



**Redol**  
ARAGON'S REGIONAL HUB  
FOR CIRCULARITY

# D8.5 DISSEMINATION AND COMMUNICATION PLAN (SECOND UPDATE)



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the RESTOREID project team. 

# Executive Summary

Effective communication and dissemination plans are essential to showcase and enhance the societal and economic impact of research and innovation funding. Communication aims to promote the project and its results, reaching a wide audience beyond the project's own community, including the media and the public. Such activities are crucial in demonstrating the practical benefits and solutions offered by EU-funded research and innovation in addressing societal challenges. Dissemination ensures that the project's results are available for use by others, facilitating the transfer of knowledge and maximising the impact of EU-funded research. This activity targets specific stakeholders such as the scientific community, industry, and policymakers. Successful implementation of communication and dissemination activities in Horizon Europe projects contributes to increasing Europe's competitiveness and growth by bringing attention to EU-funded research and its outputs.

The **overall objective of REDOL** is to advance the technological, managerial, economic and social readiness level of EU Hubs for circularity by demonstrating innovative and sustainable routes to valorise solid urban waste (SUW) flows through industrial-urban symbiosis (I-US) approaches. To this end, five different value chains for packaging, plastics, construction and demolition waste (CDW), textiles and waste from electrical and electronic equipment (WEEE) will be developed and implemented in real waste management facilities, obtaining recycled secondary materials for the latter production of high added value circular products.

**Deliverable 8.5 Communication and Dissemination Plan (second update)** for the REDOL project aims to effectively build on the deliverables D8.1 Dissemination and Communication Plan and D8.4 Dissemination and Communication Plan, respectively, to promote project outcomes and findings to relevant stakeholders and the wider community. As the second update of the initial plan, this document addresses any changes and adjustments that have occurred since the beginning of the project, showcasing a set of actions that have been taken to reach the dissemination and communication objectives, including social media campaigns, the development of audiovisual material, participation in or organisation of events, and collaborations with relevant projects and initiatives. D8.5 focuses on the work carried out between M20 and M36, when this deliverable is due for submission.

# Table of Contents

Executive Summary .....	4
List of Acronyms .....	6
1 Dissemination Strategy .....	7
1.1 Dissemination Phases .....	7
1.2 Stakeholders and networks .....	7
1.3 Dissemination actions .....	9
1.4 Open science practices .....	10
1.5 Data management .....	10
2 Communication Plan .....	11
2.1 Communication Actions .....	11
3 Communication and dissemination action plan .....	13
3.1 Archiving and Maintenance .....	13
3.2 Content calendar .....	13
3.3 Guidelines for partners .....	14
3.4 Communication and dissemination KPIs .....	15
4 Conclusions .....	17

# List of Acronyms

Acronym	Meaning
AB	Advisory Board
AI	Artificial Intelligence
REDOL	Aragon's REgional Hub for circularity: Demonstration Of Local industrial-urban symbiosis initiatives
CDW	Construction and demolition waste
D	Deliverable
CD	Communication and Dissemination
EC	European Commission
EU	European Union
HSI	Hyperspectral Imaging
KoM	Kick off Meeting
MMPP	Multi-material Multilayer Plastic Packaging
NGO	Non-governmental Organization
COMM	Communication
I-US	Industrial-urban symbiosis
PCB	Printed Circuit Board
SUW	Solid urban waste
SoA	State of the art
BRL	Business Readiness Level
WEEE	Waste Electrical and Electronic Equipment
WP	Work Package
DMP	Data Management Plan
CA	Consortium Agreement

# 1 Dissemination Strategy

To guarantee the uptake of REDOL results in the EU market, all partners have been approached and made aware of the importance of dissemination efforts. A series of regular dissemination & communication-focused meetings, as well as General Assembly meetings, have served as opportunities to remind partners of their legal obligation to contribute to these efforts, as well as incentives to ensure the success of the projects towards its completion. In fact, the successful exploitation of the identified KERs lies upon partners' involvement and active participation in the dissemination actions. All this work is supervised by GEO, as leader of the Tasks 8.1 and 8.2, and STRANE as WP8 leader.

## 1.1 Dissemination Phases

REDOL's dissemination strategy followed the natural progression of the project, as outlined in the timeline described in D8.1, the initial dissemination & communication plan. The first phase (M1-M15) was dedicated to raising awareness of the project's mission, goals, partners, and planned activities, and building an initial engagement with target audiences, in view of the future dissemination of results to them. Various communication tools were used for this purpose: a strong visual identity, social media campaigns spotlighting the partners involved in the project, a series of videos with WP leaders explaining the focus of their work, as well as blog posts designed to engage the general public.

The second phase (M15-M33) was partially covered in the first update of the dissemination and communication plan, D8.4, however, the majority of it makes the object of this document. This phase, which was suggestively called the "Consolidation" phase, saw more project results being made available, and therefore was dedicated to effectively disseminating these, and consequently strengthening the engagement with target audiences and other stakeholders. These key results include the innovative solutions that have been developed for the classification and sorting of waste across the five value chains REDOL is working with, which make the object of a series of videos showcasing how they work in a simple, step-by-step format.

At the moment of writing, the dissemination strategy of REDOL is in its final stage (M34-M38). The efforts during this time will be channelled towards the uptake of the project results. Dissemination activities will therefore be streamlined and more targeted towards those who can actually benefit from and make use of the project results, in line with the exploitation plan devised by STRANE. These results include the development of the REDOL platform along with the digital tools that make the platform possible, and the redesigned circular product value chains. During this phase, a final video will be produced to showcase the project's legacy, and supporting digital and/or printed material will be developed to draw attention to the REDOL key results (infographics, leaflets, blogs and articles, interviews).

## 1.2 Stakeholders and networks

In the period between M20 and M36, which represents the focus of this deliverable, several new collaborations were established, either with relevant clusters and initiatives or with sister projects and projects working on similar topics, whereas those collaborations that had kicked off in the previous dissemination phases were build upon. The most significant collaborations are listed below.

- REDOL became a member of [ECOSYSTEMX](#) – the European Community of Practice for a Sustainable Textile Ecosystem, which counts on the activity of 77 members and involves more than 440 experts (Figure 1). This network holds an annual conference every autumn, and this year’s edition (29 September-1 October, in Gothenburg) also saw the participation of NTT, one of the REDOL’s consortium members. The terms of this collaboration were discussed in an initial meeting and they include cross-promotional activities and other joint dissemination actions.



*Figure 1. REDOL joins ECOSYSTEMX*

- REDOL became a member of the [Circular Construction Cluster](#) – an initiative launched by RECONMATIC, with whom REDOL had already established initial connection during the first dissemination phase. The membership in this network implies participation in regular meetings (every 3-4 months) to present project updates and discuss potential synergies (e.g. joint events, publications), as well as cross-promotional activities across project websites, social media, and newsletters (Figure 2).



*Figure 2. Screenshot from one of the Circular Construction Cluster meetings*

- REDOL participated in events conducted by sister projects and other relevant projects, including the [MOBICCON-PRO final conference](#) (17 February 2025, Brussels), the [KoM of the THESEUS Hub4Circularity project](#) (3-5 December 2024, Athens), [the CORALIS Industrial Symbiosis Business Models workshop](#) (27 January 2025, online), and a [joint webinar](#) with POLITEX and ANHIDRA, both projects funded by the LIFE programme.
- REDOL joined social media campaigns to enhance its visibility and support the communication efforts of projects working towards similar objectives, e.g. it joined the [Steady Race campaign](#) at the invitation of REVOLVE to spotlight sustainability-focused projects, and it supported the [Remedies' Anti-Litter campaign](#) in Spain.

These collaborations with sister projects, relevant networks, and other stakeholders will be continued and/or grow in intensity in the last phase of the project, as the key results will be the object of targeted dissemination efforts. GEO, together with project partners, will map and actively seek out new collaborations that can enhance the visibility of its results and drive their adoption.

### 1.2.1 Target audiences

The target audiences that were identified in D8.1 have remained the same for the period of time between M21 and M36. Several main categories were then outlined, with tailored dissemination and communications goals and activities selected for each of them. Throughout these months, REDOL had carried out targeted action to draw the attention of and ensure the engagement of these actors:

- Civil society, the general public, and NGOs – examples of activities include workshops in schools to explain concepts related to recycling in easy terms and participation in public awareness events such as the European Researchers' Night
- Waste managers – examples of activities include demos of the innovative solutions developed for the sorting of waste across the five different value chains, on-site visits to evaluate the replicability of the REDOL methodology, webinars
- Industry and economic stakeholders – examples of activities include participation in industry-facing events to showcase REDOL innovations
- Policymakers and public bodies – examples of activities include participation in conferences where members of the European Parliament, U.S. House of Representatives and American Chamber of Commercies have been presented
- Technical experts and the scientific community – examples of activities include open-access scientific publications, available on [Zenodo](#) and [the project website](#)

## 1.3 Dissemination actions

Dissemination actions started from the early stages of the project, to identify, engage and connect with the most relevant stakeholders. REDOL partners have been involved from the very beginning, to both leverage their existing networks and connections to boost the visibility of the project, and carry out dissemination actions on their own, with support from GEO or other partners where needed, and showcase the project results.

Throughout M21 to M33, various activities were carried out, addressing the different target audiences specified in the previous section: from publishing scientific articles, to participating in conferences, workshops, seminars, webinars, and industry fairs, and conducting sessions in public-facing events.

At the same time, during this period the number of synergies and collaborations increased, and they proved to be a successful strategy in reaching new audiences and expanding the project's network beyond its partners and immediate circles.

The last phase of the dissemination strategy will focus on the project results, which will either be finalised, or already made available to the public, and will therefore include a wide range of dissemination actions, specifically aimed at the potential adoption of these results by interested parties.

## 1.4 Open science practices

REDOL partners are committed to ensuring a collaborative environment and facilitating knowledge exchange in the research process. As stated in D8.1, REDOL will apply open science practice to make sure these goals are achieved. These practices include:

- The early and open sharing of research
- Involvement of the relevant knowledge actors, including citizens
- Research about the management and measures to ensure the reproducibility of research outputs
- Open access to research outputs and participation in open-peer reviews.

In line with open science practices, the REDOL publications are available on [Zenodo](#).

## 1.5 Data management

A thorough Data Management Plan (DMP) was developed in M6, describing the data management life cycle for all datasets that will be collected, processed, or generated by REDOL. CIRCE is responsible for the creation and maintenance of the DMP, which outlines how data is being processed in REDOL, its purpose, the type, the expected size and its origins, the re-use of existing data and its utility. The Plan also states how such data follows the FAIR principles, while mentioning other types of research outputs available, and issues connected to data security and ethics.

## 2 Communication Plan

The communication plan initially devised in D8.1 is still relevant. In the period covered by the first update of the plan, as mentioned in D8.4, there have been some minor changes performed on the communication materials created in the early stages of the project, to make it more digestible to diverse audiences, e.g. simplification of the posters to make the content more legible on screens during events, the transformation of some materials into friendlier formats for the general public, such as posters, etc. From M21 to M36, communication activities still aimed at:

- Informing the public (and media) on project updates, milestones, and results
- Translating complex, scientific concepts into news and materials that are easy to comprehend for non-specialist audiences
- Maintaining a cohesive visual identity throughout all these actions to enhance recognition of the project and make it stand out among other projects and initiatives

GEO is behind all communication activities for REDOL, with significant support from all partners, who are providing updates, helping to shape communication messages, engaging with the content, and diffusing it across their networks and connections. A mix of communication tools: website, social media, newsletter, audiovisual material, printed material, and press media, are used to maximise REDOL's impact and ensure the widespread recognition of its mission and outcomes.

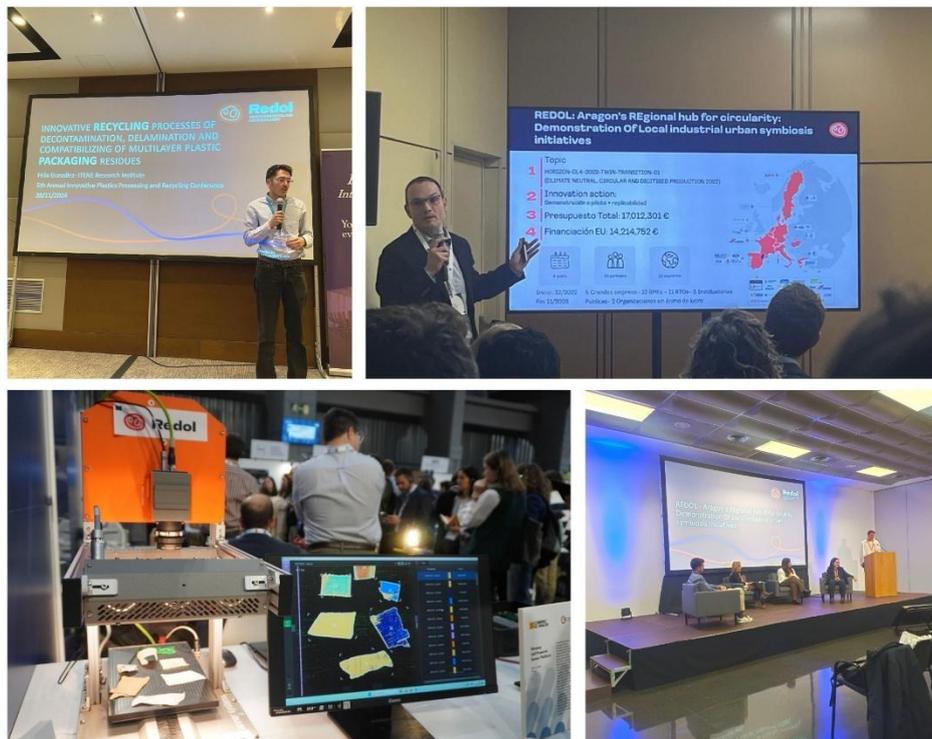
### 2.1 Communication Actions

The communication actions identified and listed in D8.1 and D8.4 are still valid and have been carried out since the project started. As such, social media accounts have been created and kept active to build a strong and loyal following, the project website is regularly updated with news and other sections (e.g. the Zaragoza Circular Hub most recently), when applicable, partners have been organising and participating in events (workshops, seminars, conferences, meetings, etc.), a newsletter is being sent out regularly to subscribers, materials are produced and/or updated whenever is needed, and different collaborations have been set out.

In addition, GEO will coordinate the launch of two more **social media channels** (apart from LinkedIn, YouTube, and X). These channels are Bluesky, a platform that has been gaining ground recently as an alternative to X (which had seen plenty of controversy in the past couple of years due to data privacy and algorithm changes concerns), and a Meta account, either Facebook or Instagram, to allow for a series of paid advertising campaigns to be launched, as Meta provides a cost-effective opportunity for it. These two channels would serve to maximise the visibility of project results in this last stage of the project.

In terms of **events**, REDOL partners have routinely identified, applied for, and took part in relevant events to disseminate the project's results and create awareness around its mission among target groups. Some of these events were not included in the initial list drafted in D8.1, but they turned into great opportunities to promote REDOL. Examples include the 2<sup>nd</sup> International Congress on Recycling Construction and Demolition Waste (13-14 November 2024, Spain), the Plastics & Rubber Conference (12-13 March 2025, Barcelona), the European Robotics Forum (25-27 March 2025, Stuttgart), 5<sup>th</sup> Annual Innovative Plastics Processing and Recycling Conference (27-28 November 2024, Berlin), the Textile Recycling Expo (24-25 June 2025, Brussels), S4i | Science for Industry

conference (29-30 January 2025, Madrid), and more (Figure 3). A comprehensive list can be found on the Funding & Tenders Portal, under the Dissemination Activities tab.



*Figure 3. A collage of events REDOL took part in*

### 3 Communication and dissemination action plan

A communication and dissemination action plan, which serves as a “living” plan and is constantly updated and refined, has been shared with partners at the beginning of the project to outline the dissemination and communication strategy and linking it to concrete actions, doubled by partners’ role and designated responsibilities and/or efforts allocated. As leader of the Tasks 8.1 and 8.2, GEO is supervising partners’ contributions, assigning tasks when needed, consulting with them on upcoming tasks, and overseeing the dissemination and communication reporting. GEO is conducting regular dissemination & communication meetings (every 3-4 months, frequency depending on needs and availability) to update partners, prioritise, and discuss any potential issues or addressing questions and doubts. At the same time, partners are kept informed via email and during the General Assembly meetings.

#### 3.1 Archiving and Maintenance

Archiving and documentation of all activities are saved in the official REDOL SharePoint folder. All activities shall be reported quarterly in the reporting excel sheet on SharePoint archived by GEO regularly (Figure 4).

 <b>Redol</b>	
<b>REDOL DBC Report table</b>	All partners need to fill this table in regularly. Ideally, <b>every 3 months</b> . Note there needs to be proof that all you list in those sheets happened. If you're in doubt about how you should communicate about REDOL, get in touch with CEO to clarify. Make sure CEO is always in the loop so that CEO can promote your organisation's
<b>1. Dissemination activities</b>	ALL PARTNERS: include the activities YOU performed as an organisation partner of the REDOL project.
<b>2. Communication reporting</b>	ALL PARTNERS: like the dissemination activities, make sure the activities you list match your events, publications, blogs etc - and any other activity you may carry out which is not listed here, you can list in 'other' or simply in your periodic & technical report.
<b>3. Scientific Publications</b>	ALL PARTNERS: Fill in this sheet at the time of publication. Usually, more publications happen towards the second half of the project.
<b>4. Exploitation of results</b>	RELEVANT PARTNERS: Fill this every 6 months. Latest at the periodic reporting. Please focus on the content of the results, for example discoveries and theories, products, services, methods etc.
<b>5. Other results</b>	To be filled in 6-monthly, latest at the periodic reporting. Software, algorithms, protocols etc. Should be listed
<b>6. KPIs</b>	Targets are listed for the reference of each partner, CEO will be filling these in on a three monthly basis based on what you listed in the other tabs of this excel sheet.
<b>Proposed activities</b>	<b>Use the Teams thread or send an email to share your ideas for events, campaigns etc. Contact:</b>

Figure 4. Internal tracker of Dissemination/Communication activities. Guidelines for partners to fill in the data

#### 3.2 Content calendar

A content calendar is being maintained internally by GEO to ensure consistency across communication activities and efficiency in organising tasks that may require additional support or involvement from partners. So far, this content calendar has included activities such as:

- Announcing the publication of blog posts written by partners on topics related to their work, but which could be of interest to wider audiences, outside of their field (since the communication strategy aims at engaging the general public too)

- Informing about events partners participated in, upcoming events, or events they organised (e.g. the Zaragoza Circular Hub, a 4-session event which covered several months to explore the formation of the Hub, ideas for funding, etc.)
- Standalone social media campaigns and posts to highlight the importance of REDOL's mission (e.g. "What will archaeologists find in our cities?", an appeal to users to imagine a future where the legacy citizens leave behind is waste)
- Social media campaigns and posts to mark International and EU Days, an opportunity to get behind larger campaigns by including relevant hashtags and keywords, and expanding REDOL's reach (e.g. World Cities Day, European E-Waste Day, World Habitat Day, International Mother Earth Day, etc.) (Figure 5).



*Figure 5. Collage of REDOL social media posts*

## 3.3 Guidelines for partners

### 3.3.1 Blogs and news

To engage the general public, partners are encouraged to submit **blog posts** for publication on the REDOL website, following a set of guidelines that have been devised to provide clarity and make this task easier to complete. The topic for the blog posts can either be decided by the partner or suggested by GEO and the length should be around 800 words. It is advised for partners to use layman's terms, or simpler language – when possible – to make sure the message gets across to users who are not experts on the field of waste management, recycling, or other topics connected to the REDOL mission. Blog posts are published on a regular basis and promoted across social media and the project's newsletter (Figure 6).



*Figure 6. Example of blog post promotion*

Another set of guidelines has been shared with the partners to ensure adequate reporting and promotion of **events**. As such, REDOL consortium members have to announce GEO in advance of any upcoming events, especially when specific dissemination and communication materials are needed (e.g. posters, where printing house deadline have to be taken into account as well), take photos at said events to have proof of participation and for promotional purposes (e.g. photos where the project's brand identity is clearly visible), draft summaries of the events, and fill in the requested data in the internal dissemination and communication tracker, available on SharePoint. These requirements are brought up during the regular dissemination and communication-focused meetings, and at General Assembly meetings, as a reminder for partners.

### 3.4 Communication and dissemination KPIs

The KPIs are tracked to assess the progress of the tasks and provide an opportunity for adjusting the strategy, where and if needed. For example, in the initial Plan, a number of 2,500 promotional materials was set, i.e. printed materials to be taken by the project partners to events and help the dissemination efforts. In the meantime, it was decided to focus more on digital material, as this is a more environmentally friendly and cost-effective option. As REDOL is entering its final year, additional efforts will be allocated to reaching or surpassing these KPIs, with a focus on disseminating the key project outcomes (innovations, publications, redesigned value chains). This pursuit will also follow the project's completion, with CIRCE overseeing the maintenance of the project after M48.

REDOL's main communication and dissemination actions are shown in the Table 1.

Table 1. Communication and Dissemination KPIs list

How (Tool/activity)	When	Evaluation and target value
<b>Project visual identity &amp; captative logo</b> , including QR code, common graphics and templates	Ready by M2	Common public image/branding ensure visibility and recognition
<b>Project website</b> . Giving public access to relevant non-IP-sensitive results, items, audio-visual content, deliverables, etc. Private area for internal use.	Launched by M4	<b>KPI:</b> 10k hits/year from 50+ countries <b>Current status:</b> 4,5k visitors; 36k event counts; 113 countries
<b>Social media</b> (Facebook, Twitter, LinkedIn, etc.) To increase outreach in partners existing online communities.	Launched by M1	<b>KPI:</b> 5,000 posts, 15,000 members <b>Current status:</b> 614 posts, 101,000+ users reached
<b>E-newsletters</b> . To provide up-to-date information and support exchanges with the community. Website update.	From M4 (every 6 months)	<b>KPI:</b> 150+ subscribers; <b>Current status:</b> 304 subscribers
<b>Promotional material:</b> leaflets, videos, posters, roll-up banner, factsheet, etc. Uploaded to the project website	M2-M6 and M40-M48	<b>KPI:</b> 2,500+ promotional materials, 1,500 video views <b>Current status:</b> 500+ promotional materials distributed, 3,016 video views
<b>Scientific and technical publications</b> . Peer-review scientific journals and conferences proceedings Publishable version of deliverables in the project website. E.g., Sustainability, Journal of Cleaner Production, Resources conservation and recycling	Along with deliverables and achievement of results	<b>KPI:</b> 8 papers, 70+ downloads of technical project publications <b>Current status:</b> 5 publications, 9 public deliverables, 232 downloads (Zenodo)
<b>Cooperation with other projects</b> to forge communication, promote synergies and establish cluster collaborations	Project lifetime	<b>KPI:</b> 12 collaborations <b>Current status:</b> 12 collaborations
<b>Social and professional networking</b> with key sector associations, platforms and initiatives. E.g., CircLean, EU-Citizen.Science, European Commission CCRI or the Circular City Centre.	Project lifetime	<b>KPI:</b> 6 collaborations <b>Current status:</b> 4 collaborations
<b>Press media contacts</b> (TV, newspapers, radio, websites. etc.) either general or specialized at EU/international levels. A press kit will be developed containing writing identity, press release, general presentation, key messages, a list of FAQs and copyright free images.	On a regular basis throughout project execution	<b>KPI:</b> 25+ press releases, 500+ mailouts & downloaded newsletters <b>Current status:</b> 18 press releases, 589 newsletter mailouts

*\*Any dissemination of results will duly display the EU emblem and include information on the EU funding.*

The KPIs are tracked to assess the progress of the tasks and provide an opportunity for adjusting the strategy, where and if needed. For example, in the initial Plan, a number of 2,500 promotional materials was set, i.e. printed materials to be taken by the project partners to events and help the dissemination efforts. In the meantime, it was decided to focus more on digital material, as this is a more environmentally friendly and cost-effective option. As REDOL is entering its final year, additional efforts will be allocated to reaching or surpassing these KPIs, with a focus on disseminating the key project outcomes (innovations, publications, redesigned value chains). This pursuit will also follow the project's completion, with CIRCE overseeing the maintenance of the project after M48.

## 4 Conclusions

The REDOL project aims to transform the way urban solid waste is approached and valorised, by developing innovative solutions with the help of Industrial-Urban Symbiosis methods, making waste management more efficient in the process. In turn, this would help redefine cities as playgrounds for circularity. With this purpose in mind, communication and dissemination of the project's mission and goals is crucial to promoting sustainability, educating the public on waste reduction innovations and recycling, and paving the way towards the adoption of the REDOL's technological solutions by the industry.

The REDOL Communication and Dissemination Plan, initially submitted as D8.1 and later on revised as D8.4 (by M20) and D8.5 (this document), comprises all the actions that have been selected and carried out by GEO, CIRCE, and the project partners to boost the project's visibility, build authentic engagement, reach target audiences, and drive the uptake of results. These include the project website, social media channels, newsletter, publications, events, and collaborations with sister projects and other relevant networks and initiatives to maximise the opportunities for reaching wide groups. Ultimately, an effective dissemination and communication strategy for REDOL will help contribute to better awareness among the general public of the circular economy, the benefits of better waste management and waste reduction, and of how the EU is contributing, through funds and know-how, to create a better Europe for its citizens.



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