



D7.2 Refined Dissemination and Communication Strategy

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Authors	Claudia Esposito (CARR), Linda Henriksson (CARR)		
Co-authors			
Reviewers	Pirjo Heikkilä (VTT)		



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PROJECT PARTNERS

Partner	Country	Short name
TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	FI	VTT
RISE RESEARCH INSTITUTES OF SWEDEN AB	SE	RISE
CENTRE SCIENTIFIQUE & TECHNIQUE DEL'INDUSTRIE TEXTILE BELGE ASBL	BE	CTB
CENTRO TECNOLOGICO DAS INDUSTRIAS TEXTIL E DO VESTUARIO DE PORTUGAL	PO	CIT
AIMPLAS - ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXAS	ES	AIM
CARR COMMUNICATIONS LIMITED	IE	CARR
LOUNAIS-SUOMEN JATEHUOLTO OY	FI	LSJH
GREENWAY LO	SE	TEKO
PURFI MANUFACTURING BELGIUM	BE	PURF
UTEXBEL NV	BE	UTEX
ERT TEXTIL PORTUGAL SA	PO	ERT
RESTER OY	FI	RES
MTEX NEW SOLUTION SA	PO	MTEX
ZALA BRIVIBA BIEDRIBA	LT	ZALA
INESC TEC - INSTITUTO DE ENGENHARIADE SISTEMAS E COMPUTADORES, TECNOLOGIA E CIENCIA	PO	INES
NARODNA RECYKLACNA AGENTURA SLOVENSKO	SK	NARA
TEXTEIS J. F. ALMEIDA S.A.	PO	JFA
SOPREMA	FR	SOP
DE KRINGLOOPWINKEL DELTAGROEP	BE	KLW
Tally Weijl Trading AG	CH	TAW

LIST OF ABBREVIATIONS

Abbreviation	Definition
CA	Consortium Agreement
CARR	Carr Communications
CINEA	European Climate, Infrastructure, and Environment Executive Agency
COP	Community of Practitioners
D7.2	Deliverable number 2 belonging to WP7
DG	Directorate-General
DG CLIMA	Commission's Directorate-General for Climate Action
DoA	Description of Action
EC	European Commission
EPA	Environmental Protection Agency
GA	Grant Agreement
GDPR	General Data Protection Regulation
HaDEA	European Health and Digital Executive Agency
KPI	Key Performance Indicators
Mx	Month (M3 = Month 3)
OA	Open Access
ORCID	Open Researcher and Contributor ID
PHP	Hypertext Preprocessor
REA	European Research Executive Agency
SEO	Search Engine Optimization
SQL	Structured Query Language
T7.2	Task number 2 belonging to WP7
TAB	Technical Advisory Board
WP	Work Package

Executive Summary

The goal of the ‘Dissemination, Exploitation, Communication’ activities is to ‘to plan and execute activities towards maximizing the impact of the project and facilitate the exploitation of results it delivers, [...] to refine, execute, and monitor the exploitation, dissemination, communication, collaboration, standardisation, and policy making activities.’ The present deliverable represents the tExtended Refined Communication and Dissemination strategy and is a straight output of such activities. The strategy here presented is meant to evolve alongside with the project, match its changes in priorities, and address potential new challenges.

The primary dissemination objective of tExtended is to ensure that all results are made available to relevant stakeholders and end-users, and that the reasons for the results being of interest and benefit to them are communicated effectively. This in turn facilitates the exploitation strategy and wide acceptance of the results by end-users. tExtended will deliver a final Blueprint, with the overall objective of reducing textile waste by developing and demonstrating effective textile recovery, waste valorisation and recycling processes combined with digital tools, sensing systems and data-driven solutions to support sustainable circularity of textiles. The technologies and solutions developed will form the core of communication and dissemination activities.

The strategy describes the tExtended objectives and approach and proceeds to identify key target audiences, messages, and channels that will be used to maximise the impact and raise awareness about the project and its activities, and it outlines promotional materials that will be developed in the project and specifies objectives for media engagements. The strategy also includes an overview of clustering and networking opportunities. The strategy provides information on regular reporting, the open access approach, and the risk management strategy for external communication and dissemination activities.

The creation of the project’s branding, of the dissemination and communication strategy, and of the implementation plan, is a stepwise process. The project website and social media channels play a central role in the strategy, as they provide extensive opportunities for tExtended to inform, engage and promote project results, while building relationships with the target audiences and facilitating the establishment of a two-way communication. The tExtended channels include the project website, social media accounts (Twitter, LinkedIn, Instagram, Facebook, YouTube), the newsletter, traditional media outlets and multiple platforms and outlets offered by the European Commission for dissemination of the project results. The key messages will be developed based on the brand strategy and crafted into stories, with the final objective of demonstrating the tExtended impact.

Clustering with related projects and initiatives and networking with relevant stakeholder groups will be carried out throughout the project and beyond.

The strategy integrates the management of communication and dissemination activities that allow to monitor and analyse the effectiveness and success of the activities realized, impacting the adjustments of the strategy throughout the lifetime of the project. Quantitative and qualitative analyses will be used to monitor and analyse the progress. Key performance indicators (numerical targets that facilitate measuring the performance) have been set, and an indicative timeline for dissemination activities was proposed up to the updates in M18.

tExtended is a Horizon Europe-funded project: to acknowledge the support, the European Union emblem, the funding acknowledgement, and a disclaimer is included in all dissemination materials.

Table of Contents

Executive Summary	5
Table of Contents	6
1 Introduction	8
1.1 Purpose of the Document and Outline.....	8
1.2 Relation to Other Project Work.....	9
1.3 Structure of the Document.....	9
1.4 Intended Readership.....	10
2 Approach	11
2.1 Brand.....	11
2.1.1 Verbal Identity.....	12
2.1.2 Visual Identity.....	12
3 Communication Strategy	15
3.1 Strategic Objectives.....	15
3.2 Strategy Overview.....	15
3.3 Target Audiences.....	17
4 Communication and Dissemination Channels	19
4.1 Website.....	20
4.1.1 Website Structure.....	21
4.1.2 Website Maintenance and Updates.....	21
4.2 Social Media.....	21
4.3 Media Outreach.....	22
4.4 Publications.....	23
4.5 Promotional Material.....	24
4.6 Newsletter.....	24
4.7 Blog.....	24
4.8 Podcast.....	25
4.9 Videos.....	25

4.10	Community Engagement	25
4.11	Clustering, Networking, and Engagement with Media	25
4.11.1	Clustering	26
4.11.2	Networking	26
4.12	Media and Multipliers	27
5	Impact Monitoring	28
5.1	Key Performance Indicators	29
5.2	Performance Measurement Tools	29
5.3	Impact Narratives	30
5.4	Management of Dissemination Activities	31
5.5	Open Access to Scientific Publications.....	32
5.6	Acknowledgement of EU Funding and the Use of the EU Emblem	33
5.7	Risk and Data Management.....	33
6	Strategy Results	35
6.1	Project Website	35
6.2	Social Media and Online Presence.....	36
6.3	Promotional Communication Materials.....	37
6.4	Videos.....	37
6.5	Community Engagement	37
7	Conclusions	39
	References	40
	Annex I: Consent for video/audio/photo recording.....	41

1 Introduction

1.1 Purpose of the Document and Outline

The purpose of the *Refined Dissemination and Communication Strategy*, in alignment with the project Description of Action (DoA), is to establish a strong brand identity and guide the communication and dissemination activities throughout the whole duration of the project. This document is meant to be updated periodically with the reports compiled in M18 and M36. Within the project timeline and milestones set, this deliverable produces the project website, which will serve as the centre of online dissemination and communication activities throughout the lifetime of the project, and also beyond, and establishes online channels to establish contacts with the relevant stakeholders identified by the partnership. The document does also cover other relevant communication and dissemination high-impact activities, such as digital and print material, to be developed for appropriate stakeholders across targeted channels. In addition, it facilitates the engagement with media and multipliers.

Communicating the project and its findings during the project itself is at the core of the dissemination, exploitation, communication activities of tExtended. Overall, here the objective of communication is to raise awareness on the project and to increase the impact of its results to the attention of all levels of the textile field, to its consumers, and to relevant policy makers, as well as contributing to relevant research communities.

Communication and dissemination are activities that often overlap, and for the purposes of this deliverable certain communications aspects are covered under dissemination; this means that we cover activities that involve not only project results but also the circulation of project information in general, especially linked to project developments and highlights. These activities are essential in the first months of the project, as they introduce the projects to different stakeholders and help establishing the project's image and identity.

Communication and dissemination efforts are coordinated by CARR but are shared between all project partners. This deliverable delineates a strategy to receive feedback and make necessary adjustments as the project progresses; however, its effective implementation, continuous monitoring and improvement will require contributions from all partners. Everyone will contribute to the success of tExtended communication activities through contributions to the project website, such as blog posts and interviews, and partners will also directly engage with national and European media through interviews and reports. It is also expected that all partners will participate in dissemination activities by attending conferences and events, contributing with scientific publications and reports, and by networking with key stakeholders at national and European level. This deliverable also presents important information that the partners should use in planning and reporting their dissemination activities.

tExtended research and solutions concern a highly relevant topic today. The accumulation of textile waste is a current global challenge that requires effective recycling solutions, and textile has been identified by the European Commission (EC) as a priority product category for the circular economy. However, in order for the project to achieve its objectives, it needs to build an audience and be visible to stakeholders that will be able to make use of the project outputs. To this end, there is a need and a benefit for tExtended to be as visible as possible to the numerous actors involved in the end-of-life textile processes and enable outreach between stakeholders.

The aim of this aspect of tExtended is to deliver long term value beyond the lifetime of the project for the EU.

1.2 Relation to Other Project Work

This deliverable is related to every other task and deliverable within the tExtended project, as it covers the development of a strong project brand and identity, including the project website, and the role in communicating all the major project developments, research, activities, and outcomes.

While this deliverable is a direct outcome of communication and dissemination activities¹, it has a strong impact on several other project tasks and deliverables, as reported in the Table 1.

Table 1: Linkages between this deliverable and other tExtended deliverables

Description of the deliverable	Link to this deliverable
Various public deliverables such as handbooks and technical results that will be available for public dissemination	Results to be communicated to targeted audiences and disseminated using all available channels
Exploitation plan	It will identify relevant stakeholders that will be integrated into the communication and dissemination strategy
Policy and standardization recommendations	It will identify the relevant actions for policy and standardization to support the development of circular textiles
Digital training materials	Documentation and delivery of computer-aid interactive training sessions are linked to knowledge transfer and exploitation activities
Social Innovation Spin-Off	It is closely connected for the creation of a powerful communication campaign
Sustainability assessment report	The final report will be disseminated to targeted audiences using the relevant channels
Circularity potential and symbiosis assessment report	The final report will be disseminated to targeted audiences using the relevant channels

1.3 Structure of the Document

This document is structured in five major sections:

Chapter 2 presents the approach to the creation of the tExtended project's brand, including the brand definition, brand vision, promise, tagline, values, and attributes. A brief introduction to each element is provided, followed by its core purpose, function, and link to the project.

Chapter 3 introduces the communication strategy designed for tExtended. This includes the definition and presentation of the core elements of the strategy: objectives, target audience, and key messages delivered throughout the project lifetime.

Chapter 4 identifies each of the project's key communication channels. Within each channel, a brief introduction and definition of the core purpose and function in the context of the project is defined. This chapter provides the thinking behind Chapters 4 and 5.

¹ T7.2 Dissemination and communication (CARR, all partners) M1-M48

Chapter 5 focuses on the monitoring of the impact produced by the activities defined in Chapter 2. It provides an overview of the KPIs set for the project and a clear picture of the necessary rules to be followed by partners in disseminating the activities. This chapter is where communication and dissemination are mostly interlinked.

Chapter 6 presents the current results of the tExtended project's brand and communication channels, based on the approach. The project brand and key communication channels are clearly defined, along with an overview of communication content produced to date, supporting images, status, and plans for future use. Overall, this chapter provides the practical output of Chapter 2. This section creates the basis for the updates to be provided in the following months to this deliverable.

1.4 Intended Readership

This Strategy is a critical component of the project's future activities: all external communications and dissemination opportunities will be built upon the tExtended brand here established. Therefore, this report is intended for tExtended project partners, reviewers and advisors, members of the project's Technical Advisory Board (TAB) and of the Community of Practitioners (CoP). It should also be of interest to the EC Horizon Europe project team, those involved in textile waste management, recycling, sustainability, circular economy, DG CLIMA, CINEA, and research projects operating in the same domain as tExtended. It will also benefit the general public, as it will define the tExtended brand and communicate about an extremely relevant and topical area of public interest.

2 Approach

This chapter outlines the full impact strategy that tExtended is establishing throughout the duration of the project, starting from the approach to the development of the tExtended brand.

This deliverable will ensure appropriate activities are planned in order to inform, engage, create awareness, and to promote information about the project, its aims and its funding source, as well as the wider societal implications of the tExtended project, its results and impacts. The strategy ensures that the objectives for all communication and dissemination actions are consistent with the relevant EU policy.

As per the project DoA, the following communication channels have been highlighted as important for the project, and each assigned a Key Performance Indicators (KPIs) to measure their effectiveness in generating impact. The approach to the creation of each channel is described in detail in the following section.

- Website: visits to the project website (20,000 by M48); downloads (500); news updates/blogs (biweekly).
- Social/digital media: Twitter followers (1,500); tweets (weekly); LinkedIn members (300); YouTube videos (10); podcasts (2 miniseries); Facebook followers (500), Instagram followers (500).
- Community engagement: community workshops (2); focus groups (2); interview sessions (10) of individuals in the context of the Social Innovation Spin-off to raise awareness and engage citizens to participate.
- Media outreach: press releases (6); media produced by partners / coverage in industry magazines / popularised articles in magazines (40); mass media: TV, radio (5 audio(visual) interviews of project partners to share insights of the progress and the results).
- Promotional material: leaflets, posters, banners, infographics (updated annually); newsletter issues (6); newsletter readers (500)

2.1 Brand

A brand is the way a product, company, or individual is perceived by those who experience it. A brand is “*the intangible sum of a product’s attribute: its name, packaging, and price, its history, its reputation, and the way it’s advertised.*” (EmotiveBrand, 2019) In accordance with such definition, the creation of a unique tExtended project branding must be established coherently and strongly. Branding is mostly realized through a systematically crafted and implemented series of messages and actions that feed straight into the product/service/concept’s name and identity, after a phase of definition and agreement.

At the same time, in the words of Neumeier (2015), “*A brand is a result. It’s a customer’s gut feeling about a product, service, or a company. It’s not what you say it is, it’s what they say it is. A brand is your reputation.*” It is intended that the tExtended brand will evolve throughout the project’s 48-month lifetime as more events and activities take place, and more project results can be shared with the consumers, especially considering the nature of the project, which relies on the participation of consumers to develop an effective project solution. Although it is adapted over the lifetime of the project as it is influenced by the developments of the project, the essence remains the same and is the motivating principal for all project branding.

A clear and coherent visual and graphical appearance allow an easier identification for the public. The tExtended brand strategy will have an impact on all other deliverables to be submitted as part of the tExtended project, as it will provide guidance on the overall tone and direction of the project in the carrying out of research, events, and other activities and in the communication and dissemination of these activities to identified stakeholders and the wider public.

2.1.1 Verbal Identity

Name

The project's name plays on the creation of a new word that encapsulates the essence of both the words that create it. The word 'textile' immediately explains the context of the field in which the project operates. At the same time, the fusion with the word 'extended' describes instantly to the reader the action that the project intends to lead on. The creation of a single word 'textended' creates a unique marking brand for the project, allowing an easy identification of each activity linked with the project through it. The choice of the capital E as second letter enforces this, in addition to creating a unique name that assists in finding the tExtended project website and official social media accounts.

The project name tExtended therefore visualizes immediately in the eyes of the stakeholders a connection between the subject and the action of the project.

- tExtended is always written with a starting with a lower-case t and followed by an upper-case E;
- The project title has capitalized first letters: Knowledge Based Framework for Extended Textile Circulation;
- Project website: textended.eu, it is always lower-case;
- Twitter account: [@tExtendedEU](https://twitter.com/tExtendedEU)
- LinkedIn account: [tExtended](https://www.linkedin.com/company/tExtended)
- Instagram account: [@textended_eu](https://www.instagram.com/textended_eu)
- Facebook account: [Textended](https://www.facebook.com/Textended)
- YouTube account: [tExtended](https://www.youtube.com/channel/UCtExtended)

Tone of voice

The tone of voice used on all tExtended platforms and in any public communication output determines what and how the project is communicated to the public and the external audiences. The tone and the style used are guided by consistency and clarity: tExtended is a project that includes partners with a broad range of difference experiences and that aims to impact several stakeholders, and it therefore needs to create a coherent and familiar tone of voice that will ensure that the key messages and ambitions reach their target.

2.1.2 Visual Identity

The tExtended logo shown in Figure 1 has been specifically designed to provide an iconic look and feel to the brand whilst also providing instant brand communication to the viewer. The purpose of the logo is to develop a strong brand identity and transmit consistency and awareness of the project; its use includes several communication templates where it can be formatted (e.g., infographics, posters, brochures, videos, common templates for presentations and other actions).

Just as with the name of the project, also the logo is a crisis of elements that immediately transmits the knowledge of the project topic. The logo combines the iconic universal recycling symbol, here depicted with the three colours chosen as the main palette of tExtended. It embodies at the same time the focal point of the project and Europe's commitment to sustainability and innovation. The logo stands out on the frame of a t-shirt in the background, again painted in the brand colours; the gradient colour exemplifies industry's movement towards green solutions.

The logo text uses a modern uniform style to give impact and instant legibility, and to represent that this is a modern problem that will require clear and concise solutions.



Figure 1: tExtended logo

The logo has multiple use cases so that it is viable in all situations including web design, social media, and print. Each different version of the logo and its use case are outlined in the Brand Guidelines, prepared by CARR and made available to the project partners in the online repository. Project-specific branded presentation templates were created ahead of the Kick Off Meeting (M2) for use during the project. These include various slide types including title slides, section title slides, content slides and closing slides. They also have the project fonts and colours built in.

The tExtended colour palette (see Figure 2) derives from the project’s background and mission and created to specifically work in a digital arena. The colours are vibrant and modern, giving impact and contrast to any on-screen products.



Figure 2: tExtended colour palette

The two brand fonts are Overpass (Header Font) and IBM Plex Sans (Body Font), see Figure 3. Both fonts have been specifically designed for onscreen clarity, while still working well for print if necessary. Times New Roman has been selected as the default Windows font as well as the font for the deliverable documents to ensure full compatibility. These brand fonts are included in the tExtended brand resource pack. They are also embedded in the presentation templates so they can be used even if the user does not have them installed, ensuring thorough brand consistency.



Figure 3: tExtended typography

From the outset of the project, a clear brand basis was created and communicated to partners. The brand will continue to develop as the project evolves. tExtended project partners will continue to play a critical role in the development of the brand and in ensuring that the brand is used to effectively communicate the goal and objectives of the project.

Currently, in M6 the tExtended project logo, typography, colour palette, branded PowerPoint template, social media banners (M1), branded Word template sheet (M3), have been designed and finalised, and the design of the branded video cards is in progress. This will guide all project partners on using the brand and set a benchmark to abide by so that there is a consistent, clear, and unified voice coming from the project.

3 Communication Strategy

The first version of this deliverable has been finalized at M6, an early stage of the project, and it primarily focuses on presenting the communication and dissemination strategy and how it will be implemented and monitored throughout the whole duration of the project. The strategy has been planned and developed with the goal of maximising the project impact and raising awareness about the project in general through carefully planned dissemination activities.

The strategy describes the objectives and the approach, and it identifies target audiences, key messages, channels, and materials for dissemination; it outlines how publications and events will be selected, and it provides relevant information to all partners on procedures and requirements for scientific publications and dissemination events. The strategy also covers media relations and introduces clustering activities on the topic of innovation in recycling of textile waste.

3.1 Strategic Objectives

tExtended partners have identified and set the following project objectives from the DoA (Table 2).

Table 2: tExtended objectives

Category	Objective	Description
Strategic	OBJ-1	Support the implementation of circular textile ecosystems in different parts of Europe
	OBJ-2	Assess the sustainability and circularity with appropriate methodologies
Technological & Scientific	OBJ-3	Enable the optimization of textile recycling in the circular textile ecosystem by adopting data sharing and digital tools
	OBJ-4	Adopt Industrial-Urban Symbiosis (I-US) in the replicable real scale demonstrator
Policy & Societal	OBJ-5	Increase societal awareness and knowledge sharing within the community of practice
	OBJ-6	Develop a business case and an exploitation strategy

Considering that the identified objectives cover such diverse scopes and fields, tExtended requires a diversified and multichannel communication approach to reach both specialized audiences and consumers; communication activities, key messaging, and channels need to be adjusted for each audience.

The communication and dissemination strategy addresses the following challenges: 1) scientific integrity and technological advancement that are consistent with the strategic objectives; 2) effective, relevant, and targeted communications to the identified stakeholders; and 3) maximisation of the impact through dissemination and exploitation. The strategy will be continuously updated and adjusted to follow the development of the project with the scheduled Interim Reports in M18 and M36.

3.2 Strategy Overview

Strategy, in the words of Sloan (2019), has a twofold meaning: it can be examined looking at it in the past, searching for a repeated pattern on the path to a success, or it can be looked at as a future activity, where it becomes a broad framework for actions that will culminate in a win.

The communication and dissemination strategy will ensure that the project outcomes are widely disseminated to the identified target audiences at appropriate times and through diverse communication channels. The ambition is to establish a two-way communication with external stakeholders, enabling them to express feedback that can be received and integrated in the development, evaluation, and exploitation of the project outcomes. Therefore, the strategy here outlined aims to be looked at from both points of view: as the project processes, it will be important to focus on what has been done, also with the support of the feedback received, to understand the successful actions undertaken and adapt the strategy to have them as framework for the upcoming months.

The tExtended strategy follows the stages and processes of the development of project technologies and solutions, therefore allowing for it to be adjusted accordingly.

The overview of the strategy is presented in Figure 4 which maps planned activities, communication channels, key audiences and messages.

tExtended dissemination and communication strategy											
Target audiences	Research community, researchers specializing in recycling textile waste and textile circular economy		Technology stakeholders, industry at regional, industrial, EU level and beyond, recycling technology actors		Enablers and facilitators, actors in charge of green public procurement, EU bodies, standardization organizations		Waste management actors at local, regional, and national level, municipalities, charities, collection and sorting companies		General public, consumers, local community actors, media outlets and citizens		
Communications channels	Project website	Social media (Twitter Instagram LinkedIn, Facebook)		Project newsletter	Broadcast media, national TV and radio	Print media	Research publications, such as research*eu, Horizon Magazine	Digital media (YouTube)	Academic conferences and research events	Peer-reviewed and open-access journals	Webinars, workshops, seminars
Key messages	tExtended will...	present a solution to a global challenge	create effective data-driven processes to optimize the valorization of recycled materials		reduce solid waste generation by 80%	define a circular textile ecosystem	work with community actors for the replication potential of	assess sustainability, circularity and their symbiosis with existing standards and best practices		be relevant for industries and local communities	
Communication	2800 social media followers across social media	40 pieces published in print and digital media	5 broadcast media opportunities on TV/radio	20.000 visitors to the project website	10 videos about the project	Biweekly blog posts	6 press releases promoting the project across the timeframe	2 community workshops	2 focus groups	10 interview sessions	
Dissemination	12 papers in high-rank open-access journals	30 presentations in scientific conferences and workshops		40 industry fairs	5 tExtended workshop per year	7 MSc theses	1 PhD thesis	20 clustering and knowledge transfer meetings		Standardization and policy making	

Figure 4: tExtended communication and dissemination strategy overview

3.3 Target Audiences

The tExtended project aims to develop and demonstrate effective textile recovery, extended textile product reuse, waste valorisation, and recycling processes. The main objectives of the project, the unique selling points, and technological innovations of the tExtended final Blueprint will appeal to several target audiences: from the onset of the project, we have identified the groups of key stakeholders that shape the primary audiences of the communication and dissemination strategy. The mapping of target audiences continues during the whole project since the list grows more detailed and changes as partners identify new entities of interest through the development of their work.

This strategy maps the multiple audiences whose attention to tExtended outputs and results we would like to attract with communication and dissemination activities. Audiences are considered at all levels, ranging from local to regional, national, and European: they are not considered as direct target groups only, but as a broader group to whom we address our communication activities. Stakeholders, however, represent interest groups or individuals who are directly impacted by the project, have a vested interest in it, or participate in project activities: when members of the target audiences start to get engaged in the project, they become stakeholders.

The primary target audiences for tExtended have been broken down into five groups and are represented in Figure 5 below:

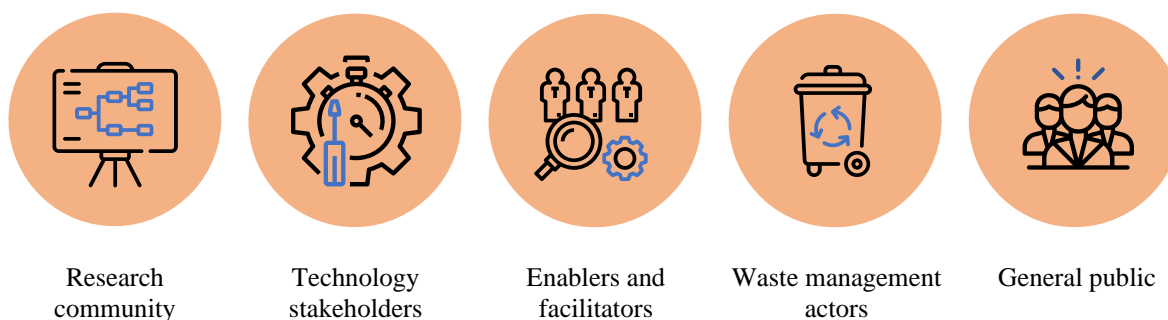


Figure 5: Primary target audiences

Primary audiences

Research community: researchers specializing in textile circular economy, textile product reuse, and recycling textile waste, including the European Network of Textile Research Organizations (Textranet), the Association of Textile Universities (AUTEX), Network of Textile and Fashion Universities of Applied Sciences (NETFAS);

Technology stakeholders: industry at regional, national, EU level and beyond, chemical agencies, recycling technology actors, including the European Technology Platform for the Future of Textiles and Clothing (ETP), the European Apparel and Textile Confederation (Euratex), national textiles associations, RegioTex, spinning mills, sectors using workwear, producers of textiles machinery, machine builders for sorting, recycling and manufacturing;

Enablers and facilitators: actors in charge of green public procurement, the European Environmental Agency (EEA) and national National EPAs, the European Circular Economy Stakeholder Platform, EU bodies and initiatives (including DG CLIMA and DG CINEA), policymakers, standardization organizations (i.e., NSAI, SIS, GS1), trade associations, State Secretariat for Education, Research and Innovation (SERI, Switzerland);

Waste management actors: local, regional and national waste management actors, including EU bodies and initiatives, municipalities, EPR organizations, textile collection and sorting companies (i.e., Eurofrip, Vlaams

Inzamelcentrum Textiel, Curitas), R&D and SMEs specialized in textiles and in the recycling of textile waste (i.e., Återvinningsindustrierna, Ragn-Sells Group, Municipal Waste Europe), mechanical, thermo-mechanical and chemical textile recycling companies, charities;

General public: consumers, local community actors, media outlets and citizens, whose participation in the development of the project will be encouraged by this deliverable.

Other audiences

To address the public policy perspective of the tExtended project and its contribution and innovative potential, especially on consumers, we also consider the following audiences, who will help to amplify key messages.

Journalists: media professionals at European and national levels who are valuable assets for reaching other audiences and for explaining the impact of the project on everyday lives in the context of European and national security challenges;

Civil society organisations: practitioners and campaigners, based in Europe and associated countries, who may help in promoting awareness about the effects of textile waste on everyday life and the impact on general consumers.

4 Communication and Dissemination Channels

The tExtended project uses diverse communication and dissemination channels, in order to ensure far-reaching impact and effectiveness of the strategy here defined. Following best practices in research communications, the most useful approach is to explain and present the same research outputs in different formats and channels to appeal to different audiences. As previously established, the tExtended project branding (see Chapter 2.1) will create a cohesive and impactful image for all communication and dissemination materials.

tExtended establishes a strong online identity thanks to the project website and its multiple digital channels: tExtended is online on Twitter, LinkedIn, Instagram, and Facebook, and a YouTube channel has been created as well. Active social media presence and engagement provide extensive opportunities for tExtended to inform target audiences, promote events and research results, create awareness on the project topic. Such strong use of social media allows tExtended to build and strengthen two-way communication with the audiences: it enables online users to share insights, opinions, and experiences, but it also facilitates the creation of communications of people, organisations, and businesses with common interests.

The first step in the communication strategy is to create a social media plan, in order to choose the most appropriate social media content for reaching the selected target audiences. A content management plan will be put in place to pitch the content in the most appropriate way for each social media; this will also ensure the continuous monitoring of information and engagement. The project will rely on impactful visual media, original video content, engaging and educational infographic to create targeted content experiences for users across all tExtended digital platforms.

tExtended visual identity will also be supported by publications and events promoting the project outputs and their potential impact. The newsletter will share news, updates, and analyses drawing on the project research. The blog will include insights of daily work of project partners, focusing on their individual contributions, and articles on the major events that include partners' activity. Other tExtended outputs will include videos, presentations, and events conducted in online, hybrid, and in person formats.

The focus for external communication also includes the issuing of press releases to digital and print media. The project will actively use the established platforms and freely accessible tools offered by the European Commission, such as, but not only, Horizon Magazine, research*eu, European Commission's Newsletter and Project Stories. The promotion of exploitable results of the project will also focus on specialized publications concerning textile industry, circular economy, and the recycling of textile waste.

The Project Coordinator will inform the Project Officer about news, events, developments about tExtended, in order to raise the profile of the project during different research stages, and to enable EC personnel participation to tExtended activities. Furthermore, tExtended Project Officer will be given possibility to comment tExtended publications that have linkage to EU programs, policies, and/or other EC activities.

To ensure that tExtended research is accepted by end-users and applied in practice, the tExtended team engages directly with stakeholders throughout the project's lifetime: project partners have created the TAB and the CoP since the early stages of the project, and the members of both groups actively participate and contribute to the research content. This helps ensuring that the project results meet expectations and are sensitive to priorities and needs of end-users.

The tExtended communication channels and the timing of the project's communications will continuously align with the brand and the target audiences. In our communication and dissemination activities, we use terms, concepts, and descriptions carefully selected in order to use for every level of communication the most appropriate vocabulary and tone.

4.1 Website

The tExtended website acts as the central hub for all the project's online communication and dissemination activities. The website was assigned the following domain and can be accessed at this link: <https://textended.eu>.

The project website is a powerful dissemination tool and a key element of engagement with the target audiences of the project; it incorporates the visual identity of tExtended and its project branding, and it provides easy access to non-confidential information and deliverables. The website has been reviewed internally in February 2023 and went live on 28 February 2023.

The process of updating and improving the tExtended website is continuous throughout the lifetime of the project: news and updates will be shared as they become available, and input and information from all the partners will be included to provide updates on their progress towards the project goals. The website will function as a central depository hub also of all post-project activities, as it will stay live for five years after the end of the project.

The project website will cater to all the different audiences targeted by tExtended, who will be able to navigate easily through the website sections and reach the content of major interest (see a detailed list in Chapter 3.3). More broadly, the public website will represent a clear outcome of the project brand and provide non-confidential project information in a clear manner that can be easily understood by the general public, including:

- Project biography, i.e., concept and methodology
- Core objectives
- A profile of each consortium partner
- Results and public deliverables
- Publications
- Information on pilot applications
- Project news, blogs, and events
- Project videos
- Downloads, e.g., infographics and fact sheets
- Links to other relevant European Commission / Horizon Europe projects and initiatives

When designing the tExtended website, the aim was to make it visually attractive and easy to navigate, and at the same time informative and timely. According to Garrett *et al.* (2017), the elements that define a good website are, in order: navigation, graphical representation, organization, content utility, purpose, and simplicity. The tExtended website is built in order for the user to have access to an easy navigation, displaying the major information about the project in the landing page, from where the access to every other section is easily intuitive. The website recalls the colour chosen for the branding of the whole project (see Chapter 2.1 for more details). The material on display on the website is representative of the project, its objectives and activities, stating clearly the role of the project itself, and therefore recalling all the important aspects of web design. As a result, the users are encouraged to visit, browse further, and recognize the website as the project's information nucleus.

The website is built with flexibility, meaning that web sections may be added or removed as required. It is also programmed using the technique of responsive design, meaning that it will present itself in a layout most appropriate and optimised for the device on which it is being viewed, be it desktop, smartphone, or tablet.

Functionally, after the ending date of the tExtended project, the website will be the sole host of its public results, and it will serve as a virtual centre for all post-project activities. Therefore, the tExtended website has been created with the dual purpose of housing the project's core communications and reaching its key audiences throughout the lifespan of the project but also after its end.

4.1.1 Website Structure

The website is built on the WordPress platform, which is an open-source content management system written in PHP and paired with a MySQL or MariaDB database. The platform includes a plugin architecture and a template system, referred to within WordPress as Themes: this allows the tExtended website to be as responsive as possible to its users, and it also allows the site to be visually attractive and easily accessible.

A modular approach was used to create the website's structure and layout; such approach lays the information out in a series of content 'blocks', which provides flexibility of form. The rationale behind this style of approach is the evolving dynamic nature of projects, where certain developments may transpire that alter the trajectory somewhat or where the focus shifts from one aspect to another. While a concrete roadmap will exist to chart the progression of actions over the duration of the project, the appropriate tone and means to communicate these to stakeholder audiences can be more fluid and this approach will enable their refinement and modification in real-time.

4.1.2 Website Maintenance and Updates

Communication and dissemination leader Carr Communications (CARR) is responsible for the building and maintenance of the tExtended website. CARR will also develop the content required for the website; this will involve writing, editing, and proofreading the written content for each page.

Given the broad range of audiences for the site, each with a different level of knowledge and expertise about specific areas of the project, the content writing will also comprise copywriting content in different ways, as the same information may have to be provided, using different tone and language, for different audiences. CARR will also collect images and multimedia content related to tExtended to complement all written content and ensure that the site is visually appealing to visitors.

As project activities take place, partners will be encouraged to contribute further to its development through blog posts, workshops, news, events, and updates on the status of their work within the project. All this information will be uploaded to the website in a timely manner, ensuring the content continues to evolve and be regularly updated throughout the project's lifetime.

4.2 Social Media

Social media will be used as an essential communication tool for tExtended in engaging with relevant stakeholders and disseminating the project's key messages. A strong digital presence is crucial for tExtended from a communications perspective, with search engines and social channels becoming the go-to place for information on a brand, organisation, or product in the digital age. According to DataReportal's 2023 Global Overview Report, social networks are the second most popular reason for users to be on the internet. Considering the broad range of stakeholders of the project, the variety of their preparation on the topic, and the different project objectives to be reached, the project needs to be active on social media to be able to impact all this. Therefore, the main social channels identified for use by tExtended were Twitter, LinkedIn, Instagram, Facebook, and YouTube; all of them were set up and started running in M1.

LinkedIn was identified as being an area where representatives of textile industry and relevant researchers could be located. The strong presence on this social media of several members of the partnership influences the spreading of the tExtended content. LinkedIn has more than 850 million members in 200 countries and regions worldwide (DataReportal, 2023). With a specific business focus, LinkedIn users can be identified and targeted by demographics data such as their job title, company, industry, and seniority, making it ideal for the aim of tExtended's communications.

Twitter is seen as having a more general audience which may include the public, media as well as researchers and policymakers. Twitter is the 7th favourite social media platform (DataReportal, 2023) and especially has kept its popularity constant among the users aged 16-64 in the last year (Sprout, 2022).

Instagram has been identified as the channel with the highest possibility of meeting the consumers audience (CSNA Media, 2022). Instagram is also the social media platform that offers the biggest potential to grow audience and to connect with brands (HubSpot, 2023), other than being the favourite social media in the age range 16-34 (Khoros, 2022).

Facebook is still the social media with most global active users, according to DataReportal's 2023 Global Overview Report, and ranks second as the most used social apps, with the number of active users still growing over the last twelve months. Notably, Facebook ranks higher as favourite social media in the age range 35-54 (Sprout, 2022).

Lastly, with video content on the rise in recent years on social media, YouTube will aid tExtended in helping to break down topics, issues, and queries that may arise into easily digestible videos for those interested. It has also been identified by Hubspot as being the number one platform in the world for building communities on (Hubspot, 2023).

In addition to these channels, already established since the start of the project, tExtended is continuously researching on social media, in order to keep up-to-date with emerging networks and channels. The project aims to involve consumers and the general public in the development of some of the solutions, and therefore needs to strongly establish its presence on the appropriate channels, aiming especially for the most popular ones for consumers at the moment, such as YouTube shorts. The possibility to open new accounts on different social media will be considered and evaluated throughout the development of the project.

In evaluating the use of the social media channels, CARR will also monitor the engagement rate achieved. Other than measuring performance, engagement metrics can indicate the content that earns the most attention and allow to target the right audience, noting the user personas from which comes most of the engagement. Monitoring this element will allow also for changes in the strategy foreseen for each channel; as tExtended is a 4-year project and social media is a fast-changing industry, also the type of content planned and the frequency of posting must be adapted to the kind of content that attracts the most engagement.

4.3 Media Outreach

Other than the already covered social media, modern media is traditionally considered as consisting of other two main outlets for communication – traditional media (TV, radio, and printed newspapers/magazines) and digital media (online news outlets, trade news sites, and topic-specific websites).

Due to the varied nature of tExtended and the wide range of partners and objectives, a kick-off press release to announce the launch of the project has been produced and issued to the media in accordance with the partners. Together with the project coordinator VTT, CARR developed an overall press release template which was distributed amongst project partners to adapt to their own context and needs.

CARR issued the press release at EU level and national level in Ireland and created a targeted media list based on the project's key audiences, sectors, and relevant EU publications. In addition, CARR worked in cooperation with the project partners so they could issue the launch press release to the regional and national media within their own countries. Finally, the press release has also been shared via social media, and reshared by various partners on their own online channels.

tExtended aims to gain media coverage at both EU and regional level so that all target audiences are aware of the project. The aim of this initial press release was to raise awareness and provide information to media, rather than to obtain news coverage, but, as the project develops, and more research and tangible results emerge, the aim will shift for future press releases to achieve more targeted EU-wide and regional targeted media coverage.

4.4 Publications

The scientific community represents an important target audience for tExtended, and the publication of the project results in relevant journals and conference papers will be a key dissemination activity for the project. The added benefit of scientific publication is independent peer review, which enhances the innovative potential of the project and provides new openings for research collaboration.

As the tExtended project covers several fields and aims to reach different types of stakeholders, the expectation is for the outputs to interest various scientific fields. tExtended is strongly committed to promoting open science research, and all the scientific articles and conference papers produced will be published according to the Horizon Europe Open Access guidelines and will be publicly available (please see Chapter 5.5 for more details). Special arrangements will be made to guarantee the security and confidentiality of restricted information.

To guarantee that publications can proceed as planned, the lead partner of the publication should follow the following steps:

- As early as possible and at least 30 days in advance, the lead partner informs the Project Coordinator (VTT) and the Dissemination Manager (CARR) about a planned scientific publication.
- Provide the following provisional details of the planned publication:
 - Author(s), partner organisation(s);
 - Title of the publication;
 - Links to relevant project task(s);
 - Research data to be used;
 - Target journal(s);
 - Planned submission date;
 - Open access arrangement.

All publications will be recorded in the tExtended Dissemination Tracker (available in the project's online repository) by CARR, with the support of all partners. The dissemination tracker will keep record of the project scientific publications and create a valuable database. It is essential that each partner assesses and chooses the most suitable publication based on the following criteria: field, ranking, scientific impact, prestige, readership, and open access policy. From the onset of the project the partners have started compiling a list of journals that can be relevant and useful to the partners:

- Waste Management & Research (Sage)
- Journal of Cleaner Production (Elsevier)
- Journal of Industrial Ecology (Yale University, Wiley-Blackwell)
- Resources, Conservation & Recycling (Elsevier)
- Analytica Chimica Acta (Elsevier)
- Cellulose (Springer)
- Textile research journal (Sage)

4.5 Promotional Material

Promotional material is designed to impact on a wide audience, and it is produced throughout the project as results emerge. Such materials will be updated annually, and will include leaflets, posters, banners, and infographics. It will be available for download in the section 'Downloads' on the tExtended website.

To minimize the environmental footprint of printed materials, most of the content will be produced in a digital format; preference will be given to materials such as electronic posters, video materials and presentations. The project material developed can also be linked with a QR (quick response) code and connected with more detailed information published on the tExtended website.

All promotional materials are produced in line with tExtended brand guidelines as presented in Chapter 2.1. Both printed and electronic promotional materials can be made available in editable format to the project team, so they can be adjusted and translated for a specific event and audience.

Several templates have been created for the project, and they are available to the partners for use via the tExtended Collaboration platform. Every template integrates the Style Gallery, including font and colour palette designed for tExtended.

4.6 Newsletter

A newsletter series will provide regular updates on project developments, results, outputs, and events throughout the tExtended project. The tExtended website homepage includes a link to subscribe to the Newsletter, that will be issued on LinkedIn twice per year, beginning at the end of spring 2023. By M5, tExtended has more than 300 followers on LinkedIn, which all constitutes a reachable audience for the project newsletter.

LinkedIn Newsletters are GDPR compliant, as first-tier connections are shown the newsletter and invited to subscribe: this ensures that the subscriber list is fully opted in. LinkedIn Newsletters is a relatively new feature to the social media channel but has impact and direct link to attaining subscribers. It is straightforward for readers to subscribe – they can subscribe while using the LinkedIn platform, therefore the process does not require the user to have a LinkedIn account, but it does not require visiting a different third-party website to sign-up, making it homogenous with their everyday social media use. Whenever a LinkedIn Newsletter is published, an automatic notification is sent to subscribers and inboxes, which will increase awareness of the tExtended project. Metrics can then be monitored in terms of the numbers of views.

4.7 Blog

A blog is a website or web page that is regularly updated either for personal use or, in this case, to fulfil a business need (Forsey, 2022). The tExtended blog is a core section of the project website that will feature monthly posts to update readers about project progress. As it is regularly updated using key words such as 'Horizon Europe', 'Textile Waste' and 'Data Collection' this will help to improve visibility of the website through Search Engine Optimisation (SEO) rankings. Various blog series, with content provided with the help of all project partners, will focus on topics of interest, such as event participation, workshops, publications, key results and outputs, and any other relevant project or partner activities.

As the blog posts are intended for a wider audience on the tExtended website and social media channels, where they will be shared, the aim is for everyone to use accessible terminology when preparing the blog posts.

4.8 Podcast

The use of podcasts as a communications tool has surged in the last five years, and the number of listeners worldwide is estimated to be 464.7 million, representing the 22% of all internet users (Oberlo, 2022). Albeit at a slower rate, the popularity of podcasts is believed to increase in the coming years. The tExtended project will run two podcast mini-series throughout the duration of the project and they have value for tExtended as they can allow the project to communicate to a relevant and captive audience with a clear interest in the topics to be discussed.

4.9 Videos

Video content will play a significant role on all tExtended social media platforms. The popularity of video content is continuing to rise exponentially with 92.7 percent of global internet users worldwide watching digital videos each week and spending around 100 minutes a day doing so (Oberlo, 2022).

Work has already begun on tExtended's video content, having filmed six interviews with various partners at the kick-off meeting in Espoo, Finland, in January 2023, and at the second plenary meeting in Vila Nova do Famalicão. The videos will be shared on YouTube and then spread across the tExtended social media channels over the coming weeks/months.

The idea behind this opening video series is for tExtended's audience to be introduced to some of the partners in a more relatable way and to hear different perspectives on how the project will create an impact. The presence of project members on social media channels is also intended as a humanization of the tExtended brand, with the goal of increasing the project success online by reaching out to consumers in a more direct way.

4.10 Community Engagement

Relevant events provide an opportunity for tExtended to communicate directly with a wide range of key audiences and share information about the project itself and its results. The partners have started compiling a constantly updated list of target events in M2 as part of the dissemination tracker spreadsheet, which is available in the project repository for every member of the consortium to contribute to it too. The events selected will include in-person, hybrid, and virtual workshops and conferences.

Community engagement is a relevant element of the communication plan of this project, due to the involvement of consumers in the development of tExtended solutions; it is planned to host two community workshops, two focus groups, and 10 interview sessions during the project in the context of the Social Innovation Spin-Off. To such end, communications partnerships will be established with pre-existing textile technology providers and industry, but also textile research communities, networks, and associations.

Throughout the project, CARR will use the dissemination tracker to monitor the progress of communication and dissemination, with the goal of maximising the impact that can be generated for the tExtended project.

4.11 Clustering, Networking, and Engagement with Media

Clustering and networking are important tasks of dissemination and exploitation activities: to implement the work of tExtended, the project builds on close cooperation with other research and innovation projects and relevant stakeholders in the field of textile innovation, recycling, and circular economy throughout the lifetime of the project. Pre-existing networks and research collaborations, especially where project partners are already

involved, will be used to achieve a broader impact, and ensure a wider adoption of the developed technologies and other state-of-the-art research outputs by end-users.

4.11.1 Clustering

Clustering aims at sharing and exchanging ideas and concepts, including insights and best practices while avoiding duplication of efforts and results; they also facilitate awareness of the action and project activities, increases the size of audiences, and amplifies the project visibility through collaboration (e.g., joint newsletters, joint press releases, cross promotion on social media).

Collaboration opportunities with other CL4-2022-TWIN-TRANSITION-01-10 and other H2020 and Horizon Europe projects will be sought to facilitate effective communication and ensure far-reaching impact. Joint information and dissemination activities will be undertaken to increase synergies between projects, as well as the visibility of EU research and innovation actions. The use of the Horizon Results Booster service from the European Commission will be considered; this will allow to identify a common portfolio of results and design a common dissemination strategy to reach end-users and to advance exploitation efforts.

At M6, tExtended is already integrated into clustering activities; since M3 tExtended is member of ECOSYSTEX, a joint initiative of the European Commission's Research Executive Agency (REA), the European Health and Digital Executive Agency (HaDEA) and the Circular Bio-based Europe Joint Undertaking. tExtended is also part of the Process4Planet partnership, a European co-programmed public-private Partnership established between A.SPIRE as the private entity and the European Commission in the context of the Cluster 4 (Digital, Industry and Space) of Horizon Europe funding programme.

A first list of related projects has been compiled, and it will be continuously updated as the project progresses:

- CISUTAC Circular & Sustainable Textile & Clothing (<https://www.cisutac.eu/>)
- HEREWEAR Bio-based materials for locally manufactured, sustainable and circular clothing (<https://herewear.eu/>)
- MY-FI The Mycelium Revolution (<https://www.my-fi.eu/>)
- New Cotton Project (<https://newcottonproject.eu/>)
- SCIRT System Circularity and Innovative Recycling of Textiles (<https://scirt.eu/>)
- T-REX Textile Recycling Excellence (<https://trexproject.eu/>)
- TRICK Blockchain for a sustainable textile industry (<https://www.trick-project.eu/>)

4.11.2 Networking

tExtended will network with pre-existing communities, initiatives, and associations to ensure active engagement and involvement of diverse stakeholders in the project activities. All tExtended partners have pre-existing networks of contacts, clients, and business partners; these communication channels will be used to reach and engage with different stakeholders, instead of building networks from scratch only. Communications partnerships will also be established with experts and professionals in the field of textile circular economy and recycling of textile waste. All partners are committed to contribute to networking through a variety of activities including attending events, issuing newsletters, and organising seminars and workshops.

A TAB and a CoP will be set up during the first year of the project: they will bring wider industrial and technological experience to complement the project consortium.

4.12 Media and Multipliers

Media represent an important audience for tExtended, as well as a multiplier channel to reach priority audience groups. During the first year of the project, significant efforts from CARR will be invested in building and growing a media contact database, which will include media outlets at local, national, and European levels. CARR will prepare and issue press releases on preliminary research results, outputs developed, and project events, in order to gain media coverage.

The tExtended project will be presented to EU-level media outlets with a view to get coverage of the project activities and developed technologies, while local media will be targeted during tExtended events. These efforts will continue into the following years of the project; as the work on the tExtended solutions progresses to next stages, media engagement and activities will become increasingly result-oriented.

In addition, we will rely on valuable EC resources that can serve as amplifiers and multipliers of the tExtended results.

5 Impact Monitoring

This chapter details the initial dissemination KPIs and provides an initial timeline for planned activities up to M18, as defined in the Grant Agreement (GA). It also discusses performance measurement and analysis, with details on tools and methods to be used for continuous monitoring of dissemination activities. The section on the management of dissemination activities presents the procedures for dissemination reporting and outlines the open access approach for scientific publications and the risk management strategy.

The described communication and dissemination activities will be implemented from M7 to M18, as presented in Table 3. The communication and dissemination strategy will be evaluated and reviewed based on the performance indicators at M18 and M36, and necessary adjustments will be included in the updated versions of this deliverable. An additional table will follow through with the following evaluation, showing the impact monitoring timeline planned for each reporting period.

Table 3: Timeline of monitoring activities

Tasks	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18
WP7 email updates												
Networking & clustering												
Project website update												
Twitter content												
LinkedIn content												
YouTube content												
Newsletter												
Promotional materials												
Annual review of the website												
Media contacts database												
Media briefings												
Media training												
Press releases												
Outreaching events database												
Scientific publication database												
Strategy evaluation & review												

5.1 Key Performance Indicators

When it comes to dissemination activities, measuring and monitoring are core elements of successful implementation. However, not all success factors are tangible, since not all dissemination elements can be quantified. Therefore, for the tExtended project we propose two approaches for monitoring dissemination activities: quantitative monitoring via Key Performance Indicators (KPIs) and qualitative monitoring via impact narrative analysis.

First, we have certain quantitative targets that facilitate the measurement of how the project progresses towards its dissemination goals. These targets (KPIs) are specified in Table 4, based on DoA, and they reflect the outlook at the start of the project (M6). The quantitative targets will be monitored and reviewed: the updates of the strategy will provide continuous monitoring on the status and the potential readjustments (up or down) at M18 and M36.

Table 4: tExtended communication KPIs

No.	Activity	Indicator	M48 (goal)	Source
1	Project website	Visits	20.000	Google Analytics
	Deliverables, report, communication collateral	Downloads	500	
	Blog posts and opinion pieces on the website	Views	/	
2	Newsletter	Number of subscribers and online readers	500	Google Analytics, LinkedIn reports
3	Social Media Platforms	Followers	2800 (global)	Google Analytics, Meta Business Suite Insights
4	Videos (per video)	Average views	10	YouTube Analytics
5	Articles and reports in media	Number	40	Project records
	Press releases	Number	6	Content media analysis
	Promoting the action and cluster activities	Mentions	10	
6	Open-access research publications	Number	12	Project records
	Conferences	Number	30	
	Community workshops	Number	2	
	Focus groups	Number	2	
	Interview sessions	Number	10	

5.2 Performance Measurement Tools

In measuring the quantitative impact, we will rely on several available tools, such as Google Analytics, Meta Business Suite Insights, YouTube Analytics.

Google Analytics is a free web analytics tool that helps us to understand and analyse the overall performance and trends of the tExtended website. It is used to measure website traffic patterns, for example, total number of visitors, page views, duration of visits, downloads, and the geographical spread of visitors. This information is

used to gain insights into performance and provide feedback on how we can improve and optimize the website structure, so that the content and the design of the project website match the preferences of visitors. The website will undergo annual review, using the analytics and feedback from the partners to improve the website performance. If a particular section proves to be frequently visited, we can make it more prominent on the website and ensure that the navigation journey becomes easier for visitors.

LinkedIn Analytics provide a performance overview for the tExtended Newsletter: the number of newsletter subscribers, the number of views of the newsletter, the number of clicks on the links. By tracking how readers interact with each issue of the newsletter, it is possible to identify potential improvement areas.

Google Analytics is used to analyse and monitor the performance of tExtended social media accounts (Twitter, LinkedIn, Instagram, Facebook). Analytical reports will help to measure the activity and optimize performance on Twitter and LinkedIn in terms of the number of posts, best times for posts, profile visits, new followers, and impressions. Although we have chosen the number of followers as our main performance indicators, we will also rely on the impression metrics and the number of shares to improve our engagement rate and the overall performance in social media posts, adjusting timing, tags, and the number of posts in our social media calendar.

As the project makes use also of Facebook and Instagram, Meta Business Suite Insights will also be used. Meta Business Suite allows the users to properly analyse the page's performance. It shows the reach of the page, the best-performing content, and the audience. The analytics regarding the two different social media can be seen individually as well, allowing for a specific monitoring of the insights of each channel.

YouTube Analytics will allow us to monitor the performance of the tExtended YouTube channel and posted project videos in terms of number of views, watch time, demographics, specifications in devices used for watching.

Apart from automated analytical tools, CARR will keep records of all dissemination activities, including conference attendance, research outputs, publications in different media, and media clippings. A thorough content media analysis will be conducted in M18, to review the performance and engagement obtained and introduce suitable adjustments if needed.

5.3 Impact Narratives

In addition to quantitative measures, we will also monitor qualitative analysis through reviewing impact narratives in media, scientific reports, policy documents that refer or mention tExtended research results, and other actions.

Throughout the timeline of the project, CARR will analyse and evaluate effective dissemination activities that helped in reaching specific target audiences or objectives. The goal is to assess and improve how the project is described and features in scientific and media discourses. The qualitative analysis will include content analysis of media and assessment of best practices during tExtended events and media engagement. The aim is to achieve, at the end of the project, impactful narratives about tExtended that engage different groups of end-users and are represented at different levels.

5.4 Management of Dissemination Activities

The principles of the dissemination management are here outlined and detailed in accordance with the Project Handbook² (confidential, available only for consortium members). CARR oversees planning and developing the communication and dissemination strategy and activities, in close cooperation and consultation with the whole tExtended consortium, and a monthly update meeting will be held online with the partners; the coordinator and specific partners are consulted on relevant issues when necessary.

All partners will report any dissemination actions to CARR via the tExtended collaboration platform or via email: reported dissemination activities are registered into the dissemination tracker.

The dissemination tracker will be maintained by CARR as a continuously updated database of all tExtended dissemination and communication activities in the tExtended collaborative space. The tracker includes seven sections: 1) Target events; 2) Events attended; 3) Journals & Publications; 4) Articles generated by partners; 5) Media coverage; 6) Social media coverage; and 6) Theses. The dissemination tracker may be updated with new sections if new relevant dissemination activities not yet classified may arise.

Dissemination Reporting, Compliance, and Obligation to Disseminate Results

CARR maintains a record of all dissemination activities carried out throughout the lifetime of the project. The obligation to disseminate results are specified in Article 17 of GA. According to Article 29.1, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner.

In addition, a beneficiary that intends to disseminate the results must give advance notice to the other beneficiaries of – unless agreed otherwise – at least 15 days, together with sufficient information on the result it disseminate (please see paragraph 2 of Article 17 of Annex 5 of GA). However, within Consortium Agreement (CA, Article 8.4.2) longer, at least 30 calendar day prior notice have been agreed for publications, and 10 days for conference and seminar presentations.

Any objection to the planned publication shall be made in accordance with GA in writing to the Project Coordinator (VTT) and to the partner(s) proposing the dissemination result within in case of publications 15 days of receiving the notification (paragraph 3 of Article 17 of Annex 5 of GA) and in case of conference and seminar presentations 7 days of receiving the notification (CA, Article 8.4.2). If no objection is made within the indicated period, the dissemination may proceed.

Informed consent is always obtained from individuals taking part in dissemination activities. An example of the consent form for dissemination activities is presented in Annex I of this deliverable. We will notify in advance about any video/photo/audio recording and obtain consent for using edited materials for dissemination purposes within this project. Collected materials, such as photo and video records, will be managed by CARR. The details on data management and compliance with GDPR are described in the Project Data Management Plan³.

² Project Handbook derived from D8.1 Project quality management plan PQMP (VTT, R, PU, M2)

³ D8.3 Project data management plan PDMP (VTT, DMP, SEN, M6)

5.5 Open Access to Scientific Publications

tExtended strictly follows the open access approach to all peer-reviewed scientific publications in accordance with Article 29.2 of GA.

In the scope of tExtended dissemination activities, open science is here defined according to the Horizon Europe Programme Guide (2022): “*Open science is an approach based on open cooperative work and systematic sharing of knowledge and tools as early and widely as possible in the process*”. It is an obligation of each beneficiary to ensure open access to scientific information (paragraph 5, Article 17 of Annex 5 of GA). It details the scientific information that is collected in the framework of the project and the main principles for the generated data can be found in the PDMP⁴.

tExtended scientific publications will be published following two main routes to open access practices, evaluated on a case-by-case basis:

- Self-archiving / 'green' OA – the representative (CARR – Dissemination Manager) archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. The following depositories will be utilised: OpenAIRE, Open Research Europe, Zenodo, which allows to deposit the research data needed to validate results presented in scientific publications.
- Open access publishing / 'gold' OA – an article is immediately published in open access mode. Researchers can also publish in open access journals, or in hybrid journals that both sell subscriptions and offer openly accessible individual articles. In this model, the payment of publication costs is shifted away from subscribing readers. Monographs can also be published either on a purely open access basis or using a hybrid business model. Publications will be made accessible through a repository (OpenAIRE/ Zenodo/ Open Research Europe) upon publication.

To ensure open access using the repository, it is essential that the bibliographic metadata that identify the deposited publication is included (paragraph 7 of Article 17 of Annex 5 of GA). The following information must accompany all scientific publications and submitted to CARR:

- The terms “European Union (EU) and “Horizon Europe”
- The name of the action, acronym, and grant number: ‘Knowledge Based Framework for Extended Textile Circulation’, tExtended, grant agreement No 101091575
- The publication date, and length of embargo period if applicable
- The persistent identifier (e.g., a Digital Object Identifier – DOI)
- The unique and persistent digital identifier for the author and contributors (e.g., Open Researcher and Contributor ID - ORCID)

tExtended partners can use the following table, Table 5, to enable CARR to correctly archive and deposit the scientific publication to the online repository. CARR will also maintain an internal database of scientific publications and will ask all tExtended partners to update periodically their dissemination activities on the dissemination tracker (more information in Chapter 4.10), including scientific publications.

⁴ D8.3 Project Data Management Plan PDMP (VTT, DMP, SEN, M6)

Table 5: Bibliographic metadata for scientific publications

tExtended partner(s)	Acronym used in the tExtended project
Type of scientific publication	Peer-reviewed scientific article / monograph / edited volume / chapter in an edited volume / conference proceedings / report / dataset / other
Title of publication	
Author(s)	
ORCID	
Title of journal/ edited volume/ special issue	
Editor / publisher	
Publication date	
DOI number	
URL (if applicable)	
ISSN / ISBN (if applicable)	
Other persistent identifier	
Open access to publication	Green OA / Gold OA
Research data	Research data needed to validate the results
Embargo period (if applicable)	
Additional information	

5.6 Acknowledgement of EU Funding and the Use of the EU Emblem

Acknowledging EU funding in dissemination activities is a legal obligation of every beneficiary under Article 17.2 of GA. All dissemination activities (including in electronic form, or via social media) related to the tExtended project must display the EU emblem and include the following text:

- For dissemination and communication activities: (Article 17.3 of GA): *“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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*.

The EU emblem must be displayed in high resolution. Consortium members are asked to consult the detailed graphics guide to the European emblem, which includes geometrical descriptions and the regulation colours. It can be downloaded in high resolution from the European Union website, and it must not be modified or merged with any other graphic elements or text. When displayed together with another logo, the EU emblem must have appropriate prominence, according to paragraph 4 Article 17.2 of GA.

5.7 Risk and Data Management

Risk management includes activities and processes that aim to mitigate and manage all types of risks within the project duration and minimize their impact on implementing project activities. The risk management plan is already in place, and risk mitigation measures are described in the Project Quality Management Plan. As this

deliverable focuses on risks related to communication and dissemination activities, please refer to Table 8 for an overview.

Table 6: Overview of risk management in dissemination activities

No	Risk	Mitigation measure
1	Limited channels available for dissemination/communication	Dissemination and communication channels will be identified in the beginning and considered during the project to maximize the impact.
2	Low political and socio-cultural contribution	Dissemination plan will specifically consider the impact on the society, the culture, and the political framework.
3	Products made from recycled materials are not accepted by brands, due to possible prejudice by consumers.	Hygiene treatment will be developed for better acceptance. Dissemination will take into account communication to consumers to raise awareness of the properties of recycled materials.

Other risk mitigation measures involve ensuring awareness raising and engagement through a broad and diverse range of dissemination activities tailored to key stakeholder groups. Queries from stakeholders will be responded without delay.

CARR oversees filtering of irrelevant and inappropriate content and comments posted on any of tExtended social media accounts. If negative feedback is received in the project's social media channels, it will be acknowledged, taken offline, resolved in cooperation with the Project Coordinator (VTT), the Data Manager, and the Ethics Manager, and finally addressed online. If the nature of the feedback is abusive, blocking and reporting the user in question will be considered. As the project's resources are limited, CARR heavily relies on all partners and their extended networks to flag any content or issues that need to be addressed. This includes cases where other languages, such as the languages of the tExtended consortium members, are in question.

There is also a need to be prepared for unforeseen and unexpected risks in dissemination activities. A sudden, unexpected event related to tExtended dissemination results, such as a publication in a high-ranking journal, a conference presentation, or an academic event, may call for an instant reaction from the tExtended consortium. All partners need to keep up to date the Dissemination Manager (CARR) about any specific concerns, follow turns of event and notify the relevant members of the consortium.

As stated in paragraph 2 Article 17.2 of GA, before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Project Officer. Such communication activity could be major media coverage, including in online or printed press, broadcast media, and social media platforms, that will go beyond having a local impact and which could have the potential for national and international outreach. The tExtended partners are aware of this obligation and compliant with this requirement.

6 Strategy Results

6.1 Project Website

Activity: Website

Purpose: Dedicated website with online project communications including information, objectives, results, partners, and events.

Measurable Activity: Visits to the project website (20,000 by M48); downloads (500); news updates and blogs (biweekly).

Current Status: The tExtended project website was developed from M1-M3 and officially went live at the end of M3 once all feedback from the consortium and coordinators had been gathered and implemented. The link to access the website is: <https://textended.eu/>. A breakdown of each section on the website can be seen below. As the project continues, the website will be continually updated.

Home Page:

The home page (or 'landing page') welcomes visitors to the tExtended website with a light colour scheme, a minimalist layout including the project title, tagline and a dynamic background which adds to the visual aesthetics of the landing page.

The user is provided with a brief written overview of tExtended by scrolling through the homepage. For more detailed information they can visit the 'About' tab to find out more about the project's core objectives and mission. Drop-down menus allow easy navigation through the site from the home page to find the information the visitor requires. The home page is presented and structured to capture the visitor's attention and provide them with all the information they need to continue browsing. The project has identified, at the moment of the launch, the following sections as most relevant to site visitors: 'About', 'Partners', 'News & Events', 'Downloads', and 'Contact'; additional sections will be included as the work of the project progresses and there will be the need to share different types of project information.

Additionally, there is an overview of the project consortium presented in a slide through of all of the logos that represent each partner. There is also a link to the tExtended social media channels, and an option to sign up to the project's LinkedIn newsletter. At the end of the website's landing page there is an acknowledgement and recognition of tExtended as a Horizon Europe project; the funding by the European Union is also included alongside with the European Union flag and Grant Agreement number. There is also a disclaimer stating that the 'material presented, and views expressed here are the responsibility of the author(s) only'. This is visible at the bottom of every page on the tExtended website.

Project Partners:

It is essential that all partners are clearly identified on the website to highlight their participation and role in the project and maximize the value of their existing networks, therefore leveraging new opportunities for communication. Each tExtended partner has provided a brief description of their company, social media profiles, logo, and their role in the project. These have been placed on a map that highlights the spread of the tExtended partners throughout Europe and visualizes the expertise of the consortium. This will facilitate website visitors' awareness of the players involved in tExtended.

News & Events:

As outlined in the project DoA, communication and dissemination activities aim to develop tExtended as a strong brand and produce high impact print and digital communications material for appropriate audiences across targeted channels. The News and Events section will host details of the project, including news items, press releases, conferences, and project meetings.

The section will include different outlets such as the tExtended blog, as a subsection; it will be a platform where partners can showcase their expertise in terms of their work within the project. These sections will be started and updated regularly as the project develops.

tExtended will also issue a regular newsletter via LinkedIn, which will be archived on the website under the News & Events section. Finally, this section will be a hosting area also for information on events both attended and hosted by the tExtended consortium.

Downloads:

The Downloads section of the website will function as a repository for project deliverables, publications (including publications authored by the tExtended partners) and communications material such as infographics, posters, fact sheets, brochures and so on. All downloads will be uploaded in PDF format where possible, and the communications material will be clearly laid out, including the file size, title, and thumbnail. This section is also important for communication strategy to key media as they can use the downloadable material for coverage and visual presentation.

6.2 Social Media and Online Presence

Activity: Social Media

Purpose: tExtended's digital presence and established social media channels have been used as a key communication channel since M1 to share vital information surrounding the project and its relevant partners. The project will create interest on social media and digital platforms by using a variety of visual media assets such as videos, animations, and infographic imagery, as well as mobile enabled content and richer content experiences for users of any of the tExtended digital platforms.

Measurable Activity: Twitter followers (1,500); tweets (weekly); LinkedIn members (300); YouTube videos (10); Facebook followers (500), Instagram followers (500).

Current Status: tExtended's social media channels have been effective in communicating the key messages of the project and highlighting the activities that have already occurred from M1-M6.

The establishment of the social media channels has seen, since the start of the project, different levels of engagement up to M6.

Particularly, the project has to deal with difficulties deriving from internal changes in Twitter management and the subsequent switches introduced in its features. It is, at the moment of the writing of this deliverable, difficult to predict how such changes will influence the engagement rate of the platform; it is however understood that this could affect the use of Twitter for the project, which will be constantly monitored to understand if there will be the necessity of adaptations of the strategy.

At the same time, Facebook too will be monitored for possible future interventions, even though a low level of engagement is not surprising on this platform: according to DataReportal (2022) the average engagement rate on Facebook across all the different types of posts is 0.07%; on average, a Facebook post can expect to receive seven interactions for every 10,000 followers the page has.

On LinkedIn and Instagram, instead, the engagement growth is so far satisfying, with an average constant followers' growth per week and likewise constant engagement with the posts. The expectations especially on Instagram are of a growing engagement in the upcoming months, when the project results will be shared, and the project will enter the phase of contact with local communities.

In the first months of the project the posts have mainly focused on raising awareness on the start of the project and on the basic information about it such, as focus points and project partners, and on promoting the project and on relevant partner-organized events.

6.3 Promotional Communication Materials

Activity: Promotional Communication Materials

Purpose: Produce high impact print and digital communications materials in line with the project brand to be formatted for all requirements, i.e., onscreen digital and print.

Measurable Activity: leaflets, posters, banners, infographics (updated annually); newsletter issues (6); newsletter readers (500). Most of the content that will be produced will be in digital format; printed material will be avoided to minimize burden on the environment.

Current Status: Promotional material is going to be ready for public presentations that will take place from M7. These include a foldable brochure, a roll-up banner, and a PowerPoint presentation to highlight the core concepts of the project. All these initial promotional material will be developed further as the project develops and outputs become available.

6.4 Videos

Activity: Videos

Purpose: With the popularity of video content rising exponentially in recent years, tExtended will leverage video content to help educate and inform audiences about various elements of the project, but also to keep our target audience engaged, ensuring that our content is varied and not one-dimensional.

Video content also enables tExtended to communicate some of the more complex elements of the project in a more digestible manner and helps our audience to humanize some of the partners/people involved in the project.

Measurable Activity: 10 YouTube Videos

Current Status: Currently, in M6, the partnership has collected several videographic material during in-person events: these videos take the form of an interview style with a shorter length meaning they can be shared on YouTube and on the tExtended social media channels, and of testimonials of the visits to our project members during the meetings. The videos will be spread out across the social channels in the coming weeks/months.

6.5 Community Engagement

Activity: Community Engagement (Events)

Purpose: Targeted events, conferences and seminars will be attended by partners and innovative communication methods including digital media and video will be used to communicate the project's research and results to the target audiences attending presentations by partners, at information stands and in networking events.

Measurable Activity: participation in conferences and workshops (30), industry fairs (40); seminars, workshops (5/year); clustering and knowledge transfer meetings (20)

Current Status: In preparation for tExtended’s participation at future events, a detailed list of upcoming events has been drafted by CARR in the project’s dissemination tracker (outlined in Section 4.10) and partners have been invited to provide input on upcoming events they plan to attend or events which may be of interest to their fellow partners. Partners have already confirmed their interest and/or attendance at several events in the early months of 2023, and the second General Assembly meeting will be held in Portugal, in May 2023, facilitating the participation of the partners to the iTechStyle International Summit. A more detailed initial list of the events that partners are planning to participate in can be seen below:

- Aachen-Dresden-Denkendorf International Textile Conference (Aachen, Germany)
- ICNIRS 2023 (Innsbruck, Austria)
- IASIM 2024 (Bilbao, Spain)
- Dornbirn Global Fiber Congress (Dornbirn, Austria)
- International Conference On Circular Economy For Textiles and Plastics (Gent, Belgium)
- iTechStyle +international summit (Porto, Portugal)
- European Researchers’ Nights (26 countries)
- A+A Düsseldorf (Düsseldorf, Germany)
- Première Vision (Paris, France)
- Integrated Textile and Garment Manufacturing Value Chain (ITMA) exhibition (Milan, Italy)
- Automotive Interiors (Stuttgart, Germany)
- EcoFira (Valencia, Spain)
- ETP Masterclass (Online)
- ETP annual conference (Various locations)
- World Circular Economy Forum (Helsinki, Finland)

The tExtended partners are actively looking to participate in a variety of events including conferences, seminars and events organised by other relevant projects. All event participation will be recorded via the project’s dissemination tracker.

7 Conclusions

This deliverable has been written with the goal to map and detail the communication and dissemination strategy for the tExtended project. It provides a detailed account of what activities have been already set up to successfully implement and monitor the communication and dissemination activities. It also provided guidelines of important steps in preparing publications and dissemination activities, and in engaging with media that should be useful to the partners throughout the project timeline.

The refined communication and dissemination strategy here presented is harmonized with the strategic objectives of the project and aims at developing an innovative approach to the cycling of discarded textiles and optimizing it for different textile flows. The strategy identifies key target audiences, messages, and channels that will be used to maximise the impact and raise awareness about the project and its activities, other than detailing promotional materials and specified objectives for media engagement. The strategy also maps opportunities for clustering and networking that will be further explored and strengthened as the project progresses, and it provides clear guidelines on steps for preparing scientific publications and participating in external events.

This deliverable also includes sections on monitoring and analysing communication and dissemination activities. It presents an indicative timeline of the described activities and initial KPIs that will be continuously monitored and, if needed, revised to achieve the strategic objectives. The deliverable integrates information on regular reporting, the open access approach for scientific publications, and the risk management strategy for external communication and dissemination activities.

This report marks the first full draft of the tExtended refined communication and dissemination strategy. Its contents will inform and guide the reports on communication and dissemination activities in M18 and M36. The next instalments will also evaluate the activities and present any changes and adjustments to the strategy. The strategy here presented serves as a solid base for ensuring that the project results that are generated are disseminated effectively and systematically.

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Annex I: Consent for video/audio/photo recording

The informed consent form includes information describing the project and its purposes, the extent of video/audio/photo recording, specifications on the time and date when recording begins and ends, as well as the purpose and future use of edited materials and data protection measures. The text below presents the basic example of the consent form to be sent to participants attending a tExtended event:

Dear participant,

For the purpose of communication and dissemination activities of the tExtended project, a tExtended workshop taking place [*name the place, location and dates of the event*] will be photo/audio/video recorded. tExtended is a research and innovation project with the core objective to develop innovative solution to reduce textile waste and support the circularity of textiles. It is carried out by a consortium of 20 partners based in 10 European countries. For more information about the project, please visit the tExtended website: <https://www.textended.eu/>.

Carr Communications (CARR) is the Dissemination Manager of the tExtended project and is responsible for the recording. The raw footage from the event will be used to create promotional videos, highlighting the project potential. The videos will be published on the tExtended website and social media channels. Some of the footage will be used to create training materials for the tExtended project. Final edited videos will be circulated to relevant stakeholders and international media.

Video and photo recording will begin on [*date*] at [*time*] and take place during the scheduled discussions, demonstrations, and exercises. It will be intermittent throughout the day during breaks and confidential discussions. Recording will only take place in public spaces and will not take place after the end of the day discussions at [*date*]

All footage taken over the course of the event will be used to further the objectives of the tExtended project only and will be treated with the utmost attention and security. The raw footage will be stored by Carr Communications and will not be released or shared with any other parties outside the tExtended consortium. We are committed to processing personal data responsibly, securely, and proportionally throughout our activities in compliance with the EU General Data Protection Regulation (GDPR) 2016/679.

Your participation is entirely voluntary and there is no obligation to give your consent to have your voice or image captured. Please note that you can change your mind and withdraw consent to process your photograph, audio, or video at any time by sending an email to Ms Claudia Esposito at cesposito@carrcommunications.ie.

Please indicate your consent and that you fully understand the proposed use of the photography, audio or video during the workshop [*name and date*] for tExtended communications and dissemination activities in connection with the event, as set out above.