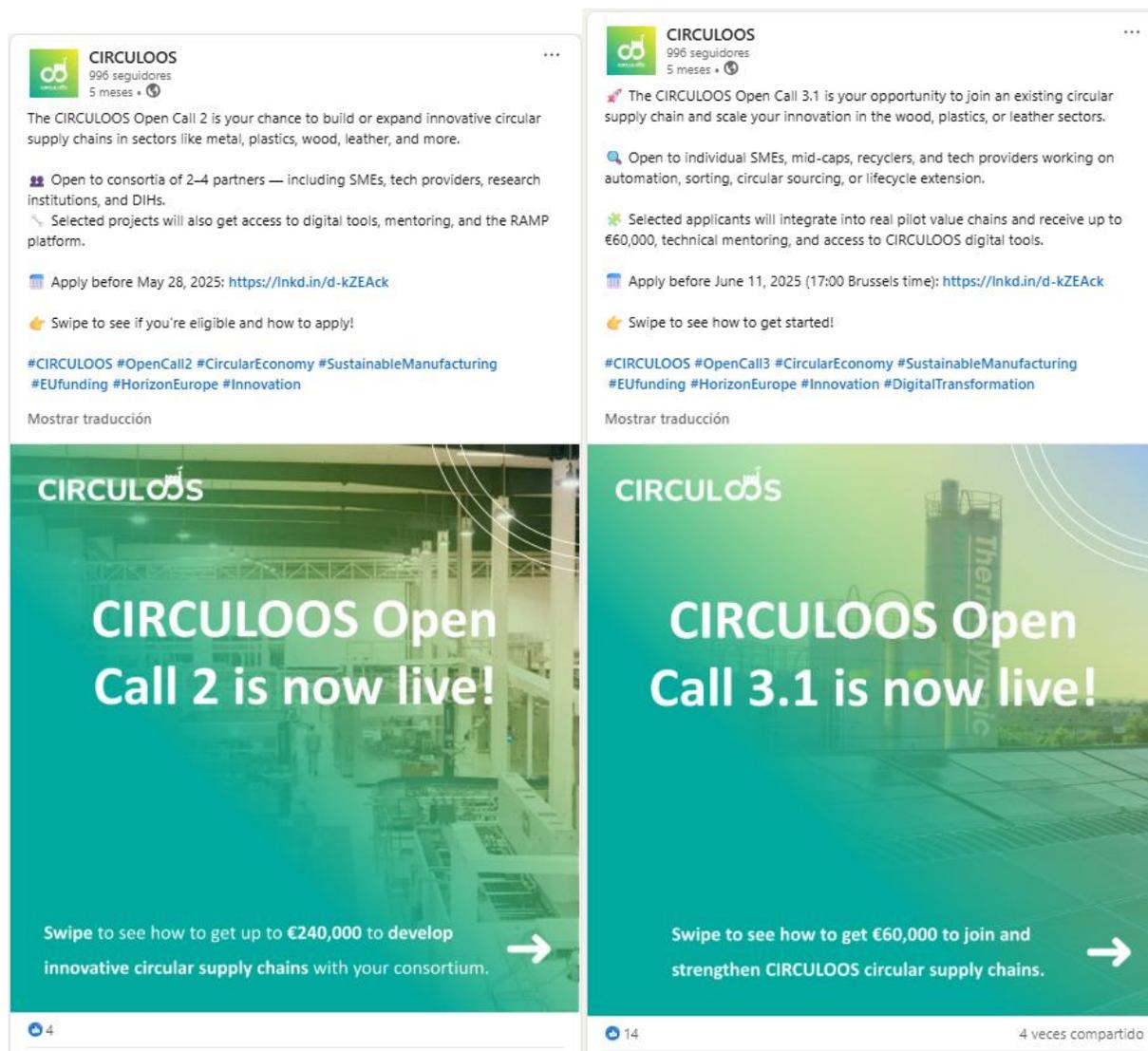
In the "News" section of the website, a set of series of interviews are accessible via the "Consult the Winners" links. This section features dedicated interview cards for successful teams like SHINE AGAIN, GRANULAR, and BIO.CO.R.N.ER, giving the community a clear look at what circular supply chains look like in the real world.

By sharing the personal stories and motivations behind each team, the project's actual impact is provided. To make these complex topics feel more personal, team photos were included. This approach shows other small businesses exactly how they can use CIRCULOOS tools to make a difference.

## 6.2.2 Social Media

### LinkedIn

CIRCULOOS OC2 and OC3.1 were promoted on LinkedIn through organic (unpaid) posts prior on the CIRCULOOS LinkedIn page.



*Figure 34 The first posts announcing the launch of the OC2*

In addition to the posts regarding the announcement of the Open Calls 2 and 3.1, organic posts about their webinars for applicants (see Figure 22 below) were showcased on the CIRCULOOS LinkedIn's page 2 or 3 times per week. And 1 post a day during the 3 days before the webinar.

**CIRCULOOS**  
996 seguidores  
6 meses • Editado • 🌐

1 week to go 📅  
It's the final countdown to learn about CIRCULOOS's Open Calls!  
Webinar- April 9th, 2025 📅

CIRCULOOS's Open Call 2 is targeting specific challenges in the circular value chain :

- OC2 facilitates the establishment of new circular supply chains by supporting consortia of 2-4 entities to develop and implement innovative circular value chain demonstrators 📄

📅 April 9th, 2025  
🕒 11.00 AM CET

NB: If they meet the eligibility requirements, applicants are welcome to apply to both open calls at the same time 🌱

If you're working in these areas, our webinar is a must-attend! Discover how to leverage our funding and support to bring your solutions to market 🚀

Save the date and register now:  
🔗 <https://lnkd.in/e5afvjeU>

#CircularEconomy #FundingOpportunity #Sustainability #Innovation #EUProjects

Mostrar traducción

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Open Calls #2 and #3

**CIRCULOOS**

**CIRCULOOS WEBINAR**

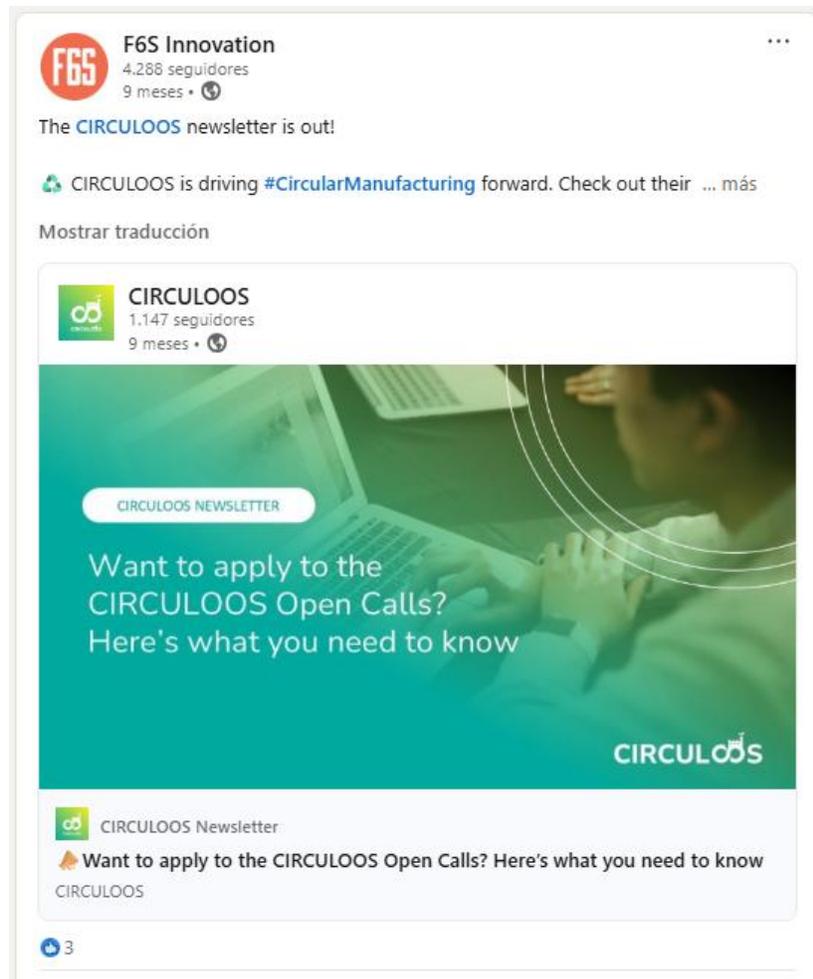
📅 9. April 2025  
🕒 11.00 AM CET

Disfinitivo de la Comisión Europea This project has received funding from the European Union's Horizon Europe programme under grant agreement 101012296.

👍👍👍 15 5 veces compartido

👤 Recomendar Comentar Compartir Enviar

Figure 35 Announcement of the webinar



*Figure 36 F6S partner repost of the webinar*

It was also disseminated by partners, for instance on partner [F6S Innovation LinkedIn page](#).

Engagement from partners is consistently required to help disseminate the information about applying to the Open Calls and registering to events.

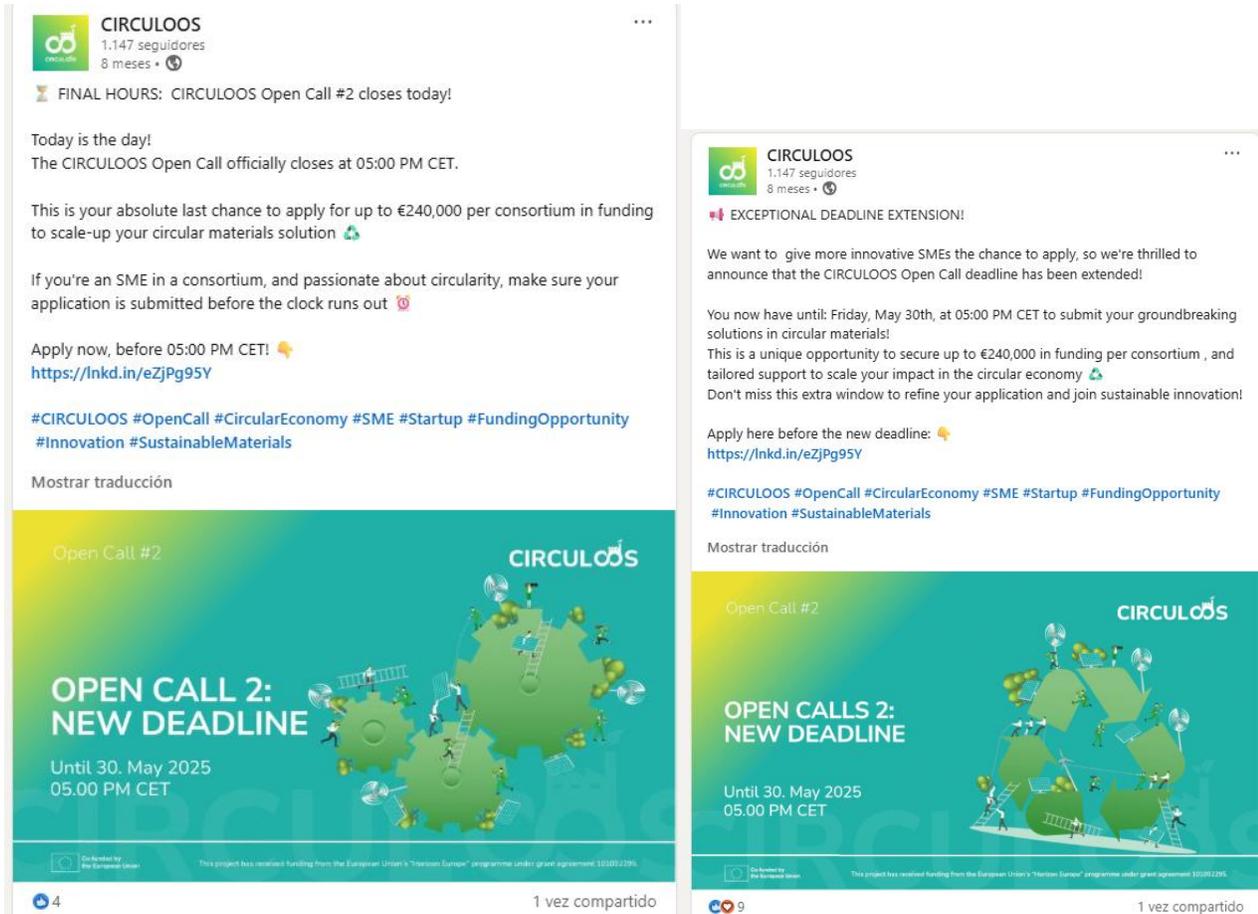


Figure 37 Open Call Deadlines Post LinkedIn

Furthermore, a campaign on LinkedIn was launched to spotlight each Open Call winners one by one as shown in the figure below.

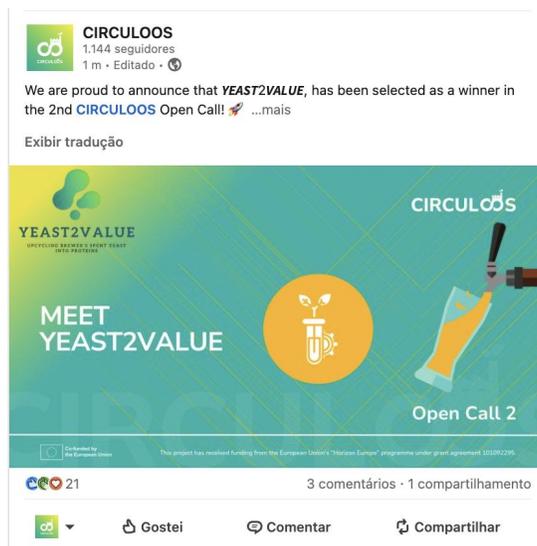


Figure 38 F6S posts on the Open Call winners

Recently, a step further was taken by sharing posts that feature real photos of the teams alongside direct links to their written interviews. This approach gives the project a "face" and helps humanize the technology behind it. By showcasing the actual people behind these circular solutions, F6S is not only promoting the companies involved but also creating much stronger engagement and connection with the community.

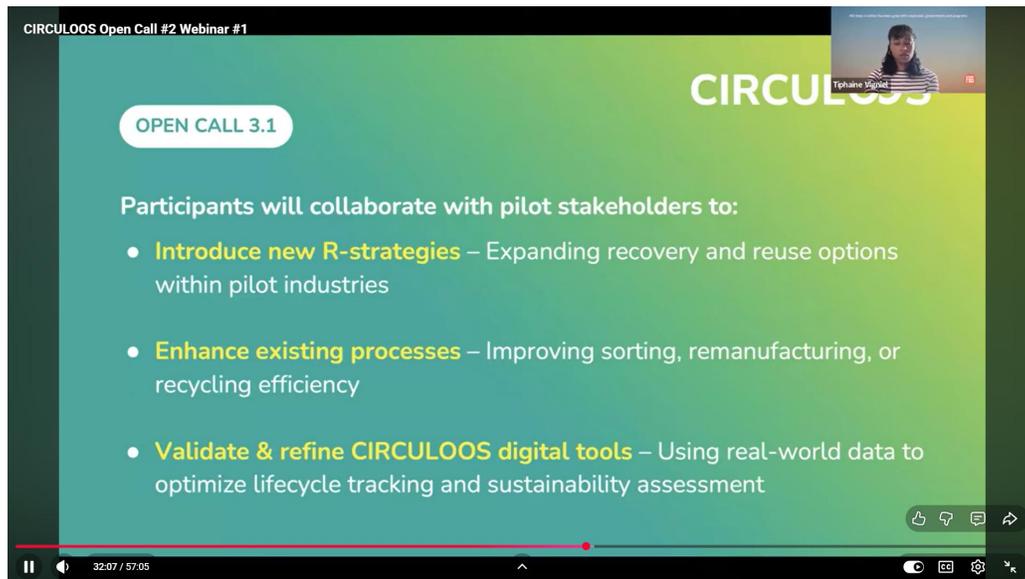


Figure 39 F6S posts on the Open Call winners' teams

## YouTube

To provide comprehensive, accessible support and maximize our audience reach, the project utilized its official YouTube channel to host and disseminate dedicated informational webinars. These live sessions were recorded and published as on-demand video assets to ensure all prospective applicants had equitable access to technical guidance, application walkthroughs, and Q&A discussions.

The first session, [CIRCULOOS Open Call #2 Webinar #1](#), was broadcasted in April 2025 to introduce the primary parameters and eligibility criteria of the calls. This was followed by a more advanced, closer-to-deadline session, [CIRCULOOS Open Call #2 & #3.1 - Webinar #2](#), held in May 2025. By leveraging a widely accessible video platform, the communication strategy successfully addressed complex applicant queries at scale and sustained momentum throughout the critical final weeks of the open period.

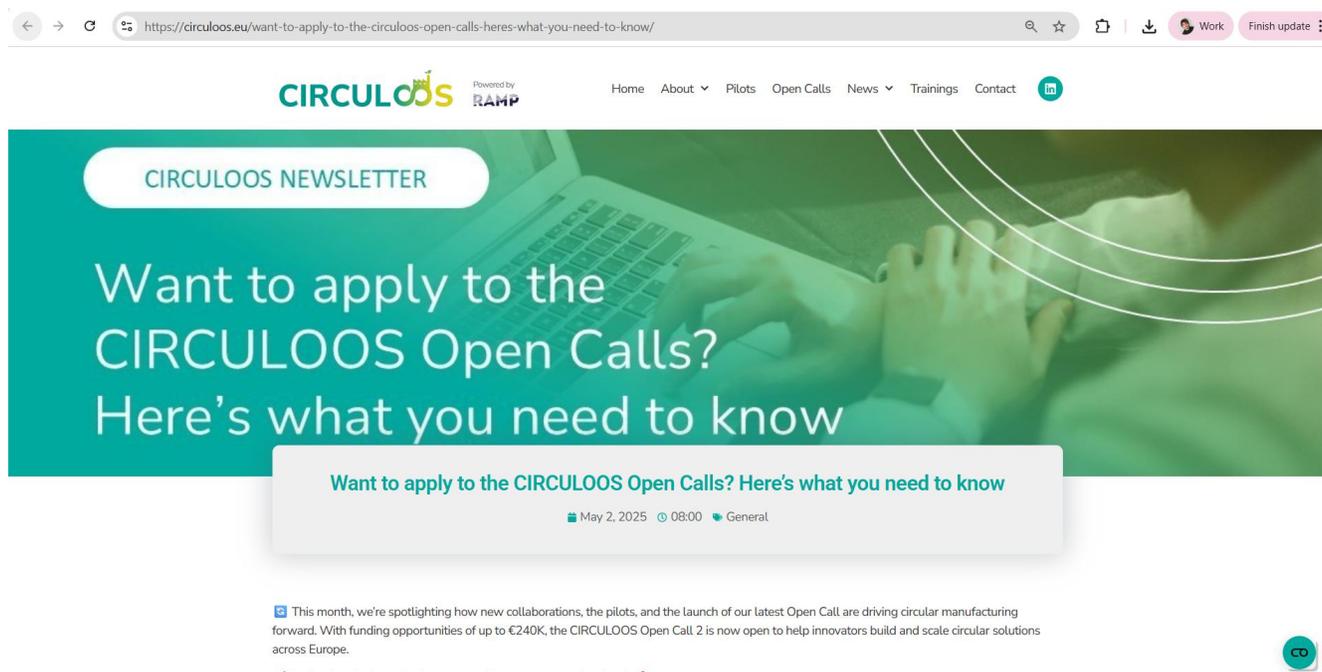


*Figure 40 Screenshot of the OC2 and OC3.1 webinar 1*

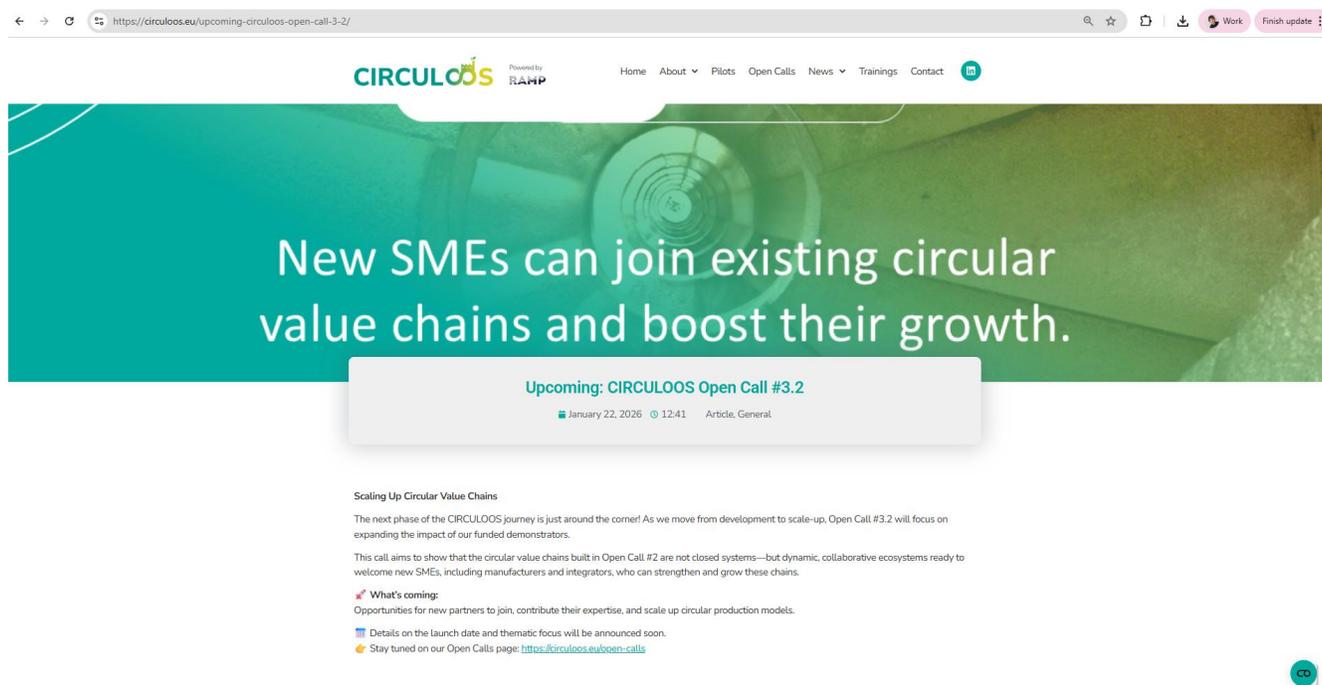
### 6.2.3 Press release

During the active submission window for Open Call 2 and Open Call 3.1, the newsletter channel was leveraged to demystify the application process and provide clear, actionable steps. We deployed dedicated broadcasts, such as [Want to apply to the CIRCULOOS Open Calls? Here's what you need to know](#) and a subsequent reminder, [Want to apply to the CIRCULOOS Open Calls? Here's what you need to know](#). These communications functioned as direct calls-to-action (CTAs), summarizing complex eligibility criteria into digestible checklists, providing direct links to the F6S platform, and driving urgent traffic to the portal as deadlines approached.

Following the successful closure of the first two funding rounds, the newsletter strategy immediately pivoted to retain audience interest and cultivate the pipeline for the final funding opportunity. The recent broadcast, [Upcoming CIRCULOOS Open Call 3.2](#), served as a strategic teaser campaign. By proactively disseminating information about the upcoming call, this newsletter aimed to keep the stakeholder community "warm," giving them ample time to prepare and conceptualize their circular manufacturing innovations before the official launch.



*Figure 41 OC2 and OC3.1 Newsletter 1*



*Figure 42 OC2 and OC3.1 Newsletter 2*

## 6.2.4 Events

To complement static website content and social media broadcasts, the CIRCULOOS dissemination strategy heavily relied on live, interactive events. These sessions were designed to actively engage the target audience, facilitate consortium building, and provide direct, real-time communication regarding the Open Call requirements. By transitioning from one-way information delivery to two-way dialogue, these events served as critical conversion points within our outreach funnel. The campaign utilized two primary event formats:

- **Matchmaking Event 1 (January 15, 2025):** Hosted virtually, this initial event was strategically timed during the Expression of Interest (EOI) phase. It served as a communication catalyst, providing a dedicated space on the RAMP platform for manufacturers, SMEs, and technology providers to pitch ideas, explore partnerships, and exchange knowledge. From an outreach perspective, it successfully activated the community and initiated the consortium-building process required for Open Call 2.
- **Matchmaking Event 2 (March 12, 2025):** Positioned as a direct follow-up just prior to the official launch of the calls, this second networking session maintained the momentum generated in January. It acted as a targeted communication touchpoint for stakeholders who were still finalizing their teams, ensuring a higher readiness level among potential applicants.
- **Webinar 1 (April 9, 2025):** Broadcasted shortly after the calls opened, this informational session functioned as a deep dive into the Open Call 2 guidelines. The dissemination focus was educational, clarifying the eligibility criteria and the specific types of circular innovations (e.g., pre-sorting, recycling, upcycling) the project aimed to fund.
- **Webinar 2 (May 7, 2025):** Scheduled during the final month of the submission window, this advanced broadcast expanded its scope to cover both Open Call 2 and Open Call 3.1. It acted as an essential technical briefing and live Q&A channel, designed to resolve last-minute applicant uncertainties and drive final proposal submissions.

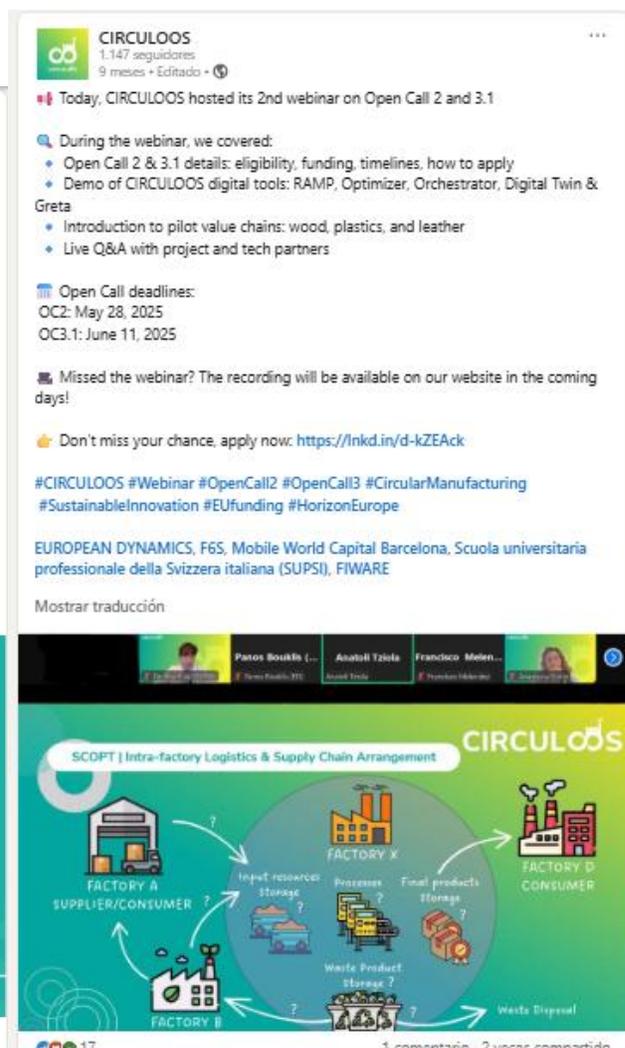
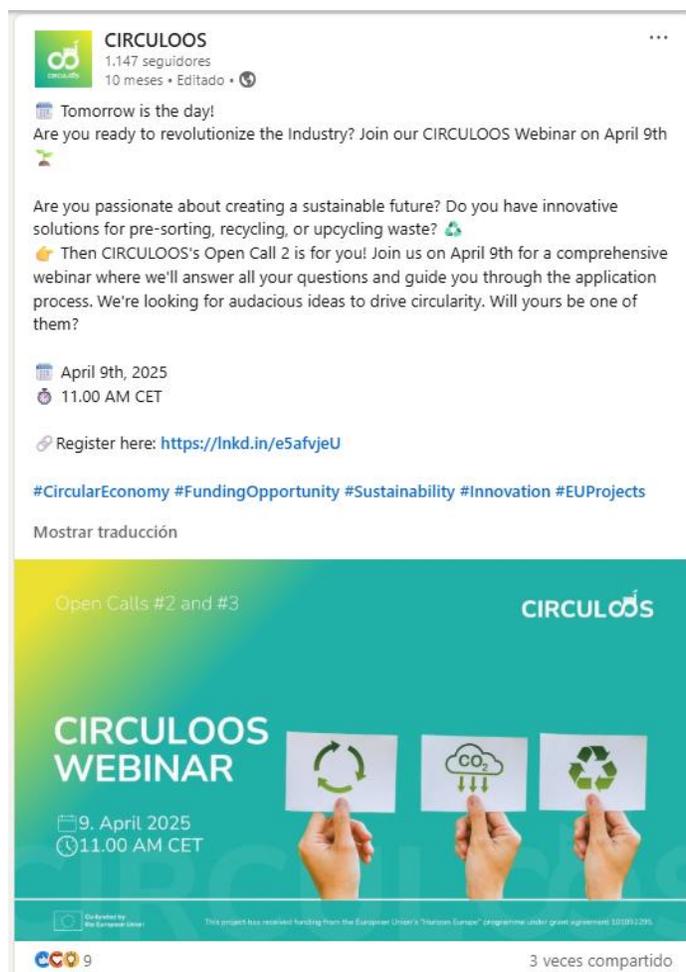


Figure 43 Agenda of the webinar, showcasing several partners' participation

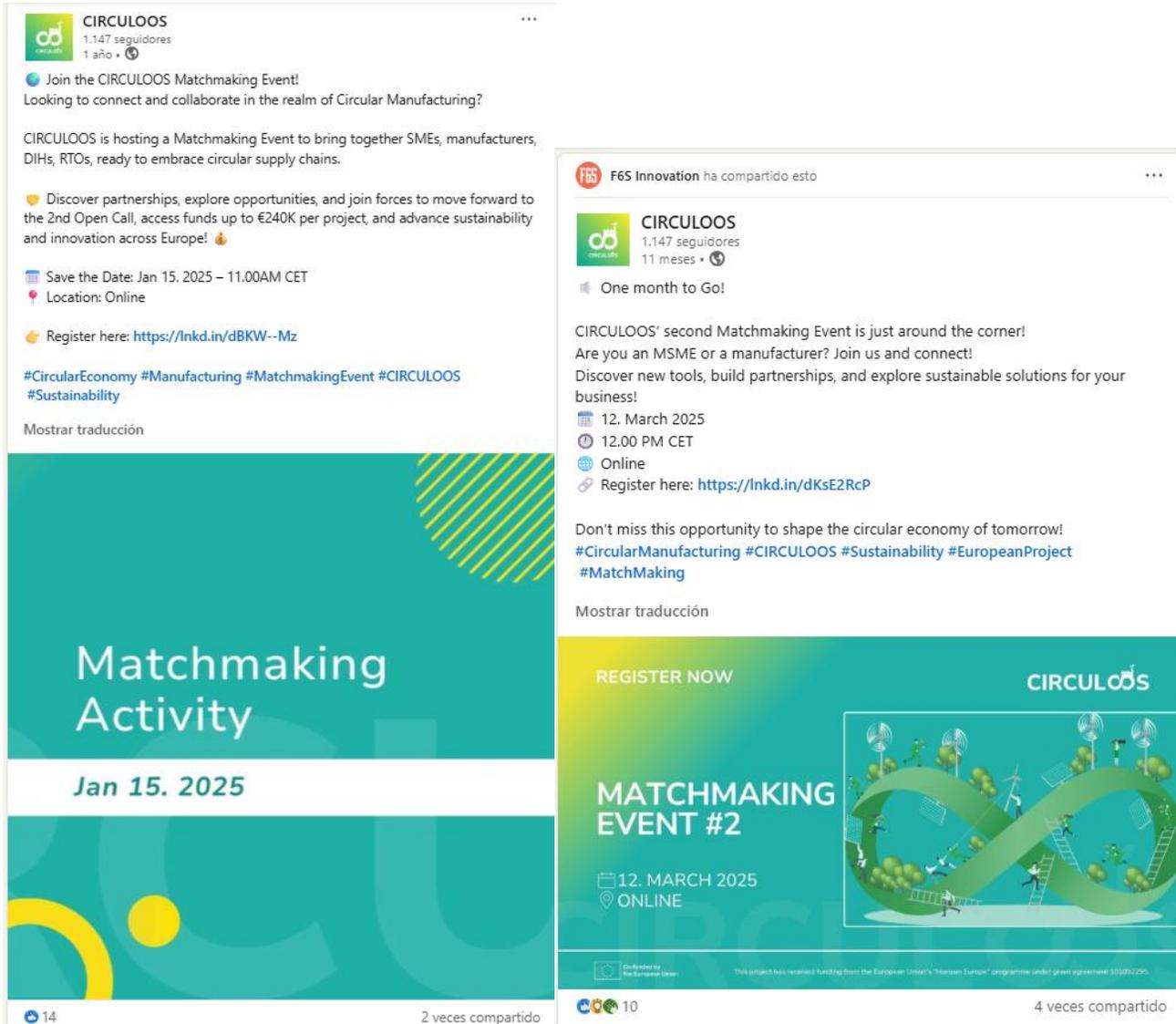


Figure 44 Matchmaking Activities LinkedIn Posts

### 6.3. Next Steps to 2026 Open Call

Following the successful closure of Open Call 2 and Open Call 3.1 in 2025, the dissemination strategy now shifts its focus to the upcoming **Open Call 3.2 on 2026**. The project will capitalize on the significant community engagement generated during past open calls to drive high-quality applications for this final funding opportunity.

- Targeted Info Sessions: At least 2 upcoming webinar regarding OC3.2 (probably 4<sup>th</sup> trimester 2026) will be scheduled to address the specific scope of Open Call 3.2.
- Regular and consistent dissemination of OC3.2 and its benefits through website and social media posts
- Event-Based Promotion: Consortium members will continue to promote the upcoming OC3.2 call at relevant industry events, ensuring a steady stream of prospective applicants from the circular manufacturing sector.
- Continuous prospection of relevant outlets to add to the project's database
- **F6S Platform Continuity:** The **F6S platform** will remain the central operational hub for the community. As a leading global network for founders and startups, F6S continues to facilitate the dissemination of technical updates and research insights. For Open Call 3.2, the platform will be used to:
  - Centralize "How to Apply" guidelines and documentation.
  - Manage the registration flow and newsletter distribution.
  - Provide applicants with direct access to growth resources, including grants, partnerships, and talent recruitment tools essential for solving sustainability and innovation challenges.

## 7. Follow-up Communication and Dissemination Action Plan

The subsequent tables feature the updated plan for the remaining timeline of the project (Months 31 to 42). As the metrics accomplished from M1 to M30 have been detailed in Section 5, the tables below outline the follow-up goals that WP6 leaders aim to achieve in terms of communication and dissemination for the remainder of Year 3 and the final 6 months of the project (Year 4):

*Table 15 Dissemination yearly KPIs*

Activity	Year 2	Year 3	Year 4	Total
Technical publications	>1	>2 />1	>2 / >1	> 5 technical articles > 2 white papers
Scientific	>3	>5	>5	> 15 publications

Publications				in scientific journals
Scientific conferences	>3	>5	>5	> 15 publications and/or presentation delivered in major
Trade Fairs / Exhibitions	>2 />1	>4 />1	>2 />1	> 10 participations in major events/trade fairs > 5 banners/posters
Workshops through associations, communities and clusters	>1	>1 />1	>1	2 technical workshops > 2 workshops presenting use case results
Skills development	>10 />5	>15 />5	>15 />5	40 videos +20 documents
Training seminars	>2	>2	>2	> 6 presentations to schools/universities
Standards		>2 />2	>2 />2	>4 SDOs involved >4 standardisation contributions

**Table 16** Communication yearly KPIs

Activity	Year 2	Year 3	Year 4	Total
Website	>1500	>2500	>2500	Website ready by M03 >7.000 visitors by M42
Social Media	>200	>250	>300	>1000 stakeholders >200 monthly impressions
Newsletter	>1 />200	>2 />250	>2 />300	>6 newsletters >1000 contacts reached
Videos	>1 />200	>1 />300	>1 />400	>3 videos produced >2.000 views in YouTube
Printed material / Flyers	>500	>500	>500 />2	>2.000 printed copies distributed >4 roll-up banners/posters
Public Events	>1 />1 />100	>1 />1 />100	>2 />1 />200	>4 public events >3 open days at schools >100

				participants/event
Newspapers and magazines	>1	>1	>1	>3 press releases in newspapers and magazines
DIHs	>8	>8	>9	30 DIHs contacted
Fora & Blog	>1	>1	>2	>5 publications to blogs >5 blogs/for a to post
Other Projects & Activities	>2	>2	>2	>8 relevant projects

This table summarises the communication strategy used for the CIRCULOOS project by mentioning the channels and implemented tools for the proper reach of the target audience.

The planned dissemination activities for the final period are:

- Continuing to update the project website and publishing blog posts showcasing key results.
- Participating in relevant events to present CIRCULOOS outcomes and engage target audiences.
- Producing and publishing pilot videos to demonstrate real-world application and impact.
- Publishing EDX videos and promoting the associated results through CIRCULOOS channels.
- Promoting Open Call 3.2 and disseminating its results to relevant stakeholders.
- Completing the training activities and disseminating the resources among project partners, European DIHs, and other interested parties

All CIRCULOOS partners are involved and committed to executing this follow-up communication and dissemination plan, with the guidance and support of MWCB as coordinators of WP6. According to the reporting table in D6.1, partners are expected to report on their communication and dissemination activities in a centralised (accessible by all partners) reporting spreadsheet created by MWCcapital, which is being used to monitor audience reach and activity impact.

## 8. Conclusions

During the M12 to M30 period of the CIRCULOOS project, communication and dissemination activities experienced substantial growth, successfully shifting from initial awareness-building to targeted ecosystem mobilization and engagement. The dissemination strategy was executed efficiently, and the project has already surpassed several of its final (M42) Key Performance Indicators.

A major highlight of this reporting period was the strategic execution of the Open Call campaigns. Following the foundational Expression of Interest (EOI) phase, the project successfully launched and closed Open Call 2 and Open Call 3.1. By utilizing a mix of specialized newsletters, dedicated matchmaking events, and applicant-support webinars, the communication strategy effectively reached the core audiences and generated 117 total submissions from across the EU and associated countries.

The project's digital footprint expanded significantly. The official website transitioned into a comprehensive technical and knowledge hub, attracting over 14,000 visitors and hosting 75 published articles. On social media, the CIRCULOOS LinkedIn community grew to 1,137 followers, generating over 90,000 impressions. Furthermore, 9 newsletters were distributed to 637 subscribers, 5 press releases were issued resulting in over 600 press clippings, and 7 videos were produced to disseminate project updates, pilot interviews, and webinar recordings.

Beyond digital channels, CIRCULOOS maintained a robust interactive presence by organizing 11 workshops and participating in 28 trade fairs and public events. The project also successfully broadened its educational reach by launching a dedicated Training webpage featuring four comprehensive modules designed to empower stakeholders in circular manufacturing. Additionally, the Experiments for Demonstration (EXDs) were actively integrated as multipliers in the communication strategy, supported by a dedicated toolkit and video recording guides to showcase their progress.

Looking ahead to the final phase of the project, the communication and dissemination strategy will pivot toward promoting the upcoming Open Call 3.2, showcasing the real-world impact of the selected EXDs, and finalizing cross-project best-practice repositories with sibling projects in the I4MS2 cluster. The definitive results and the full-scale assessment of all communication and dissemination KPIs will be presented in the final project deliverable at M42

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2. European Union (2023). *Communication, dissemination & exploitation what is the difference and why they all matter*. <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279>

# CIRCULOBS



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