

D7.3 Brand and Communication materials

RES
PA

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

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



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1.0	10/03/2026	Susana Remotti (PROP)	Final version

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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.

The Dissemination & Communication Plan (D7.1) defined 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 D&C Plan described the characteristics of the brand of the project and the supporting materials.

In this deliverable, D7.3 Branding and communication materials will be explained the supporting materials produced. When it will be necessary, the documents and templates will be translated by the partners languages.

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.

3 Document description

This document describes the project activities carried out by Proplast (WP7 Leader) in collaboration with project partners within the Task 7.3 of the **ResPa** project. The deliverable for Task 7.3 is referred to the project communication and dissemination materials.

The materials have been prepared and implemented during the first two months of the project. The aim of this material is supporting the dissemination and communication activities, and to do that, it will be regular updated and implemented in each situation by all the partners. Moreover, it will be uploaded on the project website and some of this will be translated in the partners own languages. In the case of events and workshops, it should be printed as well.

4 Materials and Tools

1.1.1 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.

The process selection of the logo was between three different references,

Figure 1



Figure 2



Figure 3



Between the options, the partners have been selected the last one.

In **Annex I**, the brand guidelines have been available.

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

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1.1.2 Documents templates

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

The templates are the following:

1. Presentation on PowerPoint support (**Annex II**).

**Example of a multi-line
main title**

Recycling & Responsible Forum
January 20, 2026
Alessandria

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

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2. Letterhead (**Annex III**)
3. Deliverables and reports (**Annex IV**)

1.1.3 Banners

The banner of the ResPa project is an image that is currently used in 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
- Social media channels
- Partners' websites
- Roll-up
- Press released, communication documents

The different elaborated versions of banners are expressed in the following figures:



Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain



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Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain



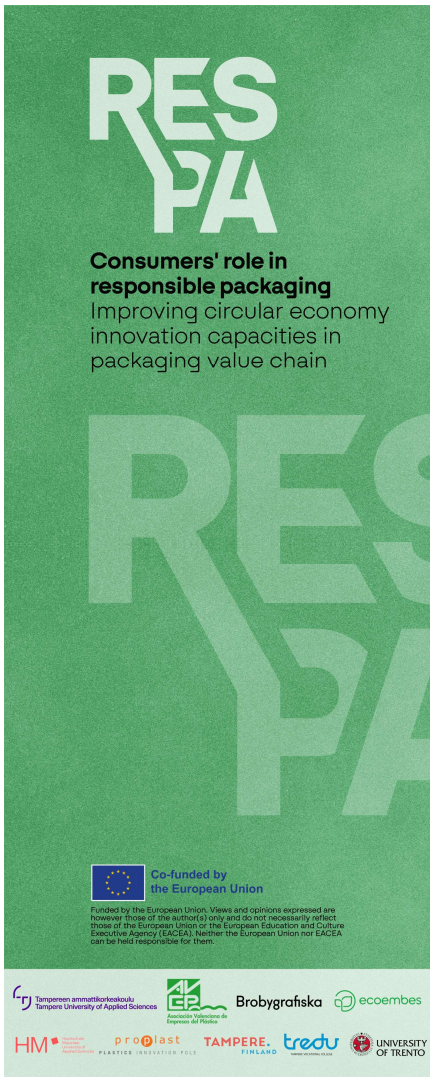
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Banners prepared and adapted to the support needs for the communication and dissemination tools of the project.

Roll-up



1.1.4 Newsletters & press releases (M6–M36)

As reported in the D7.1 Communication and Dissemination Plan, these documents are the project's main communication tools for regular dissemination of information reaching key stakeholders, covering ongoing project activities and outputs from recent activities (event and workshop outcomes, assessments, results, etc.). Moreover, it will also focus on special topics defined by the consortium and that are relevant to the target audiences.

A template of Newsletter and Press release design will be as the following example:

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

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



ResPa Launch: Leading the Charge for a Truly Circular Packaging Future



We are excited to announce the official launch of ResPa – Consumers' role in responsible packaging, an EU-funded project designed to accelerate innovation and green skills across the entire packaging value chain.

[READ MORE](#)

PARTNERSHIP

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Copyright (C) *|CURRENT_YEAR|* *|LIST:COMPANY|*. Tutti i diritti riservati.
 |IFNOT:ARCHIVE_PAGE| *|LIST:DESCRIPTION|* *|END:IF|*

Il nostro indirizzo postale è:
 |IFNOT:ARCHIVE_PAGE| *|HTML:LIST_ADDRESS|* *|END:IF|*

Vuoi cambiare le modalità di ricezione di queste email?
 Puoi aggiornare le tue preferenze o annullare l'iscrizione



1.1.5 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.

5 Website: design and registration

The ResPa project website has been created during January 2026 and launched under www.Respa-project.eu on 01/03/2026 in the English version and during March will be online in the other languages required.

Domain information is officially represented by <http://www.aruba.it>. The Owner of the website is PROPLAST and it will be active for eight years.

The structure of the website has been created by PROPLAST, the content of the website (news, press released, outcomes, etc.) will be managed using word-press platform.

A list of SEO Keywords analysis will be used and applied to ensure that the ResPA website use, the corresponding terms and the organic positioning are enhanced for it to appear within the first positions in the most common browsers such as Google, Yahoo, Bing, etc. Header tags and meta-descriptions will be also analysed, considered and applied in the website conception

5.1 ResPa website layout

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

Concerning contents, the website contains most of the important information about the project and will be frequently updated and expanded. The public reports developed by the partners will be published on the ResPa website in a dedicated Outcome session page. In the other hand, the information regarding activities, events, conferences, surveys, etc. will be uploaded in the News & Events page, involving stakeholders in the actions of the projects.

The project website has been structured including seven main pages listed below:

- Home
- Consortium
- Activities & Course
- News & Events
- Outcomes
- Contact

The ResPa website will be online by the end of March in English and in the partners languages as well.

5.1.1 Home Page

The Home Page of the project website has been designed in a user-friendly way, including accessibility and mobile's friendly design, summarizing the goals of the ResPa project including the latest news and information, the project logo and the involved partners' logo. The ResPa website will be constantly updated, generating visibility and followers. For this reason, the update is not scheduled in advance.

ERASMUS+ PROJECT 2025-2028

ResPa Consumers' Role In Responsible Packaging

Improving circular economy innovation capacities in packaging value chain.
 ERASMUS-EDU-2025-PI-ALL-INNO-EDU-ENTERP
 Proposal ID 101244066
 Period: December 1st, 2025 – November 30th, 2028

[Download E-Brochure](#) ↓



Overall Goal

Enhance packaging materials' circularity and sustainability.
 Foster innovation and capacity building through multidisciplinary approaches.



Overall Purpose

Enhance companies' innovation and green skills in the packaging value chain. Emphasize the consumer's role in the circular economy.

The Home Page details the general information and the main points of the project. It has been prepared with an attractive design, using different graphic icons highlighting the results that the partners aim to achieve, the target groups to reach, and the most important goals and future activities.

In addition, in this section an e-brochure with the overview of the project can be downloaded.

Context & Need

<p>Improve Packaging Materials' Circularity</p> 	<p>Reduce Overpacking And Packaging Waste</p> 	<p>Align With Local, Regional, And EU Goals For Reuse And Recyclability</p> 
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Main Topics

 <p>Recyclable And Reusable Consumer Packaging</p>	 <p>Consumer Behavior (Consumption And Post-Purchase)</p>	 <p>Consumer's Role In The Packaging Value Chain</p>	 <p>Development Of CE Business Models And Strategies</p>
---	--	---	--

Approach


<p>Quadruple Helix Model</p> <p>Based on collaboration among industry, academia, government, and consumers.</p> 	<p>Innovation & Capacity Building</p> <p>Increase consumer involvement through innovation activities.</p> 	<p>Living Lab Methodology</p> <p>Use Living Labs for stakeholder collaboration and experimentation.</p> 
--	--	---

Expected Outcomes




Knowledge Sharing

Improved knowledge sharing and communication across the value chain.




CE Business Models

Development of new CE business models in collaboration with Higher Education (HE) and Vocational Education and Training (VET).




Training Framework

Creation of educational content and methodologies for a new training course



Micro-Credentials


Implementation of **micro-credentials** (5 digital open badges) to build green skills.



Living Labs


Implementation of a new Living Labs methodologies.

Expected Outcomes




Knowledge Sharing

Improved knowledge sharing and communication across the value chain.




CE Business Models

Development of new CE business models in collaboration with Higher Education (HE) and Vocational Education and Training (VET).




Training Framework

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Micro-Credentials

Implementation of **micro-credentials** (5 digital open badges) to build green skills.




Living Labs

Implementation of a new Living Labs methodologies.

An important part of the project is the target groups, because the message and the dissemination activities have been directly focused on these. In the Home page, the three targets (needs and pilot, train for trainers and course application) have been highlighted in order to be clearly identified and feel recognized.







Home Consortium Activities & Course Outcomes
News & Events Contact

Sono umano 

Subscribe to our newsletter:
Your email address

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5.1.2 Consortium

The second main page of the ResPa website is the consortium specification. This page provides a short description of the ResPa partners including:

Company logos of the 8 partners (TAMK, AVEP, BROBYGRAFISKA, HM, ECOEMBES, PROPLAST, TRDEU and UNITN) into the bargain the sector of each one.

Links to the corporative websites.

Consortium

Partners

Higher Education Institutions	Industry Partners And Associations	Vocational Education And Training (VET)
<p>Tampereen ammattikorkeakoulu Tampere University of Applied Sciences</p> <p>Tampere University of Applied Sciences Ltd FINLAND (Coordinator)</p>	<p>Asociación Valenciana de Empresas del Plástico</p> <p>AVEP - Asociación Valenciana de Empresas del Plástico SPAIN (Cluster - Association for Valencian companies)</p>	<p>Brobygrafiska</p> <p>Brobygrafiska Higher Vocational Education SWEDEN (Vocational education institution)</p>
<p>Hm Hochschule München University of Applied Sciences GERMANY</p>	<p>Ecoembes SPAIN (non-profit organization)</p>	<p>Tampereen Kaupunki FINLAND (vocational college)</p>
<p>UNIVERSITY OF TRENTO</p> <p>Università degli Studi di Trento ITALY</p>	<p>PLASTICS INNOVATION POLE</p> <p>PROPLAST - Consorzio per la Promozione della Cultura Plastica ITALY (Cluster)</p>	

And the Associated Partners.

Associated Partners

Fulda University of Applied Sciences GERMANY	Pacocon GmbH GERMANY	Karlstads University SWEDEN
UNISA University ITALY	Albstadt-Sigmaringen University GERMANY	Consumers' Union of Finland (Kuluttajaliitto ry) FINLAND
National Environmental Center – Centrul National de Mediu MOLDOVA		

5.1.3 Activities & Course

The next section page is the Activities & Course. In this page, the partnership explains the main activities to be developed during the project.

- Related to questionnaires
- Training tailored course



Activities & Course

ResPa brings together research, education, and industry to advance circular economy practices in the packaging value chain. Through targeted analyses, curriculum development, Living Labs, and micro-credentials, the project creates an innovative competence-based training pathway for future Responsible Packaging Experts.

By strengthening green skills and fostering cross-sector collaboration, ResPa supports the transition toward more sustainable, circular packaging systems across Europe.



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

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📅 Activities Planned During The ResPa Project

Needs Analysis And Knowledge Generation

Conduct urgent needs analysis related to packaging value chain and consumer engagement.

Analyse consumer behavioural mechanisms, trends, and EU policies on circular economy (CE).

Skills Gap Analysis

Identify skills gaps among packaging professionals, focusing on green skills and consumer engagement (e.g., sorting, reuse).

Framework Development

Create a framework for educational content development aligned with European CE policies and objectives.

Educational Content Development And Curriculum Design

Develop new curricula for higher education and vocational education and training (VET) based on identified needs.

Implement the most suitable online platform for the delivery of the designed educational content to support students/participants digital skills development and inclusivity of the training contents.

Micro-Credentials And Digital Open Badges

Design and implement micro-credentials (digital badges) to address green skills gaps.

Ensure alignment with European frameworks (Competitiveness Compass, EntreComp, DigiComp, GreenComp).

Living Labs And Co-Creation Activities

Organize transnational Living Labs to foster innovation through collaboration between education institutions, businesses, public sectors, and citizens.

Knowledge Sharing And Best Practices

Facilitate knowledge flow and transfer among partners through iterative co-creation processes.

Dissemination And Scalability

Share project outputs widely across Europe to relevant stakeholders.

Ensure training content is scalable and transferable to other key product value chains (e.g., textiles, electronics).

Long-Term Collaboration

Establish a joint vision for the future of the packaging value chain in Europe.

Build synergies between VET, higher education, research, and industry.

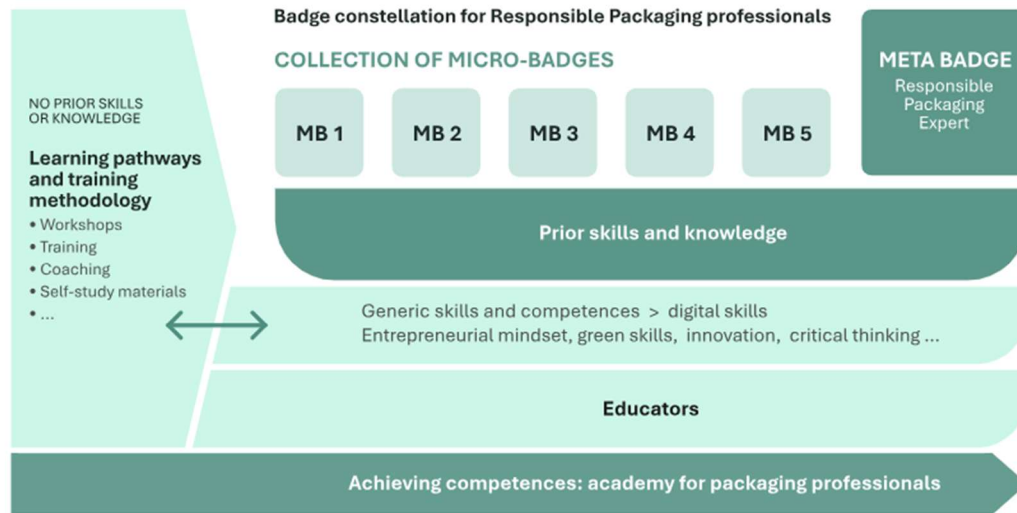
The Course

The ResPa course is focused on green skills development and innovation capacity building within the packaging value chain training the future "Responsible Packaging Expert".

ResPa project is approached to the competence-based digital open badge-driven process.

The course will ultimately empower learners to contribute to circular economy goals, reduce packaging waste, and adopt sustainable business models.

Competence-based Digital Badge Driven process



5.1.4 News & Events

In the Home page of the website, the main news and events have been underlined. Apart from this evidence and to offer detailed information about the project activities, a dedicated page for this information has been created.

This page will contain the most relevant information about the activities, workshops, events, and conferences that the partners will organize and participate in during the project. It will be one of the most important pages of the website because it will be the means of project communication and dissemination.

News



February 11th and 12th 2026 – the official kick-off of ResPa project!

3 Mar, 26



ResPa Launch: Leading the Charge for a Truly Circular Packaging Future

21 Feb, 26

Events

No Posts Found!


5.1.5 Outcomes

In this section, all interested (plastics industry, universities, students, professors, public authorities, other stakeholders) will be able to benefit from the ResPA outcomes and to learn more about the project initiatives. The documents and reports will be available in English.

Outcomes

In this section, stakeholders and interested audiences can access and download the ResPa project's open materials and resources.

SME managers, cluster representatives, universities, students, professors, public authorities, and other relevant actors are invited to benefit from the project's outputs, available free of charge in multiple languages: English, Finnish, Spanish, Italian, German, and Swedish.




CIRCULAR ECONOMY SKILLS GAP ANALYSIS REPORT

This report presents the results of the ResPa transnational skills gap analysis conducted across partner countries. It identifies emerging professional needs in the packaging value chain and outlines priority green skills required to support circular economy transition.

Available in multiple languages.

[PDF Download](#)




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CIRCULAR ECONOMY SKILLS GAP ANALYSIS REPORT

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Available in multiple languages.

[PDF Download](#)

5.1.6 Contact

The Contact page has been divided into two parts with different forms to be completed, the first one regards the Contact Request and the second one the Subscription to the project Newsletter.

The form related to the subscription to the project Newsletter will be filled in and the contacts will be collected by Proplast (WP Dissemination and Communication Leader), that will be used for the preparation of the mailing list of the ResPa project.

6 Social media channels

Different social media channels will be used for the dissemination and communication of the ResPA project. The launch and management of these will be part of the responsibilities of the Work Package leader (PROPLAST). However, to be more effective in supporting this activity, the

partners are obligated and responsible to use their own media channels to promote the actions of the project.

Regarding the specific channels named in the Application form presented to the ERASMUS+ Commission, they have been created in February 2026.

LinkedIn <https://www.linkedin.com/company/respa-project/>

Instagram <https://www.instagram.com/respa.project/>

Facebook <https://www.facebook.com/profile.php?id=61588231671594>



respa.project ...

ResPa Project

6 post 10 follower 13 seguiti

ResPa - Consumers' role in responsible packaging - Improving circular economy innovation capacities in packaging value... altro



Account seguito da [marta.zaccone](#), [linelab.it](#) + altri 3

Segui già ▼

Messaggio



7 Annexes

Annex I: Brand guidelines options

Annex II: Power point template

Annex III: Letterhead template

Annex IV: report template

8 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

9 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 STADCITY 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)
Project associated partners	

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Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

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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-PACOON	PACOON AG (Germany)
P13-ASUni	Albstadt-Sigmaringen University (Germany)
P14-KUni	Karlstads University (Sweden)
P15-Kuluttajaliitto	Consumers' Union of Finland (Kuluttajaliitto-Konsumentförbundet ry) (Finland)

10 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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RESPA-Concept Summary



(Systemic / Geometric Approach)

1. Concept Summary

Responsibility as an active process, not an automatic outcome.

RESPA is conceived as a system that works only if it is continuously activated, maintained, and reinforced by individual choices. Sustainability is not presented as a given result, but as a dynamic balance that depends on conscious participation.

2. Dominant Metaphor

The incomplete cycle.

The visual concept refers to a circular system that does not fully close on itself: a cycle that remains intentionally open, highlighting the role of human behaviour in keeping the system functioning. Circularity is not represented as perfection, but as a fragile condition that requires constant engagement.

3. Principle Statement

| Circularity does not work by itself. It works when it is chosen.

This statement frames RESPA as a project focused on responsibility, awareness, and behavioural impact rather than on purely technical solutions.



RESPA-Icon-oriented identity



This proposal interprets RESPA as a process of transformation over time, in which responsibility does not manifest itself through explicit symbols, but through the traces left by choices. The identity is built on a stable structure upon which controlled acts of subtraction operate: what is removed is not decorative absence, but the sign of an action that has taken place.

The icon does not represent a concept, nor an object or a declared value. It instead testifies to a passage: the transformation of an existing system through measured, cumulative and irreversible decisions.

In this perspective, responsibility is not added as a form, but becomes visible through what is no longer present.

1. Key concept

Responsibility as an irreversible process that becomes visible through absence.

RESPA is interpreted as a system in which the consequences of choices do not manifest immediately as form or symbol, but accumulate over time.

The identity does not represent a virtuous action; it makes perceptible the process through which a system is transformed by measured — often invisible — interventions.

2. Dominant metaphor

Natural stratification generated by subtraction.

The reference is not to nature as a “green” image, but as a logic of operation:

- growth by layers
- accumulation of consequences
- slow transformation
- irreversibility of time

Within this logic, absence is not lack but trace: what has been removed continues to shape the system.

3. The paradox of the sign

The iconic element does not emerge from the addition of form, but from the **controlled removal of matter**.

The sign does not assert; it **testifies**.

It does not show an outcome, but **makes a passage visible**.

This introduces an intentional paradox:

what communicates most clearly is not fully present.

4. Relationship with the RESPA framework

RESPA does not propose idealised models of sustainability, but operates on **existing systems**, acting on them responsibly.

Likewise, this proposal:

- does not construct a symbolic image of sustainability
- does not rely on recognisable or rhetorical icons
- does not depict packaging

Instead, it stages the idea that:

responsibility emerges from the cumulative consequences of choices, rather than from their immediate representation.

5. Positioning among the proposals

- Compared to the **systemic proposal**, this version introduces an **iconic and metaphorical dimension**, more intuitive yet non-illustrative.
- Compared to the **geometric proposal**, this version works on **time and absence**, rather than on structure and form.

Together, the three proposals offer the partnership **three distinct ways of interpreting responsibility**:

- as a system
- as a rational structure
- as an irreversible process

6. Principle statement

Responsibility does not always appear as a form.

Sometimes it becomes visible only through what is no longer there.

RES PFA

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

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

RESPA-Visual Identity Constitution



(Foundational Draft)

1. Identity Principle

The RESPA visual identity does not represent packaging as an object, but the **active role of the subject** within systems of consumption and circularity.

The mark is conceived to make a **relationship** visible — between choice, behaviour, and consequence — rather than to describe a form or a product.

2. Nature of the Sign

The RESPA sign is conceived as a **narrative and relational device**, not as a closed symbol or a self-referential form.

Its meaning emerges through interaction between elements, context, and use, rather than through immediate iconic recognition.

The identity does not “explain”; it **activates a reading**.

3. Controlled Openness

The identity is intentionally open and adaptive, but not indeterminate.

Its openness is not expressive, but **structural**: it allows evolution, variation, and application across different contexts while preserving its core principles.

Every use must reinforce the concept of responsibility, avoiding decorative or purely illustrative interpretations.

4. Relationship with Digital / Open Badges

RESPA Digital Badges are not ancillary elements of the identity, but **integral components of the system**.

The visual identity provides the framework of meaning within which the badges operate as certification tools.

The graphic badge represents the acquired competence; the digital badge certifies it.

These two levels are distinct yet coherent, without rhetorical overlap.

5. Behaviour in Institutional Contexts

In formal, institutional, or regulatory contexts (EU frameworks, reports, certification platforms), the identity maintains a **restrained and controlled profile**, prioritising legibility, clarity, and systemic coherence.

The strength of the sign lies in its ability to **withdraw without losing meaning**, rather than in visual assertion.

6. Limits and Exclusions

The RESPA identity must never become:

- purely decorative
- illustrative or descriptive of the theme of “sustainability”
- emotional or symbolic in a rhetorical sense
- dependent on style, trends, or immediate recognisability

Any application that reduces the system to an image or an ornament compromises its meaning.

Visual Identity & Digital Badges Rationale



1. Introduction

The ResPa project addresses the role of consumers in responsible packaging within the circular economy by combining education, innovation capacity building, and multi-stakeholder collaboration.

The visual identity of ResPa has been conceived not as a branding exercise, but as a **conceptual system** capable of translating abstract notions—such as responsibility, complexity, and systemic thinking—into a coherent visual language.

This document defines the rationale and the governing principles of the ResPa visual identity and its Digital Open Badges system.

2. Core Concept: Identity as a System, Not a Symbol

ResPa's visual identity is based on a typographic construction derived from the project name itself.

The wordmark is deliberately split into two semantic components:

RES (Responsible)

PA (Packaging)

This division is structural and conceptual.

It reflects the inherent tension between **responsibility as an intention** and **packaging as an applied, material practice**.

The space between these two elements is not neutral: it represents the **active role of people**—in particular consumers—in shaping outcomes within the packaging value chain.

3. The Role of the Void (Subtraction as Meaning)

A defining feature of the ResPa identity is the use of **subtractive voids** within the typographic structure. The void is:

- not an added graphic element,
- not a symbol,
- not decorative.

Instead, it is created by removing matter from the letterforms.

This visual absence represents:

human intervention as an action that modifies existing systems from within, rather than replacing them.

The void is therefore **perceived**, not explained.

It introduces tension, incompleteness, and openness—key characteristics of responsible and participatory systems.

4. Architectural Typography

The typography of ResPa is intentionally rigid and architectural.

- Letterforms are conceived as **structures**, not gestures.
- The system starts from stability and order.
- Transformation occurs only through controlled subtraction.

This approach reflects the idea that responsibility does not emerge from chaos, but from **working within existing frameworks**—industrial, regulatory, and social.

5. Digital Open Badges as Viewpoints

The ResPa project includes a system of **five Digital Open Badges**, each corresponding to a specific competence area. Formally, the badges are awarded by competence domain, in line with European micro-credentials standards. Visually, however, the badges are designed as **different viewpoints on the same system**.

Key principle

The badge visuals represent different viewpoints on the ResPa system: from close-up, practice-oriented perspectives to a wider, systemic understanding of the packaging value chain.

6. Scale as Perspective (Not Merit)

Across the badge series, the ResPa wordmark maintains:

- the same position,
- the same orientation,
- the same internal logic.

The only variable is **scale**.

Importantly:

- scale does **not** represent hierarchy or merit,
- it represents **distance and perspective**.

A larger scale corresponds to a closer, more immersive view of specific practices and behaviours.

A smaller scale corresponds to a wider, more abstract understanding of the overall system.

This choice avoids competitive or gamified interpretations and instead supports a **relativistic reading of complexity**.

7. Official Badge Series



The official ResPa badge series follows this progression:

Viewpoint	Visual Scale	Badge Title
View 1	Closest	Circular Packaging Basics
View 2		Consumer Engagement & Behaviour
View 3		Sustainable Packaging Design
View 4		Living Labs & Co-Creation
View 5	Widest	Circular Economy Business Models

The progression moves from **material and behavioural proximity** to **systemic and strategic understanding**.

8. Visual Rules (Non-Negotiable)

- The ResPa wordmark always functions as a **structural field**, never as a decorative logo.
- Cropping is intentional: the system is always larger than what is shown.
- The void is always produced by subtraction and is never highlighted, coloured, or stylised.
- Colour differentiates badge contexts but never defines the identity.
- No simplified or alternative versions of the mark are allowed.

9. Conclusion

The ResPa visual identity translates the project's educational and systemic ambitions into a coherent visual language.

Rather than explaining responsibility, it **embeds it structurally**.

Rather than representing complexity, it **makes it perceptible**.

This approach ensures:

- conceptual consistency,
- institutional credibility,
- long-term scalability across platforms, partners, and outputs.

RESPA-Visual Identity Checklist

For External Partners

Use this checklist **before producing or publishing any material** that includes the RESPA visual identity (logo, badges, website, presentations, reports, educational or dissemination materials).

1. Mark Structure

- The RESPA mark is always displayed on **two lines**

RES
PA

- It is never set on a single line
- It is never recomposed, abbreviated, or rearranged
- The semantic division RES / PA is always preserved

2. Use of the Mark

- RESPA is **not used as a decorative logo**
- RESPA does **not function as a signature or brand stamp**
- RESPA is used as a **structural or spatial element**
- It is not centred or treated as a commercial logo

3. The Void (Key Element)

- The void is created **only by subtraction**
 - It is not drawn as an added graphic element
 - It is not coloured
 - It is not highlighted
 - It is not explained through captions or labels
- ✓ The void may be subtle
✗ The void must never be made explicit or illustrative

4. Typography

- Sans serif typography
- Rigid, architectural structure
- No expressive, calligraphic, or decorative effects

- Letters **E, S, P** remain structurally intact
- Letters **R** and **A** may be partially carved
- Not all letters are ever carved at the same time

5. Use in Digital Open Badges

- The badge acts as a **window onto the RESPA system**, not as a frame
- The RESPA mark is **larger than the badge**
- The mark is intentionally **cropped by the badge edges**
- The full RESPA mark is never shown

- The badge remains functional even if RESPA is not immediately recognisable

6. Badge Series Logic

- Badges represent **competence areas**, not merit levels
- Visual differences indicate **perspective**, not hierarchy
- No “Level 1–5” or similar ranking labels are used

Official badge titles:

- Circular Packaging Basics
- Consumer Engagement & Behaviour
- Sustainable Packaging Design
- Living Labs & Co-Creation
- Circular Economy Business Models

7. Scale of the Mark in Badges

- Position of the mark is always the same
- Orientation of the mark is always the same
- Only the scale of the mark may vary**

- Scale represents:
 - proximity vs. distance
 - immersion vs. overview
 - not value or achievement

8. Colour Use

- One background colour per badge or context
- Colours are sober and desaturated
- Colour does not define or characterise RESPA
- The void always remains neutral

9. Reduction and Small Formats

- In small formats, the void may become less perceptible
- The mark is **never redrawn or simplified** to improve legibility
- No alternative or “simplified” versions are allowed

10. Final Control (Mandatory)

Before delivery, verify that:

- The result feels educational, not commercial
- No decorative elements have been added
- No visual explanation has been forced
- The system appears sober, institutional, and European

If the result appears “more attractive” but **less rigorous**, it must be revised.

Guiding Principle

**RESPA does not represent responsibility.
It makes responsibility structural.**

RES YPA

Consumers' role in responsible packaging

Improving circular economy
innovation capacities in
packaging value chain



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Example of a multi-line main title

Recycling & Responsible Forum

January 20, 2026

Alessandria

Consumers' role in responsible packaging

Improving circular economy innovation capacities in packaging value chain

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**RES
PA**

Example of a multi-line standard title

Building Innovation Capacity for Sustainable Packaging

Susana Remotti

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

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Example of a multi-line standard title

The ResPa project addresses the challenge of responsible packaging within the circular economy by focusing on the active role of consumers across the packaging value chain. Rather than treating packaging sustainability as a purely technical or material issue, ResPa considers responsibility as a systemic process shaped by design choices, behaviours, and post-purchase practices.

Through education, innovation capacity building, and multi-stakeholder collaboration, the project aims to strengthen green skills and foster new approaches to circular packaging. By integrating higher education, vocational training, industry, and citizens, ResPa promotes a shared understanding of responsibility as a collective and ongoing transformation.



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RES YPPA

Consumers' role in responsible packaging

Improving circular economy
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Project Partners



Brobygrafiska



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

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Dx.x name of the deliverable



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

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Deliverable information

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1.0			Final version

1

Cite As:

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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.

In this context, this Deliverable

.....

.....

2 Project objectives

2.1 General objectives

The ResPa project responds to the recognised need for improving packaging materials’ circularity, avoiding overpacking, 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.

2.2 Task Objectives

3 XXXXXXXX

4 XXXXXXXX

Ccvhvjhjhbnbjkhjkbm,nkklñ,.m,mlklklm.,mlkjlklk

4.1 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

4.1.1 *ResPa vcnmka,a akalla,a,alala`a*

5 Annexes

No Annex are expected.

6 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

7 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 STADCITY 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)
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-PACoon	PACoon AG (Germany)
P13-ASUni	Albstadt-Sigmaringen University (Germany)
P14-KUni	Karlstads University (Sweden)
P15-Kuluttajaliitto	Consumers' Union of Finland (Kuluttajaliitto-Konsumentförbundet ry) (Finland)

8 PROJECT INFO

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Project Title	ResPa – Consumers' role in responsible packaging - Improving circular economy innovation capacities in packaging value chain
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