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SCIRT.

Preliminary communication & dissemination plan

Authors : Mrs. Carine VALETTE (LGI), Carine Valette (LGI), Mya Belden (LGI)

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Summary

This Preliminary Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote SCIRT and the concept of circularity in fashion during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Approval

Date	By
2021-09-20 09:46:50	Mrs. Carine VALETTE (LGI)
2021-09-20 18:20:46	Mrs. Evelien DILS (VITO)

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Summary

This Preliminary Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote SCIRT and the concept of circularity in fashion during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

SCIRT, circular economy, circular fashion, sustainable fashion, textile recycling, system circularity, innovation, communication, dissemination, awareness raising.

Abbreviations and acronyms

Acronym	Description
WP	Work Package
C&D	Communication and Dissemination
TCW	True Cost Workshop
TCM	True Cost Model
PI	Prospex Institute



1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Horizon 2020 programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of SCIRT, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken in and outside of the project in terms of knowledge dissemination and public communication regarding SCIRT and its results. Communication actions will be continuously monitored and updated in D6.3 "Interim report on communication & dissemination activities" due in M16.

1.2 Partner contributions

IID-SII leads communication and dissemination activities for SCIRT. More specifically, IID-SII focuses on the global communication of the project and its results as well as the dissemination of results and progress to key stakeholders (policymakers, industry players, associations, designers, consumers, media, etc.). The communication and dissemination strategy outlined in this deliverable will be followed by all partners.

A summary of partner contributions to this strategy can be found in the table below.

Partner	Contribution
15 - IID-SII	<p>Task 6.1 - Communication</p> <ul style="list-style-type: none"> • Communication and dissemination plan • Visual identity: logo, presentation and document templates • Tools and channels: website, community building tools, social media • Promotional materials: leaflets, posters, factsheets, roll-up • Content: infographics, short video clips, press releases, newsletters <p>Task 6.2 - Engaging with the general public</p> <ul style="list-style-type: none"> • Awareness campaign: visual elements • Media relations: press release at launch of awareness campaign • Social media: Twitter, LinkedIn, Instagram account management <p>Task 6.3 - Dissemination of SCIRT results</p> <ul style="list-style-type: none"> • Identifying relevant events and coordinating partner participation • Coordinating publications in specialised magazines, open access journals and online repositories • Coordinating the "1:1 company engagement" by project partners • Coordinating the organisation of the mid-term and the final events
14 - PI	<p>Task 6.2 - Engaging with the general public</p> <ul style="list-style-type: none"> • Providing key recommendations, challenges and areas of interest to raise awareness <p>Task 6.3 - Dissemination of SCIRT results</p> <ul style="list-style-type: none"> • Providing press contacts • Disseminating results in different networks and through PI's User Boards and Citizen Labs



11 - Flanders DC	Task 6.3 - Dissemination of SCIRT results <ul style="list-style-type: none"> • Organisation of the True Cost Workshop at Fashion Talks 2023
1 - VITO	Task 6.3 - Dissemination of SCIRT results <ul style="list-style-type: none"> • Identifying relevant events for dissemination • Liaising with other research projects in order to link to SCIRT results • Presentation of the SCIRT and project outcomes in different fora • Active contribution to communication, publications, and so on • Support Flanders DC in organisation of True Cost Workshop
Other partners	All tasks <ul style="list-style-type: none"> • Support to translate in key European languages communication and dissemination content and promotional materials when needed • Support to relay news and results produced in the SCIRT project

Table 1: Partner contributions

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP6 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

The following tasks from other WPs will be particularly interrelated with the work of WP6:

The **consumer behavioural flow intervention** (T5.3) realised within WP5 and the resulting **consumer engagement recommendations** will inform the awareness campaign strategy in order to effectively engage with the general public (T6.2).

All feedback gathered from the **True Cost Workshop** (Task 6.3) will loop back into the User Board discussions in WP5 and will be used for further finetuning the **True Cost Model and tool** (T4.2) in WP4. The SCIRT project visual identity will be followed when creating the TCM (WP4) and (Re)Design Guidelines.

Lastly, the SCIRT website and community building tools, such as the QR code, will be further developed and updated in close collaboration with WP2, WP3 and WP4 when key items from the project are created to enable stakeholders to easily find the results of the project.



2 Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

Based on the needs of the project, the SCIRT project's main **communication and dissemination objectives** include the following:

- **Provide and implement a plan** for effective communication to inform and engage a variety of target audiences
- **Promote project findings** to the professional and general public across the EU
- **Disseminate knowledge and findings** widely and efficiently to all stakeholder groups
- **Support better-informed processes** at the EU and national level
- **Raise awareness** on textile circularity by providing transparency throughout the value chain
- **Provide resources** to impact the decision-making process of consumers and industry regarding the purchase and disposal of textile products
- **Build a community** covering all steps of the value chain
- **Form synergies** with other related EU initiatives



3 Communication and dissemination strategy

The overall SCIRT communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The SCIRT project aims to reach four key target groups through its communication and dissemination strategy including the general public, designers, textile industry players and policymakers. Each communication action will be targeted at different levels: local, nationwide, European and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating/disseminating to each stakeholder group is summarised in the table below.

Target audience	Relevance
Consumers	<ul style="list-style-type: none"> Consumers can be influenced to support suppliers that use sustainable methods of textile production. Consumers can be influenced to make eco-conscious choices when shopping.
Media	<ul style="list-style-type: none"> The media has the resources and the network to raise awareness of the project and disseminate initiatives that focus on sustainable business practices and the circular economy towards the general public
Fashion brands and designers	<ul style="list-style-type: none"> Brand leaders (CEO, COO, CSR managers, buying teams, etc.) and designers would benefit from engaging with the project in that they would make more informed decisions with the knowledge they gain. Brand leaders and designers have the power to implement more sustainable policies when realising their designs. Brand leaders and designers would benefit from interacting with other stakeholders along the value chain. Brand leaders and designers are positioned to raise awareness among their peers regarding the availability of quality recycled textiles.
Industry players in textile manufacturing and fibre sorting	<ul style="list-style-type: none"> Engaging with the project would enable industry players to make informed decisions. Industry players could be influenced to implement more sustainable policies into textile manufacturing and recycling. There is value in interacting with other stakeholders along the value chain. Industry players can make it possible for citizens to recycle their old textiles and make eco-conscious choices when shopping.



	<ul style="list-style-type: none"> Industry players are positioned to raise awareness among retailers on the availability of quality recycled textiles.
Industry players in retail	<ul style="list-style-type: none"> Retailers would benefit from supporting suppliers that use sustainable methods of textile production. Retailers are positioned to enable and encourage citizens to make eco-conscious choices when shopping (shops and online shops) and when engaging with consumers (on social media, through newsletters, advertising in general, etc.). As the point of sale, retailers are positioned to raise awareness of the availability of quality recycle textiles. Retailers would benefit from implementing other sustainable initiatives into their business practices.
Recycling and circular textile economy associations	<ul style="list-style-type: none"> Recycling and circular textile economy associations are positioned to inform and educate designers, manufacturers and retailers on how to opt for more sustainable textiles. Recycling and circular textile economy associations can enable and encourage citizens to make eco-conscious choices when shopping. Recycling and circular textile economy associations have the resources to raise awareness of the availability of quality recycled textiles.
Advisory Board / User Board	<ul style="list-style-type: none"> The Advisory Board / User Board can inform and educate designers, manufacturers and retailers on how to opt for more sustainable textiles. The Advisory Board / User Board have valuable knowledge and ideas to contribute. The Advisory Board / User Board can support the SCIRT project and share knowledge with the stakeholders. The Advisory Board / User Board can encourage the development of initiatives to encourage the recycling of textiles.
Policymakers	<ul style="list-style-type: none"> Opportunity for policymakers to engage with the project to make informed decisions, support existing sustainable textile initiatives and advocate for the development of initiatives to encourage the recycling of textiles as well as for other sustainability initiatives. Policymakers have the power to encourage citizens to recycle their old textiles and make eco-conscious choices while shopping.

Table 2: Relevance of SCIRT outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for SCIRT has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.



Target audience	Key messages
Consumers	<ul style="list-style-type: none"> • EU initiatives like SCIRT are in place to help achieve the goals of a circular economy. • Many of the textiles consumers buy can be replaced by high-quality, recycled textiles. • Consumer choices play a big part in industry decisions so opting for more sustainable choices will make the industry follow suit. • Urgent action is needed to reduce the carbon footprint and social equality of consumer fashion choices. • There are many ways to recycle textiles in consumers' vicinity.
Media	<ul style="list-style-type: none"> • EU initiatives like SCIRT are in place to help achieve the goals of a circular economy. • Many of the textiles consumers buy can be replaced by high-quality, recycled textiles. • Urgent action is needed to reduce the carbon footprint and social equality of consumer fashion choices. • There are many ways to recycle textiles to create high-quality products.
Fashion brands and designers	<ul style="list-style-type: none"> • Fashion brands and designers will have an opportunity to interact with textile manufacturers and retailers as a result of the project. • More and more consumers are opting for recycled clothing. • The project will result in a greater availability of high-quality recycled textiles. • The end result of the project will contribute to circular design, increased garment collection and the use of sustainable fibres.
Industry players in textile manufacturing and fibre sorting	<ul style="list-style-type: none"> • SCIRT will bring together stakeholders along the textile manufacturing and recycling value chain so that manufacturers can connect with retailers with the same ethics. • More industries are being encouraged to use recycled textiles which will increase demand. • For recycled textiles to become a large part of the garment industry they must be high quality.
Industry players in retail	<ul style="list-style-type: none"> • The public has become more conscious of sustainable initiatives and circular economies. • The value chain around recycled textiles can be economically valuable. • More and more consumers are opting for recycled clothing. • The end results of the project will contribute to circular design, increased garment collection and the use of sustainable fibres.
Recycling and circular textile economy associations	<ul style="list-style-type: none"> • EU initiatives like SCIRT are in place to help achieve the goals of a circular economy. • SCIRT will bring together stakeholders along the textile manufacturing and recycling value chain so that manufacturers can connect with retailers with the same ethics.
Advisory Board / User Board	<ul style="list-style-type: none"> • The project will identify and connect stakeholders in the textile recycling value chain. • SCIRT will engage with expert advisors and users to ensure the project's success. • The end results will be circular design, increased garment collection and the use of sustainable fibres.
Policymakers	<ul style="list-style-type: none"> • The public has become more conscious of sustainable initiatives and circular economies.



	<ul style="list-style-type: none">• There is a value chain around recycled textiles that is economically valuable.• The project will help achieve the goals of the Circular Economy Action Plan and the EU Green Deal.• The end result of the project will contribute to circular design, increased garment collection and the use of sustainable fibres.
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Table 3: Key messages for each target audience

3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

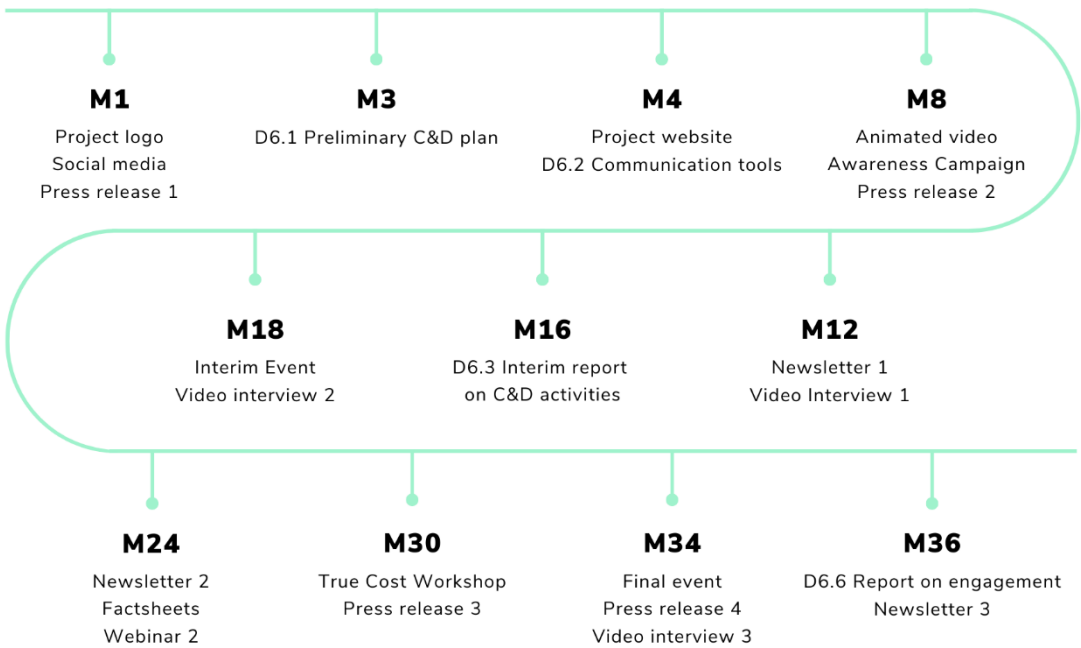


Figure 1: Timeline



4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through SCIRT communication channels.

IID-SII uses the email address contact@scirt.eu to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.

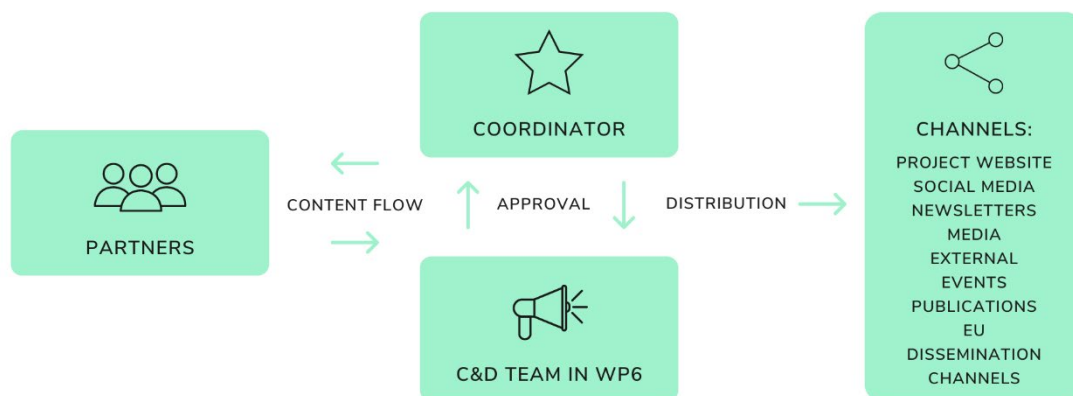


Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, [an online form](#) was created. Partners can fill out the form when they participate in an event, attend a conference related to the SCIRT project or publish an article about the project.

The screenshot shows the 'SCIRT - Communication & Dissemination Reporting' form. The header includes the title and a brief explanation of the form's purpose. The main section is titled '1. What kind of information would you like to share?' and contains several radio button options: 'An event where the SCIRT project has been presented', 'An event where the SCIRT project will be presented', 'An event organised by a SCIRT partner', 'A publication mentioning / related to the SCIRT project', 'News related to the project', 'Mention of the SCIRT project in media', and 'Other'. There is a text input field next to the 'Other' option. At the bottom, there is a 'Next' button.

Figure 3: Screenshot of the reporting form

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels. This form will also be used to collect information for reporting periods.

5 Communication channels and tools

The different channels and tools presented in this section will be further developed in D6.2 *Communication tools – visual identity, flyer, roll-up and QR code.*

5.1 Visual identity



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003906.

Figure 4: EU emblem and acknowledgement

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Figure 5: EU disclaimer

All the communication and dissemination tools described in this deliverable are consistent with the SCIRT project's brand identity, which aligns with the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, acknowledgement and required disclaimer with the sentences above (Article 38). Moreover, it is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence" (Article 38).

5.1.1 Logo

One of the first communications actions (Task 6.1) was to develop the project's visual identity. To build its brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent SCIRT in the simplest and clearest way possible.



Figure 6: Official logo

To illustrate circularity, fashion and innovation aspects of the project, a sober yet elegant logo was designed. A classic font in all capital letters was chosen to reflect the elegant nature of fashion and the dot at the end of the project's name serves as a nod to the circularity concept. The touch of mint was used to add a colourful and sustainable feel. Several other logo options were designed to offer versatility.



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Figure 7: Logo variations

In text, the project should be referred to as SCIRT.

5.1.2 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the SCIRT brand and ensures the project's visibility when presented at events or conferences.

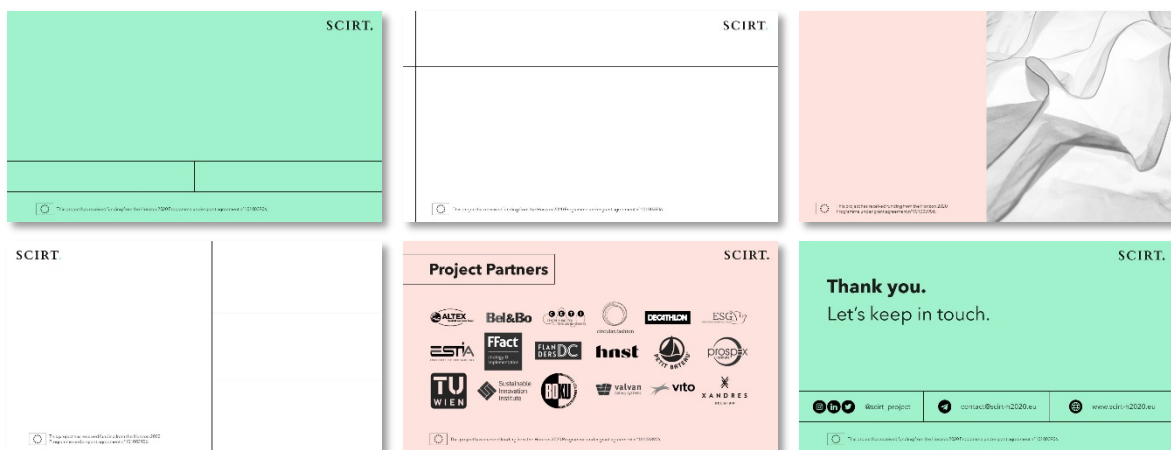


Figure 8: PowerPoint template

5.1.3 Deliverable template

A Word document template was also prepared and shared with all SCIRT partners shortly after the start of the project. Consistent with the SCIRT visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 9: Deliverable template cover

5.1.4 Other materials

Standard presentation: a standard presentation will be developed in English and continuously updated based on project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.

Flyer: a flyer will be designed and distributed at workshops and events organised by SCIRT, as well as at external events. It will include key messages, objectives, expected impacts and consortium members and contact information. The flyer will be printed on demand to avoid waste.

Roll-up: a roll-up will be designed for display at various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once when the first physical event is confirmed and SCIRT partners will be present.

Other promotional materials: visuals will be created to promote project events, publications and project news across the SCIRT communication channels including social media as needed.

5.2 Project description

A text describing SCIRT has been drafted in two version (short and long) **to ensure a comprehensive and consistent message about the project.** The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of SCIRT—such as flyers, PowerPoint presentations, and articles published by the partners—and to present the project at events or conferences.



Short version:

Gathering 18 partners from five countries, the EU-funded SCIRT project aims to accelerate the transition to a circular fashion system through technological innovation in textile-to-textile recycling. Coordinated by VITO, an independent Flemish research organisation in the cleantech and sustainable development sector, SCIRT will deliver a closed-loop recycling solution for discarded post-consumer textiles, stimulate conscious design and production practices, create new business opportunities by boosting activity within textile value chains, and increase public awareness of the environmental and social impacts of textile consumption over the course of three years.

Visit the project website for more information at www.scirt.eu

Coordinator: Evelien Dils, VITO

SCIRT received funding from the Horizon 2020 Programme under grant agreement n°101003906.

Long version:

As clothing brands set ambitious targets and make promises to incorporate recycled fibres in their products, discarded textiles are piling up in abundance around the globe. However, less than 1% of textile waste is recycled into new textile fibres, according to an Ellen MacArthur Foundation report published in 2017. This miniscule percentage may seem odd given the ever-increasing demand for recycled materials and the overwhelming volume of discarded textiles, but in reality, there is a lack of knowledge regarding the technological, economic and environmental feasibility of recycling fibre mixtures which has prevented the fashion industry from achieving its desired circularity. There is a need to align the quality and cost of recycling processes with the demands of textile companies and fashion brands.

Gathering 18 partners from five countries, the EU-funded SCIRT project aims to accelerate the transition to a circular fashion system through technological innovation in textile-to-textile recycling. Coordinated by VITO, an independent Flemish research organisation in the cleantech and sustainable development sector, SCIRT will deliver a closed-loop recycling solution for discarded post-consumer textiles, stimulate conscious design and production practices, create new business opportunities by boosting activity within textile value chains, and increase public awareness of the environmental and social impacts of textile consumption over the course of three years.

More specifically, clothing brands Decathlon, Petit Bateau, Bel & Bo, HNST and Xandres, with the support of technical partners and research institutes, will develop, prototype and produce six different representative types of apparel using post-consumer recycled fibres. These include formal and casual wear, sportswear, underwear and uniforms. Through this endeavour, SCIRT will prioritise quality and cost-effectiveness in order to ensure market confidence and encourage the broad uptake of post-consumer recycled fibres.

From a non-technological perspective, SCIRT will develop supporting policy measures and tools to facilitate the transition towards a circular system for apparel. This includes a framework for an eco-modulated Extended Producer Responsibility (EPR) system and a True Cost Model to quantify circularity and increase value chain transparency. Special attention will also be given to the consumer perspective. To this end, Citizen Labs engaging consumers in various European locations, as well as a wider online engagement platform,



will be developed to engage citizens throughout the project in order to understand the perceptions, motivations and emotions shaping their behaviour regarding the purchase, use, and disposal of textiles.

Visit the project website for more information at www.scirt.eu

Coordinator: Evelien Dils, VITO

SCIRT received funding from the Horizon 2020 Programme under grant agreement n°101003906.

5.3 Online resources

5.3.1 Website

The SCIRT project website will be launched in September 2021: www.scirt.eu.

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are
- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Browser compatibility: the website will be compatible with web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website will be responsive and adjust based on the screen size of the device it is viewed on, regardless of whether the device used it a desktop, tablet or mobile phone.

Monitoring: to understand how the website is used by visitors, Google Analytics, or a similar tool will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Three main sections will be used to communicate and disseminate information:

1. **Newsroom:** activities, milestones, results and news related to the project will be featured in articles and posts



- 2. Events calendar:** past and upcoming events internal and external to the project will be updated regularly
- 3. Resources:** public deliverables and reports, electronic newsletters and all promotional materials produced will be made available for download

5.4 Social media

Different social media channels, including Twitter, LinkedIn and Instagram, will be utilised throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Other EU projects in the textile recycling and circular fashion sectors
- EU institutions
- Policymakers in the field of recycling and circular economy
- Recycling and circular textile economy associations
- Relevant universities, fashion institutes and research centres
- Industry players in textile manufacturing, fibre sorting and retail
- Designers
- Fashion journalists and other media
- Influencers in the circular fashion space
- General public / consumers

A first list of hashtags related to SCIRT has been developed and will be used to maximise the project's visibility on all channels.

General	Specific
#SCIRTproject #SustainableFashion #CircularEconomy #CircularFashion #TextileRecycling #Innovation #H2020 #Horizon2020	#ClosedLoop #CloseTheLoop #TextileToTextile #FibreBlends #TrueCostModel #ValueChain #Transparency #CitizenLab #ConsumerBehaviour

Table 4: Hashtags



5.4.1 Twitter

A Twitter account was created at the start of the project under the handle **@SCIRT_Project**.



Figure 10: Twitter account

Twitter is used as one of the main channels to build a project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on textile recycling and circular fashion
- Bring the SCIRT results closer to the general public, journalists and policymakers

The SCIRT Twitter account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one tweet/retweet on a bi-weekly basis
- Reply to users who tweet or mention **@SCIRT_Project**
- Follow and engage users who tweet content related to SCIRT activities
- Track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by SCIRT partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the SCIRT Twitter account.

5.4.2 LinkedIn

A LinkedIn page was created for SCIRT: www.linkedin.com/company/scirt-project/

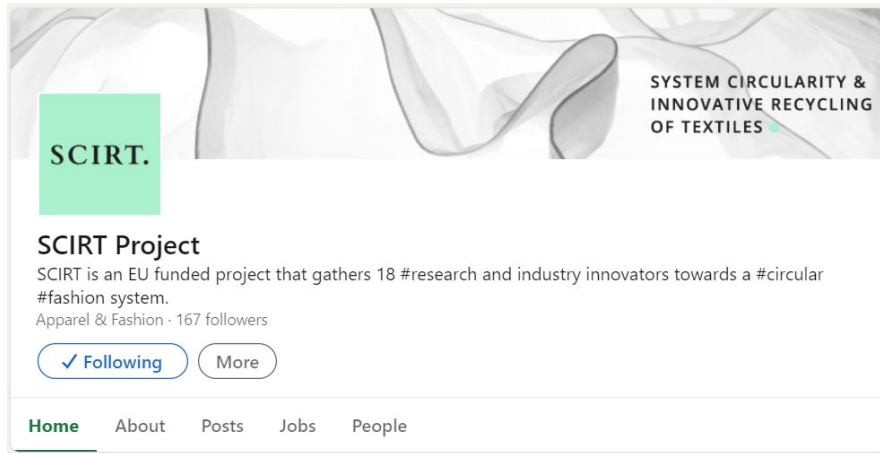


Figure 11: LinkedIn account

The SCIRT LinkedIn account will be managed daily. In terms of audience, a specific focus on textile professionals, researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a bi-weekly basis
- Reply to users who mention **@SCIRT_Project**
- Follow and engage users who post content related to SCIRT activities
- Track specific words, mentions and trending hashtags

5.4.3 Instagram

An Instagram account was created for the SCIRT project under the handle **@SCIRT_Project**.

In addition to the target audiences listed above, the Instagram account will be used to engage with influencers and the younger generation in the circular fashion space who are often more active on this platform than on Twitter or LinkedIn.

Posts made on the SCIRT Instagram will follow a pattern consistent with the project's visual identity so as to appeal to all visitors and encourage them to follow the account.

The SCIRT Instagram account will be managed daily. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Share posts on the SCIRT story or post original content on a weekly basis
- Reply to users who mention or send direct messages to the **@SCIRT_Project**
- Follow and engage with users who post content related to SCIRT activities
- Track specific words, mentions and trending hashtags



Figure 12: Instagram account

5.5 Targeted advertising

Low-cost advertising on the social media platforms described in the sections above will be used to target specific audiences according to their job, position or geographical location. Sponsored content updates will take the form of videos and interactive media, encouraging viewers to engage with SCIRT content. Ads will contain a “call to action”.

The success of the targeted advertising will be monitored and adjusted in order to make the biggest impact and encourage audiences to advocate for a more sustainable textile production lifecycle.

5.6 Newsletters

At least three electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the SCIRT community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related to the project using a form accessible directly on the project’s digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A feature on the results achieved
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest

Results and statistics will be drawn for each newsletter. Conclusions will be drawn and possible areas of improvement will be discussed to optimise future editions.



The first newsletter will likely be distributed in May 2022, depending on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter in order to receive the latest project results and achievements.

5.7 Videos

A total of four videos will be produced throughout the SCIRT project. The first video produced will be an animated explainer video presenting the project, its objectives and expected impacts. The following three videos will be interviews of key persons involved in the project or relevant external stakeholders.

These videos will be featured on the project website and widely disseminated on SCIRT social media channels.

5.8 Press releases

To ensure efficient communication and visibility in mainstream and specialised media in the field of fashion, circular fashion, textiles and textile recycling, press releases will be distributed. The first press release was shared on 30 June 2021 announcing the project's kick-off meeting. It has been made publicly available on the project's social media platforms and website landing page.



Figure 13: First press release

Press releases will be shared whenever relevant depending on the achievements of the project. In particular, at least three additional press releases will be distributed during the project:

- a first press release at the launch of the general awareness campaign
- a second press invitation at the SCIRT True Cost workshop (see T6.3)
- a final release at the end of the project to communicate on its results



5.9 Factsheets

Two factsheets will be produced to raise awareness of textile waste, associated supply risks, mitigation measures and potential for innovation. These factsheets will be widely promoted via the SCIRT website, social media channels, conferences and through European networks and initiatives (Task 6.1).



6 Awareness raising campaign

In order to reach out to the general public, a specific awareness raising activity will be developed. The purpose will be to inform and educate the general public on the issue of textile waste and system circularity throughout Europe.

An awareness campaign aimed at the general public, will popularise the issue by developing messages that are clear, straight-forward and close to consumer concerns. It will span over a year and be delivered on a bi-monthly basis. Messages will be defined in collaboration with Task 5.3, which will provide recommendations, address challenges and identify areas of interest in which to raise awareness of where it is most relevant to engage with the general public.

The communication channels previously described in this document will be heavily mobilised to make the awareness campaign a success:

- **Media relations:** at least one press release will be shared at the launch of the general awareness campaign. A specialised press agency will be sub-contracted in order to ensure that the campaign is pushed in mainstream and specialised media (sectoral, environmental, professional press), such as newspapers, magazines, radio and/or television.
- **Social media:** the social media channels of the project (Twitter, LinkedIn, Instagram) will be used to connect with the general public and create a two-way dialogue. Messages will be targeted according to audience profiles. As social media will be the main communication channel for the awareness campaign, a dedicated hashtag will be created.
 - o Membership of relevant LinkedIn groups and the dedicated SCIRT LinkedIn page, will enable the project to contribute to discussions on the topic of textile recyclability, highlighting articles and events happening. This will enable the establishment of the SCIRT project as a credible, reliable voice in this area.
 - o Twitter will be used to create a follower base firstly by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the SCIRT project and beyond to establish it as an interesting, thought-provoking commentator on this topic.
 - o Instagram will be used to reach out to consumers and citizens interested in circular fashion in order for them to share the campaign's key awareness raising messages and for them to take action. Instagram will in particular be used to reach out to young people, people interested in either fashion or sustainability and activists.
 - o Advertising on the aforementioned social media platforms will be used to target specific audiences (according to job, position or geographical location) at low cost. Sponsored content updates will be designed to encourage users to engage with the campaign's content and will seek to contain a 'call to action'.
- **Online media and influencers:** Social media influencers will be contacted to share the campaign messages with their online communities. Online general/science/technical magazines and relevant blogs with a general audience will be contacted and targeted to act as relays to promote the campaign and the key



messages of the project. NGOs will also be contacted to act as communication relays.

Success metrics will be followed to adjust the campaign if necessary, to deliver traction, make the biggest impact and encourage audiences to advocate for a more sustainable textile production lifecycle.

The outcome of this task will be reported in Deliverable 6.6 "Report on engagement with the general public and recommendations for future actions".



7 Dissemination channels and content

7.1 Interactions and exchange with other related projects

SCIRT will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European and national/regional level to establish close collaboration with SCIRT have been identified: ECESP Leadership Group on the textile sector, ISWA working group on recycling and waste minimisation, Global Fashion Agenda, the Sustainable Fashion Academy, DeFINE, CIFAL Flanders and UNITAR.

7.2 Conferences and events

Presenting the SCIRT results at conferences and having a booth to disseminate the knowledge gained is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The SCIRT project has identified several events of interest including the following:

- G-STIC 2021
- Sustainable Fashion Forum
- Drapers Sustainable Fashion
- Frankfurt Fashion Week
- NEONYT
- GFC: Global Fibre Congress
- International Solid Waste Association World Congress
- Copenhagen Fashion Summit
- Textile Exchange Sustainability Conference
- Recy & DepoTech
- Fashion Talks 2023
- Dornbirn Man-Made Fibers Congress
- Techtextil

A SCIRT pavilion will be created to showcase key items from the project, that will be present at international events. It will include an interactive demo that showcases to the general public what fibre to fibre recycling is about, what the future of fashion will look like and what their role as a consumer will be in this evolution. This interactive showcase will be shown at relevant industry and tech related events.



The SCIRT project will hold at least two dissemination webinars and two events: a mid-term event and a final event. Both webinars and events will serve to disseminate project results to key stakeholders.

The format and logistics of the SCIRT events will depend on the situation surrounding COVID-19. The events and pavilion are envisioned to be held physically but the partners will be ready to transform them into an online-only or hybrid version to ensure the safety and security of attendees.

7.3 True Cost Workshop

The True Cost Workshop (TCW) is organised in line with the development of the True Cost Model and tool in T4.2. The aim of this workshop is to:

- 1) *inspire* attendants on the potential of circularity in the fashion industry and related best practices for the textile value chain,
- 2) *inform* fashion companies and designers about the concept and added value of True Cost Modelling, based on the learnings developed and model created in T4.2,
- 3) *connect* with relevant industry players, and
- 4) *support* attendants in identifying and getting in touch with sustainable suppliers, retailers with a focus on sustainability in their core business and associations that can help them to play a part in a more circular economy.

By bringing together key stakeholders, the TCW will gather relevant input and feedback regarding the concept and approach of the True Cost Model under development, allowing for validation beyond the SCIRT consortium. All feedback gathered will loop back into the User Board discussions in WP5 and will be used for further finetuning the True Cost Model and tool in T4.2.

In order to reach the greatest number of stakeholders possible, the workshop will be organised aligned with the *Fashion Talks* B2B event, organised biennially and gathering +800 fashion professionals in Antwerp. We aim for the 2023 edition, organised in Q4 (corresponding to M30 of the project).

7.4 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazines	Research*eu results magazine	www.cordis.europa.eu/research-eu/home_fr.html
	Horizon - The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Portals	CORDIS	www.cordis.europa.eu/home_fr.html
	Horizon 2020 newsroom	www.ec.europa.eu/programmes/horizon2020/en/newsroom



Table 5: EU dissemination channels

7.5 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's deliverables and will primarily be presented in some of the conferences listed in section 7.1 of this document.

SCIRT will follow the Horizon 2020 open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The SCIRT project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications when related to textile recycling via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.



8 Key performance indicators

Activity	Description	Target
Public website	An interactive, dynamic, permanent online hub for the widescale dissemination of project objectives and public results through integration with the KM system. Creation of a multiplier effect by linking websites of other related projects.	<ul style="list-style-type: none"> • Live M4 • 5,000 views • 15 countries
Comms toolkit	Development of comms toolkit to support activities including project branding, generic project presentation and poster, leaflet and roll-up banner, and two social media accounts.	<ul style="list-style-type: none"> • 500 followers on social media
Press releases	Four press releases to be issued at strategic points in support of the general awareness campaign, True Cost Workshop and key project achievements.	<ul style="list-style-type: none"> • 4 press releases • 20 articles in the media
E-newsletters	At least three e-newsletters will be issued to subscribers to draw attention to the project and related news.	<ul style="list-style-type: none"> • At least a 100 subscribers
Project videos	Three video interviews of key persons and one animated video presenting the project, its objectives and benefits to be published online.	<ul style="list-style-type: none"> • At least 250 views per video
Factsheets	Two factsheets will be produced to support raising awareness of textile waste, associated supply risks and mitigation measures, and potential for innovation.	<ul style="list-style-type: none"> • At least 200 downloads
Webinars	Delivery of webinars on topics such as current and future uses, resources and processing technologies, recyclability to inform and engage industry representatives and maximise the impact of results from other WPs.	<ul style="list-style-type: none"> • At least 2 webinars • 100 participants
Project events	True Cost Workshop, interim event (M18) and final event (M36) to present the network, SCIRT activities and results.	<ul style="list-style-type: none"> • 300 attendees in total over the 3 events
External events	Consortium partners will actively promote the project, its objectives and results at relevant external events through oral and poster presentations and exhibition stands.	<ul style="list-style-type: none"> • 10 external events by M30
Publications	Consortium partners will promote the project, its objectives and results by way of written publications such as blogs, articles in popular and specialist press, ensuring open access.	<ul style="list-style-type: none"> • At least 5 pieces per year

Table 6: Key performance indicators



9 Conclusion

The Preliminary Communication and Dissemination Plan outlined in this document provides a detailed overview of the strategy and actions that will be implemented to promote the SCIRT project and its results in an efficient yet impactful way. The plan will be updated and improved based on the monitoring results collected and an interim report on the communication and dissemination activities (D6.3) carried out in the first half of the project will be submitted at M16.

