Interreg CENTRAL EUROPE

Co-funded by the European Union

CURIOST

D 3.2.1 REGIONAL AWARENESS RAISING ABOUT CIRCULAR ECONOMY AND ENVIRONMENTAL SUSTAINABILITY

Version 1

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Regional awareness raising about circular economy and environmental sustainability

Deliverable 3.2.1

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1. Introduction

1.1 Purpose of the Deliverable

This deliverable document the planning, implementation, and preliminary results of the regional awareness raising campaign carried out under Work Package 3. The campaign, executed during Period 2 (M7-M12), was designed to promote sustainable product development and circular economy principles among two key target audiences: SMEs and small midcaps and policy-level stakeholders.

The awareness raising campaign carried out under the task 3.2 “Demonstrating the opportunities of sustainable product development” catalyses a cultural and institutional shift in Central European regions, where small and medium-sized enterprises and small mid-caps are key drivers of industrial innovation and economic resilience. The campaigns, carried out in native languages by each project partner, leverage diverse communication channels—including social media, print and digital publications, newsletters, direct mailing, and dedicated events—to foster greater recognition of the environmental and economic benefits of sustainable product strategies.

This deliverable serves as both a record of the activities implemented and a supporting document for further policy-oriented engagement. It includes evidence collected through campaign outputs, documentation aligned with pre-defined KPIs, and preliminary reflections on outreach effectiveness. It provides a foundation for continued engagement with policymakers in the co-development of the CURIOST Action Plan (CAP) under Activity 3.3.

1.2 Connection to project objectives and WP3 activities

The regional awareness raising campaign is an integral component of Work Package 3: “Framework for the Strategic Uptake of sustainable product development in Central Europe” Specifically, it contributes directly to Activity 3.2, which focuses on mobilising regional actors—including public authorities, industrial stakeholders, and civil society, to support the uptake of circular and sustainable product development practices.

The campaigns offer a channel to surface and contextualise the regional and sector-specific challenges identified in Activities 1.1 and 3.1. By actively engaging local and regional stakeholders, the campaign outcomes inform the development of concrete measures to be proposed in the regional chapters of the Action Plan. The regional awareness raising campaign implemented under Work Package 3 plays a crucial role in achieving the work package's main objective: to anchor the CURIOST approach for the uptake of sustainable product development in manufacturing SMEs at the regional policy level in all partner countries, and to initiate a long-term transnational cooperation framework for promoting sustainable product and business solutions beyond the project’s duration.

Regarding the communication side, the activities carried out under this task aim to stimulate awareness and behavioural change among core stakeholder groups—local, regional, and national public authorities; SMEs and larger enterprises; business support organisations; sectoral agencies; and the general public. The campaign emphasises the practical benefits and opportunities of circular economy models and sustainable product innovation, thereby creating the necessary visibility, legitimacy, and institutional engagement for CURIOST’s strategic objectives.

By providing the general public with targeted content in their native languages and showcasing business cases from partner regions, the campaigns foster direct interaction between the business and policy spheres, supporting one of the central communication objectives of WP3: initiating behavioural change and triggering a systemic transformation toward circular practices among manufacturing SMEs and mid-caps. Furthermore, the content and insights generated through these awareness-raising activities will be instrumental in

informing and enriching the regional chapters of the CURIOST Action Plan (Activity 3.3), ensuring they reflect both sector-specific and region-specific needs and are well-aligned with ongoing policy developments.

2. Awareness Raising Campaign overview

2.1 Objective of the Regional Awareness Campaign

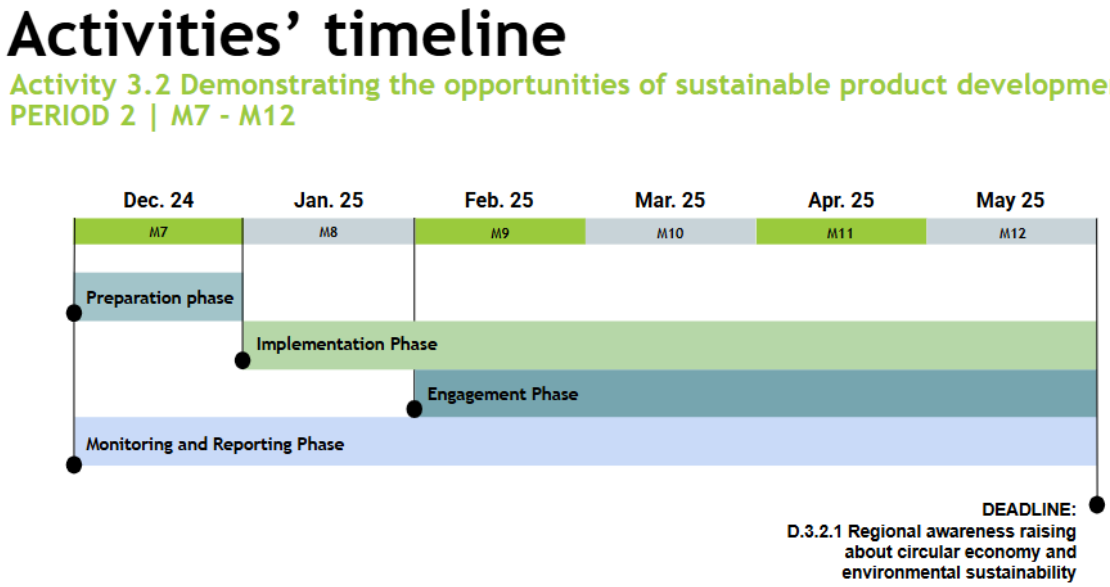
The CURIOST regional awareness raising campaign is designed to inform, educate, and mobilise regional stakeholders on the importance of sustainable product development as a key enabler of circular economy transitions in Central Europe. In order to ensure a sense of shared ownership and coherence across all participating partners, the campaign motto was selected through a joint voting process in which each project partner cast one vote among several proposed options. The result of this collective decision-making led to the adoption of the shared slogan: “Unlocking Opportunities for a Circular Economy!” This motto encapsulates CURIOST’s overarching objective of supporting SMEs and small mid-caps in embedding sustainability practices across four key manufacturing sectors. It also serves as a unifying message across localised campaigns, fostering alignment with the project’s broader mission of advancing regional circular economies.

The specific objectives of the campaign include:

- Inform and educate:
  - Provide accurate, accessible information on the environmental and economic benefits of sustainable product development.
  - Correct misconceptions and improve understanding of circularity among stakeholders.
- Create awareness:
  - Highlight sustainable product development as a neglected yet crucial topic for regional economies and innovation systems.
- Change attitudes and behaviours:
  - Encourage shifts in perceptions among policy stakeholders and businesses.
  - Promote the adoption of circular and sustainable practices.
- Mobilise and engage:
  - Build connections with local stakeholders.
  - Support participation in CURIOST events and co-creation activities.
- Influence policies and decisions:
  - Prepare the ground for Activity 3.3 by engaging policy actors early in the discussion.
  - Ensure political relevance of the CURIOST Action Plan (CAP)
- Monitor and evaluate:
  - Track and assess the campaign’s reach and effectiveness via qualitative and quantitative KPIs.

2.2 Activities' timeline

The regional awareness campaign was designed to unfold over six months (from M7 to M12, December 2024 to May 2025), following a structured sequence of four interconnected phases: preparation, implementation, engagement, and monitoring. Each phase contributed to ensuring alignment across partner regions and laid the background for the following activities.



1. Awareness Raising Campaign Activities' Timeline

Preparation Phase (M7 – December 2024)

The campaign's foundation was laid during the preparation phase, which focused on ensuring strategic alignment and readiness across all regions. Each project partner conducted a mapping of local key stakeholders, including policymakers, business associations, chambers of commerce, universities, and research institutes, establishing a baseline for outreach and engagement activities.

The analysis of the compiled stakeholder data revealed a robust and diverse network of over 80 regional and national actors spanning across governance, academia, business support, and industry sectors. Public authorities - both regional and municipal - represented a significant share of the mapped stakeholders, confirming the strong institutional anchoring of the campaign. These included key regional administrations such as Regione Piemonte, the Bavarian and Małopolska ministries, HAMAG-BICRO in Croatia, and the Upper Austrian government office, whose involvement is critical for policy alignment and for linking the campaign to ongoing S3 and climate-related strategies.

Associations and chambers of commerce also formed a central component of the stakeholder ecosystem. Organisations such as Unione Industriali Torino, the Hungarian Plastic Association, and the Chamber of Commerce Upper Austria were identified as key intermediaries capable of reaching a broad base of SMEs across sectors. Their participation enhances the campaign's potential to cascade messages efficiently and credibly within local business communities.

Cluster organisations and innovation hubs, including Proplast, the Building Innovation Cluster Upper Austria, and the Life Science Cluster in Kraków, were also widely represented. These structures play a strategic role

in supporting technological innovation and are essential partners in communicating the value of sustainable product development to SMEs and midcaps in the specific sectors.

The presence of universities and research centres, such as the University of Pécs, Friedrich-Alexander-University, and the Mineral and Energy Economy Research Institute of the Polish Academy of Sciences, further underlined the campaign's scientific and knowledge-driven approach. Their involvement ensured that communications and awareness activities could be grounded in up-to-date research and tailored to sectoral realities.

Importantly, the mapping also highlighted a set of less traditional but equally impactful actors, such as incubators, competence centres, and non-profit foundations, that enrich the communication ecosystem. Organisations like CIM4.0, I3P, tech2b, the Clean Air Action Group, and the Institute of Regional Development brought complementary perspectives and access to niche audiences, from startups to community-level actors.

To ensure message consistency across regions, MESAP, as Activity Leader, coordinated the development of the campaign's core content. This included the creation of a unified content calendar, adaptable copywriting templates, and English-language visual assets such as banners and infographics. The messaging emphasised sustainable product development as a central lever for circularity in the manufacturing sectors, and aligned with the content planning, considering both online and offline formats to maximise impact and visibility.

Implementation Phase (M8-M12 – January to May 2025)

With preparations in place, the campaign moved into its implementation phase, characterised by the active dissemination of messages through digital channels and traditional media. Each partner committed to publishing two CURIOST-related LinkedIn posts per month in their local language, using and adapting the materials provided by MESAP to reflect their regional context and tone of voice. These posts highlighted the benefits of circular economy strategies for local manufacturing ecosystems and featured insights from prior project activities, notably the SME benchmarking results from Activity A.1.1.3 and strategic analyses of regional S3 strategies and EU policy frameworks (Activities 3.1.1 and 3.1.2).

In parallel, print and traditional media - where needed - were activated to extend the campaign's reach. Partners collaborated with local newspapers or magazines (online or offline) to publish one dedicated article, and distributed flyers or brochures at relevant events to reinforce the campaign's key messages. MESAP supported these efforts by producing an English-language flyer template adaptable for local use.

Engagement Phase (M9-M12 – February to May 2025)

The campaign's third phase focused on deepening stakeholder engagement and fostering dialogue, with a particular emphasis on preparing the ground for Activity 3.3 – the development of regional action plans (CAP). Each partner organised at least one local thematic event - either a workshop or an online webinar— to convene policymakers, SMEs, and ecosystem actors. These events provided opportunities to present project findings, gather stakeholder feedback, and identify region-specific priorities for sustainable product development. Partners also actively promoted the events to ensure strong attendance and broad representation across their target audiences.

Monitoring and Reporting Phase (M7-M12)

Throughout the campaign, partners monitored their progress and recorded results using the shared tracking file, available in the shared project folder. This included documentation of online and offline communication activities (in the Communication Activities sheet) as well as local events (in the Events sheet), where

partners reported quantitative metrics such as number of posts, reach, and attendees, as well as supporting materials like screenshots, articles, and photos.

2.3 Target audience

The CURIOST regional awareness campaign was designed with a multi-tiered audience approach, engaging three key groups whose involvement is essential for fostering a shift toward a circular and sustainable manufacturing ecosystem: local key stakeholders and policymakers, SMEs and small midcaps from the four targeted sectors, and the general public. The campaign's inclusive communication strategy aimed to raise awareness, inspire action, and support lasting change across these distinct yet interconnected communities.

Local key stakeholders and policymakers

At the core of the campaign was the goal to actively involve local key stakeholders and public institutions and policymakers who shape regional development strategies and innovation policies. These include regional governments, municipal authorities, chambers of commerce, innovation and cluster agencies, universities, and research institutions.

To this end, the campaign shared key insights from the project. such as legal frameworks, policy developments, and examples of innovation in sustainable product design, using targeted communications through both digital and traditional media. Partners also worked to build long-term alliances with these stakeholders by involving them in events and co-promotional activities.

SMEs and Small Midcaps

As primary beneficiaries of CURIOST, SMEs and small midcaps from the targeted sectors were a vital audience for the campaign. These companies play a decisive role in translating sustainable product strategies into practice.

The campaign aimed to raise awareness among SMEs about the tangible business benefits of adopting circular design and production practices, such as improved resource efficiency, new market access, and alignment with emerging regulations. Real-world examples from Activity A.1.1.3 (SME benchmarking) and Activity A.3.1 (analysis of policy and innovation frameworks) were translated into accessible formats—LinkedIn posts, flyers, and short articles—and disseminated in local languages to ensure relevance and comprehension.

Each partner developed a regional map of SMEs and small midcaps and leveraged their existing networks, including associations and business intermediaries, to extend the campaign's reach. Local workshops and thematic webinars provided an additional channel for engagement, fostering direct interaction between SMEs and stakeholders while strengthening the campaign's visibility.

General public

While CURIOST primarily targets institutional and business actors, the campaign also included outreach to the general public. Citizens play a growing role as consumers, voters, and community members in advocating for sustainability and circularity in their regions. By informing and involving the wider public, the campaign sought to create a shared understanding of the environmental and economic value of sustainable product development, as well as to nurture a culture of sustainability at the societal level.

General public outreach was supported through clear and engaging messages across public-facing communication channels, including social media, local press articles, and participation in open regional events. Campaign materials emphasised the broader benefits of circular economy solutions, such as reduced

environmental impact, improved local quality of life, and job creation in green industries, making them accessible to non-expert audiences. By fostering public awareness and acceptance, the campaign aimed to create a more enabling environment for policy and business action alike.

These three audiences - policymakers, SMEs, and the general public - were not approached in isolation. The campaign was designed to foster cross-sectoral dialogue and shared ownership of the circular transition. Through consistent branding, coordinated messaging, and locally adapted content, the CURIOST awareness campaign built the conditions for collaborative action and long-term impact in each participating region.

2.4 Content and format of the campaign

The CURIOST awareness raising campaign was designed with a flexible yet coordinated communication strategy, ensuring message consistency across regions while allowing for localisation and contextual relevance. The operational implementation was structured in two main phases, involving both the Activity Leader MESAP and all project partners.

Content Development and Coordination by MESAP

As Communication Leader, MESAP was responsible for defining the editorial plan and content typologies to promote key messages and project milestones. To support uniformity and facilitate campaign execution at a regional level, MESAP:

- identified and structured a set of strategic communication topics aligned with WP3 objectives and the overall CURIOST narrative;
- created and shared copywriting templates in English, tailored for adaptation on social media and institutional channels;
- produced a set of core visual assets (banners, infographics, visuals) in English to be used and adapted by partners, ensuring visual consistency throughout the campaign.

Operational Implementation by Project Partners

In turn, each partner coordinated internally with their communication teams to integrate the CURIOST campaign into their existing editorial workflows. Partners were trained to:

- include at least two CURIOST-related posts per month in their institutional communication plans (mainly via LinkedIn and/or other relevant platforms);
- forward MESAP's materials to their communications teams for adaptation;
- publish the final content in their national language, using their own tone of voice, ensuring consistency with local institutional styles and terminology.

This decentralised execution model allowed each partner to tailor content and language to their specific regional context, while maintaining alignment with the campaign's overarching goals and key messaging. Three relevant aspects to outline in this setting are the channels of communication, the type of content, and the regional adaptation of language.

Communication Channels

The campaign was deployed using a multi-channel approach to maximise outreach and stakeholder engagement. The primary channels included:

Social media: mainly LinkedIn, used to reach professional audiences, promote thematic content, and highlight project milestones.

Newsletters: disseminated via partners' internal mailing lists and external networks, to provide curated insights and project updates.

CURIOST website: used as a central repository for campaign activities and news, reinforcing credibility and offering additional resources.

Project partners' websites: to present the overall project and the activities' updates.

Type of Content

MESAP developed thematic contents designed to promote awareness, inform stakeholders, and create engagement around sustainable product development.

The following topics were covered throughout the campaign:

- Circular Economy benefits for local economies;
- SME's success stories;
- Regional CE strategic framework.

Each topic was translated into concise, visually appealing posts or newsletter segments, aimed at facilitating dissemination and comprehension by different target groups.

Language and Regional Adaptation

To ensure inclusiveness and maximise the reach of the campaign, all partners translated the content provided into their respective regional languages and adapted the tone of voice to their target audience.

This hands-on approach allowed us to reach a wider network and initiate a more effective dialogue with local stakeholders, including SMEs, policymakers, and the general public.

By combining central coordination with local adaptation, the campaign succeeded in creating a coherent transnational narrative while respecting cultural and linguistic diversity. This strategy not only increased content accessibility but also strengthened the impact of key messages across all participating regions.

3. Awareness raising campaign's main activities and Key Performance Indicators

This chapter provides an overview of how the CURIOST regional awareness campaign was translated into four practical and complementary communication actions: LinkedIn posts, newsletters or direct emails, articles in newspapers or magazines, and one awareness-raising event per country. These actions, jointly implemented by all project partners, translated the campaign's strategic objectives into visible, coordinated, and impactful outreach efforts across Central Europe. Each activity was designed to reach different segments of the target audience—SMEs, policymakers, and the general public — ensuring multi-

channel visibility, stakeholder engagement, and regional relevance, in line with the overarching goals of Work Package 3.

To guide implementation and monitor effectiveness, MESAP proposed a shared set of minimum Key Performance Indicators (KPIs) for each activity. These KPIs were designed to establish a common standard for outreach while allowing flexibility for local adaptation. The proposed indicators were discussed and approved by partners during a monthly meeting, fostering alignment and commitment. KPI tracking also enabled consistent reporting and helped assess the overall impact of the campaign across regions.

3.1 LinkedIn Posts

Partners' Official Social Media Pages

As part of the awareness raising campaign, all project partners were actively engaged in disseminating content through their official social media channels. LinkedIn was designated as the primary platform for this activity, given its relevance in reaching businesses, professionals, and innovation stakeholders. Each partner committed to publishing at least two LinkedIn posts per month, in line with the shared Key Performance Indicators (KPIs) discussed and approved during a project meeting.

While LinkedIn was the main focus, partners with active and strategically relevant audiences on Facebook and Instagram were also encouraged to repurpose the same content across these platforms to maximise visibility and engagement.

The activity was coordinated by MESAP, which provided partners with English copywriting (compiled in a shared editorial plan) and customised graphics. Partners were responsible for translating, adapting, and publishing the content on their respective channels, aligning it with their institutional tone of voice. The editorial plan included a wide range of strategic and engaging topics designed to highlight the value and impact of the circular economy:

- The power of Circular Economy in manufacturing
- Why sustainable product development matters
- Strategic framework and policies
- Circular Economy’s benefits for local economies
- Strategic framework for sustainability
- Driving circularity in key manufacturing sectors
- Success stories
- Policy stakeholders driving change
- Joint vision towards 2030+
- Design Thinking Method

MONTH	#	TOPIC	COPY	LINK
January	1	The power of Circular Economy in manufacturing	The power of Circular Economy in manufacturing In today's manufacturing landscape, circular economy principles are reshaping the future of industries like mechanics, mechatronics, plastics, construction, and packaging. By embracing sustainable product development, SMEs and small midcaps can unlock environmental and economic benefits for their regions. Circular economy practices go beyond recycling; they involve redesigning products to extend their lifecycle, reducing waste, and using resources more efficiently. For example, manufacturers in the plastics sector are adopting bioplastics and innovative recycling methods, while those in construction are repurposing materials to minimise landfill contributions. The shift isn't just good for the planet—it's a competitive advantage. SMEs that integrate these practices are more attractive to eco-conscious consumers and partners, and they often reduce costs in the long run. ✨ Discover how CURIOST supports these efforts to build circular economies across Central Europe: explore https://www.interreg-central.eu/projects/curiost/	Curiost_ARC_post_January_#1
January	2	Why sustainable product development matters	Sustainability is no longer optional - it's essential: here are the 4 benefits for the SMEs! In today's world, sustainable product development is the key to addressing environmental challenges while unlocking new opportunities for businesses. But why does it matter so much? ✅ Environmental Impact: Designing products with sustainability in mind reduces waste, conserves resources, and lowers carbon footprints. Every small step toward greener production has a ripple effect on our planet. ✅ Economic Resilience: Sustainable practices cut costs in the long run by improving resource efficiency and reducing dependency on raw materials. They also open doors to new markets and funding opportunities. ✅ Consumer Demand: Customers are increasingly choosing brands that align with their values. By embracing sustainability, businesses not only meet this demand but also build trust and loyalty. ✅ Regulatory Alignment: Governments worldwide are tightening regulations to combat climate change. Sustainable product development ensures businesses stay ahead of these requirements. At the heart of this shift is innovation—rethinking how products are designed, produced, and used. It's about creating value while protecting the planet. 💡 Curious about real-world examples and strategies for making this transition? Dive into the CURIOST project to see how SMEs are leading the way in sustainable product development. 🌐 Explore more: https://www.interreg-central.eu/projects/curiost/ 📢 Join the conversation: @CURIOST INTERREG CENTRAL EUROPE	Curiost_ARC_post_January_#2
February	1	Strategic framework + policies	Building a Circular Future ♻️ The transition to a circular economy is more than just a vision - it's a necessity for a sustainable future. Across Europe strategic frameworks and policies are paving the way for a more resource-efficient and resilient economy. But what does this mean for businesses, communities, and the environment? - Policy Alignment for Progress: European directives, such as the Circular Economy Action Plan, provide a clear roadmap for reducing waste, boosting recycling, and designing products that last longer. Europe is taking these goals further, tailoring strategies to address regional challenges and opportunities. - Innovative Business Models: Circular economy policies encourage businesses to rethink their value chains—embracing practices like product-as-a-service, remanufacturing, and material recovery. These models not only reduce environmental impact but also unlock new revenue streams. - Regional Cooperation: Central Europe's interconnected economies benefit from cross-border collaboration. Shared policies and frameworks amplify the impact of local initiatives, fostering innovation and driving sustainable growth.	Curiost_ARC_post_February_#1

2. Awareness Raising Campaign Editorial Plan

CURIOST INTERREG CENTRAL EUROPE LinkedIn Page

In addition to individual partner efforts, the official LinkedIn page of the CURIOST project served as a central hub for communication. This page was actively used to share updates, promote partner-led events and webinars, publish project deliverables and repost campaign content. It played a key role in building an online community around the project and reinforcing a unified project identity. The CURIOST page helped ensure continuity and coherence across the communication strategy, amplifying the visibility of individual partner actions and strengthening the overall impact of the awareness campaign.

3.2 Newsletter or Direct Email

As part of the awareness raising campaign, each project partner was asked to carry out at least one targeted communication action addressed to stakeholders, SMEs, and other relevant audiences. To ensure flexibility and adaptability to each partner's communication infrastructure, two options were proposed: sending a project-related newsletter or, alternatively, a dedicated direct email. This dual approach enabled all partners to effectively disseminate key messages about CURIOST, regardless of whether they had an established newsletter system or not. The aim was to share project goals, strategic updates, and practical benefits, while adapting tone, format, and language to local needs.

Newsletter format

For partners opting for the newsletter format, it was not required to create a CURIOST-only issue. Instead, CURIOST content could be integrated into an existing newsletter alongside other relevant topics. Three content options were provided as examples: a general presentation of the project and its objectives; highlights from the strategic framework with a focus on policy or sectoral insights; or storytelling based on SMEs engaged in sustainable product development. Each option included customised graphics and a call-to-action button linking either to the CURIOST LinkedIn page, the project's dedicated page on the partner's website, or the Interreg Central Europe official webpage.

Direct e-mail format

For partners choosing the direct email option, the activity involved sending a personalised message to a carefully selected target group—typically companies or stakeholders in the manufacturing or sustainability ecosystem. A proposed structure included a concise project presentation, a localised overview of strategic activities, and an inspiring best practice or case study. The message closed with a call to action and helpful links to news articles or social media for further engagement. This format allowed for a more direct and tailored communication approach, fostering proximity and relevance in partner-specific contexts.

3.3 Article on newspaper or magazine

As part of the awareness raising campaign, each partner was asked to publish at least one article about the CURIOST project in a local or national newspaper or in a sector-specific magazine, to reach a broader and more diverse audience. This traditional media outreach complemented digital efforts by reinforcing the visibility and legitimacy of the project in regional contexts. Recognising that not all partners had existing relationships with media outlets, an alternative option was provided: the opportunity to publish a structured news article on the partner's institutional or corporate website. This ensured that all partners, regardless of their media access, could contribute to the campaign with informative, targeted content, while also increasing traffic to their communication channels. These online articles were treated as official project dissemination outputs and followed the same editorial structure as print publications.

To support the drafting process and ensure consistency in tone and content across all regions, MESAP prepared and shared a press release template ("CURIOST_PressRelease_draft.docx") to serve as the foundation for each article. Partners were invited to personalise this draft by integrating information relevant to their local context, such as strategic frameworks, best practices, or SME involvement. The proposed content structure included: an overview of the CURIOST project and its goals; a short introduction to the Interreg Central Europe programme; highlights on the value of transnational cooperation; a description of the expected benefits for SMEs (e.g., increased competitiveness, new business models, green innovation); and a local case study or best practice. Each article concluded with a clear call to action, inviting readers to visit the CURIOST website or follow the project on LinkedIn for further information.

3.4 Event – physical or virtual

To further boost the visibility and impact of the awareness raising campaign, each country represented in the CURIOST partnership was tasked with organising at least one physical or virtual event. These events served as a key opportunity to engage directly with companies, stakeholders, and the wider public on the themes of sustainability, circular economy, and the benefits of CURIOST. Partners from the same country collaborated to plan and deliver these events, combining efforts and expertise to maximise outreach. Events varied in format—from webinars to in-person conferences—and in scope, ranging from fully dedicated CURIOST sessions to shorter presentations embedded within broader sustainability-themed gatherings. MESAP supported the partners by reviewing and refining presentation materials to ensure clarity and alignment with project messaging.

There were several flexible options for partners to meet this KPI. Some partners organised standalone events or webinars focused on green transition and circular economy, integrating CURIOST into the agenda with a dedicated session for companies. Others collaborated with local stakeholders, inserting a CURIOST-focused segment into existing events, including a short speech and a few slides to present the project as an example of an innovative opportunity for SMEs. Additionally, CURIOST was presented during third-party events where partners were invited as speakers, ensuring that the project reached targeted audiences already engaged in the sustainability dialogue. This modular approach allowed each partner to choose the format that best suited their context, audience, and resources.

These events were a concrete occasion to initiate dialogue with companies about the project's mentoring and innovation support services. The events also laid the groundwork for future collaborations and increased local ownership of the project's goals. A summary of the results and key achievements from these activities will be provided in the final section of this report.

4. Summary of results and key achievements

The campaign established a coordinated, multi-channel communication framework that balanced consistency with flexibility. While central support was provided through content templates, editorial planning, and visual guidelines, each partner was able to tailor messages to local priorities, institutional tone of voice, and regional stakeholder landscapes.

Importantly, the campaign enabled more structured and targeted outreach to SMEs, public authorities, clusters, and the general public. Through storytelling, strategic framing, and diverse content formats, it increased awareness of how circular economy principles can be practically applied within key manufacturing sectors. This was especially visible in content highlighting local success stories, policy initiatives, and best practices in sustainable product development.

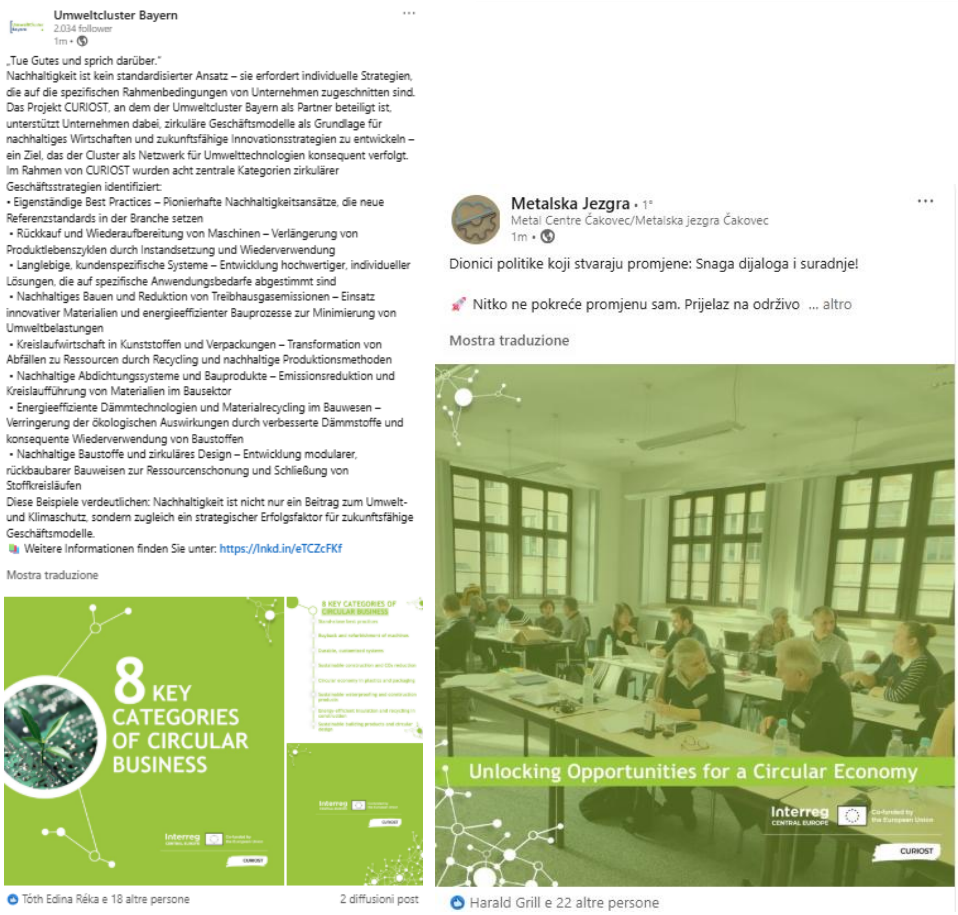
The campaign also strengthened internal coordination among partners. Shared KPI definitions, co-designed editorial plans, and regular discussions during partner meetings ensured alignment and mutual support. This fostered a sense of co-ownership and enabled all partners, regardless of prior communication capacity, to contribute meaningfully to CURIOST's visibility and mission.

Lastly, the use of the CURIOST LinkedIn page as a central communication hub helped consolidate a growing digital community. It served as a reference point for stakeholders interested in the project, provided visibility to partner efforts, and reinforced the identity of CURIOST as a transnational initiative.

4.1 Outcomes

The regional awareness campaign translated CURIOST's communication strategy into effective and coordinated actions across Central Europe, resulting in broad stakeholder engagement and consistent visibility. By combining social media, newsletters, press articles, and physical events, the campaign strengthened the project's public profile while supporting its overarching mission to promote circular product development and sustainable manufacturing practices among SMEs.

Digital communication played a central role. Over the course of the campaign, project partners collectively published 111 posts on LinkedIn, 20 on Facebook, and 10 on Instagram. These posts served to disseminate project updates, strategic messages, success stories, and calls to action. The content achieved a total of 1,306 likes and approximately 19,081 impressions. While this figure is partially indicative, as not all partners have access to full insight data, it nonetheless reflects strong digital engagement and confirms the success of the awareness campaign's online component.



3. PPs LinkedIn Posts

Media engagement complemented this digital effort. A total of 32 articles were published, both in media outlets and on institutional websites. These included contributions to external publications such as TORPEDO.MEDIA (STEP RI), MC REPORT (Business Upper Austria), the IHK Magazine (Bayern Innovativ), and Pécs Chamber of Commerce's digital bulletin. Articles were also published on partner websites, including MESAP, ENVIPARK, and the Metal Centre Čakovec.

TORPEDO.MEDIA (STEP RI): https://torpedo.media/novosti-rijeka/odrzivost-kao-konkurentska-prednost-medjunarodni-projekt-curiost-pomaze-poduzecima-razviti-proizvode-buducnosti

MC REPORT (Business Upper Austria), page 10: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.biz-up.at/fileadmin/user_upload/Biz-up/Mechatronik-Cluster/2025/News/Q2/MC-report_2025-01_WEB.pdf

IHK Magazine (Bayern Innovativ and Cluster of Environmental Technologies Bavaria), page 33: https://magazin.ihk-muenchen.de/fileadmin/eigene_dateien/ihk_magazin/ausgaben/2025/IHK_0425_web.pdf

Pécs Chamber of Commerce's digital bulletin, page 11: https://issuu.com/pbkik/docs/xxvii._vfolyam_2._sz_m



4. Artcile on PP website

Direct stakeholder outreach was ensured through 11 newsletters or targeted email campaigns. Each communication action was adapted to partner contexts and stakeholder needs, promoting project highlights, key findings, and curated content. Examples include newsletters issued by Business Upper Austria, MESAP, and South Poland Cleantech Cluster, all tailored to connect with SMEs, innovation ecosystems, and policy actors.



5. PPs newsletters

The campaign also featured 12 awareness-raising events, organised across the partner regions, which collectively reached 423 participants. These events, whether physical or hybrid, provided critical opportunities for face-to-face engagement, learning, and regional mobilisation around CURIOST's goals.

Highlights include:

In Italy, MESAP held the workshop "From sustainability to innovation: the opportunities of the circular economy for SMEs" on 14 February 2025 in Turin. Targeting SMEs in the mechatronics and manufacturing sectors, the event focused on tools and pathways for decarbonisation, with contributions from experts and institutional stakeholders. The session included testimonials from companies involved in circular product innovation and promoted CURIOST as a driver of sustainability-led competitiveness.



6. "From sustainability to innovation: the opportunities of the circular economy for SMEs" event in Italy

In Hungary, the Chamber of Commerce and Industry of Pécs-Baranya hosted a lecture on 10 April 2025 featuring Dr. Ernő Dittrich, who presented strategies for SMEs to achieve carbon neutrality through product development and circular economy principles. The ten participating SMEs took part in dynamic discussions and peer-to-peer exchange, reinforcing the value of collaboration.

In Poland, South Poland Cleantech Cluster organised two separate events. The first, held on 24 April 2025, took place at the Academy of Mining and Metallurgy in Krakow and addressed energy transition in the construction sector, drawing 80 participants. A dedicated section introduced CURIOST and its support for SMEs. The second event, on 16 May 2025, brought together 15 representatives from regional institutions to align strategies and identify synergies for local implementation of circular economy approaches.





7. CURIOST awareness raising campaign events in Poland

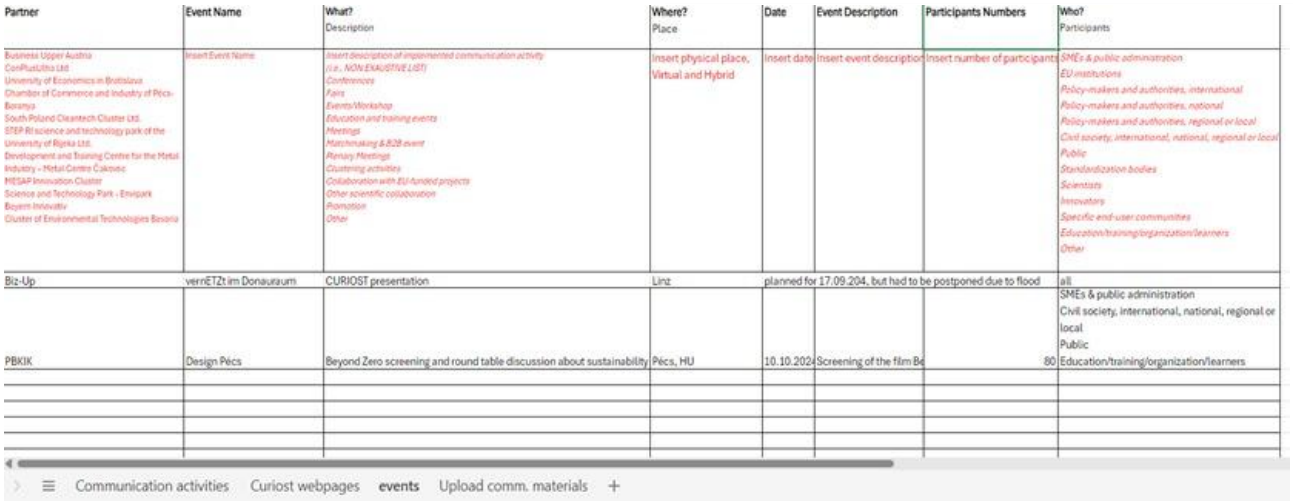
4.2 Evidence and documentation storage

To ensure consistency, transparency, and a comprehensive evaluation of the regional awareness campaign, all CURIOST partners are required to document their communication and outreach efforts using a shared Excel file titled "CURIOST_communication_events_tracking." This document, accessible in the project's shared folder, serves as the central reference tool for tracking both communication actions and events throughout the entire project duration.

The first sheet of the Excel file is dedicated to communication activities. Each partner is asked to regularly fill in the details of their actions, including the name of the communication activity, the type of channel used (such as LinkedIn, Facebook, newsletters, media articles, or printed materials), and the main target audience reached (e.g., SMEs, policymakers, civil society, or educational institutions). For each activity, the date of publication, a link to the content (if available), and an indication of the outcome - such as likes, views, comments, interactions, or click-through rates - must be recorded. This standardised structure allows the consortium to evaluate the performance of each communication effort, while also reflecting on which formats and audiences were most effectively engaged.

The second sheet focuses on events. Partners are expected to provide information about awareness-raising events they organised or participated in, including the event name, location, date, type (ranging from conferences and workshops to training sessions or scientific collaborations), and a short description. Additionally, they must specify the main type of participants involved - such as SMEs, policymakers, or end-user communities - and indicate the number of attendees. A link to event materials or media coverage may also be included, where applicable.

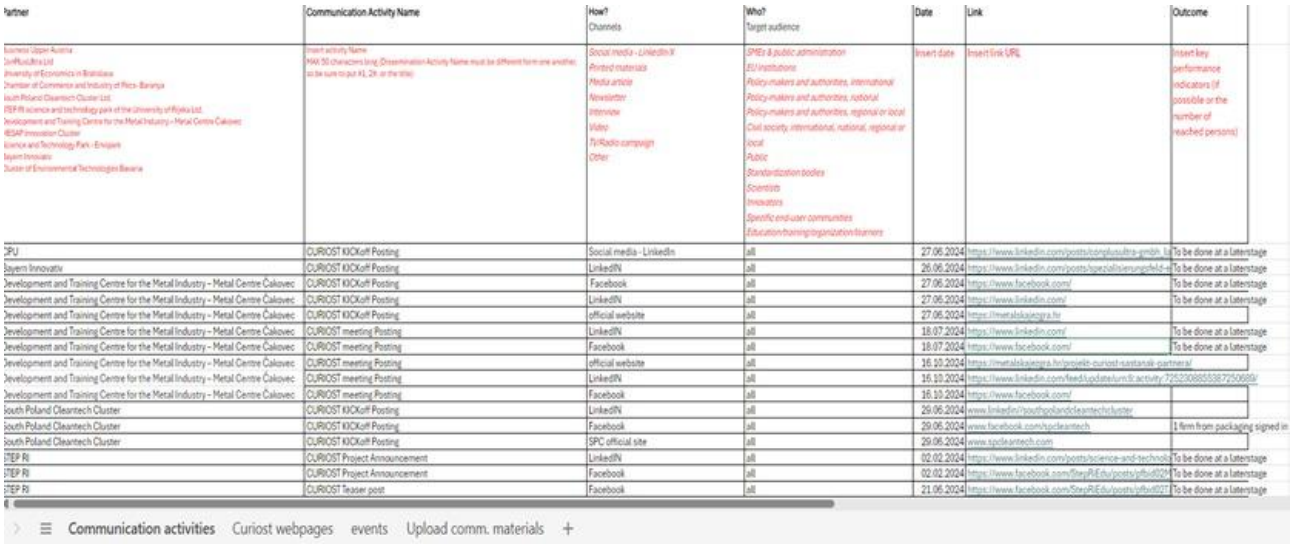
By maintaining this shared and regularly updated tracker, the partnership ensures aligned reporting across regions and facilitates collective reflection on results. This tool not only serves the awareness raising campaign but also supports the documentation of all communication and dissemination activities throughout the entire life of the project.



Partner	Event Name	What? Description	Where? Place	Date	Event Description	Participants Numbers	Who? Participants
Business Upper Austria ConPlusUltra Ltd University of Economics in Bratislava Chamber of Commerce and Industry of Pécs-Baranya South Poland Cleantech Cluster Ltd. STEP RI science and technology park of the University of Rijeka Ltd. Development and Training Centre for the Metal Industry – Metal Centre Čakovec MESAP Innovation Cluster Science and Technology Park - Envipark Bayern Innovativ Cluster of Environmental Technologies Bavaria	Insert Event Name	Insert description of implemented communication activity (i.e., NON EXAUSTIVE LIST) Conferences Fairs Events/Workshop Education and training events Meetings Matchmaking & B2B event Plenary Meetings Clustering activities Collaboration with EU-funded projects Other scientific collaboration Promotion Other	Insert physical place, Virtual and Hybrid	Insert date	Insert event description	Insert number of participants	SMEs & public administration EU institutions Policy-makers and authorities, international Policy-makers and authorities, national Policy-makers and authorities, regional or local Civil society, international, national, regional or local Public Standardization bodies Scientists Innovators Specific end-user communities Education/training/organization/learners Other
Biz-Up	vernETZt im Donauraum	CURIOST presentation	Linz	planned for 17.09.204, but had to be postponed due to flood			all
PBKIK	Design Pécs	Beyond Zero screening and round table discussion about sustainability	Pécs, HU	10.10.2024	Screening of the film Be	80	SMEs & public administration Civil society, international, national, regional or local Public Education/training/organization/learners

Communication activities | Curiost webpages | events | Upload comm. materials | +

8. Communication activities excel tracking file



Partner	Communication Activity Name	How? Channels	Who? Target audience	Date	Link	Outcome
Business Upper Austria ConPlusUltra Ltd University of Economics in Bratislava Chamber of Commerce and Industry of Pécs-Baranya South Poland Cleantech Cluster Ltd. STEP RI science and technology park of the University of Rijeka Ltd. Development and Training Centre for the Metal Industry – Metal Centre Čakovec MESAP Innovation Cluster Science and Technology Park - Envipark Bayern Innovativ Cluster of Environmental Technologies Bavaria	Insert activity Name MAX 50 characters long (Dissemination Activity Name must be different form one another, so be sure to put #1, 2ll.. or the title)	Social media - LinkedIn // Printed materials Media article Newsletter Interview Video TV/Radio campaign Other	SMEs & public administration EU institutions Policy-makers and authorities, international Policy-makers and authorities, national Policy-makers and authorities, regional or local Civil society, international, national, regional or local Public Standardization bodies Scientists Innovators Specific end-user communities Education/training/organization/learners	Insert date	Insert link URL	Insert key performance indicators (if possible or the number of reached persons)
CPU	CURIOST KICKoff Posting	Social media - LinkedIn	all	27.06.2024	https://www.linkedin.com/posts/conplusultra-gmbh_la	To be done at a laterstage
Bayern Innovativ	CURIOST KICKoff Posting	LinkedIN	all	26.06.2024	https://www.linkedin.com/posts/spezialisierungsfeld-e	To be done at a laterstage
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST KICKoff Posting	Facebook	all	27.06.2024	https://www.facebook.com/	To be done at a laterstage
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST KICKoff Posting	LinkedIN	all	27.06.2024	https://www.linkedin.com/	To be done at a laterstage
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST KICKoff Posting	official website	all	27.06.2024	https://metalskuenpra.hr	
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST meeting Posting	LinkedIN	all	18.07.2024	https://www.linkedin.com/	To be done at a laterstage
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST meeting Posting	Facebook	all	18.07.2024	https://www.facebook.com/	To be done at a laterstage
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST meeting Posting	official website	all	16.10.2024	https://metalskuenpra.hr/projekt-curiost-rastanak-partnera/	
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST meeting Posting	LinkedIN	all	16.10.2024	https://www.linkedin.com/feed/update/urn:li:activity:7253308855387250689/	
Development and Training Centre for the Metal Industry – Metal Centre Čakovec	CURIOST meeting Posting	Facebook	all	16.10.2024	https://www.facebook.com/	
South Poland Cleantech Cluster	CURIOST KICKoff Posting	LinkedIN	all	29.06.2024	www.linkedin/in/southpolandcleantechcluster	
South Poland Cleantech Cluster	CURIOST KICKoff Posting	Facebook	all	29.06.2024	www.facebook.com/spcleantech	1 firm from packaging signed in
South Poland Cleantech Cluster	CURIOST KICKoff Posting	SPC official site	all	29.06.2024	www.spcleantech.com	
STEP RI	CURIOST Project Announcement	LinkedIN	all	02.02.2024	https://www.linkedin.com/posts/science-and-technolo	To be done at a laterstage
STEP RI	CURIOST Project Announcement	Facebook	all	02.02.2024	https://www.facebook.com/StepRIEdu/posts/pfbid02M	To be done at a laterstage
STEP RI	CURIOST Teaser post	Facebook	all	21.06.2024	https://www.facebook.com/StepRIEdu/posts/pfbid027	To be done at a laterstage

Communication activities | Curiost webpages | events | Upload comm. materials | +

9. Event excel tracking file

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