

Dissemination and Communication Strategy

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TABLE OF CONTENTS

LIST OF ACRONYMS AND ABBREVIATIONS	5
EXECUTIVE SUMMARY	7
1. COMMUNICATION AND DISSEMINATION STRATEGY	8
1.1 Key Objectives of Communication and Dissemination	8
1.2 Communication Approach and Responsibilities in the ECIV Project.....	9
1.3 Audience Insights and Channel Analysis.....	10
1.4 Target Groups and Key Messages.....	13
2. DISSEMINATION AND COMMUNICATION PLAN	18
2.1 Online Channels.....	18
2.1.1 Website:	18
2.1.2 Social Media:.....	18
2.1.3 Newsletter:	19
2.2 Paid Digital Advertising.....	19
2.2.1 Google Ads.....	19
2.2.2 Meta Ads.....	19
2.3 Media Coverage.....	19
2.4 Promotional Materials	20
2.5 Events.....	20
2.5.1 Workshops and Webinars	20
2.5.2 Online events	20
2.5.3 Outreach, Dissemination, and Exploitation Activities	21
2.6 Planned Activities and Key Milestones for Project Months 1-24	22
2.7 Dissemination and Communication Team	23

2.8 Contribution Process of Consortium Partners.....	24
2.9 Evaluation and KPIs	29
2.10 Monitoring and Reporting	30
2.10.1 Google Analytics	31
2.10.2 LinkedIn Analytics	32
2.10.3 Meta Business Suite	33
2.10.4 Mailchimp analytics	34
2.10.5 Media Monitoring.....	35
2.10.6 Teams File Repository.....	35
3. VISUAL IDENTITY	36
3.1 Key elements of the ECIV visual identity	36
3.2 Brand Use Guidelines.....	42
3.3 EU Emblem and Acknowledgment.....	43
3.4 Templates and Dissemination Materials	45
3.5 Communication Guidelines	49
3.6 Suggested Hashtags and Taglines.....	51
Bibliography	52

LIST OF ACRONYMS AND ABBREVIATIONS

Abbreviation	Description
D&C	Dissemination and Communication
EC	European Commission
EU	European Union
IAL	Innovation Agency Lithuania
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
MS	Member State
NGO	Non-governmental organization
RIV	Regional Innovation Valleys
SDG	Sustainable Development Goals
SMEs	Small and Medium-sized enterprises
TG	Target group
WP	Work Package

LIST OF FIGURES

Figure 1. Leading social media platforms by share of website visits (%) in Europe as of September 2024.....	11
Figure 2. Social media ratings by executives based on professionally relevant content (%)	12
Figure 3. ECIV Quadruple Helix Approach	14
Figure 4. Content Calendar PM 1-24	22
Figure 5. The Contribution Process	24
Figure 6. Example of Google Analytics Report	32
Figure 7. Example of LinkedIn Analytics	33
Figure 8. Example of Meta Business Suite Analytics.....	34
Figure 9. Example of Mailchimp Report.....	34
Figure 10. Example of Media Monitoring Report.....	35
Figure 11. ECIV WP6 Teams File Repository.....	36
Figure 12. ECIV Logotype.....	37
Figure 13. ECIV Logomark	37
Figure 14. Logo Safe Zone	37
Figure 15. ECIV Colour Scheme	38
Figure 16. Colour Gradients	38
Figure 17. Project Font.....	39
Figure 18. Graphic Element.....	39
Figure 19. Example of the Instagram Carousel Template.....	40
Figure 20. Example of the Instagram Post Templates	40
Figure 21. Examples of Branded Materials.....	41
Figure 22. Example of Branded Rollups.....	41

Figure 23. PPT Template	45
Figure 24. Letter Template	46
Figure 25. Excel Template	46
Figure 26. Deliverable Cover	47
Figure 27. Meeting Minutes Template	47
Figure 28. Invitation Template	48

LIST OF TABLES

Table 1. List of Target Groups and Key Messages	14
Table 2. List of Relevant External European Events.....	21
Table 3. ECIV's Dissemination and Communication Team.....	23
Table 4. Content Idea Bank for Content Collection.....	25
Table 5. Event Registry	25
Table 6. Content and Design Request Guidelines	26
Table 7. Execution Terms	26
Table 8. Approval and Feedback Processes	27
Table 9. Structure of the Content Calendar	28
Table 10. Project's KPIs	29
Table 11. Template for documenting partner contributions.....	30

EXECUTIVE SUMMARY

The **European Circular Economy Innovation Valley (ECIV)** project stands as a transformative initiative, positioning itself as Europe's **"dance floor" for circular regions**—a space where ideas, stakeholders, and innovations converge to drive the circular economy forward. This dissemination and communication strategy ensures that ECIV's mission, outcomes, and opportunities reach and engage diverse audiences across the continent.

At its core, ECIV fosters cross-regional collaboration, bridging gaps between regions with varying innovation capacities to establish interconnected **Regional Innovation Valleys (RIVs)**. By integrating policymakers, industry leaders, research institutions, and civil society, ECIV creates a dynamic ecosystem for co-developing and scaling circular solutions. The project's **"dance floor" concept** encapsulates this vibrant approach—offering a stage for regions to interact, exchange best practices, and synchronize their steps toward a sustainable future.

This strategy emphasizes multi-channel communication, leveraging **digital platforms, media outreach, events, and stakeholder engagement** to maximize ECIV's visibility and impact. A carefully tailored messaging framework ensures that each audience—whether public authorities, SMEs, investors, or citizens—receives information in an engaging and accessible manner. Through active storytelling, success case promotion, and thought leadership, ECIV will position itself as **a catalyst for circular innovation** and policy transformation.

A key focus is on **community-driven dissemination**, where partners across Europe actively contribute localized content while aligning with ECIV's overarching branding and objectives. The strategy establishes clear coordination mechanisms, ensuring a unified, professional, and high-impact communication approach across all regions.

With an ambitious roadmap spanning five years, ECIV's communication efforts will be continuously monitored and adapted to enhance engagement, strengthen partnerships, and solidify its role as Europe's **leading platform for circular innovation collaboration**. By setting the rhythm for sustainable change, ECIV's "dance floor" will energize regions to move in harmony toward a circular and resilient European economy.

1. COMMUNICATION AND DISSEMINATION STRATEGY

This comprehensive strategy for ECIV's communication and dissemination outlines the essential pathways for raising awareness, driving engagement, encouraging knowledge sharing, promoting project outcomes, and influencing policy at both the regional and EU levels. As a Regional Innovation Valleys (RIVs) project, ECIV aims to strengthen and better connect regional innovation players throughout Europe, including regions with lower innovation performance. RIV initiatives are designed to support Member States (MS) and regions in bridging gaps and activating innovations in circular economy for key priorities of the European Union (EU), directing funding to concrete interregional innovation projects. These efforts complement large networks and consortia at the MS level, positioning Europe at the forefront of wellbeing and sustainable transition. By establishing clear channels for communication, defining stakeholder-specific messages, and using diverse media tools, this strategy connects policymakers, regional industries, academic institutions, and the civil society. The plan is designed to support long-term project objectives, strengthen ECIV's role as a leader in the circular economy, and contribute to the overarching EU Green Deal goals.

1.1 Key Objectives of Communication and Dissemination

Raise Awareness: Expand knowledge about the advantages of a circular economy among all stakeholders. This includes not only the environmental benefits but also the economic and social opportunities that arise from adopting circular practices. Highlight ECIV's commitment to being a pivotal entity in advancing circularity in Europe.

Encourage Engagement: Actively involve regional government bodies, industry players, community leaders, and the public in ECIV initiatives. Engagement is key to ensuring that stakeholders feel part of the circular transition, understand its relevance to their contexts, and see pathways to get involved in the circular initiatives driven by ECIV.

Facilitate Knowledge Exchange: Enable a two-way flow of information that allows for sharing and mutual learning. This objective targets the creation of an open forum for exchanging best practices, innovative ideas, and research data, ultimately fostering a strong network of circular economy advocates and practitioners.

Promote Project Outcomes: Showcase the progress, milestones, and accomplishments of the ECIV project. Documenting and sharing the project's successes will motivate additional stakeholders to consider adopting similar practices, ultimately supporting the project's sustainability.

Influence Policy: Position ECIV as an advocate for policy change that aligns with the EU Green Deal's vision for a sustainable future. **Through targeted messages** the project can help shape

policy discussions at the national and EU levels, driving regulatory and legislative support for circular economy practices.

Build a Strong and Recognizable Identity: Establish a powerful and consistent identity for ECIV that is immediately recognizable across all platforms and communication channels. Leverage branded templates for presentations, documents, and promotional content to ensure uniformity and enhance recall. This cohesive identity will help ECIV stand out in the competitive innovation ecosystem and reinforce its mission as a leader in the circular economy.

1.2 Communication Approach and Responsibilities in the ECIV Project

Dissemination of project progress, milestones, and final outputs is crucial for the ultimate success of the ECIV project. Strategic communication enhances clarity, coherence, and alignment across all communication activities. While communication efforts aim to promote the project beyond its target groups, dissemination is specifically tailored to engage target audiences by highlighting project activities, results, and their relevance.

To ensure the project's success, all partners actively participate in communication and dissemination activities. Innovation Agency Lithuania (IAL), as the leader of WP6, is responsible for coordinating the following tasks:

- **Develop the Communication, Outreach, and Dissemination Plan:** Ensure a strategic and dynamic approach to ECIV communication efforts, tailored to evolving project needs.
- **Establish the Visual Identity:** Create a comprehensive visual identity package aligned with ECIV's core messages, including a logo, templates, and key visual materials.
- **Maintain Communication Channels:** Develop and sustain the project's central communication platforms, including the project website, social media accounts, and newsletters.
- **Design Communication Materials:** Produce online and offline materials such as newsletters, one-pagers, digital brochures, and infographics to support outreach activities.
- **Employ Diverse Dissemination Strategies:** Utilize various tools and channels to reach intended audiences effectively, including European, regional, and national stakeholders.
- **Customize Messages for Target Groups:** Tailor communication content to suit the characteristics of target audiences, using appropriate language, tone, and technical specificity.
- **Monitor Performance and Learn from Experience:** Track the effectiveness of communication activities, set key performance indicators (KPIs) for each channel (e.g., "number of followers," "engagement per post"), and adjust strategies as needed.
- **Highlight Success Stories:** Gather and promote impactful success stories to showcase the project's value and results to diverse stakeholders.

Partner Contributions and Responsibilities

Regular and proactive input, contribution, and support by all Consortium partners are critical to maximizing the impact of communication and dissemination activities. Partners are expected to:

- **Provide Input and Content:** Share updates on completed deliverables, publications, events, or activities to be communicated via ECIV's channels.
- **Engage in Dissemination:** Actively disseminate ECIV's materials through their own communication platforms, such as social media, websites, newsletters, and local media.
- **Strengthen Networks:** Leverage existing relationships, resources, and networks to amplify the project's reach.
- **Translate Materials:** Translate dissemination materials into local languages where necessary, ensuring alignment with regional audiences, and support partners in their communication efforts.

Central and Local Coordination

The main dissemination materials will be produced in English by IAL, and where relevant, partners are responsible for translating content into their local languages. By disseminating this information through their individual networks and platforms, partners ensure a localized reach that complements the overarching European strategy.

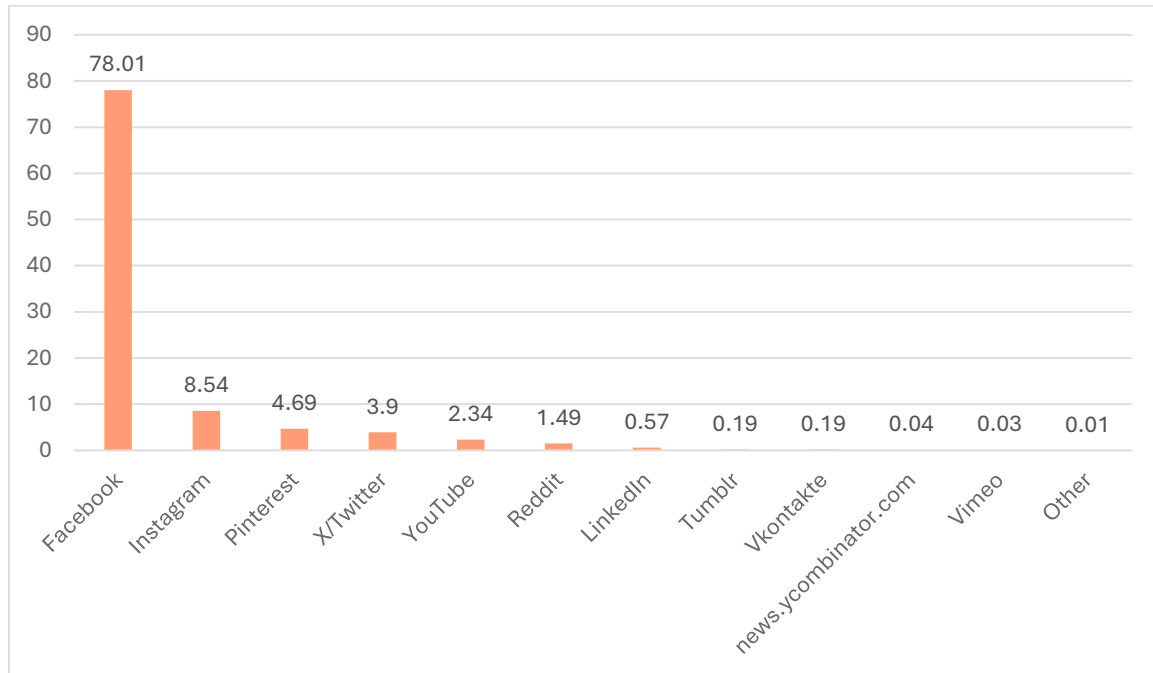
This collaborative approach, coordinated by IAL, ensures that the ECIV project's communication and dissemination activities are unified, effective, and far-reaching, maximizing the project's visibility and impact across all levels.

Further roles and responsibilities of the Dissemination and Communication Team will be discussed in the Dissemination and Communication Plan.

1.3 Audience Insights and Channel Analysis

The graph below illustrates the distribution of social media platform usage in Europe, providing valuable insights for the ECIV project's dissemination and communication strategies:

Figure 1. Leading social media platforms by share of website visits (%) in Europe as of September 2024



(Dixon, 2024)

Facebook dominance:

With **78.01%** of social media visits, Facebook is the most widely used platform in Europe. This underscores its significance for reaching the general public, advocacy groups, and regional audiences. Facebook should therefore be considered as one of the main channel for ECIV's public engagement, event promotion, and awareness campaigns about circular innovation practices.

Emerging Platforms (Instagram, Pinterest, and YouTube):

Instagram is ideal for visually engaging content such as infographics and project highlights. It reaches a younger audience than Facebook. It is owned by Meta and content creation and publishing is optimized for both platforms, which makes it good option for an additional communication channel.

Pinterest (4.69%): A niche platform, useful for sharing visuals related to sustainability and best practices.

YouTube (2.34%): Although less dominant, it is essential for hosting educational videos, webinars, and storytelling content about ECIV's impact.

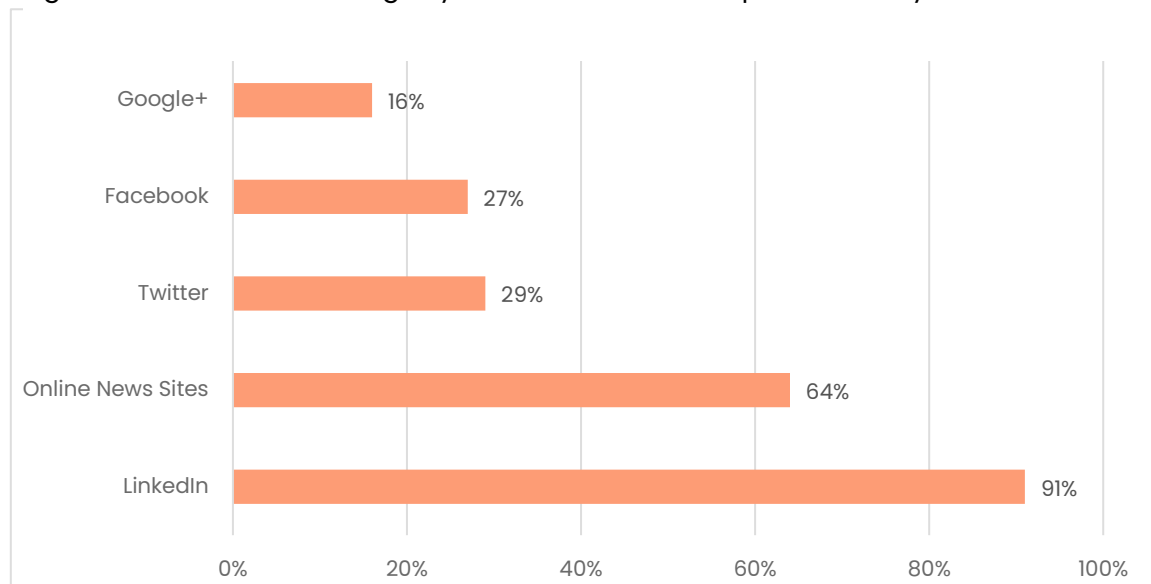
LinkedIn (0.57%) and X (Twitter, 3.9%):

While LinkedIn's share appears smaller, its role as a professional network (see graph 2) makes it a key channel for engaging policymakers, researchers, and industry leaders. X (formerly Twitter) offers real-time engagement opportunities, particularly during events and workshops, and helps amplify key messages. However, its use in Europe has been in decline in recent years.

Reddit (1.49%):

Reddit's potential lies in its community-based discussions, making it a unique platform for deeper, technical conversations on circular economy practices, though it remains a secondary focus for ECIV.

Figure 2. Social media ratings by executives based on professionally relevant content (%)



(Kyer, 2015)

LinkedIn is clearly the top platform for professional and innovation-focused content, making it the ideal channel for engaging policymakers, industry leaders, and academics in the ECIV project. Its dominance highlights its importance for promoting deep-tech innovations and circular economy initiatives to a professional audience.

Strategic Prioritization

LinkedIn's clear dominance as the preferred platform for professional and innovation-focused audiences makes it the top priority for ECIV's communication and dissemination strategy. LinkedIn should be used to engage key stakeholders such as policymakers, academics, SMEs, and industry leaders, providing detailed project updates, professional networking opportunities, and thought leadership content.

Facebook remains a valuable channel for engaging the general public, advocacy groups, and community organizations. Its broad reach makes it ideal for high-visibility campaigns that raise awareness about ECIV's initiatives, events, and success stories. Similarly, Instagram's visual nature is a strong asset for showcasing circular economy practices, project milestones, and behind-the-scenes content in a visually appealing and engaging manner.

YouTube should play a complementary role as a repository for educational and storytelling video content. It can host webinars, training sessions, interviews, and case studies to illustrate ECIV's impact and make its messages accessible to diverse audiences.

1.4 Target Groups and Key Messages

Addressing the target audiences of the ECIV project is a crucial factor in ensuring the uptake and long-term use of its results. A key objective of ECIV's dissemination and communication strategy is to tailor messaging and activities to each stakeholder group, ensuring that their specific needs and interests are addressed effectively at all stages of the project. This approach aims to foster engagement, drive collaboration, and create lasting impact across diverse audiences.

While promoting cross-regional collaboration for circular innovation and sustainability, the ECIV project targets a broad spectrum of stakeholders, including regional authorities, research centers, industry stakeholders (from SMEs to large enterprises), policymakers, academia, and society at large. ECIV aims to integrate these target groups into a **Quadruple Helix framework**, fostering collaboration and innovation among public authorities, private sector actors, academia, and civil society.

This approach involves engaging public authorities at European, national, regional, and local levels; private actors such as start-ups, SMEs, and large industry stakeholders; and civil society groups, including NGOs, advocacy organizations, and citizens. By involving these diverse groups, ECIV leverages a multidisciplinary ecosystem to create sustainable and scalable circular economy solutions, promoting their uptake and success across Europe.

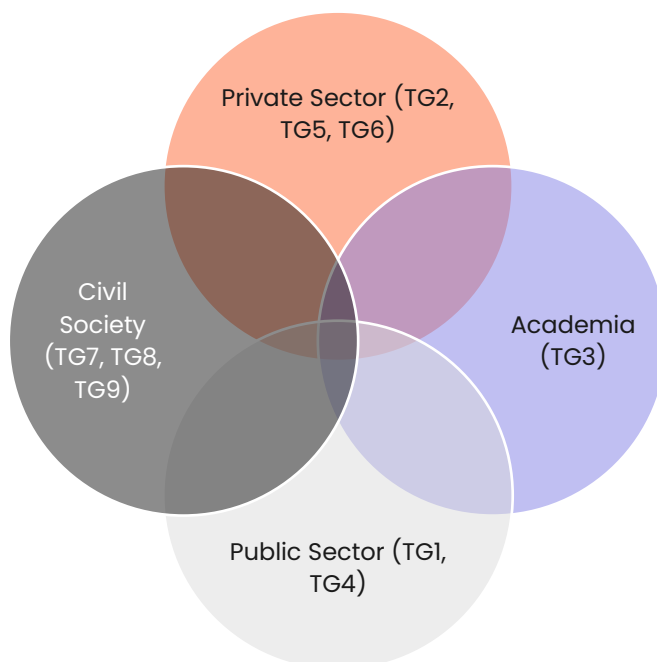


Figure 3. ECIV Quadruple Helix Approach

Outlining target groups is essential to ensure that communication and dissemination efforts are focused, effective, and tailored to the specific needs and roles of different stakeholders. By identifying and categorizing these groups, the project can allocate resources strategically, delivering the right messages to the right audiences at the right time. The logic behind the categorization into **primary** and **secondary** groups is based on their direct relevance to the project's objectives and their influence on its outcomes. Primary groups, such as policymakers, innovators, and researchers, play a critical role in implementing, scaling, or benefiting from the project's core activities and outputs. Secondary groups, like funders, media, and the public, amplify the project's impact, enhance visibility, and ensure sustainability. This structured approach enables targeted engagement strategies, that each stakeholder group receives communication that is relevant, impactful, and aligned with their interests and priorities.

Table 1. List of Target Groups and Key Messages

Target Group	Primary/Secondary	Type of Information (What)	Key Messages
[TG1] Public Entities (Local, regional, national authorities, municipalities)	Primary	1. New methodologies, strategies, procedures, and training developed under ECIV. 2. Mentoring program for	- "ECIV empowers public entities with strategies and training to strengthen

		<p>potential adopters.</p> <p>3. Public incentives for regional transformation, competitiveness, and cooperation.</p>	<p>regional transformation."</p> <ul style="list-style-type: none"> - "Join our mentoring programs to adopt cutting-edge circular methodologies." - "Take advantage of incentives to drive competitiveness and cooperation."
<p>[TG2] Innovators in the Valley (Suppliers, producers, recycling companies, startups, SMEs)</p>	Primary	<ol style="list-style-type: none"> 1. New manufacturing technologies and concepts. 2. New digital, robotics, recycling processes for circular integration. 3. Promotional campaigns to attract candidates to open calls. 	<p>"Transform your processes with innovative circular manufacturing technologies and interregional expertise."</p> <p>"Join open calls to access funding and collaborate across regions for circular deep-tech advancements."</p> <p>"Revolutionize your industry with robotics and recycling innovations through interregional partnerships."</p>
<p>[TG3] Academia and Research Community (Universities, research centers)</p>	Primary	<ol style="list-style-type: none"> 1. New research and innovation lines for departments. 2. Exploitation agreements through licensing, startups, or joint ventures. 3. Technology transfer for scaling breakthrough innovations. 	<ul style="list-style-type: none"> - "Discover new research lines and collaborative opportunities in the circular economy." - "Leverage ECIV to turn research into scalable

			innovations with industry partnerships." - "Join us to bridge the gap between research and marketable solutions."
[TG4] Governments and Regulation & Standardization Bodies (Policy makers)	Primary	1. Supporting public investments. 2. Creating industries around circular deep-tech technologies. 3. Understanding environmental and socio-economic impacts.	- "Shape policies that support circular investments and industry creation." - "ECIV provides actionable insights into socio-economic and environmental benefits." - "Drive impactful policy changes for a sustainable future."
[TG5] Funders and Investors (Banks, venture capital, angel investors)	Secondary	1. Business models with coherent strategies. 2. Investment opportunities in deep-tech startups.	- "Discover high-potential business models for circular innovation." - "Invest in startups driving the next wave of sustainable deep-tech solutions."
[TG6] Technology Communities (EU initiatives, industrial associations)	Secondary	1. Emerging circular production technologies for EC deadlines (2023/2050). 2. Industry applications for innovation results. 3. Research lines around circular economy.	- "Explore the latest technological advances in circular production environments." - "Collaborate to align industry practices with

			<p>upcoming EC standards."</p> <p>- "Join us in shaping the future of circular economy research and applications."</p>
<p>[TG7] Mass Media (Specialized journalists)</p>	Secondary	<p>1. Success stories from the ECIV project.</p> <p>2. Impact of circular economy transformations.</p>	<p>- "ECIV: Transforming regions with innovative circular solutions."</p> <p>- "Explore how ECIV is shaping a sustainable European future."</p>
<p>[TG8] Citizens and [TG9] Student Community</p>	Secondary	<p>1. Circular economy advancements improving market products/services.</p> <p>2. Environmental and socio-economic benefits of investments.</p> <p>3. Contribution to SDGs, climate change mitigation, and citizen wealth.</p> <p>4. New research and innovation lines.</p>	<p>- "Learn how circular economy advancements are improving your daily life."</p> <p>- "Your role matters: Be part of Europe's transition to sustainability."</p> <p>- "Explore ECIV's contributions to climate goals and economic development."</p>

2. DISSEMINATION AND COMMUNICATION PLAN

The D&C plan will be elaborated at the beginning of the project and will be updated yearly adjusting the short-term actions to new audiences and target groups.

2.1 Online Channels

2.1.1 Website:

The ECIV website will serve as the primary online platform for all project information, acting as a central hub where stakeholders can access resources, updates, publications, and event information. The site will include dedicated sections for news updates, project milestones, and a knowledge center containing articles, case studies, and downloadable materials on circular economy practices. An interactive design will encourage visitors to explore different aspects of ECIV, and the website's analytics will be closely monitored to understand audience behavior and optimize content accordingly.

2.1.2 Social Media:

Facebook/Instagram: Facebook and Instagram will serve as key platforms for engaging a wide audience, including the civil society, community organizations, and advocacy groups. ECIV will use Facebook to promote events, share project updates, and post visually engaging content such as infographics and success stories, ensuring broad outreach and community involvement. Instagram will complement these efforts by focusing on visually dynamic storytelling, showcasing project highlights, circular economy practices, and behind-the-scenes glimpses of ECIV activities to inspire and educate followers in an impactful way.

LinkedIn: LinkedIn will be the primary professional platform for sharing updates, publishing thought leadership articles, and engaging with stakeholders in policy, academia, and industry. Through posts, event promotions, and case studies, ECIV will use LinkedIn to foster connections with industry professionals and promote discussions on circular economy trends.

YouTube: YouTube will host video content such as informational videos, webinars, interviews with project partners, and tutorials that explain key circular economy principles. These videos will be accessible to a broad audience, providing easy-to-understand content and encouraging public interest and understanding of ECIV's goals.

2.1.3 Newsletter:

Regularly distributed newsletters will keep subscribers updated on the latest project milestones, upcoming events, and new research findings. The newsletters will be segmented by audience type (e.g., policymakers, industry, general public) to ensure relevant and targeted content delivery. Each issue will include links to new content on the website, a summary of recent activities, and a preview of upcoming initiatives.

2.2 Paid Digital Advertising

2.2.1 Google Ads

Google Ads is a powerful online advertising platform that allows businesses to reach their target audience by displaying ads across Google Search, YouTube, and partner websites. It enables precise targeting based on keywords, demographics, location, and interests, ensuring ads are shown to the right people at the right time. For the ECIV project, Google Ads offers an ideal solution to drive awareness, attract stakeholders, and promote initiatives effectively. With its flexible budgeting and performance tracking tools, the platform ensures maximum reach and measurable results, aligning perfectly with the project's advertising needs.

2.2.2 Meta Ads

Meta Ads is an advertising platform powered by Facebook and Instagram, enabling businesses to connect with diverse audiences through visually engaging and targeted campaigns. With advanced audience segmentation tools, Meta Ads allows advertisers to reach users based on interests, behaviors, demographics, and more, ensuring highly personalized and effective outreach. For the ECIV project, Meta Ads provides a unique opportunity to engage stakeholders, foster community interaction, and promote initiatives across social media. Its interactive formats, such as carousel ads and video campaigns, combined with real-time performance insights, make it a perfect fit for driving awareness and engagement for ECIV's goals.

2.3 Media Coverage

Media engagement will span from European to local levels to effectively reach ECIV stakeholders. Outreach will target generalist and specialized magazines, as well as freelance journalists focused on Circular Economy and regional development. Press releases will align with project milestones and be distributed across external platforms and internal publications. Collaborations with specialized journalists will leverage their influence on public opinion and

target audiences. The ECIV community will be engaged through articles, interviews, TV clips, and local radio features.

2.4 Promotional Materials

ECIV will develop brochures, infographics, videos, and other outreach materials to disseminate information about the project's goals, achievements, and ongoing initiatives. These materials will be available for download on the website and distributed at events, providing easy-to-understand visuals and data for a broad audience.

2.5 Events

2.5.1 Workshops and Webinars

ECIV will host a series of workshops and webinars tailored to different stakeholder groups, such as regional authorities, industry representatives, and academic researchers. These events will cover specific aspects of the circular economy, highlight case studies, and offer practical insights into implementing circular practices. Through interactive sessions, participants can engage in discussions, ask questions, and form connections with other attendees.

2.5.2 Online events

Zoom is a versatile and user-friendly platform for hosting online events, making it an excellent choice for the ECIV project's virtual engagements. With features like high-quality video and audio, screen sharing, breakout rooms, and interactive tools such as polls and Q&A, Zoom provides an immersive and professional experience for participants. Its scalability allows ECIV to host events of various sizes, from small workshops to large conferences, ensuring seamless communication and collaboration. By leveraging Zoom, the project can effectively connect with stakeholders, promote its initiatives, and foster meaningful discussions across diverse audiences.

2.5.3 Outreach, Dissemination, and Exploitation Activities

ECIV will participate in external events, industry conferences, academic forums, and policy discussions to extend its outreach and promote its findings. The initial list is presented below. By taking part in these forums, ECIV will showcase its achievements and encourage the replication of its models across Europe, positioning itself as a leader in circular innovation.

Table 2. List of Relevant External European Events

Start date	End date	Title	City	Country
2/19/2025	2/19/2025	2nd Mutual learning workshop on the future of bioeconomy	online	online
3/4/2025	3/6/2025	Go Circular Summit	Rotterdam	Netherlands
3/12/2025	3/13/2025	Circular Valley Convention	Düsseldorf	Germany
3/12/2025	3/13/2025	World Bioeconomy Forum	Rio de Janeiro	Brazil
3/13/2025	3/14/2025	International Cradle to Cradle Congress	Berlin	Germany
3/31/2025	4/1/2025	Climate chance EU/Africa summit	Marseille	France
4/2/2025	4/4/2025	Basque Circular Summit	Bilbao	Spain
4/3/2025	4/3/2025	CBE JU Info Day	Brussels	Belgium
4/10/2025	4/10/2025	ECESP conference		
6/1/2025	TBC	EU Green Week		
6/4/2025	6/5/2025	Textile recycling expo	Brussels	Belgium
9/16/2025	9/18/2025	Waste in Progress	Girona	Spain
3/11/2025	3/13/2025	BIOKET 2025 (The Bioeconomy's Key Enabling Technologies Conference & Exhibition)	Brussels	Belgium

2.6 Planned Activities and Key Milestones for Project Months 1–24

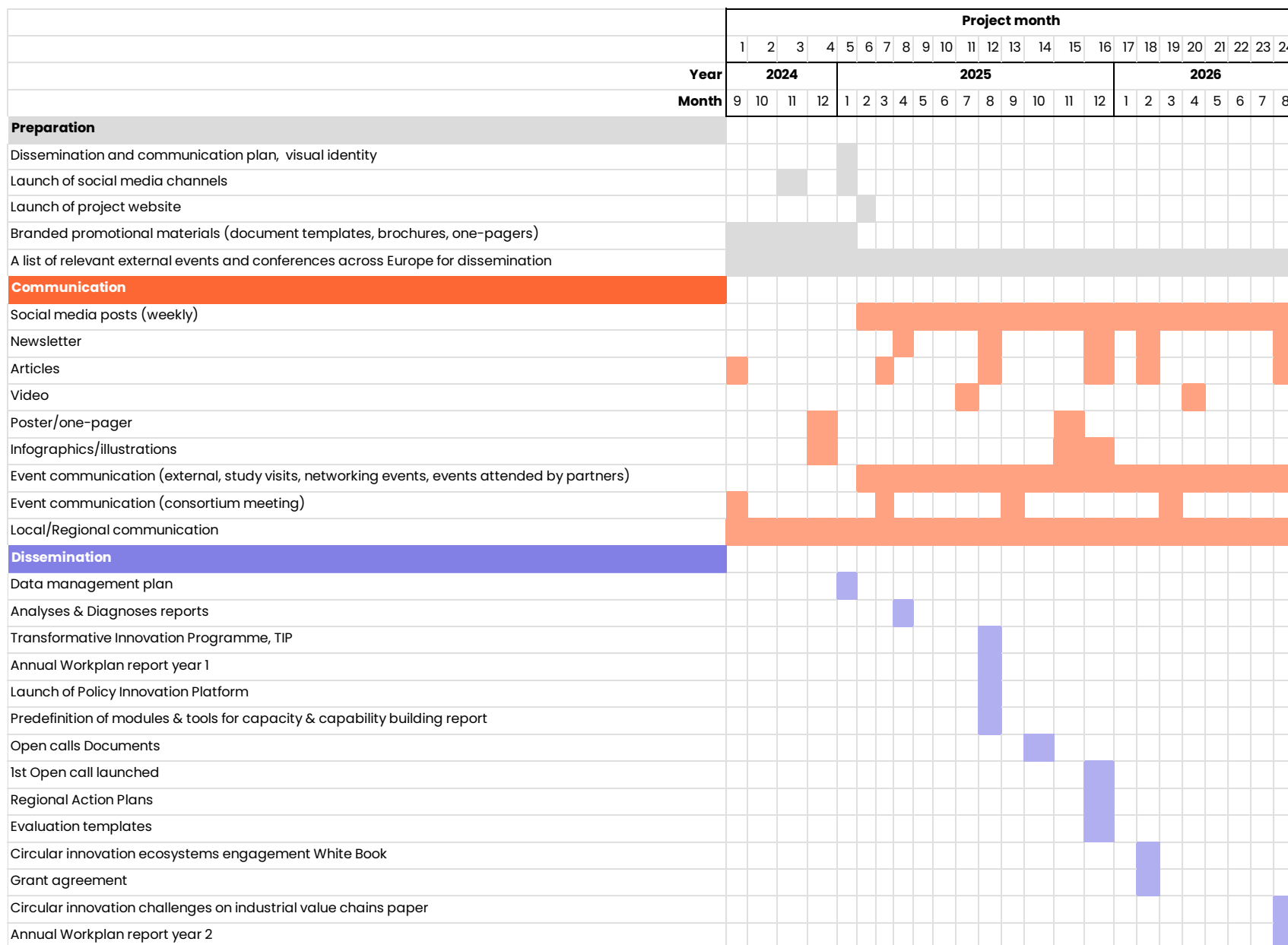


Figure 4. Content Calendar PM 1–24

2.7 Dissemination and Communication Team

The ECIV Dissemination and Communication Team is combined of a member from each partner institution and is responsible for implementing the project's Dissemination and Communication (D&C) strategy. Led by Vaida Balbieriute from Innovation Agency Lithuania, the team collaborates to create and manage communication materials, coordinate local and international outreach, oversee media engagement, and ensure alignment with the project's goals. By leveraging their regional expertise and networks, the team will enhance ECIV's visibility, foster stakeholder engagement, and promote the project's mission to drive circular innovation across Europe.

Table 3. ECIV's Dissemination and Communication Team

Contact Name	Email	Institution	Country
Vaida Balbieriute (Team Lead)	v.balbieriute@inovacijuaagentura.lt	Innovation Agency Lithuania	Lithuania
Victoria Lalova	v.lalova@mig.government.bg	Ministry of Innovation and Growth	Bulgaria
Florian Guillotte	florian.guillotte@normandie.fr	Région Normandie	France
Peter van Kampen	p.r.van.kampen@rug.nl	University of Groningen, Northern Netherlands Alliance, province of Groningen, province of Fryslan, province of Drenthe, St. Innovatiepact Fryslan	The Netherlands (for all six NNLS partners)
Philoé Vander Vorst	philoe.vandervorst@spw.wallonie.be	Public Administration of Wallonia	Belgium
Morag Clark	morag.clark@scotent.co.uk	Scottish Enterprise	UK
John Hand	John.Hand@scotent.co.uk	Scottish Enterprise	UK
Legarda Campos	lcampos@sodena.com	Sodena	Spain
Lara Molina	lmolina@cein.es	Government of Navarre	Spain
Zuzana Bohacova	zbo@acrplus.org	ACR+	Belgium
Nadine Aschenbach	Nadine.aschenbach@regiondalarna.se	Region Dalarna, Region Värmland, LANDSTINGET GÄVLEBORG	Sweden
Satu Salo-Jouppila	satu.salo-jouppila@uudenmaanliitto.fi	Helsinki-Uusimaa Region	Finland
Mark Bustard	mark.bustard@ibioc.com	UNIVERSITY OF STRATHCLYDE	UK

2.8 Contribution Process of Consortium Partners

The contribution and engagement process of the ECIV consortium partners, as depicted in the graph below, establishes a collaborative and efficient workflow to support the project's communication and dissemination activities. This process ensures that all partners contribute effectively, while maintaining a unified and impactful communication strategy across regions.

Figure 5. The Contribution Process



An active involvement of consortium partners is expected in providing and reviewing content. Partners play a vital role in contributing localized and specialized information, such as updates, case studies, event news, and regional data, as well as key results from other WPs for dissemination. This information forms the foundation for ECIV's communication outputs.

1. IAL to provide a structured template for content planning and documentation and will send weekly reminders to the D&C team to provide input. This includes articles, pictures, updates from regional activities, and any other relevant material.
2. Partners are expected to provide this information to IAL and project leaders in advance via created content planning templates in the shared Teams File Repository, allowing adequate time for refinement and integration into the broader dissemination strategy.

Table 4. Content Idea Bank for Content Collection

Content Type	Topic	Target Audience	Key Message	Planned Date of Release	Who's In charge of creating? (Local/Central)

For events, a defined procedure will be implemented to maximize their impact.

- Partners are expected to notify IAL of upcoming events and collaborating on the preparation of a briefing document. This document will outline the event's purpose, audience, key messages, and logistical details.
- IAL will work with partners to develop event materials, such as brochures, presentations, banners, or social media assets, ensuring alignment with ECIV's visual identity and messaging. To amplify the event's reach, a targeted social media campaign will be launched, using platforms such as Facebook, LinkedIn, and Instagram to generate interest and engagement.
- Following the event, partners will prepare a report summarizing the outcomes, including participant feedback, media coverage, and any key takeaways. This report, along with evidence such as photos and media mentions, will be uploaded to the shared repository for further analysis and use in future communication efforts.

Table 5. Event Registry

Event	Date	Participant	Post Event Conclusions	Relevant Links / Observations

- Once IAL drafts communication materials based on these contributions, consortium partners review the drafts to provide feedback. This review ensures accuracy, relevance, and alignment with the specific needs of each region and TGs. This step

fosters knowledge-sharing and allows all partners to have a voice in shaping the project's narrative. Execution and review terms are outlined below.

Table 6. Content and Design Request Guidelines

Category	Guidelines
Request Submission	All requests must be submitted via email to v.balbieriute@inovacijuagentura.lt
Details Required	Provide specific details: purpose, audience, key message, preferred format, and required dimensions.
Supporting Materials	Include reference materials, brand guidelines, or examples to clarify expectations.
Lead Time	Submit requests at least 5–10 business days before the desired delivery date, depending on complexity.
Priority Levels	Clearly state urgency (e.g., "High Priority," "Regular") to help with resource allocation.

Table 7. Execution Terms

Task Type	Standard Execution Timeframe	Notes
Content Writing	Articles: 5–7 business days Social media posts: 2–3 business days	Longer pieces require more time for research.
Graphic Design	Simple assets (e.g., banners, posters): 3–5 business days Complex assets (e.g., infographics): 7–10 business days	Complexity determines timeframe.
Video Content	Short videos (<2 min): 7–10 business days	Includes scripting, editing, and feedback.

	Long videos (>2 min): 15–20 business days	
Revisions	Minor changes: 1–2 business days Major changes: 3–5 business days	Based on the scale of requested revisions.

Table 8. Approval and Feedback Processes

Stage	Process
Initial Approval	Drafts or mockups will be shared for review within the agreed timeframe.
Feedback Timeline	Stakeholders must provide consolidated feedback within 5–10 business days to avoid delays. No response equates to approval.
Revisions Limit	Each request includes up to two revision rounds; additional changes may extend delivery timelines.
Final Approval	Final deliverables are submitted for approval; response is required within 2 business days. No response equates to approval.

- As the project lead, Innovation Agency Lithuania (IAL) will create and maintain a comprehensive content calendar to ensure the effective planning, coordination, and execution of ECIV's communication and dissemination activities. This content calendar will serve as a central tool to organize the flow of information, track deadlines, and align the efforts of all consortium partners with the overarching communication strategy.

Table 9. Structure of the Content Calendar

Channel	Topic	February					March							April					May				June				July				
		5	6	7	8	9	9	10	11	12	13	14	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Social Media																															
Event																															
Local/Regional Communication																															
Newsletter																															
Press releases																															
Poster/one-pager																															
Infographics/illustrations																															
Video																															

This structured workflow fosters synergy between the consortium partners and IAL. Partners contribute their localized expertise, while IAL provides strategic oversight and ensures consistent messaging. This balanced approach enables the project to achieve its dissemination objectives effectively across all regions. Feedback loops are integrated into the process, allowing insights gained during the review phase and from local reporting to inform and improve future communication efforts. Ultimately, the contribution and engagement process ensures that ECIV's messages are disseminated cohesively at the European level while being tailored to diverse regional contexts. This collaborative and adaptive strategy enhances ECIV's visibility, fosters stakeholder engagement, and maximizes the project's overall impact.

2.9 Evaluation and KPIs

To assess the impact and efficacy of the ECIV's communication and dissemination efforts, a comprehensive set of Key Performance Indicators (KPIs) has been established. These KPIs will be tracked on an ongoing basis to measure reach, engagement, participation, media coverage, and the extent of knowledge exchange across target audiences. The analysis of these metrics will enable continuous improvement of the D&C activities and allow ECIV to adjust strategies as needed to maximize impact.

Table 10. Project's KPIs

Category	Metric	Target by M30	Target by M60
Reach and Engagement	Website Metrics	10,000 visits	20,000 visits
	Social Media Metrics (Facebook, LinkedIn, Instagram combined)	800 followers	1,500 followers
		-	+>2,000 views of project videos
	Newsletter Subscriptions and Engagement	>5 newsletters issued, 50 subscribers	>10 newsletters issued, 100 subscribers
	Promotional Material	1 flyer, 1 brochure, 1 poster, 2 infographics/illustrations 250 pieces distributed	2 flyers, 2 brochures, 2 posters, 4 infographics/illustrations 500 pieces distributed
	Multimedia Produced	At least 2	At least 7
Stakeholder Participation	Participation in Events and Initiatives	30 study visits	30 study visits
		9 peer-to-peer exchange per innovation valley	
		20 networking events targeting 500 people hosted by the consortium	
		15 EU events attended by partners	30 EU events attended by partners
	Interaction with other EU Initiatives and platforms	At least 2	At least 4

Media Coverage	Articles	At least 5 articles	At least 12 articles
	Media Impact	25 media mentions	50 media mentions

2.10 Monitoring and Reporting

Dissemination and communication activities for the ECIV project will be reported through a structured and systematic approach to ensure transparency, accountability, and continuous improvement. The reporting process will be centrally coordinated by Innovation Agency Lithuania (IAL), the Work Package (WP6) lead, while relying on active contributions from all consortium partners. This collaborative effort will provide a comprehensive overview of the project's outreach and impact.

1. Each consortium partner will document their dissemination and communication activities using a standardized template provided by IAL. This template will capture detailed information about the type of activity conducted, such as social media posts, press releases, event participation, or stakeholder meetings.
2. Additionally, partners will provide quantitative metrics, including social media reach, website traffic, newsletter open rates, or event attendance numbers, to measure the effectiveness of their efforts. Alongside this data, partners will submit evidence such as screenshots, media clippings, links to articles, or event photos, ensuring that all reported activities are supported by verifiable documentation. Partners will also specify the timelines of their activities, and any follow-up actions planned, creating a clear record of their contributions.

Table 11. Template for documenting partner contributions

Activity Type	Date	Reach	Engagement	Link	Follow up activities

3. To ensure consistent updates, reporting will occur regularly, aligned with key project milestones or on a quarterly basis. This frequency will allow for a steady flow of information, enabling ongoing monitoring and evaluation of the dissemination and communication strategy.

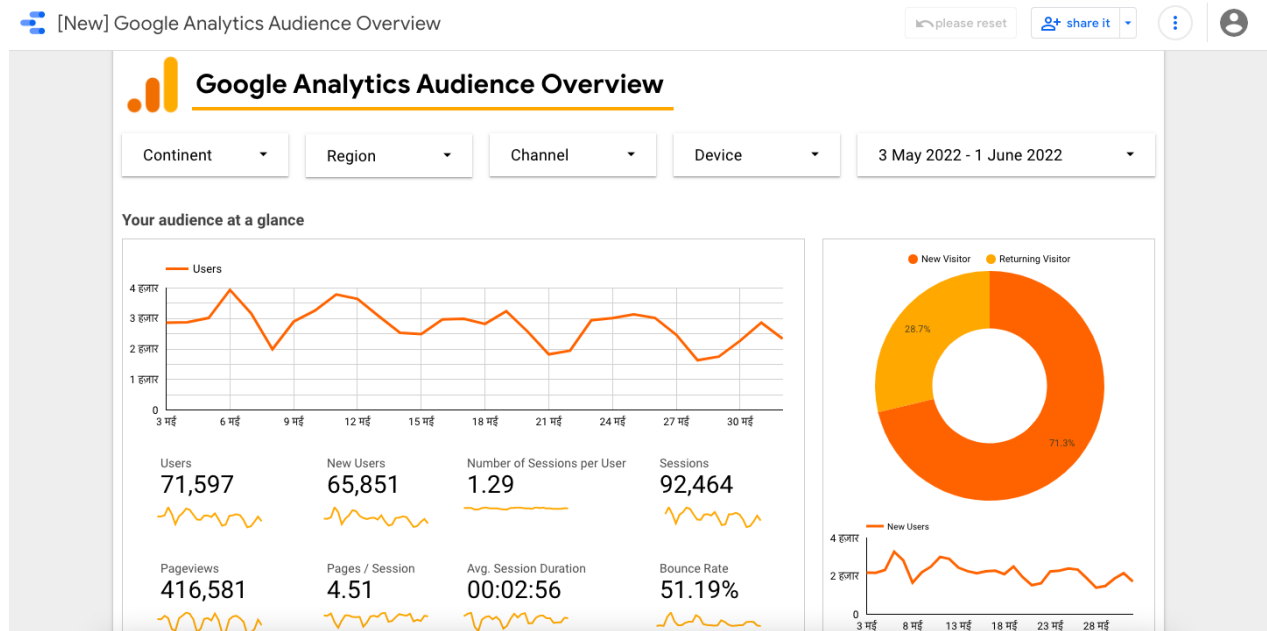
4. All reported data and supporting materials will be uploaded to a centralized repository, such as the Microsoft Teams File Repository. This repository will be accessible to all consortium members, fostering transparency and facilitating collaboration among partners.
5. IAL will oversee the review of reports submitted by partners to ensure alignment with the project's objectives and to identify areas for improvement. Feedback will be provided to partners, helping them refine their dissemination and communication efforts for maximum impact. Regular evaluations of performance metrics, including media mentions, social media engagement, and event participation, will enable the project team to adapt and optimize strategies as needed.
6. Consortium meetings will serve as an additional platform for reporting and discussion. During these meetings, partners will present updates on their dissemination activities, sharing key achievements, discussing challenges, and exploring best practices. This collaborative dialogue will help maintain alignment across the consortium and foster a shared understanding of the project's communication goals.
7. IAL will consolidate the data from partners into periodic reports that provide a detailed summary of dissemination activities across all regions. These reports will include an analysis of performance metrics against the project's key performance indicators (KPIs), such as website visits, social media followers, and media mentions. They will also offer insights into the effectiveness of the communication strategy and provide recommendations for future efforts.

This comprehensive and structured reporting framework will ensure that all dissemination and communication activities are tracked effectively, enabling the ECIV project to demonstrate its impact, refine its strategies, and achieve its overarching goals. By fostering collaboration and maintaining transparency, this process will enhance the project's visibility and ensure its success across all regions.

2.10.1 Google Analytics

Google Analytics is a powerful tool for tracking and analyzing project KPIs, offering valuable insights into website performance and user behavior. By setting up custom goals and events, the ECIV project can monitor key metrics such as website traffic, engagement rates, conversions, and referral sources. The platform's detailed reports and real-time data enable the team to assess the effectiveness of marketing campaigns, measure progress toward objectives, and identify areas for improvement. With Google Analytics, ECIV can make data-driven decisions to optimize its digital strategies and achieve project goals more effectively.

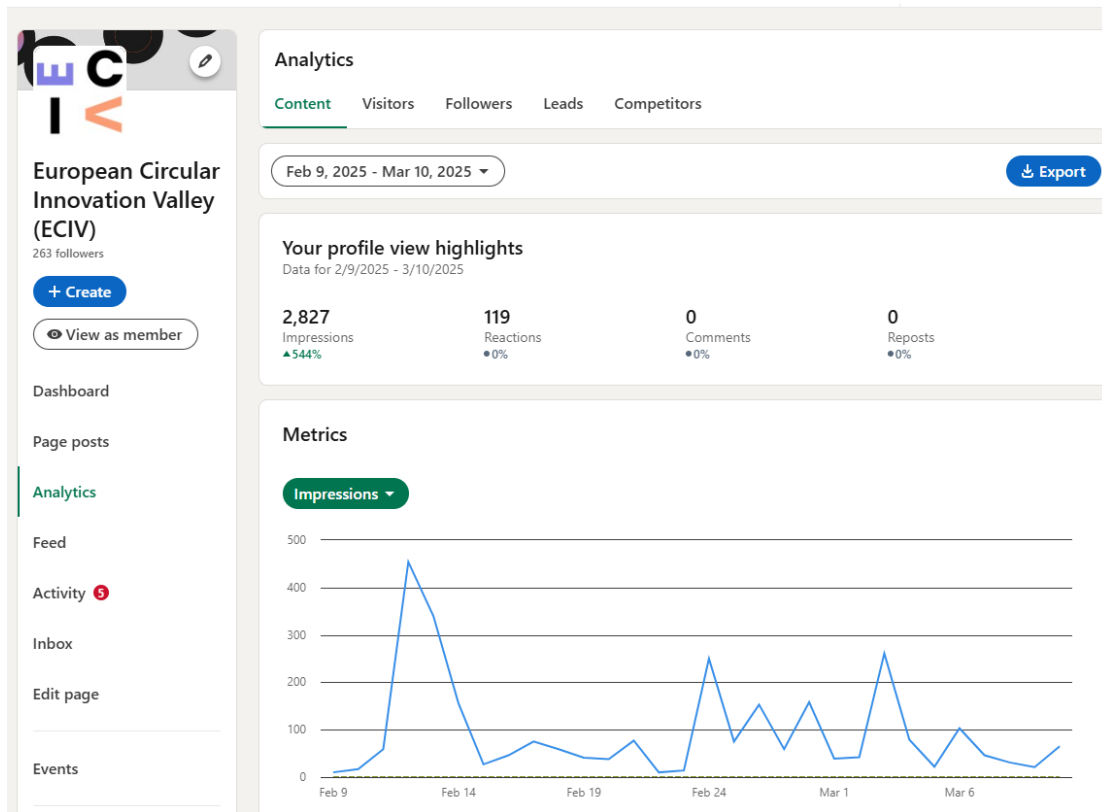
Figure 6. Example of Google Analytics Report



2.10.2 LinkedIn Analytics

LinkedIn Analytics is a valuable tool for tracking project KPIs related to professional networking and audience engagement. It provides insights into key metrics such as follower growth, post impressions, engagement rates, and audience demographics. For the ECIV project, LinkedIn Analytics can help measure the impact of content shared on the platform, monitor interactions with stakeholders, and assess the performance of campaigns targeting specific professional communities. By analyzing this data, the project team can refine its LinkedIn strategy, enhance visibility, and strengthen connections with its target audience, ensuring measurable progress toward its goals.

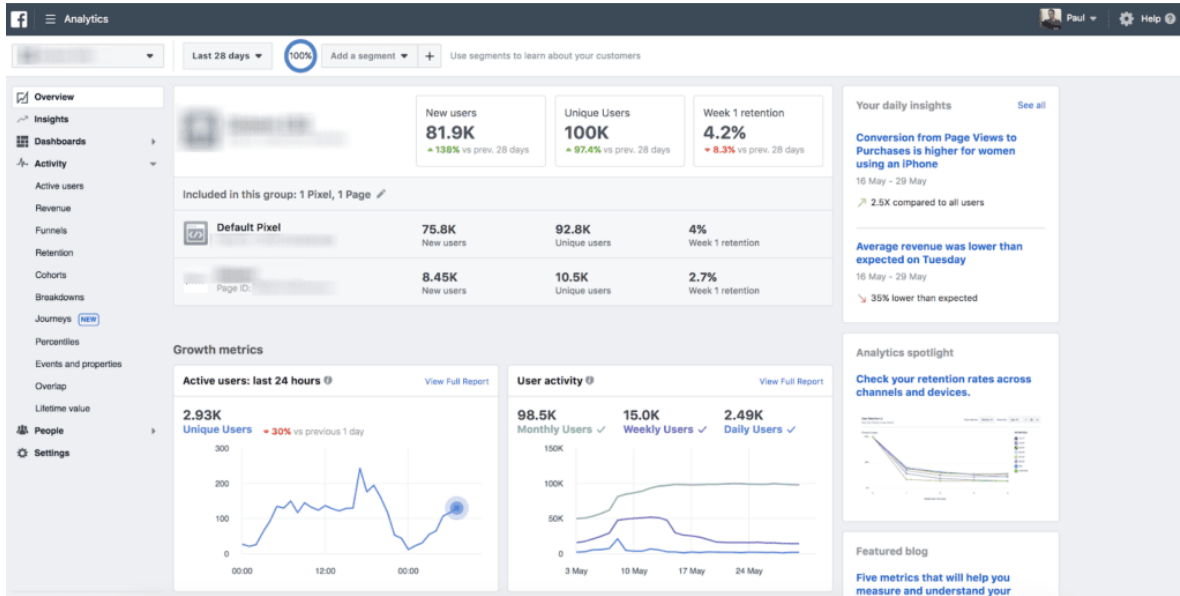
Figure 7. Example of LinkedIn Analytics



2.10.3 Meta Business Suite

Meta Business Suite is a comprehensive tool for managing and tracking project KPIs across Facebook and Instagram. It provides detailed insights into metrics such as reach, engagement, follower growth, and content performance, enabling the ECIV project to evaluate the effectiveness of its social media campaigns. With features like audience demographics, ad performance tracking, and scheduled reporting, the platform helps monitor progress toward project goals in real time. By leveraging Meta Business Suite, the ECIV team can

Figure 8. Example of Meta Business Suite Analytics



optimize its content strategy, enhance audience engagement, and ensure a data-driven approach to achieving its objectives.

2.10.4 Mailchimp analytics

Mailchimp Analytics is a powerful tool for tracking project KPIs related to email marketing and audience engagement. It provides key metrics such as open rates, click-through rates, subscriber growth, and campaign performance, offering valuable insights into how recipients interact with email content. For the ECIV project, Mailchimp Analytics can help evaluate the success of newsletters, event invitations, or updates, ensuring messages resonate with the target audience. By analysing this data, the team can optimize email strategies, improve engagement, and effectively measure progress toward communication and outreach goals.



Figure 9. Example of Mailchimp Report

2.10.5 Media Monitoring

By using tools like, for example Muck Rack Analytics, the project will be able to track media mentions and evaluating PR efforts. This will allow ECIV to monitor when and where it is mentioned across digital and traditional media, providing insights into reach, sentiment, and publication metrics. With features like share of voice comparisons, reporter engagement tracking, and detailed coverage analysis, Muck Rack helps the team measure the effectiveness of PR campaigns and identify trends in media coverage. By leveraging this data, the ECIV project can refine its media outreach strategies, strengthen relationships with journalists, and ensure its messaging resonates with the right audiences.

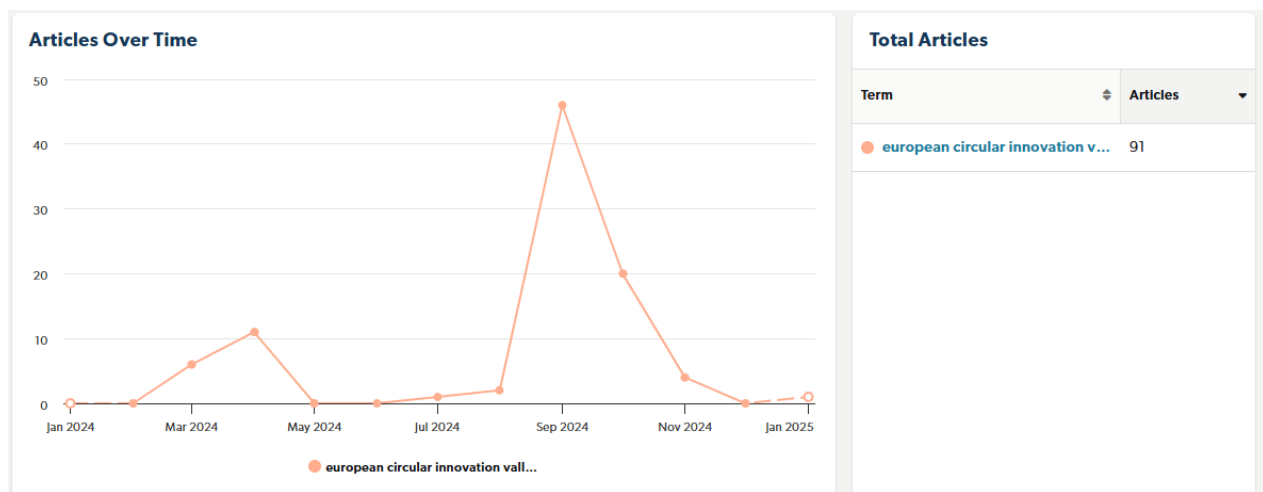


Figure 10. Example of Media Monitoring Report

2.10.6 Teams File Repository

Microsoft Teams File Repository is an efficient tool for storing and organizing documents related to project KPI monitoring and reporting. It allows the ECIV project team to centralize key files, such as performance dashboards, progress reports, and analytics data, ensuring they are easily accessible to all stakeholders. With features like real-time collaboration, version history, and seamless integration with other Microsoft tools, Teams facilitates efficient updates and tracking of KPI-related documents. By using the repository, the ECIV team can streamline reporting processes, maintain transparency, and ensure consistent access to critical performance data for informed decision-making.

Figure 11. ECIV WP6 Teams File Repository

Name	Modified	Modified By
6.1. Deployment of the detailed dissemination and communication plan	January 8	Legarda Campos
6.2. Implementation of D&C activities to outreach ECIV's partners scope	January 8	Legarda Campos
6.3. Implementation of D&C activities in each ECIV's region	January 8	Legarda Campos
6.4. Communication and dissemination of funding activities	January 8	Legarda Campos
D&C team	6 days ago	Vaida Balbieriute
ECIV visual identity	October 14, 2024	Ugnė Šiupytė
Events	October 14, 2024	Ugnė Šiupytė
Mandatory project visibility	November 5, 2024	Vaida Balbieriute
Reporting and Analytics	A few seconds ago	Vaida Balbieriute
Social Media	October 14, 2024	Vaida Balbieriute
Subtasks	November 5, 2024	Vaida Balbieriute

3. VISUAL IDENTITY

Developing a visual identity is crucial for the project as it establishes a cohesive and recognizable brand presence that resonates with its target audiences. A strong visual identity enhances communication by conveying the project's mission, values, and focus on innovation and sustainability in an immediate and impactful way. It ensures consistency across all materials, from digital platforms to event promotions, creating trust and professionalism. Moreover, a well-designed identity makes the project stand out, fostering engagement and collaboration with stakeholders, partners, and innovators across regions.

3.1 Key elements of the ECIV visual identity

Logotype

The logotype is the core visual representation of the ECIV brand. It includes:
Horizontal and Vertical Variants: These provide flexibility for placement across various materials, ensuring the logo fits different layouts without losing its impact.

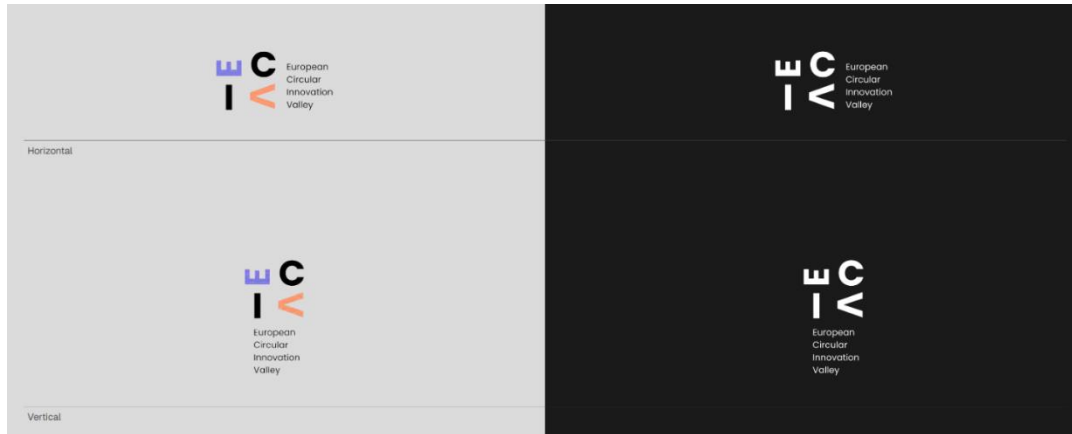


Figure 12. ECIV Logotype

Logomark: A standalone symbol used in cases where the full logotype is unnecessary, but brand recognition is essential (e.g., social media icons, merchandise).

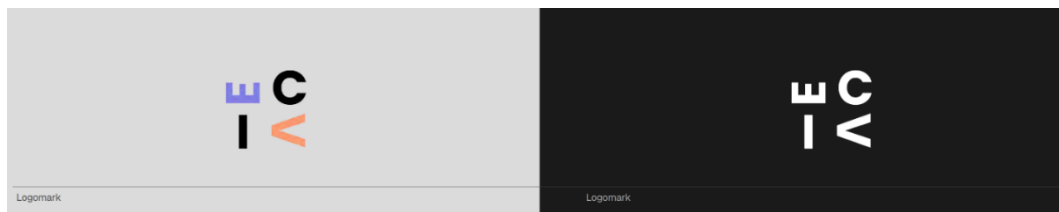


Figure 13. ECIV Logomark

Safe Zone: Defines the minimum spacing around the logo to avoid visual clutter and ensure prominence in all applications.

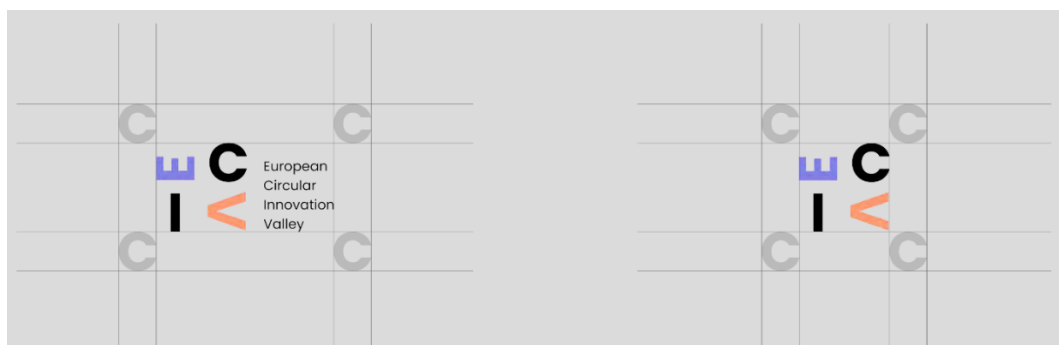


Figure 14. Logo Safe Zone

Colours

The brand's colour palette reflects its identity and mission:

Main Colours: Represent the project's primary identity, promoting consistency and recognition across all communication materials.

Additional Colours: Used for accents, highlights, or secondary elements, providing flexibility while maintaining harmony.

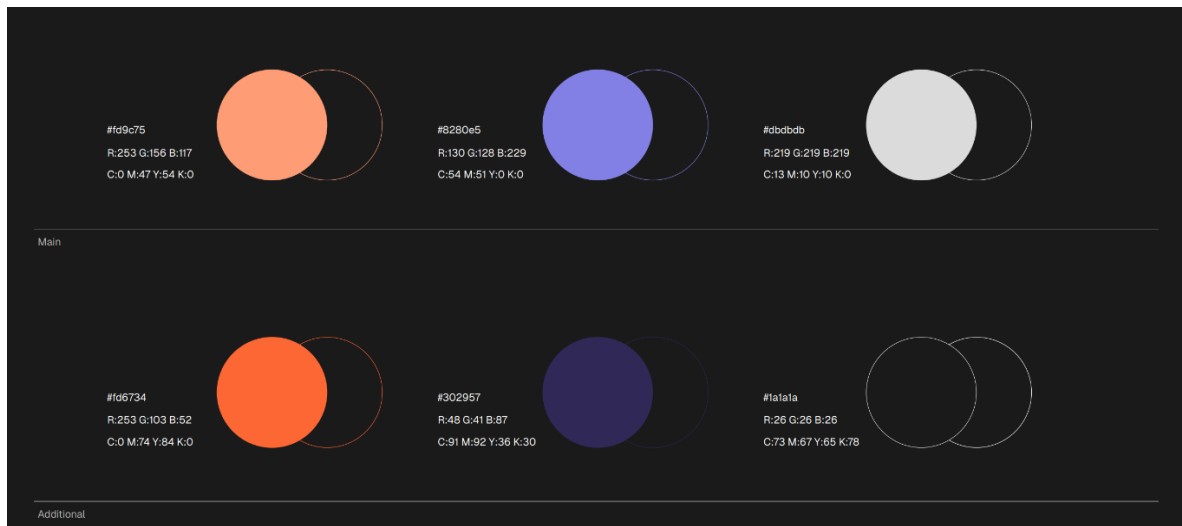


Figure 15. ECIV Colour Scheme

Gradients: Add depth and a modern aesthetic, often paired with graphic elements to create dynamic visuals.

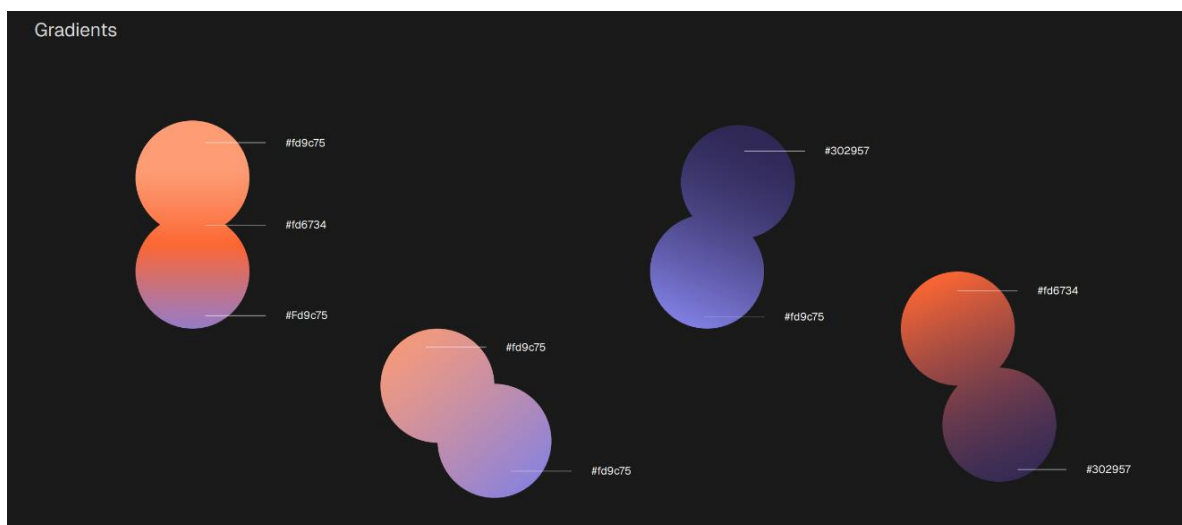


Figure 16. Colour Gradients

Font

Primary font is 'Poppins,' which is used across all our communications, print materials, and other brand assets. For headings, subheadings, and body text, we consistently use 'Poppins Regular.' For emphasis or to highlight information, 'Poppins Medium' or 'Poppins ExtraBold' may also be used.



Figure 17. Project Font

Graphic element

The graphic element is a crucial component of our visual identity, playing a vital role in defining the overall visual language and ensuring consistency across all brand materials. It helps create a unified and recognizable identity. The element is designed to fill the background, and it is crafted by blending gradients of various colors with solid-colored lines.

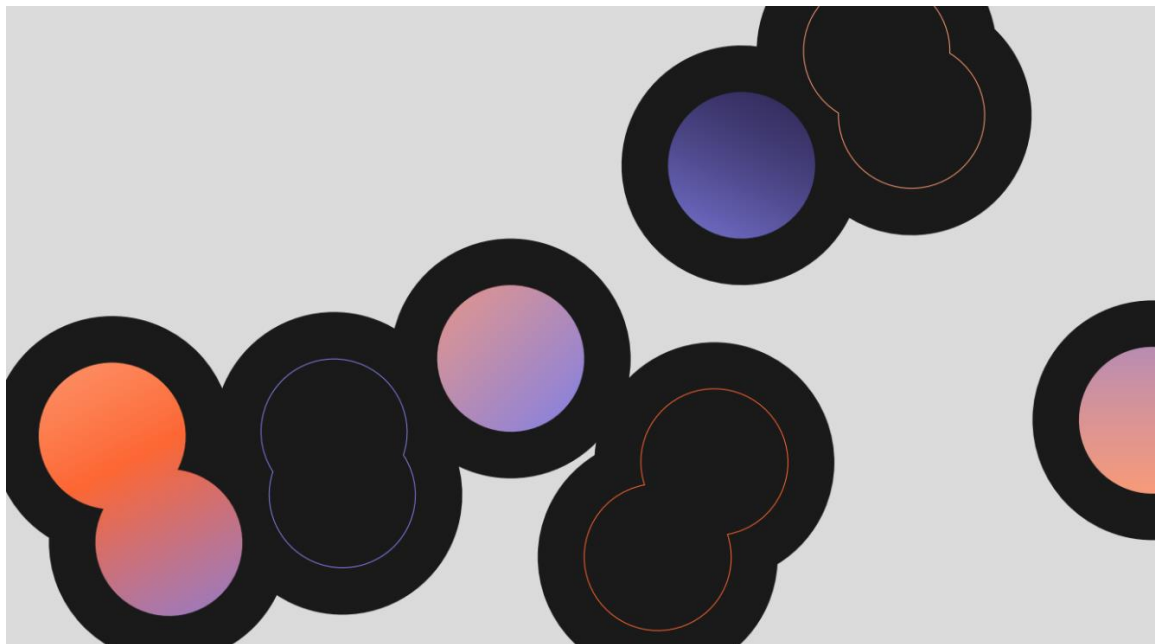


Figure 18. Graphic Element

Assets

Standardized templates and formats ensure consistency in communication:

Social media: Templates for posts, carousels, and stories allow for engaging and uniform online communication.

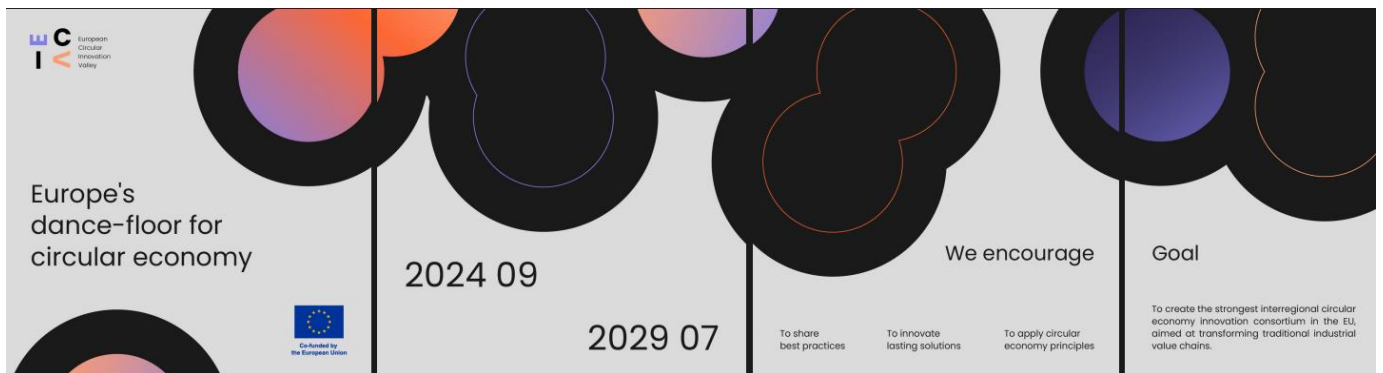


Figure 19. Example of the Instagram Carousel Template

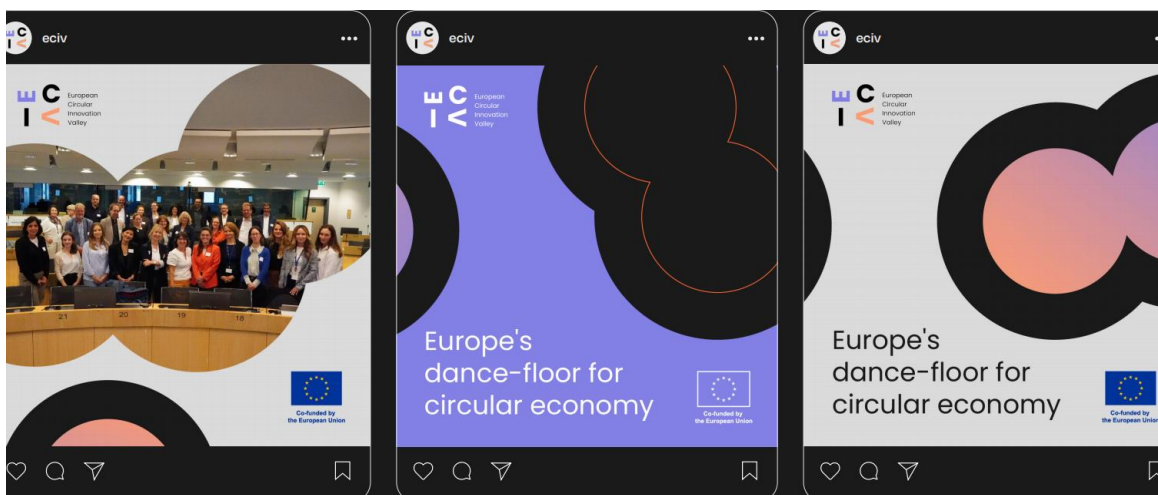


Figure 20. Example of the Instagram Post Templates

Merchandise: Items such as branded tote bags, T-shirts, and event cards reinforce the brand during events and public outreach.

Print Materials: Flyers, posters, and roll-ups for offline dissemination create a cohesive presence at events and campaigns.

Stationery: Business cards, notebooks, and other office items support professional and brand-aligned communication.



Figure 21. Examples of Branded Materials



Figure 22. Example of Branded Rollups

3.2 Brand Use Guidelines

To ensure the ECIV brand's visual identity is consistently maintained across all communication and dissemination efforts, project partners must adhere to the guidelines outlined in the brand book. These guidelines serve as a framework for using the ECIV brand elements effectively, ensuring a unified and professional presentation of the project to all stakeholders.

The ECIV logotype is central to the brand's identity and must be used consistently across all materials. The brand book specifies horizontal and vertical versions of the logotype, as well as a standalone logomark. Partners must ensure that the logotype is used in its original form without modifications to its proportions, colours, or design. Additionally, the safe zone around the logotype must be respected to maintain visual clarity and prominence, ensuring it is not crowded by other elements.

The ECIV brand colours are another critical aspect of its identity, consisting of both main and additional colours. These colours, specified in RGB, CMYK, and HEX codes, must be used consistently in all digital and print materials to reinforce the brand's visual cohesion. Gradients, which blend the primary colours, add depth and modernity to visuals and should be applied in line with the brand book's examples. Partners should avoid using colours outside the approved palette to ensure uniformity.

Typography is integral to the brand's visual language, with the primary font being "Poppins." Partners must use "Poppins Regular" for general text, while "Poppins Medium" and "Poppins Extrabold" are reserved for emphasis and headings. This consistency in typography creates a cohesive look across all materials, from digital communications to printed collateral. Any deviation from this font set is discouraged, as it could compromise the brand's visual integrity.

The graphic element, designed to blend gradients with solid-coloured lines, plays a vital role in defining ECIV's visual style. It must be used thoughtfully as a background or a supporting design feature in presentations, social media visuals, posters, and other materials. Partners must ensure the element is applied in ways that enhance the content without overwhelming it, adhering to the examples provided in the brand book.

Photography is another key component of ECIV's brand. Images should be high-quality, professional, and aligned with the project's themes of innovation, sustainability, and collaboration. Photographs can be used alongside the brand's graphic element or as standalone visuals but must complement the brand's overall aesthetic.

In terms of assets, the brand book provides templates for social media posts, carousels, stories, printed materials, and merchandise. Partners must use these templates to ensure visual consistency. Items such as flyers, posters, tote bags, and business cards should follow

the specified designs to maintain the brand's identity across various mediums. For events, rollups and other promotional materials must adhere to the branding guidelines to reinforce ECIV's identity and professionalism.

To streamline communication and maintain alignment, all partners should coordinate with Innovation Agency Lithuania (IAL) for any design-related queries or requests. Any new materials developed locally by partners must be reviewed for compliance with the brand guidelines before distribution. This ensures that all outputs align with ECIV's visual identity and messaging, reinforcing the project's cohesive and recognizable presence across all platforms and regions.

By following these guidelines, partners will collectively uphold ECIV's brand integrity, delivering a consistent and impactful visual identity that enhances the project's visibility and credibility. This shared commitment ensures that every interaction with stakeholders reflects the professionalism and innovation of the ECIV initiative.

3.3 EU Emblem and Acknowledgment

All recipients of EU funding must ensure visibility of EU support in their communication materials and activities. This includes the prominent display of the EU emblem alongside the required funding statement, which must be translated into local languages when necessary. This is applicable to a wide range of communication activities, such as printed and digital materials, media relations, social media, conferences, seminars, events, and project infrastructure.

Placement of the EU Emblem

The EU emblem must be clearly visible and unaltered, ensuring that it stands out in relation to any other logos or visual identities. The following guidelines apply:

- **Prominent Display:** The EU emblem should be displayed in a way that ensures it is easily visible. Factors such as size, positioning, color, and contrast relative to the background must be carefully considered.
- **Size and Placement:** The EU emblem should be at least as large as any other logos used alongside it. It cannot be modified or merged with other graphic elements. If the emblem is displayed in a co-branding context, it should be of equal prominence to any other logos involved



**Co-funded by
the European Union**



**Co-funded by
the European Union**

Correct Association with the Funding Statement

The funding statement, which should be displayed next to the EU emblem, must clearly read either: "Co-funded by the European Union". This statement must always be in full and must not be abbreviated or altered.

Technical Specifications

- Font and Colour: The text accompanying the EU emblem should be in simple, readable fonts such as Arial, Calibri, or Verdana. The colour of the font should be Reflex Blue, white, or black depending on the background. The EU emblem must be displayed in its official colours, with no deviations allowed.
- Protection Area: A clear space around the emblem must be maintained to ensure its visibility and legibility. This space should remain free of competing logos, text, or images.

Using the EU Emblem on Social Media

For projects using social media as part of their communication strategy, the EU emblem and funding statement should appear in posts, videos, and other shared content. The following guidelines should be followed:

- Social Media Handles: When posting content, use appropriate hashtags such as #HorizonEU, and tag relevant EU accounts like @HorizonEU, @EU_Commission, etc. This helps increase visibility and align with EU-wide campaigns.
- Profile Descriptions: In cases of character limitations (e.g., on Twitter), the EU funding acknowledgment can be simplified to "This project receives funding from the European Union #HorizonEU".

Legal and Ethical Considerations

All communications must include the following **disclaimer**:

"Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them."

The EU emblem cannot be used in a way that implies the EU's sponsorship of any activities beyond the project or leads to any misrepresentation of its association with the project

Reporting and Accountability

Recipients of EU funding must maintain records of their communication and dissemination efforts, including the use of the EU emblem, for reporting purposes. This includes documenting the visibility of the emblem in various formats and platforms, and ensuring that the use complies with EU regulations. All consortium partners must meet these requirements and place proof in the project's shared Teams File Repository.

3.4 Templates and Dissemination Materials

The ECIV project's document templates are designed to ensure consistency, professionalism, and brand alignment across all project communications and outputs. These templates provide a standardized framework for creating project documents while maintaining the visual identity and core values of ECIV. By using these templates, all project partners can contribute to a cohesive presentation of ECIV's activities and outcomes, reinforcing the project's credibility and visibility among stakeholders.

The PowerPoint (PPT) template is tailored for presentations, featuring the ECIV logo, brand colours, and fonts. It includes predefined slide layouts for titles, content, charts, and visuals, ensuring that presentations are visually engaging and aligned with the project's branding. The template is ideal for use in project meetings, stakeholder events, and public presentations. Partners should ensure that all text, images, and graphics are formatted within the provided guidelines, avoiding any alterations to the core design.

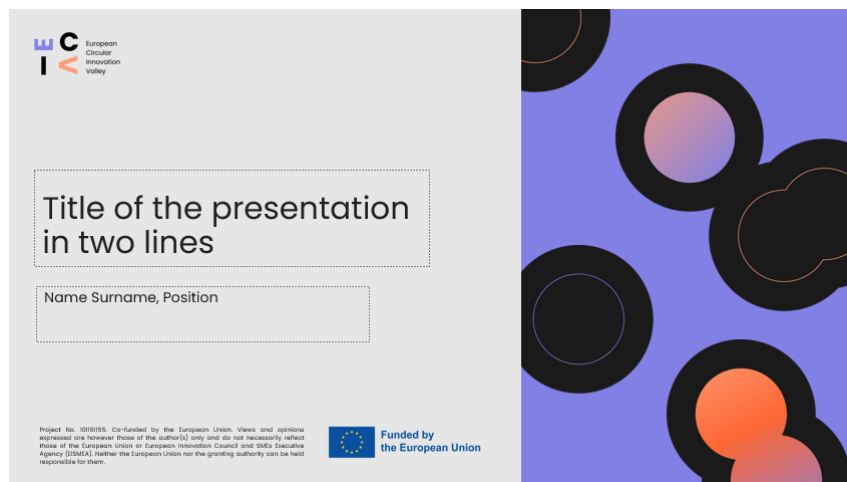


Figure 23. PPT Template

The Word letterhead template serves as the official format for all formal project correspondence. It features the ECIV logo prominently at the top, with the project's contact information and EU funding acknowledgment included in the footer. This template is suitable for creating letters, memos, or any other official project documents. Partners are advised to maintain the formatting and layout, ensuring that the letterhead remains consistent in appearance across all communications.



Figure 24. Letter Template

The Excel template is designed for project data management, reporting, and analysis. It incorporates the ECIV branding, including logos and colour schemes, into headers and footers to maintain visual identity even in technical documents. The template includes preformatted cells and tables for common data structures, allowing partners to easily organize information while adhering to project standards.

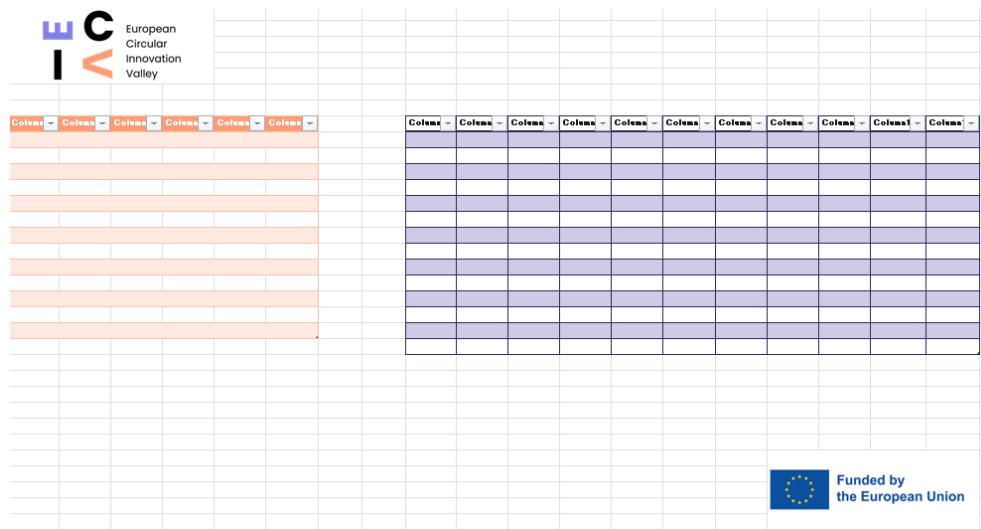
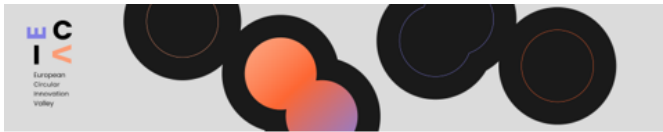


Figure 25. Excel Template



DELIVERABLE TITLE

Subtitle

Organisation

DD/MM/YYYY

Project Information	
Project title	
Acronym	ECIV
Project URL	
Grant Agreement n.	
Call	
Call Topic	
Type of Action	
Project start/end date	
Project duration	
EU Project officer	
Project coordinator	
Project manager	

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The deliverable cover template is used for official project deliverables, ensuring a professional and consistent appearance for all submitted reports. It features the ECIV logo, project title, deliverable title, and relevant metadata, such as the deliverable number, author, and submission date. Partners must use this template for all deliverables to ensure they are easily recognizable and aligned with the project's branding.

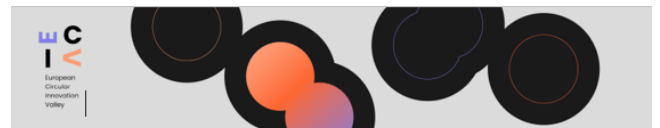


Figure 26. Deliverable Cover

The meeting minutes template is specifically designed for documenting discussions, decisions, and action items from project meetings. It includes a structured format for recording the date, participants, agenda items, discussion points, and follow-up actions. This template ensures that meeting records are clear, standardized, and easy to reference for all consortium members.

Meeting Minutes

Meeting title	General Assembly / Steering Committee/ WP # / Working Group
Location	
Date	
Time	
Version No	
Meeting Aims	
Meeting Chair	

Abbreviation	Explanation

Attendees

Organisation	Name

Figure 27. Meeting Minutes Template



INVITATION TO A STAKEHOLDER WORKSHOP

Conditions for circular economy in the Region of **Navarra**

The Region of **Navarra** is proud to be part of the European Circular Innovation Valley (ECIV), a transformative initiative under the Horizon Europe Framework Programme.

ECIV is dedicated to creating Europe's largest circular economy innovation ecosystem, fostering sustainable development and collaboration across industries and borders. Spanning five years and involving 19 participants from nine regions and countries, ECIV aims to mobilize, energize, and connect regional circular economy ecosystems. Together, we are addressing challenges, seizing opportunities, and driving technological and economic advancements toward a sustainable future.

As part of ECIV, **Navarra** has conducted a thorough assessment of our regional circular economy landscape, identifying key opportunities, challenges, and pathways for progress. We have identified you as a vital stakeholder in advancing the circular economy in our region, and we value your insights as we move forward together.

We therefore invite you to a collaborative workshop to reflect on our findings, discuss the challenges and opportunities, and explore how we can collectively strengthen our regional capabilities to advance the circular economy.

Workshop Details:

📅 Date: [Insert Date]
🕒 Time: [Insert Time]
📍 Location: [Insert Location]

Please RSVP by **X January** to **Y**.

We look forward to your participation in shaping **Navarra's** role within the European Circular Innovation Valley.

Kind regards,

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The stakeholder workshop invitation template is a visually appealing design that integrates the ECIV branding into event invitations. It includes placeholders for event details, such as the date, time, location, and agenda, as well as a call-to-action for registration or RSVP. Partners should use this template to create invitations for workshops, ensuring that the visual identity is consistent across all stakeholder engagements.

Figure 28. Invitation Template

The screen cover template is intended for use as the opening slide or screen for webinars, virtual meetings, and other digital events. It features a prominent ECIV logo, brand colours, and space for event-specific information, such as the title and date. This template ensures that all digital presentations start with a professional and branded introduction.

To maintain uniformity and professionalism, all partners are required to use these templates for their respective purposes without altering the core design elements, such as logos, colours, or fonts. Any modifications needed to address specific requirements should be coordinated with Innovation Agency Lithuania (IAL) to ensure compliance with ECIV's visual identity guidelines. Consistent use of these templates will strengthen the project's brand recognition, enhance its credibility, and ensure that all communication materials reflect the quality and cohesion of the ECIV initiative.

3.5 Communication Guidelines

Circular economy is a highly technical field, often accessible only to an informed audience. Adding the complexities of regional circular innovation ecosystems and advanced methodologies can make it challenging for the civil society to fully comprehend. As ECIV aims for broad reach and engagement across all identified stakeholder groups, it is essential to customize communication (verbal, written, and visual) according to the target audience.

Communication about ECIV will be built on the following pillars:

Trustworthy and Responsible

All communication materials will provide verified and reliable information from reputable sources, ensuring credibility.

Professional

Through written and visual materials, ECIV will position itself as a professional and authoritative voice in the field of circular innovation.

Tailored to the Target Audience

Communication will be adjusted to suit the audience:

Public authorities: Formal and policy-oriented language.

Industry and technical professionals: Specialized and technical terminology.

General public: Accessible, clear, and easy-to-understand language.

Transparent and Empathetic

ECIV will maintain transparency about its activities and outcomes. Questions and comments will be addressed empathetically, understanding that circular economy concepts may be complex for some audiences.

Inclusive

Language and visuals will be neutral and reflect diversity in terms of gender, race, and age (e.g., using “chairperson” instead of “chairman” or selecting inclusive imagery).

Communication Guidelines for Consortium Partners

All ECIV consortium partners are expected to adhere to the following communication principles:

1. Concise Materials

Dissemination materials should be brief, clear, and to the point, avoiding unnecessary complexity.

2. Limited Use of Jargon

While technical terms may be necessary for specialized audiences, their overuse should be avoided to prevent "wooden language" communication, even for highly informed stakeholders.

3. Direct and Personal Addressing

Communication should use active language and engage the audience directly. For example, say "We will implement these strategies" instead of "Strategies will be implemented."

4. Structured and Readable Writing

Written communication should be well-organized, with clear headings, bullet points, and concise paragraphs to facilitate readability.

5. Proofreading and Accuracy

All materials published on ECIV platforms should be proofread to ensure clarity and professionalism. Partners publishing on their own platforms should adhere to the guidelines provided in the ECIV Dissemination and Communication Toolkit.

6. Visual Identity

Materials must include ECIV's branding elements, such as the project logo, EU emblem, and official colour schemes, to maintain a unified visual identity.

Importance of Clear Communication

Clear and effective communication creates a stronger connection between ECIV and its audience. Messages should always be simple, clear, and accessible, regardless of the recipient. This ensures that even complex concepts in circular economy are understandable and relatable.

Official Language and Translations

The official communication language for ECIV is British English. All communication materials will initially be developed in English, with the option for translation into local languages where necessary. Each partner is responsible for translating materials for their local audience, ensuring the message remains accurate and consistent.

3.6 Suggested Hashtags and Taglines

General Hashtags:

#ECIV
#ECIVProject
#CircularInnovation
#SustainableEurope
#CircularEconomy
#GreenInnovation
#CircularFuture
#ActCircular
#InnovateForChange
#ThinkCircular

Proposed Taglines for ECIV Project

General Taglines:

"Fostering Circular Innovation Across Europe."
"Empowering Regions, Driving Circular Change."
"Innovating Together for a Sustainable Future."
"Connecting Regions, Building Circular Solutions."
"Advancing Europe's Circular Economy Vision."

Impact-Focused Taglines:

"Sparking Innovation for a Greener Tomorrow."
"From Waste to Opportunity: Transforming Europe's Future."
"Circular Economy in Action – Powered by ECIV."

Collaboration-Focused Taglines:

"Bringing Together Ideas, Innovation, and Impact."
"Regional Collaboration for Global Change."
"Uniting Stakeholders for Circular Success."

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