



D1 Communication, Dissemination and Networking Strategy

COST Action CA22124

EU Circular Economy Network for All: Consumer Protection through reducing, reusing, repairing (ECO4ALL)

CA22124 Action

Acronym: ECO4ALL

CA22124 Action full title: EU Circular Economy Network for All: Consumer Protection through reducing, reusing, repairing

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Action Chair: Olesea PLOTNIC

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1. MANAGEMENT COMMITTEE MEMBERS

CTRY *	Title	Firstname	Lastname	Group	Position
	Ms	Olesea	Plotnic	MC Members	Action Chair
	Prof	Mihaela	Tofan	MC Members	Action Vice-Chair
AT	Mr	Stefan August	Lütgenau	MC Members	MC Member
AT	Dr	Baran	Sarac	MC Members	MC Member
CY	Dr	Ioannis	Vyrides	MC Members	MC Member
CY	Prof	Antonis	Zorpas	MC Members	MC Member
CZ	Prof	Jiri	Strouhal	MC Members	MC Member
CZ	Dr	Simona	Munzarová	MC Members	MC Member
DE	Dr	Müslüm	KAPLAN	MC Members	MC Member
ES	Dr	Paola	Villoria	MC Members	MC Member
ES	Mr	Juan José	Ortega Gras	MC Members	MC Member
EE	Mr	Tarlan	Ahmadov	MC Members	MC Member
EE	Dr	Siret	Talve	MC Members	MC Member
AL	Dr	Edlira	Mali	MC Members	MC Member
AL	Ms	Laurena	Kalaja	MC Members	MC Member
MD	Dr	Radu	Mirza	MC Members	MC Member
MD	Mr	Iurie	Lisnic	MC Members	MC Member
UA	Ms	Irina	Kolupaieva	MC Members	MC Member
FR	Dr	Eleni	Apostolidou	MC Members	MC Member
GE	Prof	Ekaterine	Kardava	MC Members	MC Member
GE	Prof	Guranda	Tchelidze	MC Members	MC Member
AM	Dr	Sos	Khachikyan	MC Members	MC Member
AM	Ms	Anna	Martirosyan	MC Members	MC Member
FI	Prof	Hanna	Lehtimäki	MC Members	MC Member
UK	Dr	Evrin	Celik Madenli	MC Members	MC Member
UK	Dr	Sakdirat	Kaewunruen	MC Members	MC Member
EL	Prof	Roido	MITOULA	MC Members	MC Member
EL	Prof	Demetris	Lekkas	MC Members	MC Member
HU	Prof	Adrienne	Csizmady	MC Members	MC Member
HU	Prof	Andrea	Tick	MC Members	MC Member
HR	Prof	Dubravka	Aksamovic	MC Members	MC Member

HR	Dr	Kosjenka	Dumancic	MC Members	MC Member
IT	Prof	Claudia	Sartoretti	MC Members	MC Member
IT	Prof	Luca	Salvati	MC Members	MC Member
IL	Prof	Hassan	Azaizeh	MC Members	MC Member
IL	Prof	Aviad	TUR-SINAI	MC Members	MC Member
IE	Prof	Nicholas	Holden	MC Members	MC Member
LU	Dr	Gerald	Aiken	MC Members	MC Member
LT	Dr	Andrius	Puksas	MC Members	MC Member
LT	Dr	Salvija	Muleviciene	MC Members	MC Member
LV	Prof	Dzintra	Atstaja	MC Members	MC Member
LV	Prof	Tatjana	Tambovceva	MC Members	MC Member
MK	Prof	Katerina	Bojkovska	MC Members	MC Member
MK	Prof	Igor	Jordanov	MC Members	MC Member
NO	Prof	Anatolij	Goncharuk	MC Members	MC Member
NO	Dr	Sanja	Smiljic	MC Members	MC Member
NL	Dr	Simon	Duindam	MC Members	MC Member
PT	Prof	Daniela	Castilhos	MC Members	MC Member
PT	Prof	Luis	Bragança	MC Members	MC Member
PL	Ms	Dobrochna	Augustyniak- Wysocka	MC Members	MC Member
PL	Dr	Anita	Uchanska- Bieniusiewicz	MC Members	MC Member
RO	Prof	Mihaela	Tofan	MC Members	MC Member
RO	Mr	Ovidiu Ioan	Dumitru	MC Members	MC Member
SE	Mr	Maksymilian	Kuzmich	MC Members	MC Member
SI	Prof	Miro	Hacek	MC Members	MC Member
SI	Dr	Noemia	Bessa Vilela	MC Members	MC Member
SK	Dr	Martin	Nosko	MC Members	MC Member
SK	Dr	Silvia	Podhradská	MC Members	MC Member
TR	Dr	Mehmet	Emiroglu	MC Members	MC Member

2. INTRODUCTION

Dissemination of information and communication about CA22124 activities are key elements of the Action's success. A proper strategy in this regard offers the possibility of CA22124 Action's partners to share results and deliverables to wider audience including stakeholders and public. Therefore, it is ensured an efficient CA22124 Action take-up providing increased sustainability of its long-term outputs and outcomes.

The first version of the present Dissemination, Communication and Networking Strategy (Dissemination Strategy) was written in May, 2024. The document is supposed to be updated during the CA22124 implementation as appropriate and with the consent of Management Committee. Due to the importance of dissemination for the CA22124, update of this document during CA22124 Action implementation will represent an important CA22124 Action activity.

Following the guidelines from COST and documents regarding to Dissemination and Sustainability of the CA22124 (Science Communication Plan), the Dissemination Strategy presents how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the CA22124.

It presents the dissemination strategy, the target groups, different dissemination tools, events, dissemination calendar, methods of monitoring and assessment. All CA22124 members will be actively involved in the fulfilment of the agreed objectives in this document and its updated versions.

The aim of WG4 of the ECO4ALL Action is to disseminate CA22124 Action results, both among MC members and within their institutions and outside the CA22124. The main CA22124 Action dissemination goals are:

- ensure the best coordination and optimal use of CA22124 Action resources and results during and beyond the lifetime of the ECO4ALL Action;
- raise awareness of external audience about the CA22124 Action through a number of dissemination activities;
- make CA22124 Action outputs available to a wide range of stakeholders;
- communicate the ECO4ALL Action results to the target audience;
- increase awareness of both ECO4ALL Action members and public regarding CA22124 issues and promote best practices that lead towards this direction.

The dissemination of information and communication about CA22124 activities are key elements for the success of the Action. A well-planned strategy allows CA22124 Action's partners to share results and deliverables with a wider audience, including stakeholders and the public. This ensures an efficient take-up of the CA22124 Action, enhancing the sustainability of its long-term outputs and outcomes.

Adhering to guidelines from COST and related documents, the strategy outlines how dissemination will ensure the optimal use of results during and beyond the Action's lifetime. This includes detailing the dissemination strategy, target groups, tools, events, and methods of monitoring and assessment, with active involvement from all CA22124 members to achieve the agreed objectives. The aim is to effectively share CA22124 results, raise awareness among external audiences, and promote best practices, thereby maximizing the impact and sustainability of the ECO4ALL Action.

3. CA22124 ACTION DETAILS

3.1. Main objective

The main aim of the ECO4ALL Action is to contribute to the information, reflection and dissemination activities for youth at large, academics, young researchers, staff of the public administration, business environment and for civil society as a whole regarding the circular economy that works for consumers; therefore ECO4ALL aims at promoting the understanding of sustainable consumption, the conservation of resources and the prevention of waste, as well as the responsibility of manufacturers in the design and marketing phases, as one of the most important prerequisites towards consumer protection through reducing, reusing, repairing.

3.2. Research coordination objectives

R1. Analyse the state of the art, evidence gaps and opportunities for change in the current supply chains, and re-think current best practices to optimize their circularity respecting needs for reducing, reusing, repairing;

R2. Coordinate the current common policies and identify those which can act as opportunities/barriers to EC policies implementation in circular economy and consumer safety;

R3. Develop recommendations, based on strong measures of sustainability, on improving the circularity (reducing, reusing, repairing) for businesses and consumers;

R4. Create strategies to link interdisciplinary fundamental research to applications, engaging industry stakeholders to test new solutions and to understand the main challenges of circular economy at national and supra-national levels;

R5. Understand the role played by the various actors, including the business and consumers, in the implementation of the new solutions focused on circularity;

R6. Boosting the knowledge of the academia, youths, researchers, SMS, staff of the public administration, or the business environment and generating knowledge and insights in support of policymaking and strengthen the understanding of sustainable consumption, by providing tailor made trainings in the field of consumer safety and circular economy.

3.3. Capacity-building objectives

C1. Bridge separate fields of science to create a strong talent pool, providing knowledge throughout the value chain, and entrepreneurial approaches towards novel solutions in sustainable consumption;

C2. Develop and implement state-of-the-art quantitative methodologies for comparing systems of circular economy inefficiency in a multi-country setting, also by taking into account relevant differences, in order to identify best practices, organizational structures and economic policies suitable to improve circular economy for consumer protection;

C3. Generate knowledge and insights in the field of the circular economy that can support the EU policymaking and strengthen the role of the EU;

C4. Foster the dialogue in the field of the circular economy between the academia and the society, including local and state level policy-makers, business environment, civil society actors, representatives of education and the media;

C5. Disseminate the knowledge produced, with a four-pillar dissemination approach for communicating the key findings and by targeting policy-makers, justice operators, the scientific community, and the general public (through the media).

3.4. Key stakeholders

Academia from different European Universities with distinct expertise in Law, Business and Administration, Environmental Biotechnology, Media and communication, Public Administration.

Research Institutes currently working on circular economy and consumer protection topics, as assessment methods, material recycling and reuse, among others.

Business environment, including supplier companies, waste management companies, and international environment consultancy.

National and local authorities and policymakers.

National associations, involved in the field of consumer protection, as well as business representatives.

3.5. Plan for dissemination and/or exploitation and dialogue with the public or policy

1. Creation, maintenance and update the Action website and social media channels (Facebook, Instagram, LinkedIn and YouTube). These will contain the latest developments and information on the topic, links to webinars and/or conferences, media coverage of the topic, educational videos, and private database for stakeholders.
2. Publish and disseminate annual newsletter containing the latest developments and news about the Action. The newsletter would be sent to the Action network, as well as to all the interested public (upon registration on the website);
3. Organization of Workshops, Webinars/Seminars and training schools to communicate the Action's developments to the research/academic community and practitioners, as well as promote knowledge transfer and mutual collaboration. During these events, new materials and techniques will be presented/applied, developed guidelines/strategies will be tested and successful case studies analyzed;
4. Participation in international conferences. It will also encourage knowledge transfer and enrichment by initiating and promoting discussion with other relevant experts and stakeholders;
5. Organization of STSMs to promote synergies between the Action's partners and enhance knowledge sharing and brainstorming;
6. Organization of four annual, one mid-term and one final conference to promote discussion among stakeholders, as well as to release the Action's main results, present case studies and/or innovations, and demonstrate how the developed strategies could be applied;
7. Publication of scientific articles in relevant internationally indexed journals to spread the Action outcomes among researchers and other stakeholders, encouraging new thinking about the topic. Additionally, Special Issues on the topic, State of Art reports and guidelines will be published to support future initiatives on Circular Economy;
8. Disseminate the information using Public Relations tools and techniques (press-releases, media partnering, news);
9. Shot video production and dissemination to promote and raise awareness about Circular Economy within society, tailoring the message to the different target groups.

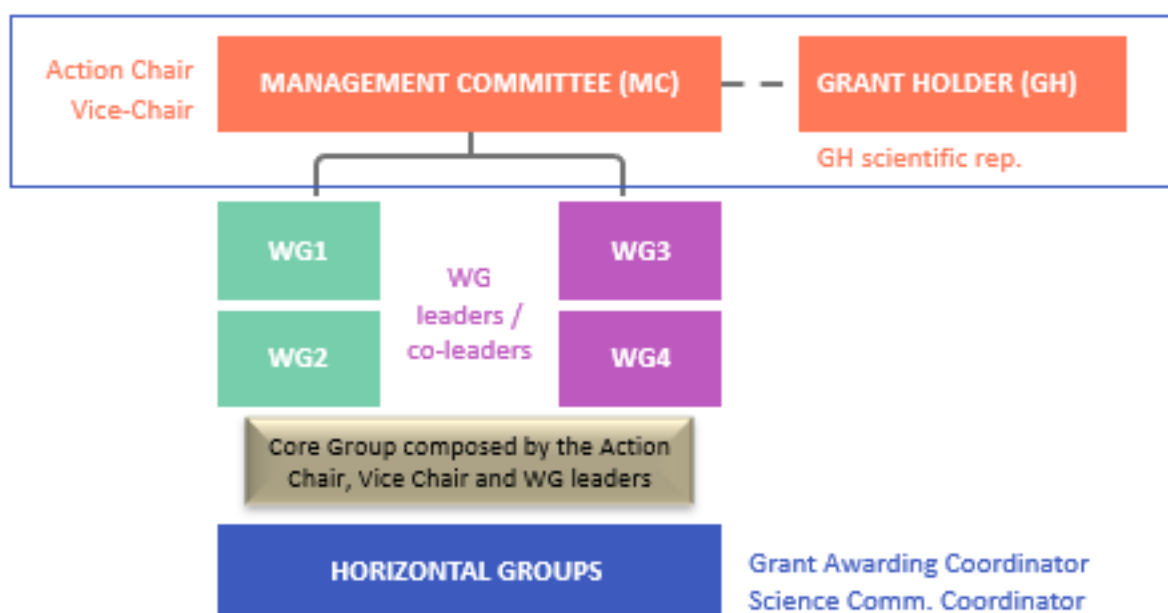
3.6. Action Chair contact details

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4. CONSOLIDATED STRUCTURE OF INTERNAL COMMUNICATION

This document serves as a starting point for organization of internal communication flow. Responsible persons and contact information will be constantly updated throughout the CA22124 Action's lifetime and displayed on CA22124 Action's website.

ECO4ALL Action structure



Communication flow follows management structure, which was set at the beginning of the Action. The list of Leadership position of CA22124, MC members and WGs members names and contact information are listed on the COST Action's 22124 webpage cost.eu/actions/CA22124/#tabs+Name:Main%20Contacts%20and%20Leadership.

Main communication tools for day-to-day coordination shall be e-mail and telephone. Internal documents are shared through the Action's webpage and email.

4.1. Rules of internal communication

Language of all internal communication is English. All contacts on the ECO4ALL Action are gathered in the Excel file of the COST Action's 22124 webpage and updated regularly. Communication of general interest or key issues shall always be in written (via email). As a rule, all email subjects regarding the CA22124 Action should start with the name of CA22124 Action "ECO4ALL_issue_issue", to make the communication via e-mail more efficient and transparent.

To further support effective communication, regular virtual and in-person meetings are scheduled to discuss progress, address challenges, and plan future activities. Meeting agendas and minutes are shared with all members to ensure transparency and keep everyone informed of key decisions and actions. Additionally, a dedicated online platform is utilized for document sharing, discussion forums, and collaborative workspaces, providing a centralized hub for all CA22124-related activities. This comprehensive communication strategy ensures that all partners are engaged, informed, and able to contribute effectively to the success of the ECO4ALL Action.

5. DISSEMINATION STRATEGY

To define the dissemination strategy for the CA22124 Action's activities, it is essential to recall the main goal of the ECO4ALL Action: the ECO4ALL Action contributes to the information, reflection and dissemination activities for youth at large, academics, young researchers, staff of the public administration and business environment regarding the circular economy that works for consumers and, thus, promoting the understanding of sustainability, the conservation of resources and the prevention of waste.

The dissemination strategy for this Action should not only support CA22124 but also serve as an effective tool for achieving the Action's objectives, rather than merely disseminating information about activities and achievements. Dissemination should focus not only on reaching the targeted audience within the limits of this CA22124 Action but also on constantly improving the methods and procedures for dissemination and communication to achieve the expected outputs of the CA22124 Action.

ECO4ALL will be highly visible and will actively seek publicity for the outcomes of the CA22124 Action to fulfil its purpose. The CA22124 Action team will apply several methods of dissemination, both formal and informal, to engage the target audience. In addition to the dissemination activities described in this section, it is important to maintain day-to-day collaborative work within the CA22124 Action team. The ECO4ALL leadership will take necessary actions to disseminate all CA22124 Action activities, including the promotion of knowledge transfer and research. Feedback obtained from these activities will be used to carry out other forms of dissemination whenever the opportunity arises. In this context, information exchange with related COST Actions is of particular importance, as it achieves additional quality through synergy.

This Dissemination Strategy will be continuously reviewed based on the recommendations from regular meetings of the Management Committee (Core Group) and WG4, as well as input from external stakeholders through relevant procedures and forms, such as questionnaires. Modifications will be made as needed to ensure that the dissemination actions align with the dissemination systems at universities/institutions and remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The CA22124 Action apply three levels of dissemination:

- a) AWARENESS RISING - will mainly involve delivering the main message of the CA22124 Action in relation to its aim and objectives (printed and electronic promotional material - logos, leaflets, posters, roll up, notebooks, folders, pencils, bags etc), web portal;
- b) UNDERSTANDING - will require providing of more detailed information on the CA22124 Action purposes and methods: electronic and printed brochures, electronic material on web portal, EU good practice reports, thematic workshops, final conference, etc;
- c) ACTION/PARTICIPATION - involvement in each of these three stages will provide the basis for dissemination for action, where the CA22124 Action outputs will be presented.

The dissemination strategy to be followed in the CA22124 Action would ensure that the appropriate and most effective methods of dissemination and communication are used for each target group, considering the special characteristics and needs. In accordance with best COST practice and direct experiences in the dissemination of CA22124 Action activities, a sustainable model of dissemination will be consisted of following tools for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on CA22124 Action progress);
2. Thematic workshops;

3. CA22124 Action website - <https://eco4all.org/> and information uploaded on the websites of the CA22124 Action members;
4. Articles and news published over ECO4ALL platform (available at the address: <https://eco4all.org/deliverables/d7/>) as well as e-newsletters distributed through their email list;
5. Articles about the CA22124 Action results published in CA22124 Action website (available at the address <https://eco4all.org/deliverables/d9/>);
6. Printed material (brochures, leaflets, reports, publications, etc);
7. Meetings with policy-makers and key actors;
8. One-to-one interviews (telephone or personal);
9. Trainings schools offered to the university staff, students, and other specialized staff.

The deliverables would be structured following the main goal - increase the network research of ECO4ALL CA22124.

For effective realization of this dissemination strategy, it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the CA22124 Action. Both internal (within CA22124 Action members) and external (mainly through the external experts and involved stakeholders') evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or instrument used, for example through a simple questionnaire form in the web portal, or during organized events.

6. ECO4ALL CA22124 ACTION'S AUDIENCE

The ECO4ALL CA22124 Action is designed to create a robust network of stakeholders who have a substantial impact on various life cycle stages of the circular economy. This collaborative effort focuses on enhancing circularity implementation with a key emphasis on consumer protection. The Action includes participation from diverse groups to ensure a holistic approach to the circular economy. The confirmed participants come from the following categories:

6.1. Academia

Professors, researchers, and students from various European universities with expertise in:

- **Law:** Legal frameworks for waste management, regulatory compliance, and environmental law.
- **Business and Administration:** Sustainable business models, circular economy strategies, and organizational behaviour.
- **Environmental Biotechnology:** Biodegradable materials, waste-to-energy technologies, and eco-friendly innovations.
- **Media and Communications:** Public awareness campaigns, information dissemination, and media strategies for promoting sustainability.
- **Public Administration:** Policy development, public sector innovation, and government roles in circular economy implementation.

Roles and Contributions:

- Conducting cutting-edge research on circular economy practices and consumer protection.
- Developing and teaching specialized curricula to educate future leaders on sustainability.
- Collaborating on interdisciplinary projects that integrate different aspects of the circular economy.

6.2. Research Institutes

Research organizations focused on:

- **Assessment methods:** Developing new metrics and tools for evaluating circular economy performance.
- **Materials recycling and reuse:** Innovating technologies and processes for efficient material recovery and reuse.
- **Consumer protection:** Investigating the impact of circular economy practices on consumer rights and safety.

Roles and Contributions:

- Providing scientific evidence and data to support circular economy initiatives.
- Collaborating with businesses and policymakers to implement practical solutions.
- Publishing studies and reports that inform best practices and policy recommendations.

6.3. Business environment

Companies and organizations from various sectors, including:

- **Supplier companies:** Providing sustainable materials and products.
- **Waste management companies:** Implementing advanced waste collection, sorting, and recycling processes.
- **International environmental consultancy:** Offering expertise in environmental strategy, compliance, and circular economy implementation.

Roles and Contributions:

- Adopting and promoting circular economy practices within their operations.
- Partnering with other stakeholders to develop and scale sustainable solutions.
- Sharing success stories and case studies to inspire broader industry adoption.

6.4. National and local authorities and policymakers

Representatives from:

- **National authorities:** Government departments responsible for environmental policy, consumer protection, and economic development.
- **Local authorities:** Municipalities and regional governments implementing local circular economy initiatives.
- **Policymakers:** Individuals involved in drafting and enforcing regulations that support circular economy practices.

Roles and Contributions:

- Creating and enforcing policies that promote circular economy principles.
- Facilitating collaboration between public and private sectors.
- Providing funding and resources for circular economy projects.

6.5. National associations and business representatives

Associations and organizations such as:

- **Consumer protection associations:** Advocating for consumer rights and safety in the context of the circular economy.
- **Business representatives:** Industry groups and trade associations representing various business sectors.

Roles and contributions:

- Advocating for policies and practices that protect consumers and promote sustainability.
- Providing a platform for businesses to share knowledge and collaborate on circular economy initiatives.

- Engaging with the public to raise awareness and support for circular economy practices. ECO4ALL CA22124 brings together a comprehensive network of stakeholders from academia, research institutes, the business environment, authorities, and national associations. This multidisciplinary collaboration aims to enhance circularity implementation with a strong focus on consumer protection, driving innovation, policy development, and practical solutions across Europe.

7. DISSEMINATION TOOLS

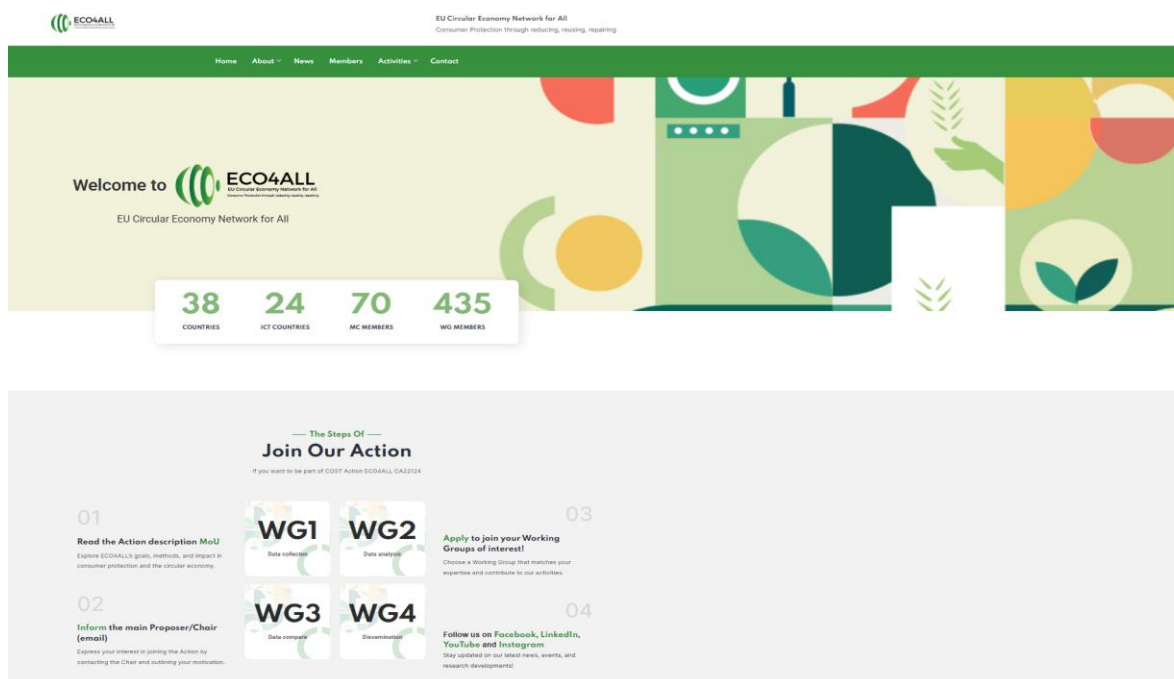
Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the CA22124 Action. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the CA22124 Action.

7.1. The ECO4ALL - website

The ECO4ALL website (<https://eco4all.org/>): has an important role in the overall CA22124 Action because it functions as the principle public dissemination tool for CA22124 Action results and news. The website will be the main source of information on the CA22124 Action activities and achievements: conferences, workshops, trainings, CA22124 Action contests, state of the arts of each WG, research, from the aspect of strengthening the capacities of a larger networking. Contact information about all members of the Action is available on the website, in order to have easier communication with those potentially interested for the CA22124 Action.

Main categories and sub-categories in structure of ECO4ALL website are as follows:

- | | | |
|------------------|-----------------------|-------------|
| 1. Home | 4. Working Groups | 7. Events |
| 2. About ECO4ALL | 5. Links | 8. Contacts |
| 3. ECO4ALL Team | 6. CA22124 activities | |



Screenshot of the ECO4ALL Webpage

7.2. Facebook page

ECO4ALL is also available on – Facebook (<https://m.facebook.com/eco4all.eu/>), an influential social media network. It has grown beyond “chatting-network” and has become a powerful business networking medium. The benefits provided by Facebook include: help the CA22124 Action grow; reach new contacts and opportunities; increase awareness. During ECO4ALL CA22124 Action implementations, partners will use Facebook to post local news, event photos, ideas, comments, milestones, etc.



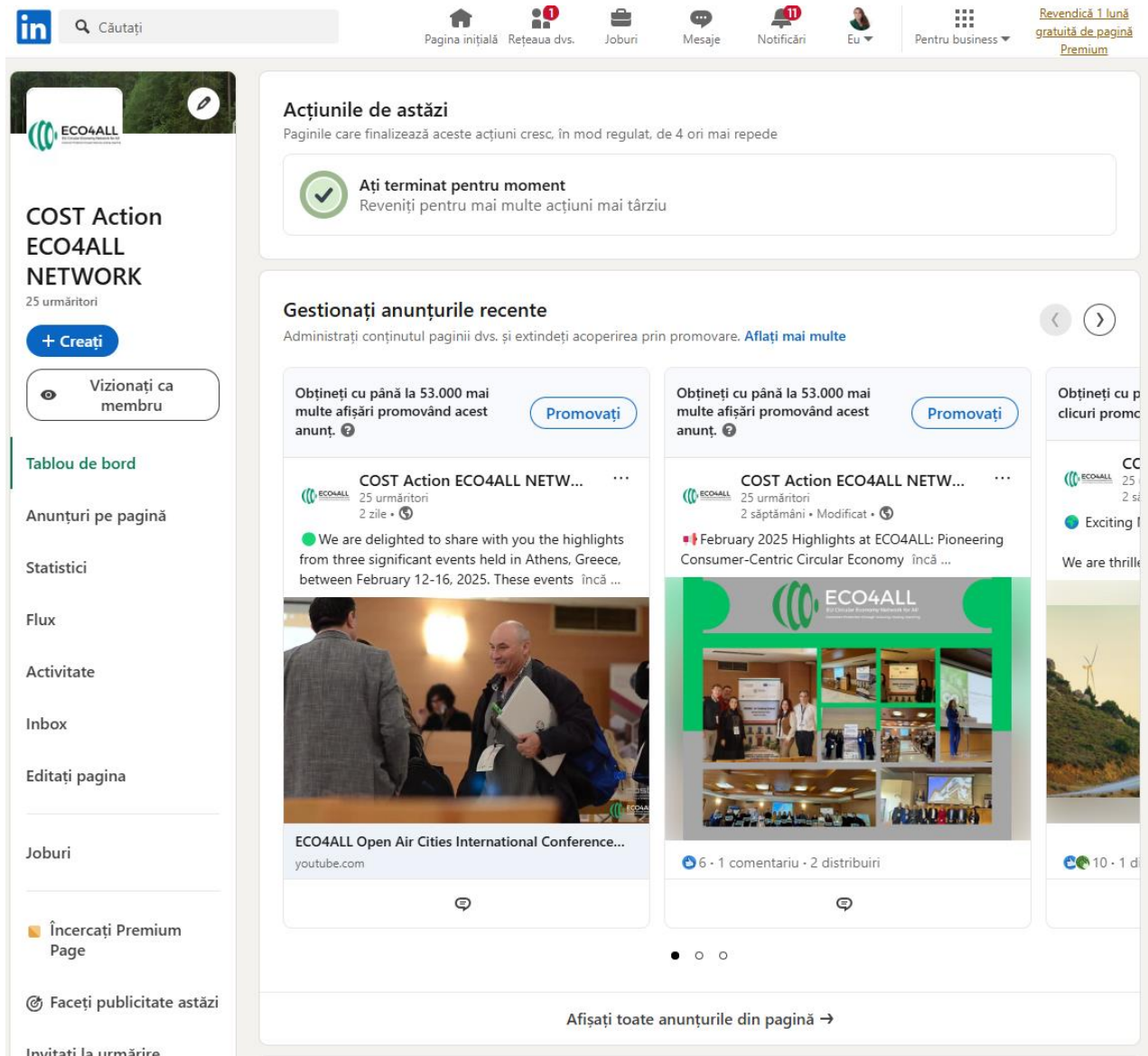
Screenshot of the ECO4ALL Facebook

7.3. LinkedIn page

ECO4ALL is also active on LinkedIn (<https://www.linkedin.com/company/cost-eco4all/>), a leading social media platform that has evolved into a powerful business networking tool. Using Facebook offers several advantages for the CA22124 Action:

- **Growth:** Enhancing the reach and impact of the CA22124 Action.
- **New Contacts and Opportunities:** Connecting with potential partners, stakeholders, and supporters.
- **Increased Awareness:** Elevating the visibility of circular economy initiatives and consumer protection efforts.

Throughout the ECO4ALL CA22124 Action, partners will use LinkedIn to share industry news, research findings, event announcements, professional insights, and success stories. This engagement will help build a professional network, foster meaningful connections, and drive active participation and collaboration within the community. LinkedIn's professional setting also allows for targeted interactions with key stakeholders and influencers in the field, further amplifying the impact of the CA22124 Action's initiatives.



Screenshot of the ECO4ALL LinkedIn

7.4. Instagram page

ECO4ALL has joined Instagram! Follow us at <https://www.instagram.com/eco4all.eu/> to connect on this influential platform that has grown into a vital business networking medium. Here's how Instagram enhances the CA22124 Action:

- **Expand Reach:** Broadening the impact and visibility of the CA22124 Action.
- **Connect:** Building relationships with potential partners, stakeholders, and supporters.
- **Boost Awareness:** Highlighting circular economy initiatives and consumer protection efforts.

Throughout the ECO4ALL CA22124 Action, partners will use Instagram to post local news, event photos, creative ideas, comments, milestones, and more. Follow us to stay informed and join our lively online community, promoting active engagement and collaboration.

Instagram

[Log in](#) [Sign up](#)



eco4all.eu

Follow

Message

...

8 posts

49 followers

4 following

COST Action CA22124: ECO4ALL

COST Action CA22124 – EU Circular Economy Network for All: Consumer Protection through reducing, reusing, repairing... more

POSTS

REELS

TAGGED



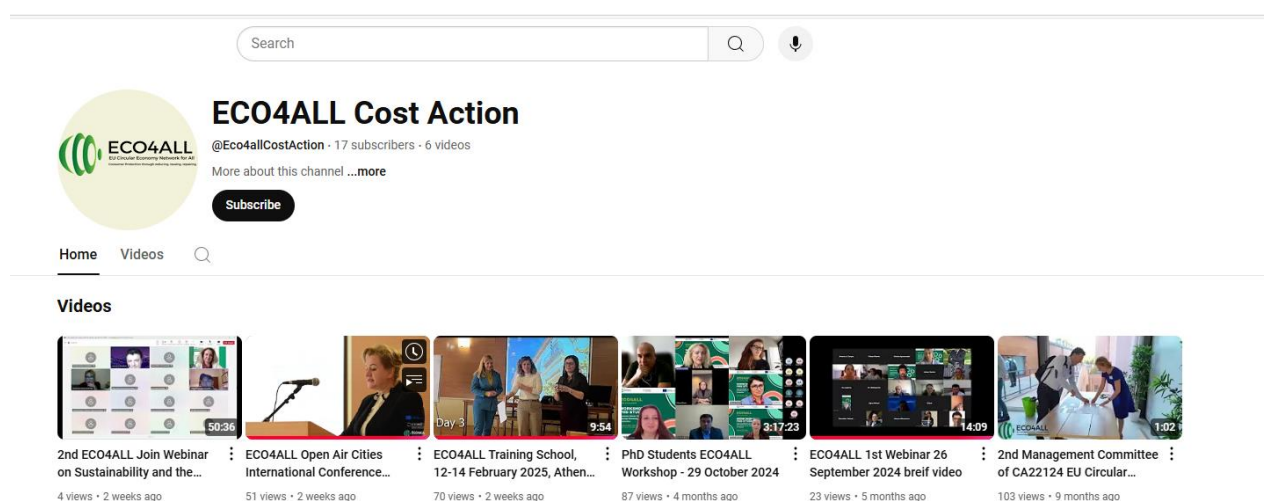
Screenshot of the ECO4ALL Instagram

7.5. YouTube Channel

A YouTube channel (<https://m.youtube.com/@eco4allcostaction>) will be a highly effective tool for the dissemination and communication of COST Action 22124 activities, particularly through the development of short live videos on ECO4ALL initiatives. Here's how a YouTube channel can enhance the CA22124 Action:

- **Global Accessibility:** YouTube is accessible worldwide, allowing CA22124 to reach a diverse and extensive audience.
- **Engagement with Younger Demographics:** YouTube is particularly popular among younger audiences, helping to engage the next generation of stakeholders and supporters.
- **Visual Storytelling:** Videos can effectively showcase ECO4ALL activities, projects, and successes in a visually engaging way.
- **Live Interaction:** Live videos provide real-time interaction with viewers, allowing for immediate feedback and engagement.
- **Interactive Content:** Live Q&A sessions, webinars, and interviews with experts can foster active participation and dialogue.
- **Community Building:** Regular updates and interactive content help build a sense of community among viewers and stakeholders.

By leveraging YouTube, COST Action 22124 can effectively disseminate information, engage with a wider audience, and enhance the overall impact of the ECO4ALL activities.



Screenshot of the ECO4ALL YouTube

7.6. CA22124 Action identification: the ECO4ALL logo

The incipient dissemination of the CA22124 Action starts with the CA22124 Action visibility. To achieve maximum visibility, the CA22124 Action needs a personality. The CA22124 Action identity is linked with a graphically coherent and consistent representation of the ECO4ALL logo on CA22124 Action results and documentation. It's necessary that every event, presentation,

newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the CA22124 Action conveys.



Logo of the ECO4ALL CA22124 Action

7.7. Printing and publishing poster and brochure

For the really efficient promotion of ECO4ALL CA22124 Action, appropriate printed and other promotional material, will be made and distributed to wider target groups and public at large. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as workshops, info days and other. An info brochure has been designed and printed in order to summarize the CA22124 Action methods, objectives and benefits available both on paper and on-line on the ECO4ALL website.

7.8. Other external communication tools: Videos, podcasts, press releases

The videos and podcasts will present the project, explaining what the COST Action 22124 aims at the potential societal impact of the project. They will also be used to communicate the outcomes of our work. The video and podcasts are to be released either on social media or on the website.

- Utilize social media platforms (Facebook, LinkedIn, etc.) to share updates, news, research highlights, and engage with stakeholders.
- Publish policy briefs, research summaries, and academic articles to disseminate findings and recommendations.
- Organize workshops, conferences, and webinars to foster knowledge exchange and collaboration.
- Establish partnerships with relevant conferences and events to showcase ECO4ALL research.
- Develop and distribute press releases and media kits to journalists and media outlets to secure coverage.
- Engage with policymakers through policy briefings, consultations, and participation in relevant policy forums.
- Collaborate with civil organizations and NGOs to raise awareness and advocate for policy changes.
- Develop educational materials (infographics, videos, fact sheets) to communicate key messages to the general public.

7.9. The main tools reaching out to key users and stakeholders

Audience	Channels	Tools	Timeline	Implementation by
MC and Members	Internal Communication	Share Point	The life of the Action	All people included in the audience

Policy makers	Online Communication	Website/Newsletter/Social Media	Dedicated website Newsletter Facebook, Instagram, LinkedIn	Ongoing	Research Institutions Interest Groups Regulatory Agencies Organizations
Policy advisers		Website/Newsletter/Social Media	Dedicated website Newsletter Facebook, Instagram, LinkedIn	Ongoing	Advisory Committees and Commissions Think Tank researchers Consultants
Graduate Students		Website/Newsletter/Social Media/Conferences/Training Schools	Dedicated website Newsletter Facebook, Instagram, LinkedIn	Ongoing	Doctoral Graduates
Civil Society Organisations	Social Media	Website Instagram LinkedIn Newsletter	Dedicated website Newsletter Facebook, Instagram, LinkedIn	Ongoing	Non-Governmental Organizations Professional Associations Foundations
Media		Website Instagram LinkedIn Newsletter	Dedicated website Newsletter Facebook, Instagram, LinkedIn	Ongoing	Online Media Social Media
Civil Society in General	Events	Conferences/Workshops	Presentation of Action activities, topics, posters	Ongoing	Social Movements Activists and Advocates Community-Based Organizations
Academics, scholars		Conferences/Workshops	Presentation of Action activities, topics, posters	Ongoing	Professors Researchers Postdoctoral Researchers Lecturers Research Associates

					Emeritus Professors Visiting Scholars
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8. ACTIVITIES & EVENTS

Several events will be organized to disseminate ECO4ALL CA22124 Action's issues and achieved results. These events will be researched and update constantly, and are posted on the ECO4ALL CA22124 Action's website in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

1. Management Committee Meeting;
2. Working Group Meetings;
3. Core Group Meetings;
4. Short live presentations;
5. Seminars/Webinars;
6. Conferences;
7. Workshops;
8. Training school;
9. STSMs;
10. Scientific publications.

9. NETWORKING COST ACTION 22124

9.1. Internal communication

E-COST platform

E-cost is the formal platform of EU COST with official information such as MoU, members, project proposal, minutes MC meetings, etc. By this application also costs are reclaimed, and invitations sent. Each member should insert personal data in the platform

ECO4ALL Website user area

The user Area will be accessible only through an authorized login and will provide access to restricted information such as project documentation – published preferably in PDF format as well as serve as a platform for discussion and exchange of information, when necessary and will serve also for the involvement of stakeholders as well.

Meetings of the Management Committee

Following COST rules, the Action's MC shall convene at least once per year. The MC will be consulted for all necessary decisions regarding the functioning and implementation of the Action. Meetings will be documented and minutes made available on the Action's website.

Meetings of the Core Group

The Core Group of the COST Action also holds regular meetings in person or online in which the plans of the Action are discussed. It is agreed in the first meeting of the Management Committee that the Core Groups will meet online every 3 months and in-person at least yearly. Meetings will be documented and minutes made available on the Action's website.

Meetings of the WGs

Working Groups shall meet, in person or online, at least once per month, as per the decision of the WG leadership. Each Group shall establish its own methods of working and periodicity of online meetings. Meetings will be documented and minutes made available on the Action's website.

9.2. External communication

External communication will be realised by dissemination tools (Facebook, Instagram, LinkedIn and website), which will serve as a central repository of information related to the cost action. It will provide details about the objectives, scope, and activities of the action. It will also offer resources such as research papers, reports, and relevant publications that address issues of ECO4ALL.

The communication channels will be used to disseminate the findings and outcomes of the Cost Action 22124. It will showcase research results, case studies, and best practices related to consumer protection. This helps in sharing knowledge and raising awareness among a wider audience. The website provides a platform for participants to connect and collaborate. It can include features such as discussion forums, member directories, and contact information, enabling researchers, policymakers, industry professionals, and other stakeholders to network, exchange ideas, and foster collaborations.

The dissemination tools will be updated on a continuous basis and has distinct sections:

1. Network-In detail information about our network, mission and objectives
2. Organization-More information about our team
3. Research-Published research by the members of the Action
4. News- Latest news and announcements
5. Contact- Ways how to reach us
6. Events- Latest events of the network

Network members' information disclosed on the website are regulated by a "Privacy notice" and explicit consent collected through the online "Consent Registration Form" all participants are requested to submit.

10. MONITORING AND ASSESSMENT

Communication and dissemination action must be understood as a process and in this perspective is its monitoring and assessment aimed at measuring changes produced by these actions.

Close monitoring of the execution of different communication activities will assist us in assessment of our dissemination strategy, which will help us to understand which actions and channels of communication have been more effective than the other.

The monitoring and assessment process will give us the opportunity to adjust the future CA22124 Action communication activities with the aim to optimise the desired results of communication and dissemination action.

10.1. The scope of monitoring and assessment

With the monitoring and assessment of the communication activities we would like to test the following four issues:

- **Target audience reached:** It is necessary to check whether the desired target audiences have been reached by the communication actions, what kind of message they received and if such message was the one we intended to convey to them. We want to know, what was their perception and feedback.
- **Actor's performances in the communication process:** we are interested that all people who

were directly involved in the execution of the communication activities are enough motivated to perform their role effectively.

- **Direct outcome of communication measures:** We will assess the impact produced by the communication measures, which will give us the opportunity to compare the results achieved against those expected or foreseen when designing the communication strategy.
- **Impact on sustainability factors:** Effective communication action is a corner stone for achieving the sustainability effects of the CA22124 Action. We will monitor and assess which communication measures produced real impact to certain indicators which show to enhancement of particular sustainability potential, i.e., to the embodiment of the CA22124 Action results into the desired social, entrepreneurial, administrative and academic environment of the partner countries involved in the CA22124 Action.

10.2. Monitoring and assessment tools

The communication indicators, which are easily identifiable and put into numbers, will be regularly monitored and assessed.

In this respect the following data will be collected:

1. How many participants there were at the events?
2. How many promotional material was delivered and to which target audience(s)?
3. How many media (all types of media) advertisements / communications have been performed?
4. How many measures for interaction with expert public (articles, scientific conferences etc.) have been performed?
5. How many journalists participated at the events?
6. How many articles have been published?

11. DISSEMINATION RULES AND REPORTING

11.1. Periodical dissemination reporting

ECO4ALL Action have a responsibility to disseminate an Action related information on international, national and institutional levels by realization of dissemination events and publication of articles. The Dissemination plan can be used as a reference. The Action CA22124 MC adopted a Science Communication Plan including a communication, dissemination, and valorisation strategy, as well as a plan to implement this strategy. The Science Communication Plan reflect the MoU in particular connecting to the aims and objectives of the Action. The Science Communication Plan is approved by the Management Committee not later than 6 months after the start date of the Action. ([Annotated Rules for COST Actions](#), article 5)

The COST visibility rules and acknowledgement of the support of EU funding in their communication and dissemination stated in the [Annotated Rules for COST Actions](#) have to be respected by CA22124 Action member separately and will be their own responsibility in case of any amendment received from the COST.

The dissemination events realized on institutional national and international levels, reported by the ECO4ALL members, leaders WGs must be supported by evidence, such as pictures, recordings, attendance list, etc., otherwise will not be taken in to account. The visibility rules have to be respected by each member CA22124 during the organization of the event or publication of article.

11.2. Information on EU funding and use of the COST emblem

Any communication or publication made by any of the CA22124 Action members that related to the action, including at conferences, seminars, STSM or in any information or promotional materials (such as brochures, leaflets, poster, presentation, in electronic form, etc.) must:

1. Indicate that the action has received funding from the European Union; and
2. Display the COST emblem.

When displayed in association with another logo, the European Union and COST emblem must have appropriate prominence, respecting the rules stated in the points A3-3.2 [Annotated Rules for COST Actions](#).



11.3. Acknowledging COST and EU funding

A. Co-Branding:

Any communication or publication that relates to the action, made by the CA22124 Action members jointly or individually in any form and using any means, must indicate:

1. That it reflects only the author's view; and
2. That COST and the EU are not responsible for any use that may be made of the information it contains

It is important to reinforce the presence of the COST brand throughout the Actions' different communication tools, such as: brochures, flyers, posters, websites, videos, articles in scientific journals, books, etc.

A user guide, EU and COST logo is available on the COST website: <https://www.cost.eu/about/visual-identity/>.

All of the above, if funded by COST, need to acknowledge COST as the funding source through the use of a signature block, taking into account the following elements:

(A)	(B)	(C)	(D)	(E)
COST logotype	The EU emblem and text "Funded by the European Union".	The acknowledgment text needs to include the title of the Action (or Acronym) AND the COST Action number. See example below.	The boilerplate featuring a description of COST.	A reference to the COST website
		This article/publication is based upon work from COST Action < insert name of Action or initials, CAxxxx >, supported by COST (European Cooperation in Science and Technology).	COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.	www.cost.eu

The acknowledge COST as the funding source should be as following this table:

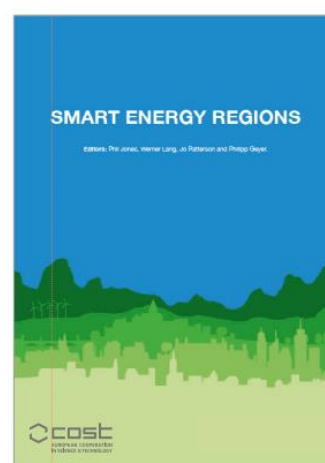
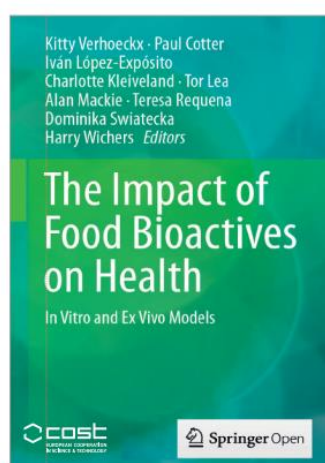
Dissemination or Communication Product		COST logotype (A)	EU emblem + text (B)	Acknowledgment (C)	Boilerplate (D)	COST Website (E)
Scientific publication in Open Access	Articles in scientific journals	X	X	✓	X	X
	Books	✓	✓	✓	✓	✓
Action Website		✓	✓	X	✓	✓
Action logo		X	X	X	X	X
Dissemination Materials	Leaflets, brochures, flyers, infographics, training materials, reports	✓	✓	✓	✓	X
	Action posters, roll-ups	✓	✓	X	X	X
Multimedia*	Videos, animations, multimedia presentations	✓	✓	✓	✓	✓
Information materials for external events**	Pens, notepads, usb sticks, bookmarks, t-shirts, bags, ...	✓	X	X	X	X

* The COST logo does not need to be embedded throughout the entire multimedia content, only insert it at the beginning or the end.

** If the size of the information materials is too small, exceptionally, this requirement could be waved.

B: Scientific publication

COVER PAGE



For scientific publications, follow these co-branding rules

- > Logotype:
 - 45 mm (length) on A4
 - 30 mm (length) on A5
 - always placed on the left side
- > Use the publication's margins as long as the logotype keeps a minimum clear space of  x 1 with the left edge (A) and  x 2 with the bottom edge (B).
- > Logotype alignment at the left edge of the wordmark (C) to the left margin.
- > Logotype clear space with other logotypes (D)  x 2.
- > Use the main version of the logotype on white backgrounds.
- > Use the single-colour version of the logotype in white for dark-coloured backgrounds.
- > Use the single-colour version of the logotype in dark grey for light-coloured backgrounds.
- > Avoid placing the logotype over complicated backgrounds that might have a negative impact on proper readability.

THREE EXAMPLES OF ACKNOWLEDGEMENTS SECTIONS



For the acknowledgement's sections of scientific publications, follow these additional co-branding rules:

- Use the main version of the logotype.
- The signature block with its different elements can be added at the top or bottom of the page.
- In all cases, the logotype must keep its defined clear space (A) in relation to other logotypes, texts or page edges.
- Acknowledge COST as the funding source, adding the elements previously described in section A of these guidelines.

11.4. Overview of publications

Publications using data compiled or analysed within the COST ECO4ALL action should always clearly mention the ECO4ALL by referring to the project as follows:

This publication is based upon work from COST Action CA22124 supported by COST (European Cooperation in Science and Technology). COST is a funding agency for research and innovation networks. Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.
<http://www.cost.eu>.

If members of the network wish to publish an article, they should notify the Chair and Vice-Chair, prior to submitting the article to a magazine, journal or book series. A copy of the proposed article, indicating the publication details and clearly attributing material to the COST Action should be submitted in advance of any final edits prior to publication. An online form to streamline the process of publication is under discussion now and will be approved.

The COST Action will seek to publish work arising from its activities in a number of formats, including edited books and journal special issues as well as individual articles and pieces in professional publications. The general timetable of the publications report is in Annex 1.

A. Conference proceedings

After each conference, the proceeding will be published. It will be expected acknowledgement to the contribution of the COST Action and the inclusion of the Chair and Vice-Chair in the editorial process.

B. Edited volume

The COST Action will publish an edited volume, collecting together chapters on themes arising from the Working Groups. The volume will be expected to acknowledge the contribution of the COST Action and to include the Chair and Vice-Chair in the editorial process.

12. GRANT DIAGRAM WITH DISSEMINATION PLAN

ECO4ALL Activities	Year 1				Year 2				Year 3				Year 4			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Management																
MC meetings																
WG meetings																
Dissemination																
Participation in Conferences/Webinars																
Short live presentations																
Web page and media channels																
Newsletter																
Organisation of seminars / Webinars																
Mid-term and final conference																
Research and Education																
A1. Workshops																
A2. Training Schools																
A3. STSMs																
A4. Scientific publications and research papers																
ECO4ALL Deliverables																
D1. Communications, dissemination and networking strategy (1 (one) Strategy) (T4.1 in WG4)																
D2. State-of-the-art reports (3 (three) States throughout the action) (T1.1, T1.2, T1.3, T1.4 in WG1, T2.1, T2.2, T2.3 in WG2, T3.1 in WG3)																
D3. List of variable needs (1 (one) List throughout the action) for analysis, for each participating country, to be shared among scientists for the following quantitative analysis (T1.4 in WG1)																
D4. Circular design strategy for consumer protection & best practices (1 (one) Strategy) (T3.3, T3.4, T3.5 in WG3)																
D5. Technical report(s) to be shared with stakeholders on related topics of WGs (3 (three) tech reports throughout the action) (T1.5 in WG1, T2.6 in WG2, T3.5 in WG3)																
D6. Final report to be shared with stakeholders (1 (one) Final report); (T4.7 in WG4)																
D7. Scientific publications (T2.4, T2.5 in WG2, T3.2, T3.5 in WG3, T4.7 in WG4)																
D8. Guideline on circular economy advantages through reducing, reusing, repairing without damage environment (1 (one) Document) (T2.6, T2.7 in WG2)																
D9. Newsletters (4 (four) throughout the action) (T1.4, T1.5 in WG1; T2.6, T2.7 in WG2, T3.5 in WG3, T4.2 in WG4)																
D10. Webpage with main results from the analytical stage of the project (1 (one) webpage for all WGs) (T1.4, T1.5 in WG1, T2.6, T2.7 in WG2, T3.5 in WG3, T4.2 in WG4)																
ECO4ALL Milestones																
M1. Obtaining homogeneous data collected																
M2. Having robust estimates of the inefficiency of the circular economy																
M3. Identify conditions of comparability of responsible institutions for circular economy strategy across Europe																
M4. Identifying sources of inefficiency towards best practices across European countries, potential benefits and costs																
M5. Produce a document containing country-specific policy suggestions, as well as European policy suggestions																
M6. Closing event and final conference																

ANNEX 1: DISSEMINATION REPORTING TABLE

Dissemination Activities

CA22124 Member:

Country:

No.	Date	Short description of the activities	Responsible person	Type and number of participants/ beneficiaries	Evidence: links, pictures, agendas, participant lists, screen shots

