

D7.4 Tools and activities

RES
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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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The deliverable **7.4 Tools and activities** defines the plan with the tools and activities carried out during the project. The project website has been explained in D7.3 and prepared defining the design and pages. Therefore, the creation of social media project dedicated accounts like X and Facebook (if needed), LinkedIn have been explained in the same deliverable. Additionally, the report describes how and where will be collected the project data base. At the end it includes the specifications regarding the organization of events, workshops and international conferences. It will be uploaded to the website page named Outcomes.

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 with 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 Task 7.4 of the ResPa project. The deliverable for Task 7.4 is referred to the implementation of the dissemination and communication tools and activities.

This report is a follow up of the deliverable 7.3 that regards the branding and material support. In this case, we are going to explain how the tools have been prepared and implemented during the first four months of the project in order to support the future results and activities planned.

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4 Website: design and registration

As outlined in the previous Deliverable 7.3, the ResPa project website was developed in January 2026 and officially launched on 01/03/2026 under the domain www.respa-project.eu. The website will remain active and accessible until 2033, ensuring long-term visibility and availability of project outputs. The English version of the website is already online, while the remaining language versions required by the consortium will be completely published by the end of March.

The structure of the website and the initial content, prepared by PROPLAST, have been translated by the project partners into their respective national languages. This collaborative process ensures linguistic consistency, cultural relevance, and effective communication with stakeholders across all participating countries.

4.1 ResPa website layout

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

1. Home
2. Consortium
3. Activities & Course
4. News & Events
5. Outcomes
6. Contact

In the partners' languages, the structure is the following:

Finnish	Spain	Italian	German	Swedish
1. Etusivu	1. Inicio	1. Home	1. Startseite	1. Hem
2. Konsortio	2. Consorcio	2. Consorzio	2. Konsortium	2. Konsortium
3. Aktiviteetit & Opinnot	3. Actividades y Curso	3. Attività & Corso	3. Aktivitäten & Kurse	3. Aktiviteter och kurs
4. Tulokset	4. Resultados	4. Risultati	4. Ergebnisse	4. Resultat
5. Uutiset & Tapahtumat	5. Noticias y Eventos	5. Notizie ed Eventi	5. Nachrichten & Veranstaltungen	5. Nyheter och evenemang
6. Yhteystiedot	6. Contacto	6. Contatti	6. Kontakte	6. Kontakter

4.1.1 Home Page

The Home Page of the project website has been developed with a user-friendly structure, ensuring both accessibility and full mobile responsiveness. It provides a concise overview of the ResPa project, presenting the main objectives, the most recent updates and news, as well as the project logo and the logos of all involved partners. The ResPa website is designed to remain dynamic and continuously updated in order to enhance visibility and attract new followers. For this reason, updates are carried out on an ongoing basis rather than according to a predefined schedule.

The Home Page includes general project information and outlines the key components of the initiative. Its layout follows an attractive and intuitive design, supported by a set of graphic icons that visually highlight the expected project results, the target groups, and the primary goals and upcoming activities planned by the consortium.

Additionally, this section provides an e-brochure offering an overview of the project. The brochure is available for download in all partner languages, ensuring accessibility and relevance for each stakeholder group.

A crucial aspect of the project concerns the identification and engagement of target groups, as communication and dissemination actions are specifically tailored to them. On the Home Page, the three main target areas (Needs and Pilot, Train the Trainers, and Course Application) are clearly emphasized to ensure visibility, recognition, and immediate understanding of the project's intended audiences.

4.1.2 Consortium

The second 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, TREDU and UNITN) into the bargain the sector of each one.
- Links to the corporative websites.

And information about the Associated Partners.

4.1.3 Activities & Course

The following section of the website is the Activities & Course page. This page provides an overview of the core activities that will be carried out throughout the duration of the project, offering visitors a clear understanding of the planned workflow and expected outcomes.

In particular, the partnership presents:

- Activities related to questionnaires: These actions focus on collecting data and insights from target groups in order to assess needs, identify gaps, and support the development of the project's innovative solutions.
- The tailored training course: This activity consists of designing and delivering a customized training programme aimed at strengthening skills and knowledge aligned with the project objectives. The course will integrate the findings from the questionnaires and will be adapted to the needs of the target audiences.

4.1.4 News & Events

This page will host all relevant updates concerning activities, workshops, events, and conferences organised or attended by the project partners throughout the project's duration. It represents one of the key areas of the website, as it serves as a central tool for communication and dissemination, ensuring timely and comprehensive outreach to all stakeholders.

The news will be published in English and in the partners' languages.

4.1.5 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, and in partners' languages if they will be available.

4.1.6 Contact

The Contact page is structured into two separate sections, each featuring a dedicated form. The first form is intended for general contact requests, while the second allows users to subscribe to the project newsletter.

The newsletter subscription form will be completed by interested users, and the collected contacts will be gathered and managed by Proplast, in its role as WP Dissemination and Communication Leader. These contacts will be used to compile and maintain the official mailing list of the ResPa project.

The respective Privacy Policy of the website has been available in English.

5 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.

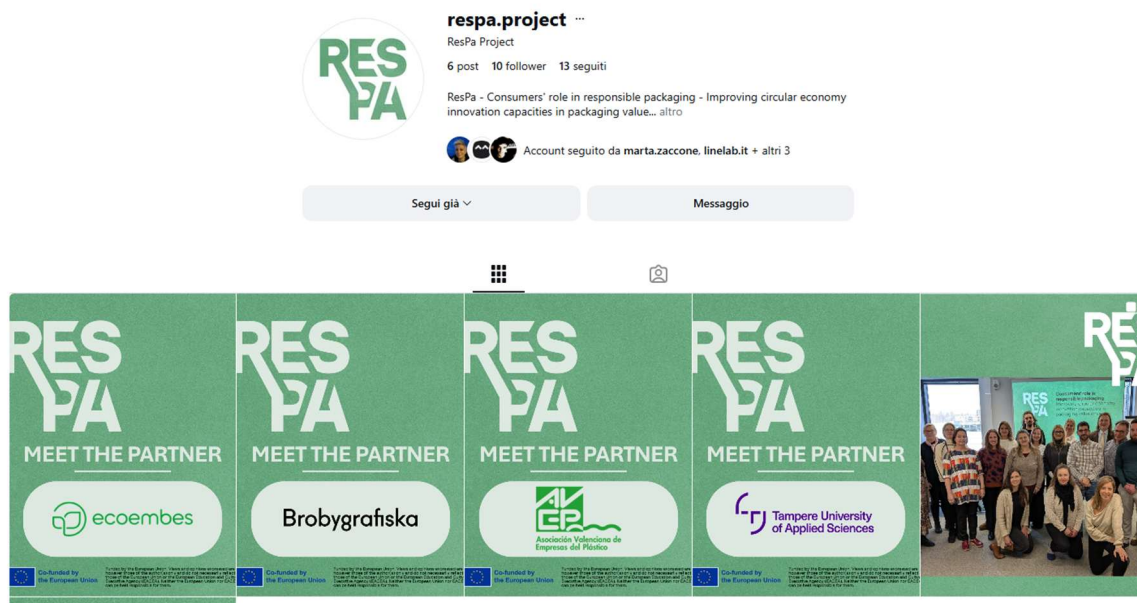
LinkedIn <https://www.linkedin.com/company/respa-project/>

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

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

The screenshot shows the LinkedIn profile of the ResPa project. The header features the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. A blue banner at the top states "You are viewing this page as a member" with a "View as admin" button. The profile banner image displays the ResPa logo and the text "Consumers' role in responsible packaging: Improving circular economy innovation capacities in packaging value chain". It also mentions "Co-funded by the European Union" with a small disclaimer. The profile name is "ResPa project" with the tagline "Empowering Circular Packaging Through Consumer Engagement" and "Technical and Vocational Training · 47 followers · 2-10 employees". Below the name, it says "Giuseppe & 23 other connections follow this page" and provides buttons for "Message", "Following", and a menu icon. The navigation tabs are "Home", "About", "Posts", "Jobs", and "People". The "Overview" section describes the project's purpose: "The overall purpose of the ResPa project is to develop companies' innovation and green skills capabilities in packaging value chain by highlighting the role of the consumer in the context of circular economy. The ResPa project is driving innovation and green skills across the packaging value chain by putting ... see more". A "Show all details" link is at the bottom of the overview. The "Page posts" section shows two recent posts from the ResPa project, both dated 7h and 3d ago. The right sidebar includes a language selector set to "English (English)", a copyright notice "LinkedIn © 2026", and a section "Pages people also viewed" featuring LandraTech (Food and Beverage Manufacturing, 717 followers), Grupo Casais (Construction, 164,844 followers), and Siemens Energy (Renewable Energy Power Generation, 2,826,826 followers). Each entry includes a "Follow" button. At the bottom of the sidebar is a "People also follow" section.





6 Project Contacts database

The ResPa project website includes an online form designed to collect email addresses and contact details for the ResPa mailing list (see 4.1.6 Contact). The data information will be collected by the Communication and Dissemination leader of ResPa project (PROPLAST) and not shared with the partners. This tool serves as a central mechanism for gathering stakeholders interested in receiving project-related information. The collected contacts will be used to distribute targeted invitations, newsletters, updates, and other communication materials, thereby supporting the creation and consolidation of a European network around the project.

The project contacts database is expected to expand progressively throughout the project's duration. Growth will be supported by proactive recruitment strategies and a dynamic online communication approach. These actions include:

Newsletter sign-ups through the dedicated subscription page on the project website.

Prominent links and redirections from partners' institutional websites to the project platform. Dissemination via social media channels, including Facebook and LinkedIn, to reach a broader and more diverse audience.

Through these coordinated efforts, the contacts database will evolve into a comprehensive network of stakeholders, facilitating effective communication, engagement, and long-term exploitation of project outcomes.

7 Partners' contacts database

In addition to the ResPa project mailing list, each partner will maintain its own contacts database to support communication and dissemination activities at regional and national levels. These databases will be managed independently and will not be consolidated into a single shared repository, in full compliance with GDPR requirements and data-protection regulations.

Each partner will curate and update its contact list according to its institutional procedures and outreach strategies, ensuring that stakeholders receive relevant project information, invitations, and updates through locally managed channels. This approach allows partners to tailor communication to their specific networks while maintaining strict control over personal data, consent management, and confidentiality.

The partners' individual databases will therefore serve as complementary tools to enhance the overall dissemination impact of the project, enabling broader coverage, diversified outreach, and targeted engagement across different countries and stakeholder groups.

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8 Events

The partners of the ResPa project will organise dissemination events in each participating country to ensure broad visibility and uptake of the project's outcomes. Each partner is responsible for hosting **two national workshops** in its own language:

- **One workshop at Month 18 (M18)** dedicated to promoting and presenting the project's tailored training course.
- **One workshop at Month 36 (M36)** focused on disseminating the final results and achievements of the project.

In countries where more than one partner is involved, these organisations will collaborate closely in the planning and delivery of the workshops to maximise attendance, impact and resource efficiency.

Beyond the events directly organised by partners, the ResPa project will also maintain an active presence in **external national and international events**. This includes presenting project activities, methodologies and results at sectoral conferences, thematic seminars, and professional fairs. Over the course of the project, the consortium expects to participate in **a minimum of three major external events** of this nature to ensure adequate dissemination among professional, academic and industrial communities.

9 Multiplication Effects

Multiplication will be achieved by leveraging the involvement of the project's European networks and collaborating organisations. These networks, which have a direct interest in the training materials and methodologies developed within ResPa, will play an important role in further circulating information, encouraging uptake, and supporting long-term adoption. Through their established communication channels and extensive stakeholder communities, the project's reach will extend beyond the consortium, contributing to sustained dissemination and impact at European level.

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10 Annexes

No Annexes

11 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
GDPR	General Data Protection Regulation

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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 STAD CITY 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)

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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



13 PROJECT INFO

Grant Agreement	Project: 101244066 — RESPA — ERASMUS-EDU-2025-PI-ALL-INNO
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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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