

D7.1 Dissemination & Communication Plan

RES
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Consumers' role in responsible packaging
Improving circular economy innovation capacities
in packaging value chain

ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP



Deliverable information

Related Work Package	WP7
Type of document	R
Dissemination Level	<input type="checkbox"/> PU – Public / <input checked="" type="checkbox"/> SEN - Sensitive
Deliverable Lead	PROP
Contractual delivery date	
Actual submission date	
Author(s)	

Revision and history chart

Version	Date	Main author	Summary of changes
0.1	12/01/2026	Susana Remotti (PROP)	1 st draft
0.2	20/01/2026	Nina Kukkasniemi (TAMK) Jaana Koivisto (TAMK)	Review
1.0	27/01/2026	Susana Remotti (PROP)	Reviewed final version

Cite As:

Name and Surname of Deliverable's writers and coordinators, Partner's name involved and possible collaborators. If the Deliverable is Public, you retrieve it from ResPa Project website.

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1 Introduction

The ResPa project, “Consumers' role in responsible packaging – Improving circular economy innovation capacities in packaging value chain,” seeks to enhance companies’ innovation and green skills by highlighting consumers’ role in Circular Economy. It responds to the need for greater packaging materials’ circularity, reducing overpacking and waste to meet EU and regional sustainability targets. ResPa focuses on recyclable and reusable packaging, consumer behaviour, and shaping CE business models and strategies.

Designed under the Quadruple Helix model, ResPa project will improve know-how and communication, promoting stakeholder collaboration through value chain and giving access to knowledge and data sharing.

In addition, developing new CE business models in collaboration with HE and VET to the packaging world, the project develops new educational content supported by targeted micro-credentials (five digital badges) and applies a Living Lab methodology to foster multidisciplinary cooperation. Ultimately, ResPa aims to improve packaging sustainability and circularity through innovation, education, and active consumer involvement.

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In this context, the Dissemination & Communication Plan (D7.1) defines the strategy, channels, materials, activities, governance and monitoring practices to ensure the ResPa project’s visibility and impact across Higher Education (HE), Vocational Education and Training (VET), research centres, public authorities, industry and citizens in line with the Quadruple Helix (QH) approach. The plan operationalizes communication and dissemination for the full project lifetime, ensuring transferability and usability of the educational content developed and supporting short- and long-term impact at national and European levels.

The plan is coordinated by the Project Communication Leader (PROPLAST) and implemented by all partners, leveraging their regional, national and European networks, including European University alliances and relevant thematic networks. Communication is based on accuracy, honesty and clear messages, employing appropriate channels and digital tools to engage diverse audiences and foster uptake and sustainability of the project outputs.

The partners are responsible to organise and disseminate the activities and results of the project in their regions and countries, using their own communication channels according to the jointly agreed Dissemination and Communication Plan.

This plan will be updated as the project progresses and published in the dedicated Outcomes page of the project website section on month 12, 24 and 34.

2 Project objectives

2.1 General objectives

The ResPa project responds to the recognised need for improving packaging materials' circularity, avoiding overpackaging, and reducing packaging waste to meet the local, regional, and EU-wide goals by focusing on the role of the consumer.

The main objectives of the ResPa project are the following:

- To stimulate re-use and the recyclability of packaging by highlighting the need to change consumer behaviour.
- To engage packaging value chain actors collaboratively identify needs for new skills and innovation capacities to be better prepared for the sustainable and circular future.
- To provide companies possibilities to create new CE technologies and business models and strategies related to packaging value chain and consumer engagement.
- To support education and training providers in Green and Digital Transition by responding to the identified skills gaps by developing modern learning tools by following the European approach to micro-credentials.

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2.2 D&C objectives

Under this premise to assure dissemination, scale-up and sustained use of ResPa models, guidelines and outputs beyond the consortium and beyond the EU funding period, the dissemination and communication goals are related to share the key results to all relevant stakeholders according to the QH model.

The key elements of the D&C strategy are to:

- Inform stakeholders and target groups about the project objectives, activities, outputs, and results.
- Motivate the key target groups within the consortium, policy officers and stakeholders, to participate in the project activities.
- Engage those key targets to apply the project outputs and results, implementing the action plans.
- Inform and motivate the key stakeholders and target groups beyond the consortium to know and use the project outputs and results.
- In the long-term period: supported collaboration between VET, HE, and companies, strengthen multidisciplinary approaches, and promote policy-relevant insights in packaging and Circular Economy (CE) to feed into regional, national and EU-level policy design.
- Provide an internal communication guidelines in order to ensure effective communication among project partners through regular, pre-defined measures aligned with the roles and responsibilities of the governing bodies.

3 Target Groups

A good communication strategy is a key factor in the success of any project. The ResPa project's communication strategy is based on accurateness, honesty, and concrete messages, using relevant channels of communication and digital tools to connect different audiences.

ResPa communication and dissemination actions are especially aimed at making the project activities and results available to relevant target groups as soon as possible, in order to inform, motivate, engage stakeholders to participate in the project lifetime.

The activities also contribute to increase the visibility of the actions, course, and events that will be organized and prepared. Therefore, the material will be accessible to the different target groups in English and translated in the languages of the partners, Finnish, Spanish, German, Italian, and Sweden.

The target groups have been identified in order to focus, promote, and propose different actions to be implemented.

Primary target groups of ResPa project are:

- **Potential students for the training programme**, e.g. professionals and future professionals from organizations representing packaging value chain actors. (WP5, WP7)
- **Higher education institutions and VET Centres**: academic staff, teachers, trainers, VET Centres network, facilitators of workshops. (WP4, WP7)
- **Public authorities** responsible of HE and VET education (WP4, WP7)
- **Industry related sector**: SMEs and companies from plastic and packaging industries, associations and Clusters of companies working in CE. Participants to identify resilience-related, market needs and emerging professions, training program, join workshops, Living labs validation (WP2, WP3, WP4, WP5)
 - **Organisations representing packaging value chain (industry, retail, recycling sector)**, e.g. packaging professionals to join workshops, interviews, Living labs validation, dissemination events (WP2, WP3, WP4, WP5, WP7)
- **Consumers**: the community (also including students) and the private sector. Participants for sustainable packaging solutions evaluation. Awareness building activities (e.g. videos), to join for the interviews and consumer panels (WP2, WP4, WP7)
- **Policymakers and regional governments** designing education and CE policies (WP7)

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4 Key Messages

ResPa communication uses simple, direct and engaging messages adapted to each audience. Storytelling supports comprehension of complex CE topics. Initial examples:

- Key messages for Consumers for example:
 - *Do you know how to recycle? How to separate the waste? Would you like to learn more?*
 - *Return re-usable packaging*
 - *Why to choose re-usable packaging?*
 - *Where does this go? Compost – Landfill – Recycling*
 - *Sort your waste correctly!*
 - *How packaging influences your consumption and pots-consumption decisions*
- Key messages for Professionals for example:

- *Are you a packaging professional? Become a certified professional in Circular Economy and consumer engagement for circularity!*
- *Do you know what is consumer role in packaging circular economy?*
- Key messages for Local Authorities & Municipalities for example:
 - *Improve waste collection systems to support reusable and recyclable packaging.*
 - *Engage citizens with clear, accessible information about correct sorting.*
 - *Collaborate with businesses to pilot circular packaging initiatives in your territory.*
- Key messages for University Students For example:
 - *Are you ready to become part of the next generation shaping the Circular Economy?*
 - *Your daily choices matter: how you buy, use and dispose of packaging can accelerate circularity.*
 - *Reusable packaging systems start with you: return, refill, repeat.*
 - *Understand the life cycle of packaging—design, use, reuse, recycling—your studies can influence real change.*
 - *Join university initiatives on sustainability and circular behaviour: your campus is a living lab.*
 - *Research, experiment, innovate: circular packaging solutions need your creativity and skills.*
 - *Become an ambassador for responsible consumption among your peers.*
 - *Circular Economy is not just a theory—it's a career opportunity. Build your expertise now.*
 - *Engage with companies and professionals: internships and thesis projects can drive real impact.*
 - *Small actions on campus (sorting waste properly, choosing reusable containers, reducing single-use plastics) contribute to a larger, systemic change.*

Final slogans and messaging will be decided by partners through consultation and tested for resonance with target groups.

5 Communication Strategy

5.1 Principles and Approach

The ResPa project strategy is guided by three core principles: **accuracy, honesty**, and the delivery of **tangible value propositions**. These principles ensure that all communications are credible, transparent, and aligned with organizational objectives.

To maximize impact, the partners adopt a multi-channel outreach approach, leveraging diverse platforms to engage stakeholders effectively. This includes:

- Digital channels such as corporate websites, social media platforms (LinkedIn, Twitter), and email newsletters for broad and timely dissemination of information.
- Traditional media including press releases, online publications, and industry journals to reach audiences who prefer established communication formats.
- Direct engagement through webinars, conferences, and workshops to foster dialogue and build relationships.
- Internal platforms such as intranet portals and team collaboration tools to ensure employees are informed and aligned.

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Furthermore, we emphasize inclusion through Quality Handling (QH), ensuring that all processes and communications reflect fairness, accessibility, and respect for diverse perspectives.

Internal and external communications are treated as complementary components of a unified strategy. Both are carefully coordinated and jointly planned to maintain consistency, reinforce key messages, and strengthen stakeholder trust.

Internal communication is guided by the Communication and Dissemination Plan (D7.1). The objective includes establishing clear channels such as the project's internal platform (Teams), email, agreed collaborative tools (e.g., Slack), online meeting platforms (Teams, Zoom), mobile communication, and in-person meetings. Scheduled meetings—such as those of the Steering Committee (SC), Project Management Team (PMT), and Work Package Leaders—planned and prepared in advance to guarantee active and meaningful participation. Standard templates will be provided by the D&C leader to bodies and partners responsible for progress monitoring and reporting, ensuring clarity and consistency.

Continuous interaction among partners will be promoted, with the Coordinator and all partners committed to fostering a trustful, open, and respectful environment that supports effective collaboration across the consortium.

ResPa project activities are designed to ensure the active and meaningful involvement of all four key stakeholder groups: enterprises, education providers (including Vocational Education and Training [VET] institutions and Higher Education [HE] organizations), public authorities, and citizens (Quadruple Helix Integration). This collaborative approach fosters co-creation and validation of project outcomes, ensuring that solutions are not only innovative but also practical and widely accepted. By engaging these diverse actors throughout the process, we create a robust ecosystem that supports knowledge exchange, shared responsibility, and mutual benefit, ultimately enabling the scaling-up and long-term sustainability of results of ResPa project.

Regarding engagement with consumers and public administration, all ResPA project partners and associated partners will leverage their extensive national and international partnerships and networks to disseminate and scale up the project results, ensuring broader exploitation and long-term sustainability. Examples of these European and global networks include the European Network of Living Labs (with TAMK as an active member since 2009), the University Industry Innovation Network (UIIN), the Triple Helix Association (THA), and the European Regions' Research and Innovation Network (ERRIN), among others. Particularly significant is the methodological foundation of the Living Labs approach, conceptualised and supported by ENoLL. Additional key stakeholders to be informed and, in part, engaged in project activities include cities and municipalities, regional and national HEIs, VET institutions, and relevant industry associations, all of which maintain existing connections with the partners.

5.2 Internal communication guidelines

5.2.1 ResPa Teams share folder

A Microsoft Teams repository **TG-ResPa-Collaborative Working Space** has been created by the Coordinator, where all the documents are available at any time to the Consortium members.

5.2.2 *Partners contact list*

A partner contact list has been created by the Coordinator as an excel file and shared by the repository. It will be updated upon request of the partners.

5.2.3 *Teleconferencing*

Microsoft Teams and Zoom will be preferably used for telcos throughout the duration of the project.

5.2.4 *Meetings*

Prior to a meeting or telephone conference a calling notice should be issued. The calling notice sets the time and date of the meeting, identifies the attendees who should participate in the meeting, the aims and objectives of the meeting, the agenda and reference to any supporting documentation which should be read prior to the meeting taking place.

If there is a physical meeting the calling notice should also contain the meeting location, and recommended travel arrangement and accommodation.

Calling notices for teleconferences may be issued by task leaders and work package leaders as appropriate.

For WP meetings, the agenda should be issued two weeks before the meeting and any changes to the agenda should be sent at least 7 days before the meeting (Note: these periods differ from those for the formal Steering Committee or Project Management Team).

The minutes of the meeting should be taken, and a draft of the minutes should be made available 14 days after the end of the meeting. The minutes should be circulated to all parties concerned for comments or approval, upon issuing the minutes a deadline should be set for the return of comments and in the absence of comments beyond the deadline the minutes are deemed to be approved. If a recording of the meeting is made, all participants must be informed.

Minutes from WP and task meetings should be stored in the folder for the appropriate work package. The minutes will reflect any issues discussed within the meeting, conclusions and actions agreed. A template of the minutes showing the structure, and the content is stored on the Microsoft Teams.

A dedicated ResPa project Power Point template useful for the presentations of the WP leaders during the meetings, will be available by the C&D leader.

5.2.5 Organization of meetings and procedures - Frequency of the consortium meetings

Decision making body	Description	Ordinary meeting	Extraordinary meeting
Steering Committee	Highest decision-making body	6 meetings during the project	At any time upon request of the Project Management Team or Steering committee members
Project Management Team	coordination of day-to-day work	online meeting every month	At any time upon request of any Member of the Project Management Team
Work Package Leaders	Responsible for the overall progress of the WP	meeting in every 3 months	At any time upon request of any Member of the Project Management Team or WP leaders
Quality Assurance Task Force	Quality assurance and evaluation processes are integrated in all project activities in order to make sure that all results and deliverables can be achieved according to schedule, budget and the set quality standards	quarterly meetings	At any time upon request of any Member of the Project Management Team or Quality Assurance Task Force

Decision making bodies representatives are constantly updated by each partner to the ResPa mailing list in Teams (TG- ResPa Collaborative Working Space)

5.2.6 Absences

If any member of the PMT, work package leader or task leader expects to be absent from work or unable fulfil their duties for a significant period of time this should be reported to the PMT and a nominated contact/replacement should be assigned to cover their duties.

The PMT will produce a list of deliverable due dates, the review periods for each deliverable and a list of participants involved in the deliverable review process. If any participant is expecting to be absent during one of these review periods which would result in them being unable to fulfil their duties, they should notify the PMT in order to allow them to assign a replacement.

6 Materials and Tools

6.1 Branding & visual identity (M2)

This logo should reflect the core sense of the circular economy and the general goal of ResPa project. In order to achieve this, a single brand is going to be prepared and selected by the consortium by month 2 of the project lifetime and incorporated into the dissemination material and templates.

Then, it will be used for presentations, reports and official papers; banners and roll-ups prepared for online/offline use.

6.2 Publications (M3–M36)

An informative flyer to present the project and to be downloaded on the project website will be designed including relevant information of the project goals and activities. It will be prepared considering the target groups and audience. Paper should be used exclusively when there is a genuine need for it.

The flyer will be revised and updated once the programme structure and the detailed schedule of the training course have been finalized. The updated version will include comprehensive information on session content, timelines, and any relevant logistical details to ensure clarity and preparedness for all participants.

A model for each partner language will be prepared. Other kind of publications could be used to reach the different target groups like reports and articles in the countries and languages of the partners.

6.3 Newsletters & press releases (M6–M36)

To ensure continuous and transparent communication about the project, its progress, and upcoming events, a series of newsletters and press releases will be developed and disseminated. These materials will serve as key instruments for keeping stakeholders informed and engaged. The different documents will be prepared in the project partners languages.

- Frequency and Volume: Six editions will be produced over the course of the project, with distribution scheduled every six months starting in month 6 of the project timeline.
- Target Audiences:

- Newsletters will be prepared to be uploaded in the project website and LinkedIn. When the project contact data base will be ready, it will be sent to contacts listed, ensuring direct outreach to stakeholders and interested parties.
- Press releases will be prepared to be uploaded in the project website and LinkedIn and shared with local, regional, and national media outlets to maximize visibility and public awareness.
- **Localization and Accessibility:** Each partner organization in participating countries will translate these materials into their respective national languages. This step is essential to facilitate broader dissemination among personal networks and targeted audiences, ensuring inclusivity and relevance across different regions.

By implementing this structured communication plan, the project aims to maintain a high level of transparency, foster stakeholder engagement, and enhance its overall impact. In addition, key European and international partnerships, e.g. in relevant European University Alliances such as UNINOVIS, and networks such as ENOLL will be engaged in the communication actions.

As far as the structuring of the newsletter is concerned, there will be a short description of each article provided, containing a link to the full articles which are always hosted on the project's website. The newsletter itself will be also made available on a dedicated sub-section of the website ('News&Events'), which allows visitors to select a particular newsletter edition and view in their browser the content of the email which has been sent out. Registration to the newsletter will be accessible through the project website contact section.

6.4 Video presentations (M6-36)

Two videos will be created:

- First one, responsibility of PROPLAST, will be a video presentation of the project that includes the partners describing in simple terms the goals of the projects and roles.
- Second one, responsibility of TAMK, will be an engaging video directed to a broader public including the consumers, describing the advantages of waste management and Circular economy and the results of the project.

6.5 Templates & banner

Several documents will be prepared for the implementation of the ResPa project outputs, and communication activities, internal or external.

The templates of the documentation to be prepared will be:

- Presentation
- Deliverable and reports
- Letterhead

The banner of the ResPa project will be an integrated image to be used for different applications. This banner has just been prepared (M2) and adapted to the support needs for the communication and dissemination tools of the project:

- ResPa Website
- ResPa Social media channels
- Partners' websites
- Roll-up
- Press released, communication documents

7 Dissemination Channels

7.1 Website (M3)

The project website will be available at www.respa-project.eu and will be one of the main communication and dissemination tools of ResPa. The website can address a wide range of stakeholders who can easily access relevant information specific to their needs and interests.

Concerning content, the website will contain most of the important information about the project and will be frequently updated and expanded. All public reports created will be uploaded on the dedicated section.

The landing page of the project website will be launched with a user-friendly design, so that the visitor can immediately get an overview of the project's goals, with the usage of images and short written contents. Furthermore, the website will include a 'Consortium' section, containing the links to the partners' respective websites, the Associated partners, and a contact section, containing the contact details of the project's communication manager.

It will include general information as goals, events, news, non-confidential outcomes, access to the course, activities, and link to external resources.

Regarding the 'News and Events', this page will promote public events such as workshops aiming for face-to-face engagement with different stakeholders, promotion of training course and results of the project activities. In order to reach European Network collaborations.

In the dedicated section 'Contact', Proplast, as Leader of the Communication and Dissemination activities, will collect the emails and date that will be used for the preparation of the mailing list of the ResPa project. This Contact Database of the project will use to send mailings regarding the activities of the project, the workshops and events organized, newsletters and communications. Therefore, in this page will be uploaded the 'Privacy Policy' with the specifics about the purpose and legal basis of the processing of personal data, type of data collected, and controllers of personal data processing of each partner.

All content and published material will be written in English and in the five languages of the partnership countries (Finland, Spain, Italian, German, and Sweden).

It will be updated with a more detailed presentation of the project's activities and its financing institutions and programs and will be available for five years after the end of the project.

7.1.1 Partners' Website

In line with the project, all partners will use their own websites to promote the general awareness about ResPa, namely in the areas in which they are engaged.

Through the individual partner' websites, all partners will make use of their own networks of stakeholders to communicate and disseminate the project, its activities, and the achieved results, thus contributing to the establishment of the envisioned stakeholder network.

The partnership will prepare and use their own Contact Database to do dissemination of the activities; however, they will not share and integrate this information with the other partners, because of the GDPR.

7.2 Social media (M3)

An active presence on Instagram, LinkedIn, and YouTube (as well as Facebook/X, where relevant) will ensure engagement with both professional and youth audiences, supported by coordinated community management led by the Communication Manager.

The project's social media presence aims to maximize communication and dissemination impact by leveraging these channels to reach a broad range of potential stakeholders. All target groups will be addressed through dedicated social media activities.

Published content will primarily include updates on project progress, the release of deliverables and publications, and general news related to ResPa. Promotion of upcoming events and meetings will also be carried out via the project's social media channels. This includes events organized by consortium members, those involving one or more partners, and relevant events aligned with the project's topics, even without direct project participation.

Additionally, Proplast will provide social media posts to the consortium to support regular updates on partners' accounts, thereby expanding the project's reach to a wider audience.

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The official ResPa social media accounts will be launched once the branding materials are finalized.

7.3 Conferences and events

To actively engage stakeholders, managers, students, and experts beyond online channels and connect them with ResPa, thereby fostering a strong stakeholder network, the consortium will organize a series of workshops throughout the duration of the project.

The partners of the ResPa project will organize dedicated events in each participating country to disseminate the project's outcomes. Specifically, two workshops will be held in each country, conducted in the local language, one to promote the training course (Month 18) and another to present the project results (Month 36). In countries with multiple partners, these organizations will collaborate in hosting the workshops.

In addition, the project will maintain an active presence at external events by presenting results at national and international conferences. Attendance at a minimum of three such events is anticipated to ensure effective dissemination. The specific fairs and conferences will be identified during the project implementation, although examples are listed in Section 3.2 (Multiplication).

Further outreach will be achieved through the integration of project information within European Networks collaborating on the initiative, particularly those with an interest in the training materials developed by the partners.

8 Connection with other WPs

The Dissemination and communication activities are extremely associated with the activities of the Work Packages in order to contribute to the successful achievement of the project results and objectives.

The following table shows the connections between D&C and WPs:

WP1	Communication tools to support collaboration between the project partners. Guidelines.
WP2	Engage stakeholders to interviews and questionnaires, consumer panels, and workshops.
WP3	Promote the digital open badges. Promote the materials developed in English and partner’s languages.
WP4	Promote Living Labs. Engage relevant stakeholders for the validation and implementation. Co-create and promote workshops to support open innovation and consumers panels.
WP5	Promote micro-credentials. Promote the piloting process of the training program to engage students/participants.
WP6	<ul style="list-style-type: none"> - Transferred Digital open badges to the educational institutes pedagogical badge constellation after piloting and project completion. - Disseminate the Exploitation of the project’s results. - Disseminate the future sustainability of the results, the replication and scale-up - <i>Annual assessments of the project’s achievements will be carried out with E+ Impact tool to ensure optimal efforts to ensure continuity of the activities and wide exploitation of the key outputs.</i> - Support active and open communication through the communication channels to ensure both impact and sustainability of outputs.

9 Activities and Timeline

Activity	Timeline
Web design, creation, publication and continuous update	M3; maintained five years post-project
Branding design and application across all materials	M2
Social media community management	from M3, continuous
Media presence coordinated by Communication Manager and partners	M6–M36
Newsletters, e-brochures and segmented messages	Biannual from M6 to M36
Events organization	2 country workshops (M18, M36) plus participation in external fairs/conferences (≥3).
Contacts database creation and growth by each partner; GDPR-compliant collection via website forms; partners' internal databases not shared without prior consent.	

Monitoring and reporting: milestones MS13 at months 6, 12, 18, 24, 30, 36; plan reviews at M12, M24, M34.

10 Monitoring and Evaluation

10.1 Monitoring

The main objective is to ensure a high-quality communication strategy execution. It is important that this evaluation is carried out on a continuous basis to guarantee:

- An effective impact assessment and update or redefinition of communication activities.
- A high quality of the communication activities carried out.

The execution of this plan will be measured through the following indicators:

- Analytics related to the ResPa website and its social media accounts. A careful monitoring of ResPa's online hits will be done together with an analysis of the impact of activities. The consortium uses web tools for analysing visitor traffic, giving a complete picture on the number

of visitors, visited pages, and geographical coverage, revealing the audience's needs and interests.

- Number of subscribers to the project's newsletter.
- Number of organized events and attendants.
- Number of views of the project video.

10.2 KPIs

The expected impact of the ResPa project reaches beyond the packaging sector, as the outputs and outcomes of the project can be applied in other key value chains, e.g. in textiles and plastics.

In order to facilitate successful implementation of joint training pilots to participants from different target groups, the planned project activities are based on the importance of systematic dissemination of researched-based development and continuity of co-creation processes (new, collaborative working methods including citizen engagement employed by companies).

At dissemination level, the expected short, medium and long-term effects of the ResPa with KPIs are:

- Short-term impact KPIs: number of participants in in co-creation workshops (10 in 5 countries); number of publications and RDI initiatives; number of followers and website views.
- Medium-term impact KPIs: number of global participations to external events
- Long-term impact KPIs: number of consumer awareness initiatives in companies.

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10.3 Monitoring deadlines

As WP7 Leader, Proplast will provide consortium partners with a streamlined monitoring mechanism to ensure effective tracking of dissemination activities. The system will consist of a shared Excel file, which partners are required to regularly update with information on the dissemination actions implemented. On a biannual basis, the WP7 Leader will request feedback from all partners to assess progress and ensure alignment with the project's dissemination and communication objectives.

11 Sustainability and Exploitation

Long-term dissemination is linked to WP6 sustainability and continuation.

Associated partners will disseminate and promote outputs at European, national and regional levels and reinforce engagement of stakeholders. The website and materials remain accessible for five years post-project. Digital open badges are transferred to educational institutes' pedagogical badge

constellations after piloting and project completion. Exploitation activities will support replication, scale-up and durability of results, including integration of micro-credentials into HE/VET offerings and company training programmes.

A dedicated Task 7.2 has been organized and an exploitation plan including the proposals actions to be carried out in WP7 will be defined during the first 18 months of the Project to help Project development to focus the transition of Project execution in the medium and long term. The strategy and goals defined in the Exploitation plan in this WP will be aligned with WPs decisions in terms of future Project results replication, and durability.

12 D&C risk management

The Dissemination and communication risk management is an important point to be considered in order to mitigate the future problems. The risks could be the following:

- Low dissemination rate of project results (likelihood: low): mitigate through external partnerships with industry and consumer associations, policymakers and RTOs at national and European levels to expand audience reach.
- Low attendance rate at public events (likelihood: low): mitigate through regular engagement and communication with regional, national and European stakeholders to build and maintain interest.

13 Annexes

No Annex are expected.

14 Glossary of terms, abbreviations, and acronyms

Abbreviation / Acronym	Description
EU	European Union
EC	European Commission
E+	ERASMUS+
CE	Circular Economy
HE	Higher Education
VET	Vocational Education and Training
QH	Quadruple Helix
SC	Steering Committee
PMT	Project Management Team
D&C	Dissemination and Communication
WP	Work Package
RTO	Research and Technology Organisation
NGO	Non-Governmental Organisation
KPI	Key Performance Indicators
EQF	European Qualifications Framework

15 PROJECT CONSORTIUM

Project coordinator	
P1-TAMK	Partner 1 – TAMPERE UNIVERSITY OF APPLIED SCIENCES (Finland)
Project beneficiaries	
P2-HM	Partner 2 – HOCHSCHULE FUR ANGEWANDTE WISSENSCHAFTEN MUNCHEN (Germany)
P3-PROPLAST	Partner 3 – CONSORZIO PER LA PROMOZIONE DELLA CULTURA PLASTICA PROPLAST (Italy)
P4-AVEP	Partner 4 – ASOCIACION VALENCIANA DE EMPRESAS DEL PLASTICO – AVEP (Spain)
P5-TREDU	Partner 5 – TAMMERFORS STADTCITY OF TAMPERE (Finland)
P6-UNITN	Partner 6 – UNIVERSITA DEGLI STUDI DI TRENTO (Italy)
P7-ECOEMBES	Partner 7 – ECOEMBES ENTIDAD ADMINISTRADORA, S.L.U. (Spain)
P8-BROBY	Partner 8 – BROBYGRAFISKA HIGHER VOCATIONAL EDUCATION (Sweden)

Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

Project associated partners	
P9-FuldaUni	Fulda University of Applied Sciences (Finland)
P10-UNISA	University of Salerno (Italy)
P11-CNM	National Environmental Center – Centrul National de Mediu (Moldova)
P12-PACOOON	PACOOON AG (Germany)
P13-ASUni	Albstadt-Sigmaringen University (Germany)
P14-KUni	Karlstads University (Sweden)
P15-Kuluttajaliitto	Consumers' Union of Finland (Kuluttajaliitto-Konsumentförbundet ry) (Finland)

16 PROJECT INFO

Grant Agreement	Project: 101244066 — RESPA — ERASMUS-EDU-2025-PI-ALL-INNO
Programme	Erasmus+
Topic	ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP
Action Type	ERASMUS Lump Sum Grants
Project Title	ResPa – Consumers' role in responsible packaging - Improving circular economy innovation capacities in packaging value chain
Project starting date	01-12-2025
Project end date	30-11-2028
Project duration	3 years

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This project has received funding from the European Union

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 the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



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