

LIFE25-ENV-ES-LIFE DPP-TEX

Grant Agreement No. 101294372

WP6 - Communication, Dissemination and Stakeholder Engagement

Deliverable D6.1

DISSEMINATION AND COMMUNICATION PLAN

Digital Product Passport for TEXTile circularity and traceability
LIFE Programme



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1.1	18 August 2026	Tèxtils.CAT	Several adjustments were made following the partners suggestions and feedback.
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Executive summary

This document is Deliverable D6.1 of the LIFE DPP-TEX project (Grant Agreement No. 101294372, LIFE-2025-SAP-ENV), setting out the Dissemination and Communication Plan for Work Package 6 (WP6) - Communication, dissemination and stakeholder engagement. It has been prepared by Tèxtils.CAT, WP6 leader, with contributions from all eight consortium partners: BLUEROOM (coordinator), KALINEL EOOD, EUROTEx LTD (TexCycle), ALSICO Iberia, EcoIntelligent Growth, bAwear BV, Tèxtils.CAT and Terraqui.

LIFE DPP-TEX runs for 30 months (July 2026 – December 2028) and demonstrates how Digital Product Passports (DPPs) can drive circularity, traceability and regulatory compliance in the European textile sector, through two industrial pilots: a closed-loop home-textile recycling pilot in Bulgaria (EUROTEx/TexCycle and KALINEL EOOD) and a workwear reuse, upcycling and recycling pilot in Spain (ALSICO and EcoIntelligent Growth, working with Barcelona Serveis Municipals). This Plan defines how the consortium will make the project's activities, progress and results visible to the relevant audiences, respecting the LIFE Programme's visibility rules on the use of the LIFE logo and funding statement.

The Plan covers the visibility rules that apply to all project materials; the project's key messages; a mapping of seven target audience groups and their channels; the communication and dissemination activities under Tasks 6.1 to 6.3, including a required structure for the eight partner webpages and a realistic, month-by-month social media content calendar; the WP6 deliverables and a timeline aligned with the project's milestones; the resources and responsibilities allocated to WP6; a set of measurable Key Performance Indicators; a shared Dissemination Reporting log to be completed externally by all partners as activities take place; and closing conclusions.

Rather than an aspirational campaign, this plan sets realistic, budget-consistent targets (e.g. 500 website visitors/year, 250 social media followers, 1,000 copies of communication and dissemination materials, five sectoral dissemination events, two pilot videos, and around one to two social media posts a month) that the consortium can credibly deliver and track.



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1. Introduction

1.1 Purpose of this document

This Dissemination and Communication Plan (D6.1) defines the objectives, target audiences, key messages, channels, activities, timeline, resources and evaluation indicators that will guide the communication, dissemination and stakeholder engagement work of LIFE DPP-TEX throughout its 30-month lifetime. It operationalises Task 6.1 (Communication and dissemination activities), Task 6.2 (Stakeholder mapping and engagement) and Task 6.3 (Networking with other LIFE projects) of WP6, and it is designed to be a living document, reviewed and updated as the project progresses.

It sets out the objectives, key messaging, target audiences, communication channels, social media plan, planned resources and the indicators used for monitoring and evaluation of communication and dissemination activities.

1.2 Project overview

LIFE DPP-TEX (“Digital Product Passport for TEXTile circularity and traceability”) addresses one of the most resource-intensive industries in Europe: textiles generate 6.9 million tonnes of waste annually in the EU, of which only 12% is separately collected, with the rest largely incinerated or landfilled. The project adapts BLUEROOM's CircularPass Digital Product Passport (DPP) platform, already proven in other industries, to the specific needs of the textile sector under the Ecodesign for Sustainable Products Regulation (ESPR) and the Waste Framework Directive (WFD).

The DPP solution provides product-level traceability of fibre origin and composition, recycled content and end-of-life pathways, while integrating Life Cycle Assessment (LCA) data from bAwear to monitor CO₂, water and energy footprints, together with circularity indicators. Two industrial pilots validate the solution in real operating conditions:

- Bulgaria pilot (EUROTEx/TexCycle + KALINEL EOOD): closed-loop recycling of post-industrial and post-consumer home textile waste, scaling recycled filling content in pillows, duvets, cushions and pet beds up to 100%.
- Spain pilot (ALSICO + EcoIntelligent Growth): a multi-path circular model for discarded municipal uniforms from Barcelona Serveis Municipals (BSM), valorising them through reuse, upcycling and recycling.

Together, the two pilots are expected to process around 27 tonnes of textile waste and generate close to 60,000 circular products, all traceable via the DPP-TEX solution, with projected savings by 2028 of 110 t CO₂eq, 6.3 million litres of water and 1.9 million MJ of energy, plus the creation of 10 new jobs. Replication roadmaps will support the transfer of results to other EU and Middle East regions, and to other LIFE priority sectors such as furniture and mattresses.



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1.3 The consortium

No.	Short name	Partner	Country	Role in the project
1	BLUEROOM	Blue Room Innovation SL	Spain	Coordinator; DPP technology developer (WP1, WP3); Final Event host; WP7 Impact co-leader
2	KALINEL	Kalinel EOOD	Bulgaria	Home-textile manufacturer (WP4 pilot)
3	EUROTEX (TexCycle)	Eurotex Ltd	Bulgaria	Textile recycler (WP4 pilot lead)
4	ALSICO	Alsico Iberia, S.L.	Spain	Workwear manufacturer (WP5 pilot lead)
5	EcoIntelligent Growth	EcoIntelligent Growth, S.L.	Spain	Reuse/upcycling operator (WP5 pilot)
6	bAwear BV	Bawear BV	Netherlands	LCA and circularity metrics leader (WP7)
7	Tèxtils.CAT	Assoc. Agrupació d'Empreses Innovadores Tèxtils	Spain	WP6 leader - communication, dissemination and stakeholder engagement
8	Terraqui	Estudi Jurídic Ambiental, S.L.P.	Spain	Legal/policy compliance leader (WP2, WP7)

Table 1. LIFE DPP-TEX consortium and role in communication activities.

As WP6 leader, Tèxtils.CAT coordinates the implementation of this Plan, but communication is a shared responsibility. All partners contribute content, translations, local media contacts and amplification through their own networks.



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2. Objectives of the communication and dissemination plan

This Plan pursues five specific objectives for WP6:

1. To develop and maintain dedicated communication channels and materials tailored to the project's different audiences.
2. To ensure consistent and impactful dissemination of project progress and outcomes at EU and national level.
3. To map, prioritise and actively engage key stakeholder groups relevant to circular textiles and DPP adoption.
4. To foster dialogue and collaboration with industry clusters, SMEs, policy actors and other EU-funded initiatives.
5. To promote replication and uptake of project outcomes through events, publications and online campaigns.

The main expected result of WP6 is a strategic, well-targeted communication and stakeholder engagement campaign, materialised through dedicated project webpages hosted on the partners' own websites, a visual identity (logo, leaflet, notice board/roll-up, poster), two pilot dissemination videos, a Layman's Report, and a Stakeholder Mapping and Engagement Report.

Each objective above is translated into specific activities, with assigned owners and deadlines, and measured through the KPIs, so that progress can be reviewed and corrected during the six-monthly WP6 coordination check-ins.



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3. Visibility rules

As a project funded under the LIFE Programme, LIFE DPP-TEX must respect a set of visibility rules on the use of the LIFE logo, the funding statement and the mandatory disclaimer. This section summarises the rules that apply to every public-facing output produced under WP6 and by all partners.

3.1 The LIFE logo and the funding statement

For the LIFE Programme, the LIFE logo replaces the standard EU emblem in project communication materials as the two are not used interchangeably. All communication and dissemination activities (media relations, conferences, seminars, brochures, leaflets, posters, presentations, websites, social media, and any infrastructure, equipment or major results funded by the grant) must display:

- The LIFE Programme logo, downloaded in original format from the official EU source and never modified, recoloured, merged with other graphic elements, or reproduced below the minimum legible size.
- The funding statement “Co-funded by the European Union”, translated into local languages (Spanish, Catalan, Bulgarian) where appropriate, always spelling out “European Union” in full, never abbreviated to “EU”.

Because the project is co-funded (60% EU contribution) rather than 100% EU-funded, the correct wording is “Co-funded by the European Union”, not “Funded by the European Union”. This distinction must be respected consistently across all partners' materials.

3.2 Mandatory disclaimer

Whenever project communication materials express views, opinions, findings or policy positions (e.g. the policy brief, blog posts, conference presentations, press statements), the following disclaimer must be included in full next to the LIFE logo (will be translated into Spanish, Catalan and Bulgarian for locally produced materials):

Disclaimer

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3.3 Do's and don'ts summary

Do	Don't
Place the LIFE logo prominently, at least the same size as any other logo shown alongside it	Merge, recolour or redraw the LIFE logo or EU emblem
Keep a clear protection zone/clear space around the logo	Place the logo on messy or low-contrast backgrounds
Write “European Union” in full	Abbreviate to “EU” in the funding statement
Use official artwork downloaded from the EU's source files	Recreate the logo from memory or use a screenshot
Pair the LIFE logo with the funding statement, always together	Use the logo and the funding statement separately

Table 2. Summary of EU/LIFE visibility Do's and Don'ts.



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4. Key messages

LIFE DPP-TEX key messages are kept short, benefit-led and audience-specific, avoiding technical jargon whenever the audience is outside the DPP technical community. One core message anchors all communication, complemented by supporting messages aligned with the project's main outcomes, including a stronger emphasis on industry adoption, business models, exploitation and replication.

4.1 Core message

“LIFE DPP-TEX turns the Digital Product Passport into a working tool for circular textiles, tracking every fibre, from waste to a new product, and proving it.”

To keep the project's messaging anchored to European Commission priorities, all key messages are explicitly linked to four EU political priorities: the European Green Deal, the Circular Economy Action Plan, the Ecodesign for Sustainable Products Regulation (ESPR), and the EU Strategy for Sustainable and Circular Textiles. Where relevant, communication materials should name this link explicitly (e.g. "in line with the EU Strategy for Sustainable and Circular Textiles...") rather than relying on hashtags alone to make the connection.

4.2 Supporting messages

- Traceability that works in practice: the DPP tracks fibre origin, composition, recycled content and end-of-life pathway for every batch processed in the Bulgarian and Spanish pilots.
- Two real value chains, one digital solution: closed-loop recycling of home textiles in Bulgaria and reuse/upcycling of municipal workwear in Spain show that the same DPP platform adapts to different industrial realities.
- Ready for regulation: the DPP is designed to align with the ESPR and the Waste Framework Directive, helping manufacturers and public buyers prepare ahead of mandatory requirements.
- Measurable environmental impact: circularity is backed by data. CO₂, water and energy savings are quantified through integrated LCA metrics, not claimed without evidence.
- Built to be adopted, not just demonstrated: the project's dissemination looks beyond the two pilots, highlighting the business models, exploitation potential and replication pathways that can take the DPP-TEX solution to other manufacturers, recyclers and municipalities.

These messages will be adapted for each of the seven target audience groups. For example, communication addressed to policymakers (audience B) will foreground regulatory alignment and the policy brief (D7.3), while content aimed at the general public (audience F) will foreground the everyday relevance of textile waste and the Layman's Report.



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5. Target audiences and communication channels

Table 3 presents the target audience mapping for LIFE DPP-TEX. It is the reference mapping for all WP6 activities. Every communication action is designed to reach one or more of these seven groups through the channel(s) considered most effective for that audience.

Ref.	Target audience	Communication channels
A	Industry stakeholders across the textile value chain (fibre, yarn and fabric producers, dyeing and finishing companies, garment manufacturers and brands, recyclers, upcyclers, sorters, logistics providers, and product designers)	Project webpages, pilot videos, LinkedIn, sectoral events, newsletters, branding materials, factsheets, technical deliverables
B	Public authorities and policymakers (municipalities, EPR agencies, ministries, regulatory bodies)	Final event, Layman's Report, policy brief, targeted outreach, public presentations
C	SMEs and textile clusters (including industry associations)	Workshops, networking events, factsheets, stakeholder calls and webinars, dissemination toolkits
D	Research institutions and EU-funded projects	Shared publications, EU project collaboration platforms, technical roundtables
E	Media and trade press	Press releases, blog posts, pilot videos, and interviews
F	General public and civil society (consumers, citizen groups, NGOs)	Layman's Report (print + digital), Instagram, public exhibitions, awareness materials such as pilot videos
G	Investors and innovation funds	Business plan executive summary, investor briefings, final conference sessions, dedicated outreach

Table 3. Target audiences and communication channels.

This mapping will be refined and validated through Task 6.2 (Stakeholder mapping and engagement, led by BLUEROOM with input from all partners, especially Tèxtils.CAT), which will produce a Preliminary Stakeholder Mapping and Engagement Report (part of D6.3, due M15) compiling contacts from textile manufacturers, recyclers, technology providers, municipalities, policymakers, research institutions and circular economy organisations, gathered through partner networks, EU stakeholder directories and targeted outreach.

6. Communication and dissemination strategy

WP6 activities are organised under three tasks running in parallel throughout the whole project duration: Task 6.1 (Communication and dissemination activities), Task 6.2 (Stakeholder mapping and engagement) and Task 6.3 (Networking with other LIFE projects). This section describes the concrete outputs of each task.

6.1 Task 6.1 - Communication and dissemination activities

Led by Tèxtils.CAT with contributions from all eight partners, Task 6.1 covers the development of content, digital tools and promotional materials tailored to target audiences.

6.1.1 Project webpages

Rather than a standalone project website, LIFE DPP-TEX will use dedicated, multilingual project webpages hosted within each partner's existing website, launched by Month 3 (Milestone 17) and maintained until Month 30. Traffic will be tracked with Google Analytics, with a joint target across all partner pages of at least 500 visitors per year. Language coverage will be reviewed across partner websites, since not every partner site currently offers multilingual content.

To keep the project's presence consistent across the consortium's eight partner websites, every dedicated LIFE DPP-TEX webpage must include the following six mandatory elements:

- a project summary describing LIFE DPP-TEX, its objectives and expected impact.
- the project's specific objectives in plain language.
- project results (public deliverables and C&D materials), linked as they become available.
- contact details (coordinator).
- the list of all eight consortium partners, each linked to its own website.
- the project logo at the top of the page and the LIFE logo and mandatory disclaimer at the bottom.

Beyond these six elements, partners are free to adapt style, layout and branding to their own website, and to add further content as they see fit. As members of the ECOSYSTEX cluster network, partners should also display the ECOSYSTEX member badge, hyperlinked to ecosystex.eu.

Each partner is responsible for publishing its own dedicated project page, to be consolidated in D6.2 (Report on project webpages, M3).

6.1.2 Visual identity and branding materials

- Project logo, brand guide style (colour palette, typography), and templates for presentations and reports finalised by M3.
- Digital and printed leaflet in English, with translated content into Spanish, Catalan and Bulgarian, distributed over the project's lifetime.
- Notice Board (roll-up and poster format), displayed at each partner's premises and at public events, carrying the LIFE logo and funding statement.



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6.1.3 Social media

The consortium will maintain a professional presence on [LinkedIn](#) and [Instagram](#), the two platforms best suited to reach industry stakeholders (LinkedIn) and general audiences/civil society (Instagram), in line with Table 3. Posting will follow an editorial calendar aligned with project milestones, pilot progress and relevant EU dates (e.g. European Green Week). Content will tag CINEA and the LIFE Programme's official accounts to support amplification, and will use a consistent set of programme and project hashtags:

- Project-level: #LIFEDPPTEX #DigitalProductPassport #CircularTextiles
- LIFE Programme: #LIFEprogramme #LIFEproject #LIFEprojects
- Thematic, where relevant to the post: #WasteToResource (circular economy content), #EUGreenDeal (policy alignment content), #SustainableFinanceEU (exploitation/investment content)

In addition, the consortium will apply to become a #LIFEAmplifier by contacting the LIFE Programme directly on social media. As a #LIFEAmplifier, LIFE DPP-TEX will share LIFE Programme news, events and press releases, helping inspire other LIFE projects to do the same; in return, LIFE Programme channels will help promote LIFE DPP-TEX to a wider audience. All #LIFEAmplifiers content will use the #LIFEAmplifier or #LIFEAmplifiers hashtag, alongside #LIFEprogramme and #LIFEproject. Ahead of major project milestones (pilot videos, Layman's Report, Final Dissemination Event), Tèxtils.CAT will also notify CINEA-COMMUNICATION-LIFE@ec.europa.eu, so these can be considered for promotion through LIFE's own channels.

Target: 250 combined followers across LinkedIn and Instagram by the end of the project (M30).

Posting follows a deliberately light and realistic cadence. Around one to two posts a month, concentrated around real project news (a milestone reached, a pilot update, an event, a video) rather than filler content. Quieter months, particularly over the summer, have little or no scheduled content. Table 4 sets out an indicative month-by-month plan for the 30-month duration of the project, to be adjusted as pilot activities and events are confirmed.

Month (M1-M15)	Post/s	Month (M16-M30)	Post/s
M1 (Jul 2026)	Project launch announcement	M16 (Oct 2027)	Training our partners: onboarding on the DPP platform
M2 (Aug 2026)	Meet the consortium: 8 partners, 3 countries	M17 (Nov 2027)	Spain pilot update: from uniforms to new products
M3 (Sep 2026)	Our project webpages are live!	M18 (Dec 2027)	Year-end recap: circularity in numbers
M4 (Oct 2026)	Explainer: what is a Digital Product Passport?	M19 (Jan 2028)	-
M5 (Nov 2026)	Fact: only 12% of EU textile waste is separately collected	M20 (Feb 2028)	Sectoral Event (TBD)
M6 (Dec 2026)	Milestone: first prototype product with recycled filling	M21 (Mar 2028)	Recycling ramp-up: tonnes of textile waste processed
M7 (Jan 2027)	Bulgaria pilot update I	M22 (Apr 2028)	DPP demonstrated in operational environment (Bulgaria)
M8 (Feb 2027)	Bulgaria pilot update II	M23 (May 2028)	Watch our Bulgaria pilot video!
M9 (Mar 2027)	Spain pilot update I	M24 (Jun 2028)	Watch our Spain pilot video!

Month (M1-M15)	Post/s	Month (M16-M30)	Post/s
M10 (Apr 2027)	Spain pilot update II	M25 (Jul 2028)	Exploitation and replication: what comes next?
M11 (May 2027)	Progress update: DPP-TEX at month 11	M26 (Aug 2028)	-
M12 (Jun 2027)	One year in: project recap and what's next	M27 (Sep 2028)	Countdown to the Final Dissemination Event
M13 (Jul 2027)	DPP prototype ready for pilot deployment	M28 (Oct 2028)	Sneak peek: the Layman's Report is coming
M14 (Aug 2027)	-	M29 (Nov 2028)	Final results: what we achieved together
M15 (Sep 2027)	Full DPP traceability activated in the Bulgarian pilot + Preliminary stakeholder mapping completed	M30 (Dec 2028)	Join us at the Final Dissemination Event in Barcelona! + Thank you and what's next: the After-LIFE Plan

Table 4. Indicative monthly social media content calendar.

Content for the project's LinkedIn and Instagram accounts is coordinated centrally by Tèxtils.CAT. Partners are not expected to create separate content or manage their own project-branded social media accounts; instead, each partner is asked to send Tèxtils.CAT relevant material as it becomes available (photos, pilot updates, event news), and reshare or repost the project's official posts through their own organisation's social channels, to help extend the project's reach.

6.1.4 Press, sectoral publications and events

The project will seek coverage in industry-specific publications and will participate in at least five sectoral dissemination events over the project's lifetime, prioritising events already identified as relevant to the textile and circular economy community, such as Techtextil 2028, ITMA 2027, the European Technology Platform for the Future of Textiles and Clothing (ETP) Conference, and the Dornbirn Global Fiber Congress. Participation will typically combine a stand with the Notice Board or poster, printed leaflets, and, where the pilot videos are available, a short screening.

6.1.5 Pilot dissemination videos

Two videos (3–5 minutes each, subtitled) will be produced by Month 24, one per pilot:

- Spain pilot video, led by EcoIntelligent Growth: collection, sorting, reuse, upcycling and recycling of municipal uniforms in Barcelona, including interviews with partners and on-site footage, showing how the DPP enables traceability of each pathway.
- Bulgaria pilot video, led by EUROTEx (TexCycle): closed-loop recycling of home textiles and their reintegration into KALINEL EOOD's products, showing how the DPP certifies recycled content and lifecycle data.

Both videos will be designed for use on social media, the project webpages and at events. Shareable digital files will be provided.



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6.1.6 Layman's Report

Coordinated by BLUEROOM in the final project phase (M28–M30), the Layman's Report will present the project's key outcomes in non-technical language for the general public, in digital format (with a limited print run for targeted distribution rather than a mass print run). It will be translated into Spanish, Catalan and Bulgarian, and formally presented at the Final Dissemination and Multi-stakeholder Event.

6.1.7 Final Dissemination and Multi-stakeholder Event

Organised by BLUEROOM in Barcelona at the end of the project (Milestone 18, M30), this event will present the final results to a broad audience covering industry, policymakers, researchers and citizen groups, and will double as a networking platform to support the replication and exploitation activities of WP7. The event programme, attendance list and presentation materials will serve as the means of verification for Milestone 18.

6.2 Task 6.2 - Stakeholder mapping and engagement

Led by BLUEROOM, with strong input from Tèxtils.CAT and contributions from all partners, this task identifies, maps and actively engages the stakeholders relevant to DPP adoption in and beyond the textile sector: manufacturers, recyclers, technology providers, municipalities, policymakers, research institutions and circular economy organisations.

Engagement activities may include direct communication, surveys, social media outreach, participation in sectoral events, stakeholder meetings, digital engagement campaigns, and invitations to project events such as the Final Dissemination Event. Results are compiled into the Stakeholder Mapping and Engagement Report (within D6.3, due M15), which feeds directly into the exploitation, policy and replication work of WP7.

6.3 Task 6.3 - Networking with other projects

LIFE DPP-TEX will actively network with other LIFE and/or non-LIFE projects to share knowledge and increase impact, including visits, meetings or information exchange with relevant ongoing or completed projects working on circular economy and textiles. For this matter, the project will join ECOSYSTEM, the European ecosystem of projects on circular textiles, under its free membership tier, which will give LIFE DPP-TEX access to:

- Introduction to the ECOSYSTEM Community via email, inclusion on the ECOSYSTEM website, and a membership announcement on ECOSYSTEM's LinkedIn, carried out in the first semester of the project.
- One feature (once during the project) in the ECOSYSTEM Insights Series, a public dissemination webinar series reaching 150–200 live listeners plus further views on the ECOSYSTEM YouTube channel, planned once pilot results are available.
- Cross-project collaboration: each consortium partner will individually consider whether to join one of ECOSYSTEM's technical expert Working Groups relevant to its role in the project, or simply register to receive ECOSYSTEM updates, news and events.
- Dissemination: (i) up to two mentions per year on the ECOSYSTEM LinkedIn channel, which shares member projects' results weekly with a wide audience of industry and research experts, with related analytics; (ii) use of the ECOSYSTEM member platform (via Textile ETP) to find other project contacts and engage in collaboration; (iii) publication of public deliverables and results in the ECOSYSTEM members' publications library; (iv) promotion of the project's Final Dissemination Event (M30) on the ECOSYSTEM website's event section.

6.4 Data protection and GDPR

All personal data collected under WP6 (the stakeholder database built under Task 6.2, survey responses and interview notes, and photography or video recorded at meetings, pilot sites and events) is processed in accordance with the General Data Protection Regulation (GDPR).

- Data controller: Blue Room Innovation, S.L. acts as the data controller for personal data collected under WP6, on behalf of the LIFE DPP-TEX consortium (BLUEROOM, KALINEL EOOD, EUROTEx (TexCycle), ALSICO, EcoIntelligent Growth, bAwear BV, Tèxtils.CAT and Terraqui), in line with the approach already set out in the project's Image Consent Form.
- Stakeholder database (Task 6.2): contact details, survey responses and interview notes are collected based on explicit consent (Article 6(1)(a) GDPR). Any stakeholder may withdraw consent and request removal from the database at any time.
- Photography and video: anyone photographed, filmed or recorded for the project's videos, webpages, social media or Task 6.2 interviews must first sign the project's Image Consent Form, which sets out the purposes of use, retention period, and data subject rights, and names Blue Room Innovation as data controller on behalf of the consortium.
- Retention and security: personal data is stored securely, used only for the purposes described above, and retained for the duration of the project and up to five years afterwards, consistent with the Grant Agreement's document-retention obligations.

6.5 Link to the After-LIFE Plan

Communication and dissemination do not stop when the project ends. WP6 activities directly feed the After-LIFE Plan and transferability roadmap (D7.2, led by BLUEROOM, M30), which sets out how the project's results, tools and lessons learned will continue to be communicated and taken up after the LIFE grant ends.

Concretely, WP6 hands over to D7.2: the project webpages, which partners are encouraged to keep online after the project, per LIFE Programme good practice; the LinkedIn and Instagram accounts which Tèxtils.CAT will keep active for at least 12 months after M30 to continue sharing replication opportunities; the Layman's Report and pilot videos, which remain available as standing dissemination assets; and the stakeholder database built under Task 6.2, which supports continued engagement with replication partners.

The specific post-project communication actions (who maintains what, for how long, and with which resources) are defined in D7.2 itself; this Plan ensures WP6's outputs are structured so they can be readily reused there.



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7. WP6 deliverables

Table 5 lists the five formal deliverables of WP6. All deliverables are led by Tèxtils.CAT, except D6.5, which is coordinated by BLUEROOM given its cross-cutting nature and its link to the Final Event.

Deliverable	Title	Lead	Due (month)	Dissemination level
D6.1	Dissemination and Communication Plan	Tèxtils.CAT	M2	Public
D6.2	Report on project webpages	Tèxtils.CAT	M3	Public
D6.3	Preliminary Stakeholder Mapping and Engagement Report	Tèxtils.CAT	M15	Sensitive
D6.4	Report on Dissemination and Communication activities	Tèxtils.CAT	M30	Public
D6.5	Layman's report and other dissemination materials	BLUEROOM	M30	Public

Table 5. WP6 deliverables.

D6.4, due at project end, will be the main evaluation document for this Plan. It will consist of a 25-page report assessing communication and dissemination performance, stakeholder engagement, social media impact, events attended, networking activities, and outreach metrics against the defined KPIs. The report will also include the Stakeholder Mapping and Engagement Summary.

Two related milestones anchor the timeline of this Plan:

- Milestone 17 (M3): webpages launch on the beneficiaries' websites. Official launch of the multilingual project webpages, verified through D6.2 and the pages being live and accessible online.
- Milestone 18 (M30): final Dissemination Event. Organisation of the final public dissemination and multi-stakeholder event in Barcelona, verified through the event programme, attendance list and presentation materials.



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8. Work plan and timeline

Table 6 presents the indicative timeline of WP6 activities across the six semesters of the project (M1–M30). It is intended as a planning and monitoring tool, to be reviewed at each six-monthly WP6 coordination check-in and adjusted if the KPI reviews indicate that an activity should be reinforced or re-scheduled.

Activity	S1 (M1-5)	S2 (M6-10)	S3 (M11-15)	S4 (M16-20)	S5 (M21-25)	S6 (M26-30)
Communication & Dissemination Plan (D6.1)	X					
Project webpages: launch & maintenance	X	X	X	X	X	X
Report on project webpages (D6.2)	X					
Visual identity, leaflet, notice board, poster	X	X				
Social media (LinkedIn, Instagram)	X	X	X	X	X	X
Stakeholder mapping & engagement	X	X	X	X	X	X
Preliminary Stakeholder Report (D6.3)			X			
Sectoral events & press (5 events)		X	X	X	X	X
Networking with LIFE/EU projects	X	X	X	X	X	X
ECOSYSTEX onboarding	X					
ECOSYSTEX Insights Series feature				X		
Pilot dissemination videos (2)				X	X	
Layman's Report						X
Final Dissemination Event						X
ECOSYSTEX Final Event promotion						X
Report on C&D activities (D6.4)						X
Layman's report & materials (D6.5)						X

Table 6. Indicative WP6 timeline by project semester.



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9. Roles, responsibilities and resources

WP6 is allocated 35.05 person-months across the consortium, led by Tèxtils.CAT (12 PM). This effort is deliberately distributed across all partners, reflecting the fact that credible dissemination in an industrial LIFE project depends on every partner producing and relaying content from their own pilot, network and language area, not only on the WP leader.

Partner	WP6 effort (person-months)	Main communication role
Tèxtils.CAT	12.00	WP6 leadership; Task 6.1 lead; own dedicated webpage, leaflet, roll-up, poster, social media coordination; D6.1–D6.4
BLUEROOM	7.00	Task 6.2 lead; Layman's Report (D6.5); Final Dissemination Event; own dedicated webpage
EUROTEX (TexCycle)	4.00	Bulgaria pilot video; own dedicated webpage
EcoIntelligent Growth	4.00	Spain pilot video; own dedicated webpage
bAwear BV	3.50	Communication of LCA/impact data; own dedicated webpage
Terraqui	2.05	Legal/policy review of content; own dedicated webpage
ALSICO	1.50	Spain pilot content; own dedicated webpage
KALINEL EOOD	1.00	Bulgaria pilot content; own dedicated webpage

Table 7. WP6 person-month effort per partner.

9.1 Coordination mechanism

- A WP6 check-in and follow-up is held alongside the project's six-monthly technical and financial monitoring meetings, providing updates to all partners and summarising KPI progress and upcoming activities.
- Each partner is responsible for reviewing and approving content referring to its own pilot, staff or facilities before publication, and for translating short-form content into its own working language where relevant.



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10. Monitoring and evaluation: Key Performance Indicators

Communication and dissemination performance is tracked separately, following the same distinction used in Section 11. Each indicator has a named owner responsible for reaching the target and for collecting the underlying data, reviewed quarterly by Tèxtils.CAT and the coordinator, and reported in full in D6.4 at the end of the project.

10.1 Communication indicators

Indicator	Target	Owner	Review frequency	Source
Project & partner webpage traffic	≥ 500 visitors/year (combined)	Each partner (own page); Tèxtils.CAT (consolidation)	Quarterly	Google Analytics
Social media followers (LinkedIn + Instagram)	250 followers by M30	Tèxtils.CAT	Quarterly	Platform analytics
Leaflet copies printed and/or distributed	1,000 copies (physical count)	Tèxtils.CAT (print run); each partner reports copies distributed at their own events	Bi-annual	Print run records; C&D Reporting log
Downloads of digital dissemination materials (leaflet/roll-up/poster PDF, Layman's Report, etc.)	1,000 downloads (cumulative)	Tèxtils.CAT	Bi-annual	Website/CMS download logs
Pilot dissemination videos produced	2 (one per pilot) by M24	EUROTEX (TexCycle) – Bulgaria; EcoIntelligent Growth – Spain	One-off milestone /	Video files, view counts

Table 8. WP6 Communication indicators.

Webpage traffic shows whether people are visiting the dedicated LIFE DPP-TEX pages hosted on each partner's own website, tracked per partner via Google Analytics and consolidated by Tèxtils.CAT, since there is no single project website to measure centrally. Social media followers, in turn, track how much of a genuine audience the project's own LinkedIn and Instagram accounts are building over the 30 months, a simpler, cumulative measure of reach beyond the consortium itself.

The leaflet copies printed and/or distributed indicator reflects a contractual target from the Grant Agreement (D6.5), which requires 1,000 printed leaflet copies; it is tracked as a physical count, partly from the print run itself and partly from what each partner reports as distributed at their own events through the C&D Reporting log. Downloads of digital dissemination materials, meanwhile, count how often the leaflet PDF, the Layman's Report and similar materials are downloaded from the partner webpages. Together, these two indicators ensure that audiences reached at a fair and audiences reached only online are both accounted for.

The pilot dissemination videos produced indicator confirms that the two planned videos, one per pilot, exist and are available by M24, as committed in the work plan. Once produced, their views are still worth watching, but the KPI itself is really about delivery, not audience size.



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10.2 Dissemination indicators

Indicator	Target	Owner	Review frequency	Source
Participation in sectoral events	≥ 5 events (e.g. Techtextil 2028, ITMA 2027, ETP Conference, Dornbirn GFC, etc)	All partners (each brings events relevant to its own network/pilot)	Continuous	Event records, attendance
Stakeholder feedback collected	Qualitative feedback collected via surveys/interviews	BLUEROOM (Task 6.2 lead)	Bi-annual	Task 6.2 stakeholder engagement records

Table 9. WP6 Dissemination Indicators.

Participation in sectoral events reflects how visible the project is specifically within professional and industry circles (the conferences, trade fairs and technical gatherings where its technical, business and policy audiences spend their time), as distinct from the general public reached through social media or the website. Because each partner brings its own sector network and contacts, responsibility for identifying relevant events is shared across all partners rather than resting on a single owner.

Finally, the stakeholder feedback collected indicator captures what stakeholders engaged through Task 6.2 say when asked, through surveys or interviews, whether they find the project's results relevant, whether they are interested in replicating the DPP solution, or what concerns they raise about regulation or adoption. It is deliberately qualitative and reviewed bi-annually rather than continuously, since meaningful feedback takes time to gather and reflect on, and it is this indicator, more than any other, that feeds directly into WP7's exploitation and replication work (D7.2, D7.3), where what stakeholders think matters more than how many were contacted.

Where an indicator falls below target at a quarterly review (for example, if webpage traffic is behind pace by mid-project), the named owner, supported by Tèxtils.CAT, will propose corrective actions to the consortium, such as reinforcing partner amplification, adjusting the social media editorial calendar, or bringing forward planned press outreach.

A companion Excel workbook supports the tracking of these indicators.



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11. C&D Reporting

Alongside the KPIs tracked in Section 10, every communication or dissemination action carried out by any partner will be logged in a shared Communication & Dissemination Reporting workbook, using two separate sheets: one for communication activities and one for dissemination activities. The fields on each sheet mirror the categories used in the EU Funding & Tenders Portal's periodic reporting module, so that the data can be transferred directly when the time comes to report to CINEA, without having to reclassify anything. This activity-level record is what ultimately feeds D6.4 (Report on Dissemination and Communication activities, M30) and lets the consortium see briefly who has done what, and where.

The following fields shall be completed for each communication activity:

- Date: when the activity took place.
- Partner: which consortium partner carried it out.
- Communication activity name: a short title identifying the activity.
- Description: a short sentence on what was communicated.
- Target audience: one or more of industry and business partners, innovators, EU institutions, national authorities, regional authorities, local authorities, civil society, citizens, research communities, specific end-user communities, international organisation (UN body, OECD, etc.), investors, other.
- Communication channel: one of event (conference, meeting, workshop, internet debate, round table, group discussion, etc.), exhibition, interview, media article, newsletter, press release, print materials (brochure, leaflet, posters, stickers, banners, etc.), social media, TV/radio campaign, video, website, other.
- Outcome: the result, where known (e.g. views, visits, attendees, media pick-up, feedback received).

Date	Partner	Communication activity name	Description	Target audience	Communication channel	Outcome
15/09/2026	Tèxtils.CAT	Project webpage launch	Publication of the multilingual LIFE DPP-TEX webpage	Industry and business partners / Citizens	Publication of the multilingual LIFE DPP-TEX webpage.	Industry stakeholders / General public

Table 10. Illustrative example of a reported communication activity.

The following fields shall be completed for each dissemination activity:

- Date: when the activity took place.
- Partner: which consortium partner carried it out.
- Dissemination activity name: a short title identifying the activity.
- Type of dissemination: one of clustering activities, collaboration with EU-funded projects, conferences, education and training events, meetings, other scientific collaboration, other.
- Target audience: same categories as above.
- Description of the objective(s): a short sentence explaining the purpose of the activity, with reference to the specific project output being disseminated (e.g. a deliverable, a pilot result, a dataset).



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Date	Partner	Dissemination activity name	Type of dissemination	Target audience	Description of the objective(s)
30/04/2027	BLUEROOM	Presentation of the DPP API and blockchain layer	Conferences	Research communities / Industry and business partners	Presented the technical architecture and interoperability approach of the DPP API and blockchain layer (D3.4) to peer researchers and industry technologists, ahead of pilot deployment.

Table 11. Illustrative example of a reported dissemination activity.

For reporting purposes, partners should clearly distinguish between communication and dissemination activities. Communication activities are intended to raise awareness of the project and increase its visibility among the general public and relevant stakeholders. Dissemination activities aim to share the project's knowledge and results with technical, scientific, professional, or policy audiences to support their uptake and exploitation. Where an activity serves both purposes, it may be logged in both sheets.



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12. Conclusions

This Plan gives the LIFE DPP-TEX consortium a shared, practical roadmap for communicating the project's progress and results, proportional to the project's scale and budget. Beyond the visibility rules, key messages, audiences, activities and KPIs set out above, it gives partners three concrete working tools: a month-by-month social media calendar, a common structure for the partner webpages, and a C&D Reporting log to capture every activity as it happens, backed by a companion Excel workbook for the KPIs.

It remains a living document. Tèxtils.CAT will review it at each six-monthly WP6 check-in and update it if the scope of activities, audiences or channels changes materially, for instance if new replication opportunities identified in WP7 call for additional targeted outreach. In the short term, the priorities are to launch the project webpages by Month 3, start populating the social media calendar and the C&D Reporting log from the first activities.



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