Communication and Dissemination Strategy

Deliverable D5.1

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Deliverable Summary

This deliverable presents the dissemination and communication strategy for CARE. The purpose of this deliverable is to outline the objectives, key messages and activities for the project's target audiences and stakeholders. It provides a framework for multi-stakeholder activation, focusing on effective communication and dissemination channels. In addition, the strategy includes guidelines for the use of the project identity and defines the roles and responsibilities of the partners. A set of performance indicators to assess the success of these efforts is also provided. This document aims to promote a common understanding and vision of the project, thereby enhancing the consortium's capacity for communication and dissemination activities.

Glossary of abbreviations

BOKU	Universität für Bodenkultur Wien
C&D	Communication and Dissemination
CA	Consortium Agreement
CSCP	Collaborating Centre on Sustainable Consumption and Production gGmbH
CSO	Civil Society Organisation
CCD	Circular Cities Declaration
CCRI	Circular Cities and Regions Initiative
ECOF	Eco Fellows
EU	European Union
FAIR	Findability, Accessibility, Interoperability, and Reusability
GA	Grant Agreement
GDPR	General Data Protection Regulation
HE	Horizon Europe
HH	Households
HoReCa	Hotel, Restaurant, Catering
IVL	IVL Svenska Miljöinstitutet AB
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
LDIF	Let's Do It Foundation
L-H	Lääne-Harju Vallavalitsus
LU	Lund University
NGO	Non-Governmental Organisation
PEF	Product Environmental Footprint
SO	Specific Objectives
TAU	Tampere University
TBA	To Be Agreed
VI	Die Verbraucher Initiative e.V.
WP	Work Package

Disclaimer

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0. Executive Summary

This document, deliverable D5.1, presents the CARE communication and dissemination strategy. Prepared by the work package leader, CSCP, and reviewed by the project partners Lääne-Harju and OsloMet, it is the first deliverable of WP5: Communication, dissemination and exploitation of the CARE project results and alignment with the CCRI. This C&D strategy, submitted in month 6, will be updated in month 36 and month 48 to ensure alignment with the project objectives and to adapt to emerging needs.

Recognising the importance of communication and dissemination for the success and impact of an innovative project at the European level, this strategy provides partners with a comprehensive plan for effective management from the outset of the project. The strategy aims to raise awareness, involve stakeholders, disseminate results, and lay the groundwork for the exploitation of project results.

The CARE communication and dissemination strategy has five main chapters:

- **Project Overview**: Presents and introduces to the project.
- **Strategic Foundation**: Defines C&D objectives, identifies stakeholders, and outlines the project's vision, mission, and key messages.
- **Communication and Dissemination Plan**: Details the five pillars of C&D, along with the content strategy and reporting mechanisms.
- **Project Identity**: Sets out the project's branding and identity guidelines.
- **Channels, Tools and Activities**: Describes the specific channels, tools, and activities for executing the strategy.

This "living document" will be reviewed and updated to ensure that all activities remain relevant and effective in meeting the project's goals.

1. Setting the Scene: Communication and Dissemination in the CARE project

This chapter provides the basis for understanding the CARE project. It describes the project's framework, objectives and pilot activities, setting the scene for a focused communication and dissemination (C&D) strategy. The strategy is designed to effectively communicate the project's goals and progress, ensuring that each stakeholder is informed and involved.

1.1 Project Overview

CARE is a Horizon Europe-funded project committed to promoting sustainable living and combating climate change by empowering households (HH) across Europe to reduce food waste and extend clothing's lifespan. Centred on reshaping daily habits, CARE will collaborate closely with citizens, providing personalised, inclusive, and complimentary advisory services to foster sustainable consumption practices. The Circular consumption Activities to tRansform households toward material Efficiency (CARE) project started on 1 January 2024 and is carried out by eleven consortium partners.

In pilots across five European locations (CCRI regions of Tampere in Finland, Asker in Norway, Gothenburg in Sweden, Berlin in Germany and Lääne-Harju in Estonia), households will be empowered to participate in the circular transition through various elements of the CARE project:

- Engaging in co-creation processes with other relevant local actors.
- Receiving customised and inclusive advisory services related to circularity in the material streams of food and clothing.
- Partaking in circular food and circular clothing interventions that target changes in consumption practices.

Grounded in a systematic scientific approach based upon methods such as Life Cycle Analysis (LCA) and Product Environmental Footprint (PEF), the project will incorporate measurement and assessment of environmental, living conditions and sustainable well-being impacts of the pilots.

The project closely links to the Circular Cities and Regions Initiative (CCRI) and aims to work with a wide range of initiatives and stakeholders in circular food and clothing.

1.2 Project Objectives

Table 1 sets out the specific objectives (SO) of the CARE project. The purpose of the communication, dissemination and exploitation activities and measures in the project is to ensure that the results reach the relevant actors to achieve their widest possible impact.

No.	Objective
Overall	The overall objective of the CARE project is to transform a total of 100 households in five European countries (Finland, Sweden, Norway, Estonia and Germany) into circular model households regarding the material flows of food or clothing.
SO1	To create a robust PEF-based method for evaluating the effectiveness of household-level interventions for reducing environmental impacts of food and clothing
SO2	To increase participating households' material efficiency by 30 – 50 % through changing their consumption practices in the areas of food and clothing
SO3	To assess and improve the sustainable well-being and living conditions in participating households
SO4	To co-design and implement inclusive customised advisory services for households and assess their replicability beyond the CARE project
SO5	To co-design and implement two circular consumption pilots in the areas of food and clothing and assess their replicability beyond the CARE project
SO6	To promote and multiply best practices of circular consumption in the areas of food and clothing

Table 1 CARE Project Objectives

The Grant Agreement (GA) sets out the actions which will be taken to achieve the desired results.

Overall, CARE combines the following approaches to go beyond the current state-of-the-art in the field of food waste:

- A co-creation process for designing the advisory services and interventions together with local households, with inputs from other relevant actors, in order to ensure that they meet needs and are designed to be as impactful as possible.
- Taking the practice theoretical approach for understanding social behaviour by focusing on daily routines and activities, going beyond awareness-raising and informational interventions to approach behaviour change in a holistic way.
- Including direct measurement to track implementation and outputs systemically so as to be able to measure the effectiveness of the project's actions.

Additionally, in the context of clothing, the project goes beyond the state-of-the-art by:

- Involving consumers of different ages and genders.
- Measuring the impact of the interventions in terms of material efficiency.
- Combining various elements of the project's interventions e.g. challenges, communal settings, events and advice.

1.3 Purpose of this Strategy

In the context of the goal and objectives of the CARE project, this report sets out the strategy for C&D designed to support and enable the consortium partners to collectively reach the desired project impacts.

The following elements make up the C&D Strategy of the CARE project:

- **CARE's vision, objectives and audiences (section 2)**: Providing an overview of the objectives of C&D activities in CARE; mapping key stakeholders and target groups according to their interest and impact; outlining tailored approaches towards the identified key audiences; and setting out the consortium's co-designed CARE vision and key messages.
- **Communication and dissemination plan (section 3**): Building upon the target groups, vision and key messages, this section sets out the five pillars of communication and dissemination in the CARE project, and the content strategy to support these. Additionally, here the relevant project milestones and deliverables are set out, alongside an overview of monitoring, reporting, data management and open science approaches in relation to C&D activities.
- **Project identity (section 4)**: Presents the key elements which together provide CARE with a vibrant and identifiable presence across C&D activities, including: logo; branding; language and tone; templates; and incorporation of the EU funding disclaimer and logo.
- **Channels, tools and activities (section 5)**: Sets out the practical steps which will be taken to make the strategy a reality: the channels which will be used to communicate and disseminate CARE information and findings; the tools which will be used to support all partners; and the activities to make it happen, from internal communication to scientific events.

The document is primarily designed to be used by all CARE partners as a reminder of the shared vision and key messages of the project; as an outline of C&D processes and activities; and as source of information and support to implement activities to promote the project and share its results. Additionally, it may be of interest to other key stakeholders how the CARE consortium approaches the C&D responsibilities and objectives of a Horizon Europe funded project.

This strategy is designed to develop throughout the project's activities and has two planned updates: an iteration in month 36, and a final strategy report in month 48. This strategy does not cover exploitation of results, but rather links closely to the CARE exploitation strategy (D5.3, M6), which outlines how project outputs will be transformed into wider impact across Europe.

2. Strategic Foundations: CARE's Vision, Objectives, and Audiences

This chapter outlines the fundamental C&D objectives that are critical to the project's impact. It describes the role of stakeholders, networks and personas in ensuring the project's success. Central to this are CARE's vision, mission and key messages, which were developed collaboratively to increase visibility and drive behaviour change. These guiding principles are regularly updated based on insights from a human-centred design approach to ensure they remain effective and relevant in promoting sustainable practices among European households.

2.1 Communication and Dissemination Objectives

The following objectives form the basis of a robust C&D approach that is critical to the success and impact of CARE. They are designed not only to inform and engage, but also to create a sustainable movement towards circular living.

2.1.1 General Communication and Dissemination Objectives

The general objectives for C&D activities within CARE are centred on creating a consistent and compelling message. Key general objectives include:

- **Develop a unified vision**: Establish a common understanding and coherent vision among all project stakeholders to support CARE's C&D strategy and ensure a unique visual identity that resonates with the wider community.
- **Tailor C&D tools**: Design and implement a range of practical tools to communicate about the project and disseminate its outcomes effectively, tailored to the specific interests and needs of different audiences.

2.1.2 Internal Communication and Dissemination Objectives

For internal stakeholders, including project partners and associated institutions, the C&D objectives aim to ensure seamless collaboration and information flow:

- **Enhanced collaboration**: Encourage active exchange of ideas, methods and results between project partners to promote innovation and collective problem solving.
- **Empower and strengthen communication and dissemination**: Support C&D activities of all partners through workshops, meetings as well as CARE C&D channels, tools, processes, guidelines and expanding communities.

2.1.3 External Communication and Dissemination Objectives

Externally, the project aims to engage a wide audience, from HH and local communities to European policy makers. By targeting specific audiences, the project sets clear C&D objectives to ensure inclusivity and broad impact:

- **Enhancing visibility, public awareness and participation**: Increase visibility, public awareness and participation through media outreach, dynamic social media campaigns, stakeholder collaboration and community-based approaches to raise awareness and generate interest.
- **Inspire HH, encourage community engagement and participation**: Generate curiosity, inspire and encourage diverse HH to participate in the project pilots and foster engagement and participation.
- **Educate and empower stakeholders**: Provide stakeholders with knowledge and resources to adopt, promote and multiply circular consumption practices.
- **Broad stakeholder engagement**: Engage relevant government bodies, municipalities, NGOs, industry actors, and local businesses to demonstrate the relevance, replicability and scalability of CARE's activities in real-world settings. In addition, ensure that project's insights and practices are integrated into broader industry practices and contribute to policy discussions to advocate for changes that support circular economy practices at the HH level.
- **Contribute to the scientific knowledge**: Disseminate findings and results through the publication of scientific articles and presentations at international conferences, with the aim of making a significant contribution to scientific knowledge on circular economies.
- **Alignment with policy on circular economy**: Align C&D efforts with broader policy agendas on circular economy to enhance relevance, credibility, and amplify impact on established initiatives.
- **Ensure ongoing dialogue and feedback**: Establish mechanisms for ongoing communication and feedback between the project team and its stakeholders. CARE not only keeps stakeholders informed and engaged but even enables the project team to adapt and refine strategies based on stakeholder input and changing circumstances.
- **Lay groundwork for effective exploitation of outputs**: Focus on leveraging CARE's key outputs and products through strategic partnerships with organisations across Europe, using the CCRI network to maximise impact.

2.1.4 Implementation Strategy

Each objective will be pursued through tailored C&D channels and products, as outlined in the following sections of this report, such as social media kits, inspirational stories, explanatory videos and project leaflets in local languages. The approach is designed to ensure that the project not only reaches, but also resonates with each target group, leading to sustained engagement and tangible impact in promoting circular economy practices.

2.2 Target Audiences: Stakeholders, Networks and Personas

Understanding and engaging with stakeholders and networks is critical to the success of the project. This chapter outlines the roles of these entities and how they interact within the project framework to ensure effective communication and dissemination of our objectives and results.

Given the wide variety of stakeholders and their organisational forms, the following offers a brief definition to clarify each of the concepts presented in this chapter:

- **Target audience**: A group of people to whom messages are addressed; also referred to as target groups.

- **Stakeholders**: Can be defined as people, groups or organisations that play an active role because of their interest in and influence on the activities of the project.
- **Networks**: Can be defined as a list of contacts who, even if they do not have an active role in the project, can contribute to the C&D activities; networks can be of various types, e.g., they can be political, administrative and trade union networks, linked to opinion leaders, media and social media influencers.
- **Personas**: Personas are fictional characters created based on research to represent the different user types that might use our project outcomes.

2.2.1 General Aim of Target Audiences

The overall aim in terms of target audiences is to ensure that project outcomes are accessible, relevant and effectively communicated to maximise engagement and impact. This includes:

- **Tailoring communication strategies**: Adapting our communication methods to meet the specific needs and preferences of different groups.
- **Effective information exchange**: Strengthening and maintaining a fruitful and effective exchange of information between the different groups involved.

2.2.2 Identified Target Audiences

By clearly defining and strategically engaging with our stakeholders, CARE aims to build a strong framework for effectively promoting and implementing circular economy principles, ensuring a lasting impact well beyond the life of the project. The full stakeholder mapping, which will be updated as relevant throughout the project, can be found in Appendix 1.

The main target groups identified through the stakeholder mapping and addressed are: General Public/HH, Local Ecosystems, Municipalities, Governments and Policy Makers, NGOs and CSOs, Food and Clothing Industry including business associations, Scientific Community, Networks and Media.

For each of the stakeholders the stakeholder mapping identifies their relevance and specific C&D activities of interest and each is therefore classified as 'closely managed', 'kept satisfied', 'kept informed' and 'monitored'. The respective tailored approaches (monitor/observe, inform and involve) are described in the following chapter.

2.2.3 Strategic Communication and Dissemination Activities

The C&D activities for CARE are designed with a focus on inclusivity, engagement, and effectiveness to support and amplify its impact.

Based on the stakeholder classification resulting from stakeholder mapping, specific engagement methods have been selected to communicate with each stakeholder. The planned activities are cumulative, meaning that each level of engagement builds on the previous one. For example, stakeholders who require close management will also experience all the engagement activities designed for less intensive levels of interaction. Below are the methods we will use to engage with each stakeholder group, listed from the least to the most involved form of activity):

Level 1: Monitor Stakeholders (observe)

- **Reviews of their websites**: The website of each stakeholder has been identified for a general review of their news site at the start of the project.
- **Follow stakeholders on social media**: Companies usually promote their main results on social media, so following them here is a useful tool to receive any updates they share.
- **Subscribe to newsletters:** An easy way to keep up with all the news a company is producing is to receive its newsletter by email.

Level 2: Keep stakeholders informed

- **Project website**: News about CARE will be published regularly on the project website to report on project achievements, disseminate results or inform about important issues related to the project.
- **Press releases**: Whenever there is significant news, that needs wide and quick distribution, seeks media coverage, or requires a formal and controlled announcement, the CARE project will issue press releases. Media will be invited to subscribe to the press distribution list.
- **Newsletter**: CARE will create a newsletter designed to share key updates related to the project. Stakeholders will be invited to subscribe to the project to receive all information.
- **Social media**: Announcements related to the project will be published on social media. Stakeholders who wish to be kept informed will be invited to follow.
- **Scientific activities**: Presenting findings and networking at major conferences to keep the scientific community informed and engaged as well as publishing articles in open access journals focusing on sustainability, to ensure wide accessibility and dissemination of research outcome.

Level 3: Keep stakeholders satisfied (involve)

- **Support with promotional material**: If needed, stakeholders will be supported with promotional material like leaflets, flyers and inspirational stories as well as social media kit, explainer videos and infographics, facilitating easy sharing and high visibility. Media will be provided with comprehensive kits that include press releases, high-quality images, and key project facts to simplify the process of creating engaging stories.
- **Cross-promotion on social media**: If there are interesting publications by stakeholders, the CARE account can comment on them or repost them. In some cases, they can also be tagged in the publications or, if they organise relevant events, these can be promoted through the project's account in order to establish a good relationship with them.
- **Invitation to workshops, webinars and other activities**: In specific cases, stakeholders may be invited to collaborate or to give their opinion through more specific interviews or to give a talk in participatory processes, such as industry workshops and roundtables, or webinars for CCRI network members (e.g. in T5.5 for benchmarking best practices and sharing project learnings in relation to further implementation across Europe, working with the sister project in T5.6).
- **Invitation to events**: Invitation to relevant events will be sent to stakeholders (by email if possible) to build a closer relationship with them and encourage them to find out more about the project.
- **Support decision making and change**: Policy briefs and reports, included in the CARE Toolbox, provide in-depth analysis and recommendations for policy adjustments. The CARE circular academy offering courses and seminars online to build capacity among community leaders and decision-makers (linking to D5.3 CARE exploitation strategy).

Level 4: Manage stakeholders closely (involve)

- **Participation in the Advisory Board**: An external community will be engaged during the project to align project strategies with broader policy goals. The most relevant stakeholders will be involved in the Advisory Board.
- **Networking actions**: The events are an essential tool to do networking with the most important stakeholders for the project. Great effort will be put to establish close relationships with the most relevant networks (such as the CCRI and the Circular Cities Declaration (CCD)).
- **Collaborations in events**: Once the relationships with stakeholders are established, there may be opportunities to organise or participate in events together.
- **Alerts of their publications**: CARE should monitor their publications in order to identify collaboration opportunities. Moreover, it is a way to understand what they need and to develop contact with them.
- **Ask for feedback**: Moreover, stakeholders will be asked to provide feedback during the project on the usefulness and effectiveness of the CARE activities. This will happen through the fulfilment of specific templates collecting key without compilation of personal data.

2.2.4 Personas: Developing 'CARE Circular Heroes'

In the CARE project, personas - specifically conceptualised as 'Circular Heroes' - are an integral part of our C&D (and exploitation) strategy. Derived from the research and insights gathered during the human-centred design workshops with HH, these personas represent fictional characters embodying different characteristics of those that might engage with our project outputs. The development of these Circular Heroes will serve as a common thread throughout the project, particularly used in the engagement with households and citizens. Read more about the development of the CARE Circular Heroes in Appendix 2.

2.3 Shared Vision, Mission, Positioning and Key Messages

CARE's vision, mission, and key messages are embedded in both our project work and our strategic communication and dissemination. These core elements, developed collaboratively during initial consortium meetings and refined through our storytelling workshop, aim to position the project optimally with stakeholders and target audiences, increasing its impact and visibility.

Articulated from a combination of project objectives, C&D objectives, and the consortium collaboration, these guiding principles serve not only as the backbone of CARE's C&D efforts, but also as a central framework for behaviour change.

CARE's approach to communication and dissemination goes beyond raising awareness. The project is committed to actively address barriers and support practical solutions that facilitate the desired behaviour change among our project target groups. This strategic focus ensures that every C&D activity is an opportunity to influence behaviour and promote sustainable practices among European households.

The following elements are essential not only for orchestrated communication for the project as a whole, but even for empowering all project partners to do their own coherent C&D activities on the project's progress and impacts. As the following elements are developed in the early stages of the CARE project, they may need to be reviewed and updated based on the needs identified through the human-centred design approach in WP2.

2.3.1 Vision

Our vision is to inspire and empower households across Europe for a sustainable future where circular consumption - maintaining, repairing, sharing, reusing, recycling and reducing waste – is not just a practice, but a celebrated norm. We envision a society where every choice contributes to a healthier planet and well-being for all, supported by policy reforms, industry standards and community engagement.

2.3.2 Mission

The mission of the CARE project is to empower over 100 households across Europe to rethink and redesign their daily food and clothing consumption habits to improve sustainability. Through tailored advisory services and community-led activities, we actively promote the optimal use of resources for a sustainable lifestyle. Our approach integrates scientific methods, including holistic and behavioural studies, impact assessments, and life cycle analysis, to ensure our strategies are effective and comprehensive. In collaboration with households,-organisations engaged to sustainable consumption, industry leaders, policy makers, and researchers, we are committed to identifying, developing and implementing scalable solutions that meet European sustainability goals and support a resilient ecosystem for long-term change.

In a nutshell, the CARE project is dedicated to:

- **Educate and Empower**: Through targeted educational campaigns and community-driven activities, the CARE project sparks a passion for sustainable living and equips households with actionable insights and practices.
- **Support and Facilitate**: The CARE project provides households with essential tools and knowledge to help them adopt circular consumption habits that save resources and reduce waste.
- **Collaborate and Lead:** By building strong partnerships with households and stakeholders, the CARE project co-develops practical solutions to reduce environmental impacts and enhance quality of life.
- **Advocate and Influence**: The CARE project actively seeks to shape policies and industry standards to support sustainable choices at all levels in society.

As these key messages resonate with CARE's mission, more general key phrases, slogans and narratives can be found in section 2.3.4.

2.3.3 Positioning of CARE

The CARE project is unique among European sustainability efforts in that it combines scientific evaluation with real-world community engagement. Going beyond traditional individual-focused approaches, we aim to empower and assist households to rethink and change their routines towards sustainability.

Our collaboration with the CCRI and the use of LCA ensure that our interventions are both effective and applicable across diverse demographics.

Key highlights of CARE's strategy:

- **Co-Creation and Science-Driven**: We co-design interventions with households, underpinned by scientific methods to ensure real-world applicability and effectiveness.
- **Behaviour Change via Practice Theoretical Approach**: By targeting everyday household routines, we ensure deep and lasting changes in consumption practices.
- **Inclusive Engagement**: Our activities are designed for different ages and genders, ensuring broad participation and impact.

CARE redefines household sustainability across Europe by merging scientific insights with practical solutions, fostering a robust ecosystem for lasting change.

2.3.4 Key Messages, Slogans and Narratives

Key messages, slogans and narratives are crucial to a project's C&D activities because they encapsulate its core values and objectives in a compelling and powerful way. Together, these elements create a convincing and cohesive identity that significantly can amplify the reach and effectiveness of the project's dissemination efforts.

2.3.4.1 Key messages

To position CARE effectively, precise key messages are essential. The primary function of key messages is to focus attention on critical elements or values. They are frequently used to make complex ideas more accessible and memorable to the audience, e.g. as part of a press release or a news item. CARE's key messages ensure consistency across platforms and help build a strong, recognisable brand that resonates deeply with stakeholders. The messages align our C&D activities with strategic objectives, increasing engagement and impact. The project has three main pillars of key messages, due to its strategic importance, scope and relevance:

Key messages about the CARE project

- **Empower and Transform:** CARE empowers people to reduce food waste and extend the life of clothes, facilitating the transition to a circular economy.
- **Engage and Innovate:** CARE collaborates with households to co-develop and implement innovative, waste-reducing solutions that promote sustainable living.
- **Educate and Activate:** CARE educates about the benefits of circular economies and activates communities to implement these practices, fostering a culture of sustainability.
- **Embrace and Include**: CARE promotes inclusivity by engaging diverse communities across Europe and using tools and knowledge with open access principles.
- **Unite and Advocate:** CARE brings stakeholders together to advocate for systemic change that supports sustainable living at all levels.
- **Drive and Inspire:** CARE is more than a project; it's the catalyst for lasting behavioural change, promoting a positive transition towards smarter, more sustainable living across European cities and regions.

To activate and influence HH, citizens and society at large, messages to them should emphasise personal empowerment, simple changes and community benefits. The following messages also illustrate the tangible benefits of their participation in sustainable practices, thus encouraging wider adoption and engagement.

Key messages aimed at HH, citizens and society at large

- **Be Part of the Change**: Shape a sustainable future with smart choices around your food and clothes. Your actions can foster personal well-being and save money.
- **Inspire Change**: Your choices have the power to inspire others, helping to build a culture where sustainable living is celebrated and embraced.
- **Empower Your Community**: Connect, share, and create with your neighbours. Together, you can make eco-friendly habits the new normal.
- **Live More, Waste Less**: Discover the joy and benefits of mindful consumption by learning to use resources thoughtfully.
- **Sustainable Together**: Join a community of changemakers advocating for and embracing sustainable lifestyles. Your actions today pave the way to a greener tomorrow.
- **Act Local, Impact Global**: Small changes in your daily life can make a big difference worldwide. By choosing sustainable actions, you help protect our climate.
- **Support Sustainable Initiatives:** Engage with organisations that promote sustainability in food and clothing. Advocate, volunteer or donate to help make a real difference.
- **Vote for Change:** Support politicians who address the challenges you face in making sustainable everyday choices and advocate for effective regulation of production and consumption**.**

To effectively engage with all of the other relevant target audiences, key messages need to emphasise collaboration and sector-specific benefits. The messages outlined below highlight the strategic advantages of partnering with the CARE project, demonstrating how such collaboration can lead to innovative solutions, enhance policy frameworks, and drive industry standards, thereby fostering a more sustainable society. These will be adapted on a case-by-case basis to meet the needs and context of specific stakeholders.

Key messages aimed at CARE Stakeholders

- **Drive Innovation in Sustainability**: Partner with CARE to leverage scientific research and community wisdom, significantly minimising household environmental impacts and pioneering new sustainable practices.
- **Leverage Data-Driven Solutions**: Use CARE's comprehensive, research-based strategies to build a strong foundation for policies and practices that promote a sustainable society.
- **Advocate for Sustainable Policies**: Collaborate with CARE to shape policies that promote sustainable living. Your leadership can drive essential change in environmental policy.
- **Enhance Industry Practices**: Partner with CARE to set new industry standards in the food and clothing sectors. Together, we can innovate and implement sustainable practices that are both practical and profitable.
- **Unite for a Circular Economy**: We invite you to collaborate with CARE to redefine resource consumption. Your expertise is vital in expanding our impact across industries and borders.

- **Elevate Your Impact with Sustainability Stories**: Engage with CARE to access compelling sustainability content that resonates with your audience, enhancing your role as a leader in promoting environmental awareness and change.

These core messages will form the basis for CARE's communication strategy, aiming to clearly and effectively convey the project's goals and values.

2.3.4.2 Slogans

The CARE project utilizes a range of carefully crafted slogans to inspire action and convey our mission. These slogans are not just phrases; they are calls to action, reminders of our collective capability, and affirmations of the positive impact we can make. Each one is designed to resonate with different stakeholders and contexts, reflecting the dynamic and inclusive spirit of our initiative. The following slogans are suggestions and can be adapted, if needed, in local language.

Call to Action

- Let’s empower European households to cut food waste and extend the lifespan of clothes!
- Let’s reduce food waste and extend the lifespan of clothes!
- Show you CARE: Reduce food waste and cherish your clothing longer.
- Let's unlock the power of everyday choices!

Food-Pilot

- Join us in taking CARE: Small actions, big impact in your kitchen.
- CARE for your food: Simple steps to plan smart, use leftovers, and eat sustainably.
- Cut down food waste with us - one meal at a time.
- Every meal saved is a step towards reducing your environmental footprint.

Clothing-Pilot

- Join us in taking CARE: Small actions, big impact in your wardrobe.
- CARE for your clothes: Repair, reuse, and cherish every item.
- Wear it with CARE: Repair, reuse, and cherish every item in your wardrobe.
- Every garment saved is a step towards reducing your environmental footprint.
- Show your clothes you CARE.

Collective Effort

- Together with CARE, we transform our homes for the better.
- When we CARE, we thrive - join us in making a difference.

Impact of Choices

- Sustainability starts at home with CARE.
- Small changes, big difference: Make sustainability fun, one step at a time.
- CARE for your food, CARE for your clothes, CARE for our climate.

Inspirational and Visionary:

- Be part of the change: When we CARE, we shape a sustainable future.
- At CARE, we turn data into action for a sustainable future.

2.3.4.3 Narratives

Storytelling is a powerful tool for inspiring action and building community around sustainable practices. Over the CARE project's internal storytelling workshop, we created narratives that focused primarily on the HH. Additional narratives evolved internally after the workshop and were designed to engage a wide range of stakeholders, from local communities to global policy makers. Each narrative is rooted in examples from the workshop and shows how different stakeholders can use their unique positions to promote environmental and social change.

As we explore these narratives, we encourage our readers to see themselves as active participants in a shared story of transformation and hope, each with a vital role to play in shaping a sustainable future.

Based on the project's diverse audiences, we have developed the following narratives to inspire partners - to build upon and create their own.

Narratives for HH, citizens and society at large: Making Sustainability Personal and Practical

Households and civil society are at the heart of our project's aim to promote sustainable consumption. Engaging these groups means demonstrating the everyday benefits and feasibility of adopting circular practices. The narratives for this group focus on tangible, relatable examples that illustrate the ease and benefits of integrating sustainability into daily life.

CARE aims to show that living sustainably is not only good for the environment, but even for personal well-being and community cohesion. By presenting sustainability as a practical, enjoyable and community-oriented practice, we aim to motivate households and members of civil society to make more conscious choices in line with circular economy principles.

Here are two narrative examples:

- **Food Waste Reduction**: Narratives highlight families who have adopted smarter shopping and cooking habits to minimise food waste.
  - A story might feature a household that plans meals more efficiently and uses tools to track food usage and leftovers, turning what might have been waste into creative new meals. This not only reduces their carbon footprint but also lowers their grocery bill, demonstrating the economic benefits of sustainable practices. This story could serve as a practical guide and motivation for others to follow.

- **Clothing and Textiles**: We illustrate the impact of sustainable clothing choices through stories of households that participate in clothing swaps, maintain their clothes to more conscious washing habits, or attend workshops on repairing and upcycling clothes.
  - A story might focus on a community that organises a monthly swap meet where people exchange clothes they no longer wear. Not only does this foster community connections, but it also significantly reduces the demand for new clothing production, in line with circular economy principles.

Narratives for Local Ecosystems: Engaging Community Hubs

Local ecosystems such as libraries and community kitchens can significantly amplify the impact of sustainable practices by acting as focal points for community engagement. Narratives for this audience can be:

- **Libraries Hosting Educational Workshops**: Libraries can host workshops that build on the circularity themes of clothes and food, showing that sustainability is easy, fun, and can save money. These could include practical demonstrations on how to recycle textiles or prepare waste-free meals.
- **Community Kitchens as Circularity Hubs**: Community kitchens could run programmes based on the "Food-tastic, Clothes-tastic" concept from the workshop, demonstrating how leftovers can be used, reducing waste and fostering a community spirit.

Narratives for Governments and Policymakers: Influencing Policy Through Success Stories

Policy makers at all levels can use the results of our project to promote policies that facilitate sustainable practices in communities.

- **Regulations Encouraging Sustainable Practices**: Use the project's findings to argue for regulations that support community-based sustainability initiatives, such as local recycling or repair programmes and tax breaks for professional repairers and second-hand shops.
- **Supporting Educational Initiatives in Sustainability**: Advocate for the integration of sustainability and circular economy concepts into educational curricula. Feature schools or districts that have successfully implemented these teachings, underscoring the importance of early education in shaping future consumers and citizens. This story illustrates how informed young minds can lead to more sustainable communities, highlighting the long-term benefits of such educational reforms and how it can assist in building a community for all.

Narratives for NGOs and CSOs: Amplifying Impact Through Collaboration

NGOs and CSOs are crucial to broadening the reach and increasing the effectiveness of sustainability initiatives.

- **Workshops and Training Sessions**: Reflecting the themes of the storytelling workshop, civil society organisations can organise intergenerational learning workshops focusing on skills such as maintaining and repairing clothes or upcycling household items, thus fostering a sense of community and shared responsibility.
- **Awareness Programs on Overconsumption**: They could use the project's insights into the challenges of ‘fast fashion’ and social pressures to develop targeted awareness programmes that address these issues head on and encourage a shift towards more enjoyable and sustainable habits.

Narratives for Industry: Business Success in Sustainability

Industries in the circular economy can find significant value in adopting and promoting sustainable practices.

- **Promoting Circular Design in Fashion**: Reflecting the workshop's focus on textiles, fashion companies could adopt circular design principles to make clothes last longer through adjustable sizes, easy to maintain, good labelling of maintenance, fibres and consistent sizes. They can offer free or low-cost repairs of their clothes, or suitable repair kits. How to maintain clothes so that they last longer.
- **Sustainable Solutions in the Food Industry**: Focus on a company within the food industry that has successfully implemented circular economy principles. Describe their process of using by-products or waste materials from one process as raw materials for another, such as using spent grains from beer production to create energy bars or bread. This narrative could highlight the economic and environmental benefits of circular models and inspire HH or even other businesses to rethink their operations.
- **Zero-Waste Kitchen**: A story could be about a restaurant that has made a commitment to zero waste, illustrating their daily efforts to minimise food waste through creative meal planning, proper storage, and innovative recipes that use parts of ingredients that are typically thrown away. Highlight how their actions inspire customers or neighbours to adopt similar practices, emphasising the community-wide benefits of such initiatives.

Narratives for Media: Crafting Stories for Wider Audiences

Media outlets play a critical role in educating the public and promoting sustainable practices through compelling storytelling.

- **Feature Stories on Community Champions**: Highlighting individuals and communities that have embraced the project's ideals, transformed their daily lives and inspired others through their commitment to sustainability. This could be community gardens that use composted food waste, local swap meets for clothing, or collective efforts to support local sustainable businesses.
- **Educational Stories on Sustainability Practices**: For example, focus on the growing trend of zero-waste cooking and how households are learning to use every bit of their purchased food. Media could also feature chefs or food influencers who advocate for and teach methods to reduce food waste at home, such as using vegetable scraps for broths or turning stale bread into desserts.

Keep in mind: Each narrative should aim to connect emotionally with the audience, offering not just a story of environmental responsibility but also illustrating tangible benefits such as **cost savings, community building, and health improvements**. These stories can serve as compelling content for marketing materials, presentations, and social media campaigns aimed at raising awareness and encouraging sustainable practices in the food industry.

3. CARE Communication and Dissemination Plan

This chapter outlines the CARE C&D plan, which is structured around five key pillars. It details a comprehensive content strategy, tailored to stakeholder needs and optimised for multiple distribution channels. It also includes deliverables and milestones to track progress, as well as monitoring and reporting mechanisms to assess the effectiveness of communication efforts. This approach supports the objectives of the project and extends its impact across Europe.

3.1 The Five Pillars of CARE's Communication and Dissemination Activities

This C&D action plan outlines strategies under five key pillars to maximise outreach and impact. Each pillar supports either the general, internal or external C&D objectives and outlines the actions planned to achieve the vision of the CARE project. The activities are partly overlapping and define the focus of C&D activities.

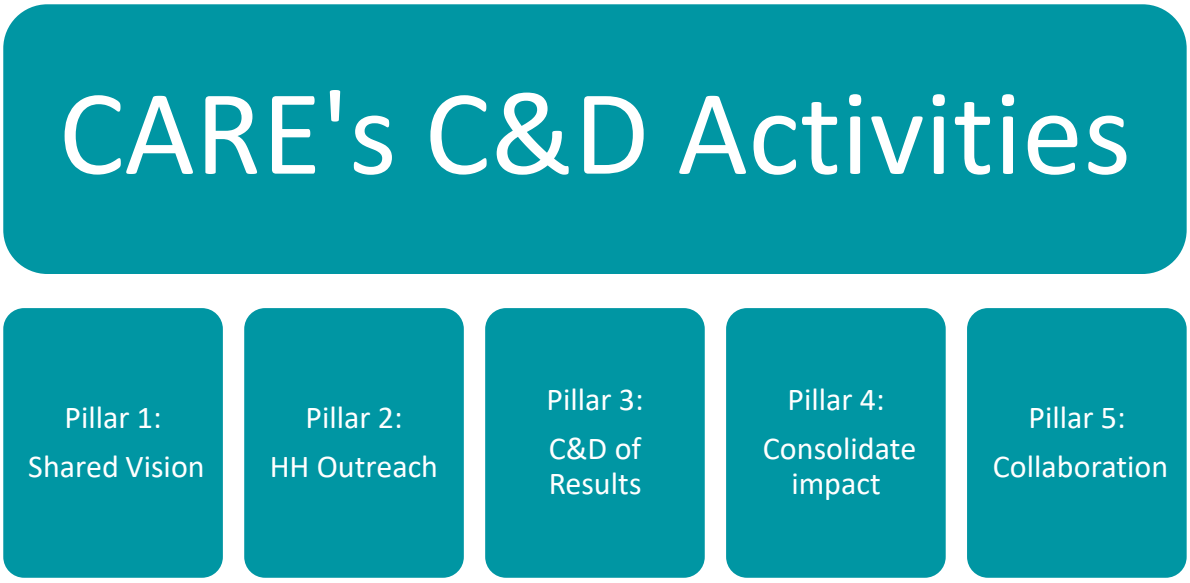


Figure 1 Five pillars of CARE's C&D Activities

3.1.1 Pillar 1: Creating a Shared Vision

The first pillar of action is articulated around a shared vision of the project to gradually build an image of a recognised expert while ensuring that awareness of CARE is raised. This first phase will lay the foundation for communicating and disseminating the project's objectives and results to relevant audiences.

Core objective: To introduce the project and outline the CARE strategy to amplify awareness, enhance our reputation, and foster engagement across multiple levels.

Target Audiences: Universal reach, encompassing all potential stakeholders and interested parties, strongly focussing on internal stakeholders.

Actions and Strategies:

- Infrastructure Development:
  - Set up the necessary communication and dissemination framework.
  - Engage stakeholders early in the process, allowing them to contribute to and shape the project's direction, thereby fostering a sense of ownership and enthusiasm for the CARE project.
- Branding and Communication:
  - WP5 will spearhead the creation of the project's visual identity, communication and dissemination channels, and various supporting media and tools. This effort will assist CARE's internal stakeholders in their communication, dissemination and presentation tasks.
  - Develop guidelines detailing the use of the project's identity, tools, and the roles and responsibilities of partners. These guidelines will form a critical part of the C&D strategy.
- Engagement through Storytelling:
  - Conduct an online storytelling workshop aimed at developing a common understanding and vision among CARE partners. This approach will help establish a strong, cohesive foundation for effective collaboration.
- Tailored Communication Activities:
  - Design specific activities and communication measures that cater to raising awareness about CARE's work in the pilot countries.

3.1.2 Pillar 2: Outreach to Pilot Households, Engagement and Documentation

The second action pillar focuses on effective communication and interaction with (pilot) HH, utilising a blend of local resources and tailored strategies to maximise engagement and document activities throughout the whole project. This outreach is critical for the hands-on implementation of the CARE project in diverse community settings.

Core Objective: To actively involve pilot HH in the project through localized outreach efforts, supported by tools and resources that foster participation and document the process.

Target Audience: (Pilot) HH across various communities as well as local ecosystems with outreach to HH will be involved

Actions and Strategies:

- Localised Communication:
  - Collaborate with local partners to ensure outreach is conducted within the cultural and linguistic context of each community.
  - Work with community ambassadors—local role models with strong community ties—to personalize and enhance communication efforts as well as local channels to tailor communications to the target communities (in both physical and digital formats).
- Engagement Tools and Resources:

- Developing and distributing promotional materials and content to help recruit households, build further awareness and engagement, and facilitate their ongoing engagement in the project's circular actions and documentation.
- Used later on are character/persona-based themes, such as 'Circular Heroes', to make communication more relatable and engaging across various platforms.
- Select and manage an appropriate online community platform service for the purpose of engaging participating HHs (Milestone 4 under WP2)

- Ongoing Promotion and Engagement:
  - Leverage partners' existing communication channels for continuous promotion throughout the project's duration.
  - Engage actively with audiences on social media to maintain visibility and encourage community interaction.
  - Continuously support local partners and ecosystems with promotional and/or C&D material and templates and seek feedback for optimising activities.
- Documentation:
  - Finally, we will ensure a visual (video with real participants) and written documentation as the CARE cookbook and the CARE circular clothing magazine of the pilots throughout the pilot phase, to make the experiences of the pilots accessible to a wider (non-scientific) audience (Note: Also, part of the exploitation strategy).

By implementing these targeted actions, Pillar 2 aims to ensure that (pilot) households, the local partners and ecosystems involved in the pilots are not only well-informed and engaged but also that their experiences and contributions are effectively documented, providing valuable data and feedback for the CARE project's future directions.

3.1.3 Pillar 3: Communication and Dissemination of Project Results

Using a structured, stage-based approach, this pillar strategically communicates and disseminates the results of the CARE project. The aim is to ensure that all stakeholders are not only informed and aware of the project's progress and results, but are also actively involved in the discourse, facilitating a wider understanding and adoption of circular and sustainable lifestyles. This strategic communication will ensure that the results of the project are both accessible and influential, laying the foundations for future exploitation of the results.

Core objective: To effectively promote the CARE project results, maximizing stakeholder engagement and preparing the groundwork for future applications of the findings.

Target audiences: Key stakeholders including local communities, policy makers, industry experts, academic communities, and the general public across different regions.

Actions and Strategies:

- Awareness stage:
  - Launch promotional campaigns using the project and partner social media channels and websites, distribute digital and printable promotional leaflets, and engage the press on various levels to ensure wide coverage.

- Develop a responsive website that succinctly outlines the purpose and potential impact of the project and acts as a central hub for information. The website will be developed and maintained in an SEO-friendly manner, meaning it is optimised for search engines such as Google.

- Nurturing stage:
  - Use the CARE project website to centralise information and materials.
  - Publish diverse, relevant and interesting content that provides more in-depth information about the project's findings, results and related topics through project website (blog), newsletter and social media.
  - Present project results and insights at relevant national and international events, conferences, and workshops to raise visibility and foster academic and professional exchanges.
  - Engage with various levels of the press - from local to international - to promote CARE activities, findings, and opportunities.

By implementing these strategies, Pillar 3 ensures a thorough and engaging journey for all stakeholders, from initial awareness to lasting commitment. This approach not only maximises the reach and impact of the project's results but also fosters a robust network of informed advocates and practitioners who can sustain and expand the project's goals.

3.1.4 Pillar 4: Support and Inspire Stakeholders Beyond the Project

This pillar focuses on the development and promotion of the CARE Toolbox and the establishment of the Circular Academy. This phase is dedicated to consolidating the lasting impact of the project by providing tools and educational resources that promote sustainable and circular practices at both local and EU level. (Note: The CARE Toolbox and Circular Academy are also an integral part of the exploitation strategy.)

Core objective: To develop and disseminate comprehensive resources that enable communities and NGOs to implement and benefit from circular practices, thereby promoting sustainability through accessible and practical tools.

Target Audience: Local communities, NGOs and CSOs, and stakeholders involved in sustainability practices across the European Union.

Actions and Strategies:

- Development of the CARE Toolbox
  - Compile and refine tools, methodologies, and best practices into an open-access CARE Toolbox that will serve as a comprehensive resource for implementing circular practices.
  - Ensure the toolbox is adaptable and applicable to various contexts to maximize its utility for diverse community needs.
- Development of Circular Academy:
  - Establish the Circular Academy to complement the CARE Toolbox and provide structured educational programs that focus on training stakeholders in the use and advocacy of circular practices.
- Engagement and Dissemination:

- Leverage existing project and partner communication channels to promote the CARE Toolbox and Circular Academy toward the end of the project, ensuring it reaches a wide and relevant audience and is easily accessible.

- Promotion at Circular Day:
  - Organize a flagship event, 'Circular Day,' to mark the culmination of the project and to showcase the CARE products and learnings to a broader audience.
  - Use this event not only to celebrate achievements but also to network with stakeholders, gather feedback, and foster a community of practice that can sustain momentum beyond the project's lifespan.

By focusing on these key areas, Pillar 4 aims to equip stakeholders with the tools and knowledge necessary to promote and implement circular and sustainable practices effectively. The CARE Toolbox and the Circular Academy are envisioned to be cornerstone resources that will continue to support and inspire communities long after the project concludes.

3.1.5 Pillar 5: Collaboration and Multi-Stakeholder Activation

Pillar 5 is dedicated to the active engagement of stakeholders during the project and the strategic use of CARE tools and methodologies at the end of the project. This action aims to maximise the impact and reach of the project outcomes by fostering collaboration with similar initiatives and ensuring that the tools are widely adopted and used. Please note that this pillar is close to or intertwined with the exploitation strategy.

Core Objective: To enhance the visibility and usability of the CARE project's tools and methodologies through robust stakeholder engagement and collaborative efforts, both locally and across the EU.

Target Audience: CCRI network, Circular Cities Network, Sister project, scientific community, local communities, NGOs, and other stakeholders involved in circular economy initiatives.

Actions and Strategies:

- Collaboration with Sister Projects:
  - Feature sister project on the CARE website and share their events and news to foster a sense of community and common purpose.
  - Hold regular meetings between the CARE coordinator and sister project coordinators to enhance mutual understanding and to identify and develop opportunities for collaboration – not only on the C&D level, but overall.
  - Explore the potential for creating joint policy briefs and organising a joint final event to consolidate findings and recommendations.
- Reaching the full CCRI network
  - The CCRI regions network will be actively engaged throughout the project, through the participating partners in the consortium as well as advisory board members.
  - A special emphasis will be put on reaching the full CCRI network, with project outcomes tailored to their interests and needs (as mentioned under pillar 4)
- (Local) Ecosystem Engagement:

  - The (local) ecosystems, e.g. libraries or community kitchens, will be actively involved at the end of the project, through the participating partners in the consortium. Some may also be actively involved in the implementation of the pilots as well.
  - The open-access CARE Toolbox will be made available to them and its benefits promoted.
- Engagement with the Scientific Community:
  - Turn the CARE project's outputs, specifically benchmark and consensus-building efforts, into a source of inspiration for the scientific community.
  - Engage meaningfully with the scientific community to encourage the adoption of CARE tools and practices, thereby extending the project's impact to a broader academic and professional community.

By focusing on these strategies, Pillar 5 aims to ensure that the results of CARE projects are not only recognised and used within the immediate ecosystem of the project, but also inspire wider networks and communities to use and implement the project results - ultimately creating a sustainable impact beyond the duration and geographical scope of the project.

3.2 Content Strategy

The CARE project requires a comprehensive content strategy tailored to the needs of its stakeholders and designed for distribution across multiple channels. This chapter outlines the strategic approach, content formats, content production, and content management processes that will facilitate effective communication and engagement.

3.2.1 Strategic Approach

To ensure the relevance and utility of our content, we connect the CARE project with the real-life experiences of stakeholders through journalistic storytelling. A topic-centred approach allows us to determine specific stories and appropriate formats for different stakeholders. For example, using a topic like "Food Waste"," we will create varied narratives that address the concerns and interests of identified stakeholder groups through selected media channels.

3.2.2 Content Formats

Given the diversity of our stakeholder groups, the following content formats can be utilised:

- **Personal Stories**: Engaging narratives that highlight individual experiences and successes within the project's scope.
- **Expert Interviews**: Insights from professionals and academics involved in relevant fields.
- **Guides and How-To Articles**: Practical advice on subjects pertinent to the project's objectives.
- **Background Reports**: In-depth analyses that provide context to the project themes.
- **Data and Fact Sheets**: Quick access to important numbers and scientific data supporting the project's claims.
- **FAQs and Glossaries**: Clarifying common questions and terminology related to the project.

- **Service Offerings**: Information on the project's direct offerings to stakeholders.
- **Checklists and Tips**: Easily digestible content helping stakeholders implement project findings.
- **News Updates**: Timely updates on the project's progress and developments.
- **Q&A Sessions and Webinars**: Interactive formats for stakeholder engagement and education.
- **Videos and Visual Content**: Dynamic content that can easily be shared across platforms.
- **Press Releases and User-Generated Content**: Official communications and community contributions.

These formats are selected to cater to the varying needs and preferences of our stakeholders, ensuring maximum reach and engagement.

3.2.3 Content Production

The production of content is guided by several key principles to ensure effectiveness and resonance with our audience:

- **Relevance**: Content is directly tied to the interests and needs of the audience.
- **Thematic Focus**: Clear and engaging themes that stimulate interaction.
- **Creative Storytelling**: Using narrative techniques to make messages compelling.
- **Potential for Sharing**: Creating content that encourages sharing to increase reach.
- **Transparency and Courage**: Being open about project processes and not shying away from controversial topics.
- **Adaptability and Continuity**: Regular updates and responsiveness to trends ensure long-term engagement.

3.2.4 Content Management

Effective content management involves controlling the content process, organising materials and ensuring efficient links between content and channels. Tools such as a thematic and editorial calendar, developed by the CSCP, help to plan and schedule the release of content. These tools, along with other planning tools, are integrated into a communication plan that is accessible to all consortium partners on the CARE project platform.

Responsibility for content delivery lies with all project partners, coordinated through regular C&D Group meetings and bilateral exchanges with the CSCP. This ensures a consistent and coherent approach to content across all channels, promoting a consistent message and maximising impact.

3.3 Deliverables and Milestones

The CARE grant agreement (GA) sets out all project milestones and deliverables. Tables 2 and 3 provide summaries of the milestones and deliverables directly related to the Communication, Dissemination and Exploitation WP5, including a short description of what is required for each.

CSCP will lead the process to ensure that all milestones are met and that deliverables are completed by the deadlines provided, following the feedback and submission process agreed by the consortium. In many cases, the process will include liaison with and input from various CARE partners, including consortium leads, TAU. Much of this work will be coordinated through the regular C&D Group meetings with relevant partners, and specific meetings will be set us as required by individual tasks. The CARE consortium agreement (CA) defines the general notification procedures for dissemination outputs, and more information on monitoring and reporting follows in section 3.4.

Due Date	Milestone
M4 (April 2024)	**Milestone 1: CARE project website** (WP5, CSCP) Project website is online.
M42 (June 2027)	**Milestone 11: Circular day final event** (WP5, CSCP) Invitation and participant list of event.

Table 2 C&D Milestones

Due Date	Deliverable
M6 (June 2024)	**D5.1: Communication and dissemination strategy** (WP5, CSCP, DEC, PU - Public) CARE C&D strategy and C&D Kit. Task 5.1 feeds to this deliverable. **D5.3: CARE exploitation strategy** (WP5, CSCP, DEC, PU – Public) Strategy to exploit the project's key results. Task 5.5, 6.1 will feed to this deliverable.
M12 (December 2024)	**D5.2: Explainer videos on circular food and clothing** (WP5, CSCP, DEC, PU - Public) High quality videos explaining the need for circular food and clothing consumption practices. Task 5.3 will feed to this deliverable.
M24 (December 2025)	**D5.10: Policy brief** (WP5, CSCP, R, PU - Public) Summary of initative results for policy makers. Task 5.3 feed to this deliverable.
M36 (December 2026)	**D5.8: Communication and dissemination iteration** (WP5, CSCP, DEC, PU - Public) Iteration of C&D strategy and C&D Kit. Task 5.1 feeds to this deliverable. **D5.12: CARE exploitation plan update 1/2** (WP5, CSCP, DEC, PU – Public) Updated strategy to exploit the project's key results. Task 5.5, 6.1 will feed to this deliverable.
M42 (June 2027)	**D5.4: CARE Toolbox** (WP5, CSCP, OTHER, PU - Public) Toolbox of different CARE outputs. Tasks 2.2 and 5.4 feed to this deliverable. **D5.5: Reports with real household stories and photos** (WP5, CSCP, R, PU – Public) Cookbook and circular clothing magazine showcasing circular consumption in HH of 5 countries. Task 5.2 will feed to this deliverable.
M44 (August 2027)	**D5.6: Circular Academy** (WP5, CSCP, R, PU - Public) Online capacity-building programme. Task 5.4 feeds to this deliverable.
M46	**D5.7: European rollout strategy** (WP5, CSCP, R, PU - Public)

(October 2027)	Strategy to support a Europe-wide uptake of activities. Task 5.6 will feed to this deliverable.
M48 (December 2027)	**D5.9: Communication and dissemination strategy report** (WP5, CSCP, DEC, PU - Public) Final C&D report. Task 5.1 feeds to this deliverable. **D5.11: Policy brief final** (WP5, CSCP, R, PU - Public) Summary of final results for policy makers. Task 5.3 feeds to this deliverable. **D5.13: CARE exploitation plan update 2/2** (WP5, CSCP, DEC, PU - Public) Update 2/2 to strategy to exploit the project's key results. Tasks 5.5, 6.1 will feed to this deliverable.

Table 3 C&D Deliverables

3.4 Monitoring and Reporting

Effective communication necessitates continuous evaluation to monitor developments, measure success, and strategically adjust in response to any shortcomings. This chapter details the key performance indicators, targets, and monitoring tools that will be utilized to assess and enhance the impact of the CARE project's communication efforts.

3.4.1 Key Performance Indicators (KPIs)

To effectively track the performance of our communication and dissemination activities, we will monitor the following KPIs across various channels:

Website: data is analysed with the help of a plugin for Wordpress

- Number of Visitors
- Number of Page Views
- Number of Published Posts
- Number of Downloads

Social media: where available (*), data is analysed via the respective portals

- Number of Followers
- Number of Posts
- Interaction Rate* (calculated as total interactions divided by the reach of the post, multiplied by 100 to get a percentage)
- Post Impressions*
- Post Reactions*
- Click-through Rate*

Newsletter: data is collected via the software's analysis functions

- Number of Recipients

- Open Rate
- Click Rate

PR & Publicity: data is collected manually

- Number of Press Releases
- Number of Press Contacts

Event: are recorded via the C&D Usage Tracker

- Number of Organised Events
- Number of Participants
- Number of Consortium Member Participations

Regular reviews of these metrics will enable us to assess the effectiveness of our strategy and make necessary adjustments to achieve our objectives.

3.4.2 Communication and Dissemination Goals and Targets

The following targets are designed to measure the reach and engagement of our communication and dissemination activities. Our quantitative targets for the CARE project's lifespan include:

Channel	Metric	Target/ expected Outcome in total
Website	Visitors	5000
	Number of Blogposts	TBA*
Newsletter	Subscribers	250
	Issues	8
Social media	Followers on Instagram	1000
	Followers on Linkedin	2000
	Followers on X	TBA*
Scientific Output	Publications	10
Events (including webinars and final event)	Participants	250

* = needs to be agreed at the monthly C&D meeting

Table 4 C&D goals and targets

In addition, the project expects to fulfil these overarching outcomes through its communication and dissemination activities (parts covered by the exploitation strategy):

- We expect that in total 75 % of participating HH will promote their circular consumption activities in their social media profiles or through word-of-mouth;
- At least 5,000 other households in Europe will learn about the CARE project.

Suitable measurement methods will be developed with local partners ahead of the implementation of the pilot activities.

The CARE project creates a European multiplier effect through:

- Disseminating the CARE Toolbox to 50 actors working on the topic and
- Engaging a minimum of 20 actors in the Circular Academy;
- 30 % of the actors working on circular consumption benefit and use the CARE Toolbox actively by 2030;
- A minimum of 25 % of relevant actors attend the Circular Academy by 2030.

3.4.3 Monitoring Tools and Reporting

To ensure comprehensive tracking and reporting, an online Communication Dissemination and Usage Tracker will be established by the CSCP. This tracker will follow the recommendations of the European Commission and will be accessible to all partners via the shared project platform. The data will be reported to the EU poral each quarter. Key reporting requirements for the EU portal will include:

Communication Activities: Activity Name, Communication Channel, Description, Target Audience, Metric, Outcome, Status – additional information about the related WP, (estimated) Size of Audience Reach, Publishing Date, Location of Publication, Geographical Coverage and Link to the Activity further ensure transparency and support of future activities.

Dissemination Activities: Activity Name, Activity Clusters, Activity Type, Description, Target Audience, Status, Size of Audience Reach – additional information about the related WP, Date, Location, Geographical Coverage and Link to the Activity further ensure transparency and support of future activities.

The effectiveness of our communication and dissemination efforts will be continuously evaluated by monitoring the reach to target groups through various channels and events. Stakeholder and household feedback on the utility and impact of the CARE activities will also be integral to this evaluation. The exact design will be discussed and concretised in the course of the project.

3.5 Data and Privacy

The CARE project will have a Data Management Plan (D6.2, by M6 and updated throughout the project) which provides a guide on the collection, storage, handling and sharing of data in the project, according to good research practice, complying with HE regulation and FAIR data principles.

Appropriate measures will be put in place to ensure compliance with GDPR, particularly in relation to data collected from HH participating in project activities. This includes consent forms concerning participation in events and the use of data collected within those spaces, as well as specific permissions for photography and videography collected for the purposes of project C&D. CSCP will provide guidance for partners to ensure that tools used for C&D purposes are set up to comply with GDPR.

CARE follows an open science approach for project publications. As stated in the GA, dissemination of scientific publications, results and data will follow a set of measures in line with the following principles (using appropriate Open Access journals, repositories and licenses):

- Open access to publications
- Open access to research data and methods
- Open education and educational resources
- Open cooperative and stakeholder engagement

Further details on publication processes and intellectual property rights related to dissemination of project results are included in the CARE CA.

4. CARE Project Identity

In this chapter we outline the essential branding elements and strategic communication principles of the CARE project. It ensures that our C&D activities are aligned with our values of inclusivity and sustainability, and that they effectively articulate the nature and goals of our initiative. Adherence to these guidelines is critical to creating effective and consistent messages that enhance our outreach and support our overarching mission.

4.1 EU Disclaimer and Logo

The following guidelines are necessary for accurately representing the project's EU funding in all communication and dissemination activities. It includes guidelines on the correct use of the EU disclaimer and logo, ensuring compliance and maintaining the visual integrity of the project in public communications.

EU Disclaimer

Any communication or dissemination activity connected to the project must present factual information and include the following disclaimer, translated into local languages as needed:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority which is the European Research Executive Agency (REA).

EU Logo

Always acknowledge the project’s funding by the European Union in all C&D activities, including media relations, conferences, seminars and information materials in all formats. It is mandatory to display the European flag and the funding statement (translated into local languages, where appropriate). The corresponding logo files are stored on the CARE project platform for all project partners.

Figure 2 EU Logo with funding statement (horizontal)

The following funding statement must be used with use of EU Logo: “The CARE project is funded by the European Union under Grant Agreement No. 101135141.”

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

4.2 CARE Project Branding

Here we outline the visual and verbal identity of the CARE project. The branding strategy is anchored in inclusivity and openness, as reflected by the CARE logo. Accompanied by a warm and inviting colour palette and imagery showcasing a diversity of individuals, these elements cultivate a friendly and accessible atmosphere. The choice of typeface complements this approach, enhancing our overall communication with clarity and consistency. This section aims to provide an understanding of how each aspect of our project identity supports our mission to effectively engage and inspire diverse audiences.

The project style guide will be made available to all consortium partners via the CARE project platform and can be found in Appendix 5. The core elements of the CARE project branding are outlined below.

4.2.1 CARE Logo

The CARE logo is designed to visually represent the four main themes of the project: Circularity, Households, Food and Clothing. The logo features icons for each theme, arranged with coloured circles that form a unified, circular shape. This design emphasises the concept of circularity and fosters a friendly and fun atmosphere.

Figure 3 CARE Logo

The logo is complemented by a range of colours and selected typography.

4.2.2 CARE Colours

The CARE project utilizes a palette of fresh, strong and bright colours designed to evoke positive emotions and stimulate activity. Each colour is chosen for its psychological impact and associations:

- **Turquoise**: symbolises communication, clarity of thought, balance, harmony, serenity, healing, and creativity
- **Salmon**: represents encouragement, friendliness, and open-mindedness
- **Purple**: stands for the future, imagination, dreams, ambition, and confidence
- **Yellow**: evokes optimism, happiness, joie de vivre, friendliness

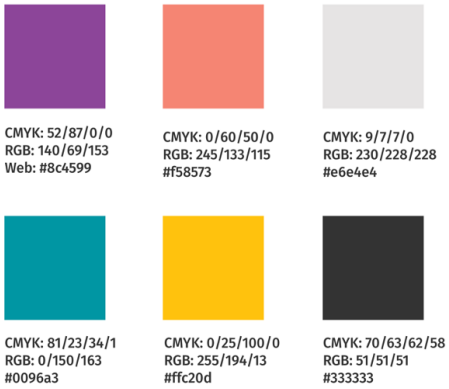


Figure 4 CARE Colour Palette

4.2.3 CARE Typography

Typography plays a crucial role in project branding by enhancing readability and conveying the project's values visually. For the CARE project, we have selected the 'Poppins' typeface because it is a friendly and international font that fits perfectly with the friendly and harmonious visual appearance of CARE. The choice of this typeface not only supports the visual cohesion of our branding but also ensures accessibility. 'Poppins' is a font created by Ninad Kale. It is free for commercial use which means it is without cost. This way the font is easy to use for all project partners.

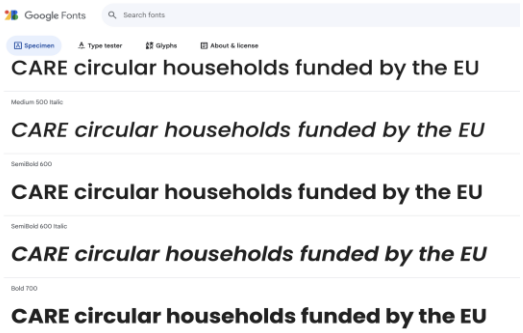


Figure 5 CARE Typography – Screenshot of the fontface 'Poppins'

4.2.4 CARE Imagery

CARE imagery is integral to our branding, reflecting our commitment to inclusivity and collaboration. By featuring images of diverse individuals across all ages, genders, ethnicities, sexual orientations, social classes, and including vulnerable groups like the elderly, single parents, and people with disabilities, we demonstrate that everyone is welcome and valued in our mission. This diverse representation helps to foster a sense of community and collective effort toward building a sustainable future, reinforcing the inclusive nature of the CARE project.

Figure 6 Example for CARE Imagery 1

Set of different groups and household models (credits from left top to right bottom: Hannah Tasker on Unsplash, Copyright(c) DGLimages/Shutterstock, Kampus Productions on Pexels, Andrea Piacquadio on Pexels, Copyright (c) Kaspars Grinvalds/Shutterstock, thisisengineering on Pexels)

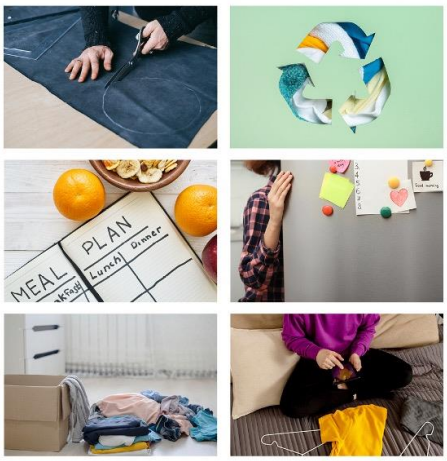


Figure 7 Example for CARE Imagery 2

Set of different activities and topics, corresponding to the friendly and vivid CARE color palette (credits from left top to right bottom: Anna Shvets on Pexels, Copyright (c) Vimaliss/Shutterstock, Copyright (c) ViChizh/Shutterstock, Copyright (c) New Africa/Shutterstock, Copyright (c) Vasilyeva Ekaterina/Shutterstock, Copyright (c) Creative_Bird/Shutterstock)

4.2.5 CARE Templates

To ensure consistency and professionalism across all communications, we have provided our partners with two office templates for Word and PowerPoint. These templates enable the production of high-quality documents that align with our branding standards. Additionally, partners have received a virtual background for use on online platforms, enhancing our unified visual presence during virtual engagements.

We have also established a Canva account to facilitate the creation and sharing of various materials, such as social media banners, leaflets, and flyers, which can be easily adapted to the local languages of our pilot countries. These resources are designed to streamline content creation, ensuring that all partners can effectively communicate in a cohesive and impactful manner.

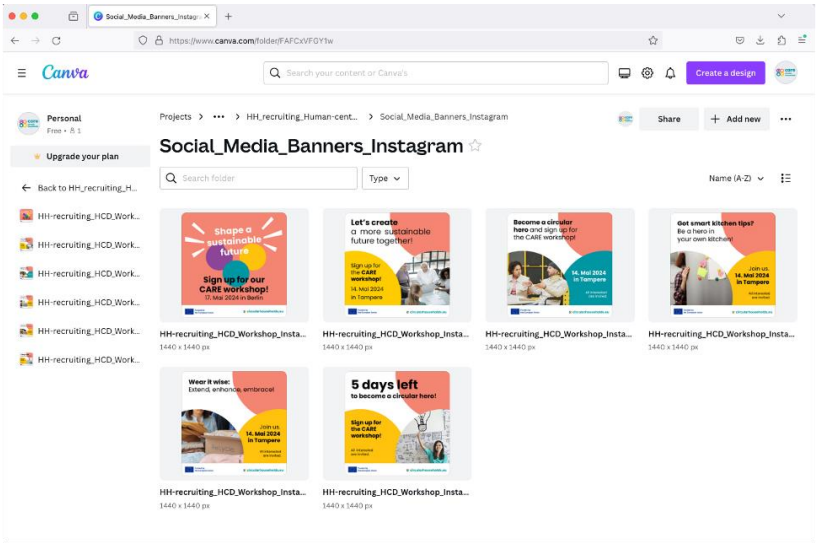


Figure 8 CARE Canva account with various templates that can be translated to the local languages

4.2.6 CARE Language and Tone

Our words are powerful tools that can inspire and engage people in our mission. This section is designed to ensure our communications are consistent, respectful, and effective, helping us move towards a more sustainable future together. This chapter will be updated as needed, with input from our team and stakeholders to stay current and effective.

Communication Principles

- **British English or Local Language:** Project communications and C&D activities are conducted in British English. Each partner will be free to translate content into local languages where relevant and beneficial.
- **Language Style**: Keep it modern, motivational, and moderately formal.
- **Tone**: Always be engaging and positive. Use active voice to make our messages lively and approachable.
- **Simplicity**: Use short, impactful sentences. Avoid complex words or jargon to keep our message clear and accessible to everyone.
- **Examples**: Include practical examples to illustrate points clearly and make messages more relatable.

Specific Guidelines by Stakeholder

- **General Public and Local Communities**: Use simple, easily accessible, inspiring and motivating language. Explain sustainable practices clearly and show their benefits with examples.
- **Government and Policymakers**: Maintain a formal tone but ensure the language is accessible, backed by data where appropriate.

- **NGOs, Industry, and Researchers**: Keep it professional and precise, using specific terms only when necessary, with explanations provided.
- **Media**: Deliver key messages quickly, using compelling language that highlights the project's impact and objectives.

Inclusive and Gender-Friendly Language

Since CARE wants to be inclusive, the language should reflect this. For better orientation and more standardised language, we suggest using the United Nations Guidelines for gender-inclusive language in English. More information can be found at: https://www.un.org/en/gender-inclusive-language/guidelines.shtml

- **General Principle**: Always use language that respects and acknowledges all genders, ages, and cultural backgrounds. This includes using they/them pronouns where gender does not need to be specified and ensuring that examples and scenarios are universally relatable.
- **Implementing Inclusivity**: Refer to individuals by their roles or titles unless personal names are necessary for clarity. When addressing diverse groups, be mindful to include a spectrum of demographics.

Support for standardised spelling with Numbers, Dates and Ordinal Numbers

To ensure clarity and consistency in the presentation of numbers, dates and times in all formal communications, we recommend the Interinstitutional Style Guide, the full text of which can be found here: https://publications.europa.eu/code/en/en-000500.htm

- **Basic Numeric Representation**: Spell out numbers from one to nine. Use digits for 10 and above. In ranges crossing these boundaries, use digits for both, e.g., 9 to 11.
- **Statistics and Specific Contexts**: Always use digits for statistics, votes, serial numbers, and when associated with units of measurement (e.g., 3 officials, 250 kW).
- **Measurements**: When units are abbreviated, numbers should be in digits (e.g., EUR 50). If units are spelled out, digits are still preferred (e.g., 500 metres).
- **Special Formats**: Use words for 'hundred' and 'thousand' or their numeric equivalents (300 or three hundred). Combine 'million' and 'billion' with figures (e.g., 2.5 million).
- **Full Dates**: Always use the full form in text (e.g., 6 June 2012). For references, abbreviations without leading zeros are acceptable (e.g., 6.6.2012).
- **Decades and Centuries**: Use full numbers for decades (e.g., the 1990s) and spell out ordinal numbers for first to ninth (e.g., first, second, third), using digits from 10th onwards.

How to punctuate bullet point lists

When crafting bullet point lists, consistency and clarity are key. Below are the optimised guidelines for proper punctuation in various scenarios:

- **Capitalisation**: Always capitalise the first letter of each bullet point to maintain consistency across documents.
- **Complete sentences**: End each bullet that forms a complete sentence with a period.

- **Completion of stem sentences**: If bullets complete an introductory stem sentence, use a period after each bullet.
- **Fragments and lists**: Avoid using a period after bullets that are fragments or part of a list that does not complete a stem sentence.
- **Avoid semicolons**: Do not end bullets with semicolons.
- **Consistency in list style**: Ensure all items in a list are either full sentences or fragments. Do not mix styles within the same list.

Bullets Completing a Stem Sentence: Example where each bullet completes the stem "I love eating vegan because of its":

- Positive impact on health.
- Contribution to environmental sustainability.
- Diverse and delicious food options.

Bullets as Fragments: Example of bullet points that are standalone fragments and do not complete an introductory sentence: Reasons I love eating vegan food:

- Health benefits
- Ethical treatment of animals
- Variety of flavours

Dos and Don'ts

- **Instead of Fashion use Clothing**: Fashion tends to reflect a trend and lifestyle on the spectrum of fast fashion or luxury items. At CARE, we focus on the terms clothes, clothing and apparel as they are closer to the concept of durability, functionality and basic necessities. One exception is made: if fashion hashtags support our C&D objectives and activities, they should be allowed to use.
- **Use project acronym and logo**: In order to increase the visibility of our project, partners should use both the project acronym and logo in project related matters in a consistent design for easy recognition.

5. Channels, Tools and Activities

In today's interconnected world, effective communication is crucial to the success of any project. The CARE project recognises this imperative and has planned its C&D strategy to resonate across diverse European communities, both during and after the project timeline. Central to our strategy are dedicated project channels as well as communication tools and activities, designed to serve as the primary conduits for all C&D efforts. These will extend throughout Europe via local pilot channels, where content will be customized in local languages and contexts to resonate meaningfully with local stakeholders, including HH.

This chapter describes the project's channels and tools, products and activities within internal and external C&D activities. An overview of the channels, their respected target audiences and KPIs is found in Appendix 3.

5.1 Internal Communication

The tools and channels for communication within the consortium are listed below. A more detailed description, can be found in the CARE project handbook and management plan, provided by TAU under Deliverable 6.1 in March 2024.

5.1.1 Mailing list(s)

To support internal communication and information flow, a project mailing list has been set up for all consortium members. The mailing list is intended for any general project communication that concerns a majority of the members. Any member of the mailing list can send a message to the mailing list. The coordinator is responsible for managing the mailing list and keeping the list of subscribers up to date.

5.1.2 Internal newsletter(s)

To support internal communication, the coordinator will send a newsletter ('Coordinator's updates') via the CARE mailing list with the latest updates/news on the project. The purpose of the newsletter is to inform the whole consortium about relevant management issues and the progress of the project. Coordinator's Updates will be sent as needed, but at least four times a year. If needed, future internal newsletters can be created for the purpose of the project.

5.1.3 CARE project platform for document repository

A project platform has been set up to act as a repository for all working documents. The platform is used not only to share documents in progress, but also to store final and validated reports or deliverables, meeting materials, and any valuable information produced or collected during the project. The platform also contains a channel for each WP, which serves as a forum for discussion of WP issues.

The project platform is only accessible to consortium members and authorised individuals. Generally, content should not be shared with parties outside the project. The platform is hosted on protected servers and managed by TAU.

5.1.4 Emails

Sending an email is the standard practice to communicate and exchange information between a specific group of persons within the consortium (e.g., specific consortium members working on a task or a WP).

5.1.5 CARE Communication & Dissemination Group Monthly Meetings

Once a month, a 60-minute meeting is held under the leadership of the CSCP to plan, coordinate and optimise support for all C&D activities. Each partner organisation has nominated at least one staff member to attend the regular meetings and play an active role. As the project progresses, the frequency and content of the meetings can be adapted to the needs of the project partners. The presentations and minutes will be made available on the CARE project platform after the meeting.

5.2 External Communication and Dissemination

The tools and channels for external communication of the project are listed below.

5.2.1 Website

The CARE project's website serves as the central hub for communication and dissemination, designed to evolve in two strategic phases: the launch step and the development step. This dual-phase approach ensures the website not only meets immediate project needs but also adapts and expands as the project progresses. The website is made available under: https://circularhouseholds.eu/

Launch Step

Immediately after the official launch of the CARE project, the website went live with a basic but functional structure, curated by the CSCP. This initial version contains essential information to launch the C&D activities of the project. The main objective of this phase is to quickly establish an effective digital presence, which is a fundamental milestone for the project.

Development Step

As the project evolves, the CSCP aims to enrich the existing structure with more comprehensive information reflecting the ongoing progress of partnerships and activities. The enhanced website will have a user-friendly and responsive design, with content available in English and links to local partner websites. In addition, it will host all scientific publications from the CARE online archive and provide easy public access to a list of these publications.

Website Structure and Content

The CARE project website will be organised into several key sections, each designed to provide visitors with a rich, engaging experience while providing detailed information about the project. The final structure and content will be agreed between CSCP and TAU:

- **Discover CARE:** A section detailing CARE's vision, mission, objectives, solutions, and contributions as well as information about methodology, WPs and project partners.

- **Engage with CARE:** A comprehensive guide on how different stakeholders (HH, NGOs, municipalities, researchers, governments) can engage with the project.
- **Media, News, and Events:** Regular updates and blog entries, a calendar of upcoming and past events, and a press corner with releases and media kits.
- **Resources:** Downloads for CARE publications and deliverables, educational resources such as the CARE Toolbox, and materials from the Circular Academy.

Website Management and Optimisation

The CSCP is responsible for the ongoing management and content updates of the website to ensure that it remains an up-to-date and valuable resource. Project partners are encouraged to actively contribute content, which will be coordinated and uploaded by the CSCP in a timely manner.

To maximise usability and visibility, the website will feature:

- High-quality UX/UI design for optimal user-friendliness across all devices.
- Keyword optimisation to enhance search engine visibility for terms related to sustainability and circular economy.
- Clear content organisation to support both search engine optimization and a high-quality user experience.

The CARE project website is not just a repository of information, but a dynamic platform designed to grow with the project. It aims to be a central tool in the project's C&D strategy, increasing engagement and spreading awareness of circular economy practices across Europe.

5.2.2 Social Media

Social media channels play a key role in the CARE project's C&D strategy, complementing and amplifying the content shared on the project website. By targeting specific audiences, these platforms facilitate targeted communication that reaches key stakeholders, including policy makers, researchers, and professionals. Through strategic content alignment, active partner participation, and continuous monitoring, the CARE project aims to maximise its reach and impact in promoting circular economy practices.

Channels and Strategy

The CARE project uses three main social media platforms: LinkedIn, X (formerly known as Twitter), and Instagram. Each channel is tailored to effectively engage with different audience segments:

- **LinkedIn** (@care-circular-households): This platform is utilised to engage with professional stakeholders. Content on LinkedIn focuses on fostering connections with industry, policy, and academic audiences. It serves as a platform for sharing project results, professional insights, and engaging with potential collaborators in a professional context.
- **X** (@care_circularhh): X is used for reaching a wide audience that includes policymakers and professionals. It is a tool for promoting project news and sharing updates.
- **Instagram** (@care_circularhouseholds): Primarily aimed at the general public and households, Instagram is used to share visually appealing content that highlights project activities, updates, and events. The focus is on creating engaging posts that inform and activate a broad audience base.

Social Media Management

The CSCP manages the project's social media channels and coordinates the publication of content. Project partners are encouraged to actively contribute to content creation, focusing on relevant developments within the project to ensure a steady flow of information. Partners are also encouraged to interact with, repost, and tag the project's social media handles (usernames) and relevant hashtags in their posts to increase reach and engagement.

The primary hashtag for the project is #CareCircularHouseholds. Additional hashtags relevant to specific campaigns or topics will be used to effectively track engagement and reach effectively. Here you can find a basic hashtag-set for the project's topics: #CircularEconomy, #ConsciousConsumer, #FoodWaste, #HorizonEurope, #ReduceReuseRecycle, #SustainableClothing, #SustainableLifestyle, #SustainableLiving, #ZeroWaste.

5.2.3 Email-Newsletter

The CARE project's email newsletter is a key component of its communication strategy, designed to keep stakeholders informed and engaged. To this end, a series of eight targeted newsletters will be distributed over the course of the project. By providing timely updates and fostering a collaborative environment through shared content, the newsletter aims to support the overall objectives of the project and promote the adoption of circular economy practices among a wide range of professional and institutional stakeholders.

Newsletter Management and Distribution

The CSCP is responsible for setting up and managing the e-newsletter using third party software, such as Mailchimp, which is GDPR compliant for the handling of personal data. This ensures that all data management practices adhere to the highest standards of privacy and security.

The structure and design of the newsletters will be created by CSCP with input from TAU and other partners as needed through the C&D group.

Once the newsletter has been approved and sent by the CSCP, project partners are free to further distribute the newsletter to their contacts or by other means in accordance with their organisational policies and applicable legal regulations. This multi-layered dissemination strategy aims to maximise the reach and effectiveness of the newsletter.

Partners are also provided with a subscription link to share with their contacts to help grow the newsletter's readership base.

5.2.4 Media Coverage

To complement the direct communication channels, CARE will implement a robust media coverage strategy. This strategy will include press releases and active engagement with the media to ensure high visibility and public outreach.

Press Release Strategy

The CSCP, in coordination with TAU, will be responsible for the preparation of press releases. These releases will highlight significant project milestones, results and events of public, economic, scientific or political interest. All press releases will be written in English to ensure consistency and may be translated into local languages by project partners without altering the structural or content integrity.

Once finalised, each press release will be distributed to relevant media contacts to maximise visibility. The CSCP will compile a list of media and press contacts during the project, which will be accessible via the project's internal collaboration platform. In addition, the project partners will distribute press releases through their own channels. This decentralised approach will help to leverage each partner's unique media connections and increase the overall reach and impact of media activities.

Press releases will be made available on the project collaboration platform and emailed to the consortium to ensure all partners have immediate access to distribute through their channels.

Media Relationship Management

In addition to reactive press releases, the project's partners will proactively engage with journalists and media outlets to explore opportunities for featured articles, interviews, and other forms of coverage. The media strategy goes beyond traditional news outlets:

- **Specialized Journals**: Recognising the diverse interests of our audience, CARE will target mainstream journals that focus on circular economy and sustainable consumption. In addition, the project will consider journals that address gender issues, such as Gender & Society, to publish findings that focus on gender differences and equality in the context of sustainable behaviour.
- **Multi-Level Press Engagement**: To illustrate the impact of circular behaviour at the household level, CARE will engage with different levels of the media - from local community newspapers to international news networks. This approach will ensure that the message of sustainable living and the project's contributions are widely and effectively communicated.

5.2.5 Scientific Communication

Scientific communication is a critical component of the project's dissemination (and exploitation) strategy. It not only ensures that the research results reach the academic community, but also supports evidence-based policy making and public discourse on sustainable behaviour and circular economy practices.

Publication Strategy

As part of the project's commitment to advancing scientific knowledge, the CARE project plans to produce ten scientific publications. These publications, authored by the project's scientific partners, will cover different aspects of the research conducted throughout the project. The publications will discuss the methodologies, findings and implications of the CARE project and provide valuable insights into effective strategies for promoting sustainable lifestyles.

To facilitate the timely dissemination of research results, publications will be made openly accessible upon publication, preferably as preprints, under the latest available version of the Creative Commons Attribution International Public License (CC-BY or equivalent). Trusted repositories will be used to deposit all publications. In addition, all scientific publications will be stored in CARE's online archive and a list of

publications will be made available on CARE's public website. This allows the scientific community and other stakeholders to access and use the research results without delay.

In addition to scientific articles, the CARE project will produce policy briefs aimed at translating research findings into actionable recommendations for policy makers. These briefs will be strategically disseminated to reach decision-makers at local, national and European levels to ensure that the findings of the CARE project can inform policy development and implementation in relevant areas. (More on this in the exploitation strategy.)

5.2.6 Events

Events play a crucial role in the CARE project's dissemination and exploitation strategy, serving as dynamic platforms for raising awareness, sharing best practice and promoting the project's outcomes. The project will participate in a variety of events, ranging from webinars to major European conferences, each carefully selected to maximise outreach and impact.

Types of Events and Strategies

- **Webinars**: In the early stages of the project, CARE will organise a webinar with key experts, representatives from the CCRI network and similar European projects. The aim is to benchmark and share best practices in changing household consumption patterns, drawing lessons from previous and ongoing EU-funded initiatives. At the end of the project, another webinar will bring together experts and external stakeholders to discuss the best practices identified during the project. This session will explore how these practices can be implemented across Europe to ensure the lasting impact of the project.
- **The Circular Day Final Event**: Planned as part of a major European event, such as the European Week of Regions and Cities in Brussels, this final event will showcase the products and achievements of the CARE project. An interactive programme will be co-designed, possibly in partnership with CCRI, to facilitate the adoption of the project's methods in other locations. Activities may include inspirational presentations, interactive formats such as swap markets and repair cafes, cooking demonstrations using leftovers, and showcasing 'Circular Heroes' as a communication tool.
- **Scientific Conferences and Other Events**: CARE team members will actively participate in relevant scientific conferences and other sector-specific events, presenting the project and its findings to an audience of professionals and academics.

Event Participation, Communication and Support

CARE will organise several events – from the project kick-off to the closing event. We also aim to support partners to participate in several external events, representing the CARE project. To maximise the impact of our C&D activities, partners are required to inform the CSCP of any upcoming events they are organising or participating in. This information will be used to update the project's C&D channels and to provide partners with the necessary communication materials, available on the project's internal collaboration platform, to support their event activities. To this end, the CSCP, in collaboration with TAU, will maintain an events calendar or list detailing all planned partner participation. This calendar/list will be a vital tool for coordinating the project's overall events strategy and ensuring consistent communication across all platforms.

5.2.7 Promotional Materials

Effective promotional materials not only serve to inform but also to engage a wide audience by visually conveying the project's objectives, activities, and expected outcomes. The CSCP is tasked with producing a range of print and digital materials, following the project's visual guidelines to ensure consistency and recognisability.

All promotional materials will be readily accessible on the project's internal collaboration platform, enabling partners to download and use them as needed. This centralised access ensures that all partners are using the latest, most accurate versions of the materials, maintaining consistency across all communications.

The following materials will be developed:

- **Presentation Overview**: A presentation giving an overview of the project and its expected impact will be available for partners to adapt for use at various speaking engagements.
- **Promotional Leaflet**: Designed to present the project idea, objectives, proposed activities, and expected outcomes. While primarily distributed digitally to maximise reach, a print-ready version will be made available to all partners for use at events and meetings.
- **Event Banners/Roll-ups**: These are used at events, conferences, and workshops to provide a visual representation of the project. Roll-up banners are particularly useful for portable, eye-catching displays that are easy to transport and set up in different locations.
- **E-Banners**: Digital banners will be created for use on websites, in email communications, and on social media platforms. These e-banners will help maintain an online presence and can be easily shared by project partners and stakeholders.
- **Social Media Templates**: To ensure a consistent look and tone across all social media platforms, post templates will be created.
- **Microsoft Word and PowerPoint Templates**: These templates will be designed for creating documents and presentations that are consistent with the project’s branding.
- **Videos and Images**: High quality videos and images will be developed to enhance the project's channels. These visual resources are critical to engaging audiences in the digital age and provide dynamic ways to present information and tell the project's story.

5.2.8 Community Platform

The CARE community platform is a crucial component of its communication, designed to engage participating HH and foster a collaborative environment. This online platform will enable HH to connect, share experiences, and support each other in adopting circular economy practices. The platform will facilitate peer-to-peer interactions, creating a multiplier effect through active participation.

The project’s coordinator, TAU, will select and manage an appropriate community platform under WP2, ensuring it complies with GDPR standards for data protection and procurement regulations.

5.2.9 CARE Partners' Communication Channels

The consortium's established channels, refined through the experience of previous Horizon 2020 and Horizon Europe projects, play a crucial role in amplifying the project's reach and impact. By using these established channels and adapting the content to local contexts, the CARE project aims to maximise its visibility and impact in promoting sustainable behaviours across Europe.

CARE partners bring a wealth of communication assets to the table, including robust social media presences and extensive networks, which are essential for disseminating project results and engaging stakeholders. These channels vary across regions and languages, ensuring that project messages are effectively localised and culturally relevant.

A comprehensive list of all channels for each partner is detailed in Appendix 4. This list will serve as a resource for the consortium to understand the communications landscape and plan collaborative efforts effectively. It includes the organisations' websites, social media accounts and their respective reach.

Collaborative Dissemination

To maximise the impact of these different channels, partners are encouraged to share and promote each other's content, creating a ripple effect that extends the reach of each piece of information. While adaptation to local contexts is crucial, maintaining a coherent and consistent message across all channels is essential to ensure consistency in the project's communications. Partners will provide regular updates on their activities and successes in using these channels, which will be shared internally, e.g. in the C&D Group Meetings, to promote learning and adaptation of best practice across the consortium.

5.3 CARE Products for Communication, Dissemination and Exploitation

This sub-section outlines the various products developed by the project to facilitate the communication, but more importantly the dissemination and exploitation of circular economy principles. Each product is designed to engage specific stakeholders and the public, and to promote a deeper understanding and implementation of sustainable practices in different contexts and regions.

5.3.1 Circular Heroes

The CARE Circular Heroes are fictional characters, developed using the persona method, that embody different types of users who might interact with our services. These personas make the complex issues of the circular economy relatable and understandable by turning abstract data into relatable stories. For more information on the CARE Circular Heroes, see chapter 2.2.4 and appendix 2.

5.3.2 Explainer Videos

To effectively reach HH, the CCRI network, and other stakeholders, two explainer videos will be produced. These videos, one focusing on circular food and the other on circular textiles, will educate viewers on the importance of certain actions and provide a vision of how circular practices can be integrated into everyday life. In addition, a video for documentation purposes will capture the pilot projects and provide real-life examples of circular practices in action.

5.3.3 Cookbook and Clothing Magazine

At the end of the project, the experiences and recommendations from the pilots will be summarised into two key publications:

- **CARE Circular Cookbook**: A collection of inspirational stories as well as recipes that align with circular food principles.
- **CARE Circular Clothing Magazine**: An assembly of insights that promote sustainable and circular clothing practices.

Both publications will be available digitally, in English and as a template for other languages, serving as practical guides for citizens and organisations interested in localising the CARE approach and adopting circular practices.

5.3.4 Toolbox

The CARE Toolbox is an integration of various materials and tools developed throughout the project. It includes the above-mentioned explainer videos, infographics, social media cards, and a handbook, and packages these different outputs into strategies, guidelines and ready to use communication and design materials. Designed as a white-label and open format resource, it can be adopted by NGOs, municipalities and other entities to promote circular economy principles in different regions. The toolbox will be available for download on the CARE project website to ensure easy access for all.

5.3.5 Circular Academy

The CARE Circular Academy is an online capacity-building program developed to broaden the dissemination and exploitation of the knowledge and experiences from the CARE project. Developed in collaboration with the CCRI, consortium members and the advisory board, the academy is tailored to support CCRI regions and relevant NGOs and CSOs. It aims to empower these stakeholders to effectively adapt and apply the lessons learned from the CARE pilots at the household level in their own regions.

The CARE Circular Academy will include online modules, content from project partners, a supportive virtual scrapbook and interactive learning opportunities such as peer-to-peer sessions. It aims to equip participants with the necessary tools and knowledge to effectively implement circular practices in their regions.

6. Conclusion

The CARE project's C&D strategy has been carefully designed to ensure that our objectives are effectively communicated to our diverse range of stakeholders. As we move forward, it is important to review and emphasise the key components that will drive the success of our strategy.

Restating the Objectives: The overall goal of the CARE project is to transform 100 households in five European countries into circular model households in terms of food and clothing consumption. Our C&D objectives aim to raise awareness, engage stakeholders, and disseminate results to support this transformation and promote sustainable living practices.

Highlighting Key Messages: Our key messages focus on empowering households to adopt circular consumption habits, collaborating with stakeholders to co-develop innovative solutions, and advocating for policies that support sustainable living. These messages are designed to resonate with different audiences, from households to policy makers.

Reviewing Target Audiences: We have identified and strategically mapped our target audiences. Each audience requires tailored communication approaches to ensure effective engagement and participation.

Summarizing Channels and Tools: The strategy takes a multi-channel approach, using websites, social media, newsletters, press releases, events, and scientific publications to reach our audiences. We have also developed a comprehensive set of tools, including promotional materials, explainer videos, and the CARE Toolbox, to support our dissemination efforts.

Reflecting on the Implementation Plan: The C&D plan is structured around five key pillars: creating a shared vision, engaging pilot households, communicating project results, supporting stakeholders beyond the project, and fostering collaboration. Each pillar outlines specific actions and strategies to achieve our objectives and ensure a coherent approach.

Emphasising Monitoring and Evaluation: To assess the effectiveness of our C&D activities, we have established key performance indicators and a robust monitoring framework. Regular reviews of website traffic, social media engagement, newsletter metrics, and event participation will enable us to measure success and make necessary adjustments.

Acknowledging Challenges and Mitigation: Potential challenges include engaging diverse audiences, maintaining consistent communication across multiple channels, and ensuring data privacy compliance. We have mitigation plans in place, such as localised communication efforts, regular feedback loops, and strict adherence to GDPR guidelines.

Call to Action: As we implement this strategy, we call on all consortium partners, stakeholders, and communities to actively participate and support our efforts. Together, we can create a sustainable future where circular consumption becomes the norm.

By focusing on these critical elements, the CARE project's C&D strategy is well positioned to achieve its goals and make a meaningful impact on sustainable living practices in Europe. Let us continue to work together to realise our shared vision and drive sustainable change.

7. Appendices

7.1 Appendix 1: Stakeholder Mapping

We have treated stakeholders as groups that can influence, be influenced or perceive themselves to be influenced by the development of the CARE project. In general, stakeholders are entities that have an interest in the project or may have a positive or negative influence on the completion of a project. Stakeholders may have varying degrees of interest and influence over project activities and outcomes.

Stakeholder analysis is considered a useful strategic tool for the CARE project to identify current and future opportunities for collaboration, as well as potential groups of people who might be interested in the project. The stakeholder map is essential to evaluate their needs and expectations, and to assess the capacity of different stakeholders to influence the project's activities, which are mainly aimed at effectively using and disseminating the project's results to accelerate behavioural change in households regarding food waste and prolonging the life of clothes.

The following stakeholder mapping process helps in:

- **Identification**: Listing all potential stakeholders at different levels, from local entities to EU-level.
- **Analysis**: Assessing each stakeholder's interest and the potential influence of the project on their activities.
- **Prioritisation**: Identifying which stakeholder interactions are critical to the success of the project and should be actively managed.
- **Map design**: Design a stakeholder's map to visually reflect the data collection.
- **Engagement plan**: Developing specific strategies for communicating and collaborating with each key stakeholder group to ensure that their needs and interests are addressed, while keeping circular consumption high on their political and social agendas.

7.1.1 Stakeholder Groups and Coverage

To facilitate practical planning, stakeholders were divided into three main groups: Internal stakeholders, external stakeholders and networks:

Internal Stakeholders

- **Project Consortium**: All eleven project partners and respective employees, member organisations and third-party agencies
- **Funding Partner**: European Union and granting authority European Research Executive Agency (REA)

External Stakeholders

- **General Public**: Over 100 households across five European countries (Finland, Norway, Sweden, Germany, Estonia) participating directly in the project and residents of the CCRI regions and other Europeans potentially impacted through multiplier effects.

- **Local Ecosystems**: Local communities (like libraries, community kitchens etc.) with outreach to HH will be involved.
- **Municipals, Governments and Policymakers**: At local, regional, and EU levels who can influence or be influenced by project outcomes.
- **NGOs and CSOs**: Organizations interested in promoting sustainable consumption practices.
- **Industry**: Entities in the circular food and clothing sectors – including business associations.
- **Scientific Community**: Researchers focusing on sustainable consumption and environmental economics.
- **Media**: Media outlets and press organisations specialised in EU affairs, science, circular economy, industry and civil society.

Networks

- **CCRI Network**: Includes 5 participating regions and 32 others throughout Europe, actively engaged through project partners and advisory board members.
- **CCD Network**: Over 70 cities committed to circular practices.

The CARE project is a pan-European project, operating in a total of five countries. This complexity requires a multi-level stakeholder identification. For this reason, the stakeholders have been grouped according to a geographical classification, in addition to the classification by field of specialisation:

- **Global level**: Entities and organisations that have influence beyond Europe.
- **European level stakeholders**: Organisations and entities that have influence and whose scope of activity is focused on the European level. These organisations have an international scope of action and look for synergies across countries. Stakeholders at European level will be particularly important to give visibility to the project results, to raise awareness on the issue and to promote CARE throughout the European Union.
- **Local level**: Groups that focus their work on a more specific area. The aim of identifying these is to have a more direct relationship with them, as these stakeholders will be more closely involved during the project as they will be more affected by the project and will provide first-hand insights and information.

7.1.2 Data Collection

Primary data was collected by analysing the circular economy approaches in households regarding the use of food and clothing. This data collection and analysis was done by filling an Excel file with all the relevant information about each of the identified actors. The following methods were used to find the most relevant actors in the sector:

- **Consortium partners**: The CARE consortium members were asked to include the stakeholders they considered relevant to the project. Their collaboration was particularly interesting in order to have a map that covered the needs and interests of each partner.
- **EU transparency Register**: This register helped find additional stakeholders on the EU and global level.

- **Social media:** Most organisations have a presence on social media and this was an explorative way to find them. LinkedIn can be helpful when searching for professional profiles.

7.1.3 Power Interest Matrix

The Power Interest Matrix, which is also known as the Power Interest Grid, was proposed by Fran Ackermann and Colin Eden in 'Strategic Management of Stakeholders: Theory and Practice'. In the Power Interest Matrix categorises stakeholders according to their level of power and interest in the project. This helps to identify key stakeholders who need special attention and to develop management strategies to achieve dissemination and communication goals.

The level of power and interest of each stakeholder was determined by the WP5 leader from 1 to 5. Scores were assigned based on:

- **Power**: Ability to influence the project and its reputation and position in the EU. Some stakeholders are critical to engage because their participation is key to the success of the project, while others do not have a significant impact on the development of the project. Depending on their potential influence, different approaches to stakeholder relations and communication should be planned.
- **Interest**: The level of interest they have in the project reaching them. Some stakeholders may be very interested in the development of the project because of the impact they can have on it or the opportunities they can bring to CARE. Some other stakeholders, however, will have less impact on the project and their interest in participating may be lower.

The Power Interest Matrix is part of project communication management as it determines the level of involvement required from each stakeholder and the communication effort to be invested in each of them.

- **High interest, high power**: Stakeholders with high power and high interest should be managed with the utmost care. This group should be fully **involved** in the project, as cooperation will sometimes be required.
- **Low interest, high power**: Stakeholders with high power and low interest should be kept satisfied, but not so much that they become bored with the message. They should be **involved** and could discuss, but they should not be involved in decision-making.
- **High interest, low power**: Stakeholders with low power and high interest should be adequately **informed** and consulted to ensure that no major problems arise. They should be given balanced and objective information to understand the project and its outcomes. It is interesting to engage with them through consultation on specific issues, but not through full discussion or interaction.
- **Low interest, low power**: Stakeholders with low power and low interest require less effort than the rest; they should only be **observed**/monitored.

When analysing the punctuation for the creation of the Power Interest Matrix, the first step was to delete those with no interest and no power, as they were not considered relevant to the project. As most of the consortium partners only indicated relevant stakeholders, only a few of the reported stakeholders were filtered out (e.g. unspecific stakeholders such as consumers or local residents, and duplicates). Of these, the information provided by the partners was matched to the criteria and the following classification was made:

- **Managed closely (involve)**: >3 Interest and >3 Power

- **Kept satisfied (involve)**: <3 Interest and >3 Power
- **Kept informed (inform)**: >3 Interest and <3 Power
- **Monitored (observe)**: <3 Interest and <3 Power

Each quadrant gives an indication of the level of stakeholder management that should be applied and will influence the type of communication and dissemination that is undertaken with each stakeholder.

Not mapped are internal stakeholders, as they all have high power and interest and are actively involved in the project, and the general public, as they will be developed as personas (Circular Heroes) later in the project. However, both will be considered in the C&D strategy (activities).

7.2 Appendix 2: Developing 'CARE Circular Heroes'

7.2.1 Methodology

The persona method involves creating these fictional characters based on specific attributes and behaviours identified during workshops. This approach has several advantages:

- **Relatability**: By turning abstract data and complex sustainability concepts into relatable characters, the personas make it easier for individuals to understand and connect with the project's goals.
- **Simplification**: Personas help break down complex issues into manageable actions, thereby simplifying communication tasks.
- **Engagement**: Through their stories and scenarios, personas engage the community, fostering a deeper understanding and commitment to sustainable practices.

7.2.2 Gender Considerations in Persona Development

Gender aspects are critically considered in the planning and implementation of all persona-related activities in WP5. Efforts will be made to ensure gender balance and to effectively address gender norms in the creation of the Circular Heroes. This attention to gender will ensure that the personas are inclusive and representative of the diverse demographics within the scope of the project.

7.2.3 Implementation and Impact

As key elements the Circular Heroes will be shaped by ongoing feedback and insights derived from the human-centred design workshops. These personas will evolve as we gain a deeper understanding of the needs, challenges and motivations of our target audiences. The ultimate goal is to use these personas to guide local households and citizens through the adoption of circular practices, making sustainability an achievable and rewarding endeavour.

Through the use of Circular Heroes, the CARE project aims to change the way households perceive and engage with circular economy concepts, transforming passive audiences into active participants in the movement towards a more sustainable future.

7.3 Appendix 3: Overview of CARE channels, respected target audiences and KPIs

The table below sets out the key communication channels, the target audiences of each channel and associated Key Performance Indicators (KPIs), to crystalise the project's ambitious reach.

Channel	Target Audience	KPI	URL
Website	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	5.000 Visitors	circularhouseholds.eu
Linkedin	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	2.000 Followers	@care-circular-households
X	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	TBA Followers	@care_circularhh
Instagram	HH; Local Ecosystems (HH Outreach)	1.000 Followers	@care_circularhouseholds
Email-Newsletter	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	250 Subscribers 8 issues	
Scientific Output	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	10 Publications	*

Events (including webinars and final event)	Government; CCRI Region; Research & Innovation; Local Ecosystems (HH Outreach); Textile Industry; Food Industry; Networks/Other Projects; Media	250 Participants	*
Promotional Material	HH, Local Ecosystems (HH Outreach)		

Table 5 Overview of CARE channels, respected target audiences and KPIs

7.4 Appendix 4: Overview of CARE's partner channels and KPIs

Partner	Website	Linkedin	X	Instagram	Facebook
TAU	tuni.fi/en	@tamk	@TampereUni @MAB_TampereUni	@tampereuni @wastebustersfin	@TampereUniversity
		40.000 followers	20.500 followers 2.500 followers	19.000 followers 70 followers	53.000 followers
Asker	asker.kommune.no	@asker-kommune		@askerkommune	@asker.kommune.no
		7.000 followers		8.000 followers	31.000 followers
BOKU	boku.ac.at	@bokuvienna	@BOKUvienna	@boku.vienna	@bokuvienna
		28.000 followers	6.4000 followers	13.000 followers	20.000 followers
CSCP	cscp.org	@collaborating-centre-on-sustainable-consumption-and-production-cscp-	@scp_centre	@cscp_wuppertal	@scpcentre
	54.0000 visitors p.a.	6.000 followers	2.1000 followers	135 followers	1.9000 followes
EcoF	ekokumppanit.fi/en	@ekokumppanit		@ekokumppanit	@ekokumppanit
		6.000 followers		1.9000 followers	5.400 followers
IVL	ivl.se/english	@swedish-environmental-research-institute			@IVLSvenskaMiljo
	400.000 visitors p.a.	40 followers			900 followers

L-H	www.laaneharju.ee			@laaneharjuvald 1200 folloewrs	6300 followers
LDIF	letsdoitfoundation.org	@lets-do-it-foundation	@LDIFoundation		@letsdoitfoundation
		2.000 followers	5.000 followers		700 followers
LU	lunduniversity.lu.se	@lunduniversity	@lundunivserity	@lunduniversity	@lunduniversity
		143.000 followers	33.000 followers	53.100 followers	178.000 followers
OsloMet	oslomet.no/en	@oslomet	@OsloMet	@oslomet	@oslomet
		76.000 followers	10.500 followers	15.400 followers	53.000 followers
VI	verbraucher.org	@verbraucher-initiative-e-v		@verbraucherinitiative	@verbrauerinitiative.ev
		70 followers		335 followers	25 followers

Table 6 Overview of CARE partner's channels and reach (as far as known)

7.5 Appendix 5: CARE Style Guide

The CARE style guide is attached as a PDF.

Project partners

care
circular
households

Style Guide

June 2024

Version 1.0

Funded by
the European Union

circularhouseholds.eu

The CARE project is funded by the European Union under Grant Agreement No. 101135141.

Style Guide
Content

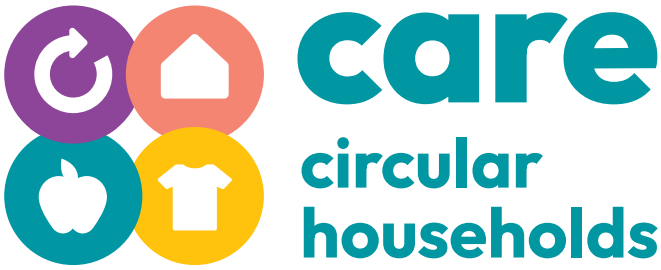
Project Name

Spelling

The spelling of the project name should be written in capitals in all publications:

CARE

Logo
Standard



4C COLOUR

1C BLACK

1C WHITE

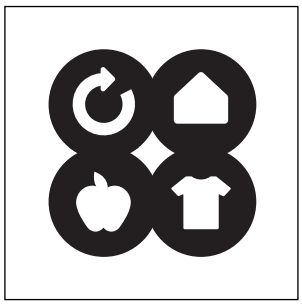
The CARE Logo is available in the standard colour version which is the preferred variant and in black or white. The white variant is used on dark backgrounds or images.

To ensure that the logo retains its recognition value, it is important that it is used exclusively in the form shown. Neither colours nor font or other parameters may be changed.

Logo
Signet

4C COLOUR

for very small sizes or illustrations



1C BLACK

1C WHITE

The CARE Signet is the graphic part of the logo (without the project name). It can be used on following pages if there is not enough space for the full logo, for illustration purposes or whenever space is limited.

For very small sizes (e.g. favicon, document footer) the signet can be used without the icons too.

Logo
Positioning

Standard positioning:
colour on white space

Use always the coloured logo on white or light space.

Use the white logo only when necessary on darker backgrounds and images to ensure good visibility.

Always use a white area around the logo. This white space should be at least the size of the circle used in the logo.

Colours

Values

CMYK: **52 | 87 | 0 | 0**
RGB: **140 | 69 | 153**
HEX: **#8c4599**

70% **50%** **30%**

CMYK: **0 | 60 | 50 | 0**
RGB: **245 | 133 | 115**
HEX: **#f58573**

70% **50%** **30%**

CMYK: **81 | 23 | 34 | 1**
RGB: **0 | 150 | 163**
HEX: **#0096a3**

70% **50%** **30%**

CMYK: **0 | 25 | 100 | 0**
RGB: **255 | 194 | 13**
HEX: **#ffc20d**

70% **50%** **30%**

CMYK: **9 | 7 | 7 | 0**
RGB: **230 | 228 | 228**
HEX: **#e6e4e4**

70%

CMYK: **70 | 63 | 62 | 58**
RGB: **51 | 51 | 51**
HEX: **#333333**

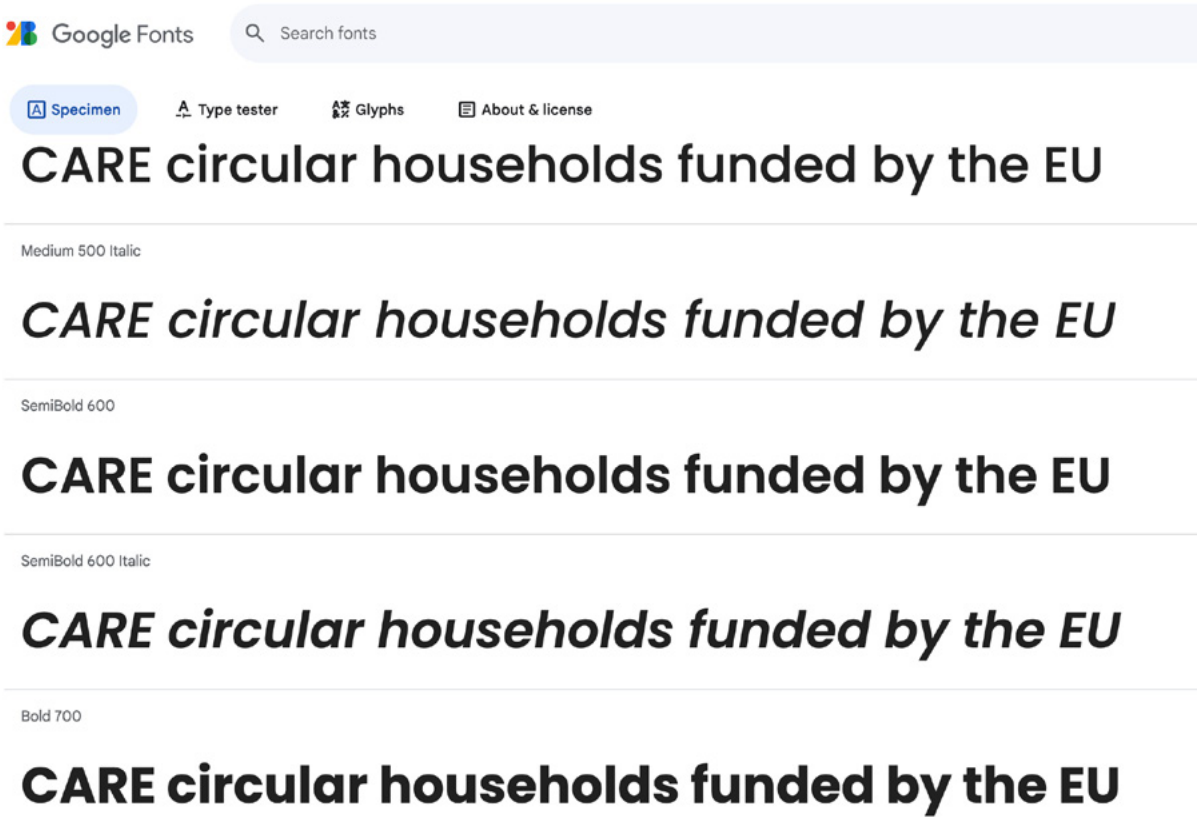
70% **50%** **30%**

The colours listed above should be used for all applications to guarantee a consistent CARE look.

If further colours are required, e.g. for tables, graphics or illustrations, they can be supplemented with other colours of the same intensity.

Typography

Poppins



CARE uses the typeface “Poppins”.

Poppins is a friendly, international typeface which works well for texts and brands that want to appear friendly and harmonious. Therefore it is a very good fit for the CARE Corporate identity that wants to engage a broad range of households.

The font is effective both as continuous text and as a headline and works well for screen and printing media.

“Poppins” is a font created by Ninad Kale. It is free for commercial use which means it is without cost. This way the font is easy to use for all project partners.

https://fonts.google.com/specimen/Poppins

Icons

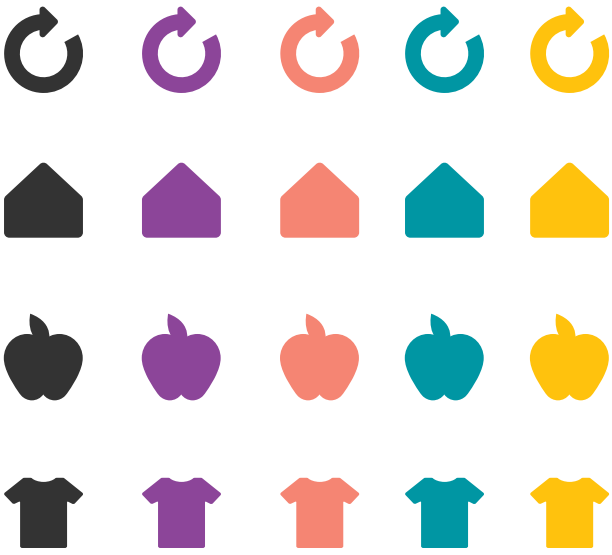
Standard

circularity

households

food pilot

clothing pilot



The icons used in the CARE logo can be used as separate icons too.

The icons can be used in white on coloured circles like in the logo or as coloured icons in any of the CARE colours (see also chapter “Colours”).

Design Examples

Social Media Banners
Household Recruiting Campaign for the human-centred design workshop

Design Examples

The CARE design uses the shapes and colours of the CARE logo and combines them with vivid images that are colour-coordinated and show a wide variety of household members. The text of the CARE media is likewise designed to appeal to and activate households.

Design Images

Note: A CARE library of images reflecting this approach is available for partners to use. For these or any other images used, partners must ensure that they have the right and/or permission to use the image. All images must be credited.

▲ Example for CARE Imagery 1: Set of different groups and household models (credits from left top to right bottom: Hannah Tasker on Unsplash, Copyright (c) DGLimages/Shutterstock, Kampus Productions on Pexels, Andrea Piacquadio on Pexels, Copyright (c) Kaspars Grinvalds/ Shutterstock, thisisengineering on Pexels)

CARE imagery is integral to our branding, reflecting our commitment to inclusivity and collaboration. By featuring images of diverse individuals across all ages, genders, ethnicities, sexual orientations, social classes, and including vulnerable groups like the elderly, single parents,

Design Images

▲ Example for CARE Imagery 1: Set of different activities and topics, corresponding to the friendly and vivid CARE colour palette (credits from left top to right bottom: Anna Shvets on Pexels, Copyright (c) Vimaliss/Shutterstock, Copyright (c) ViChizh/Shutterstock, Copyright (c) New Africa/ Shutterstock, Copyright (c) Vasilyeva Ekaterina/ Shutterstock, Copyright (c) Creative_Bird/ Shutterstock)

and people with disabilities, we demonstrate that everyone is welcome and valued in our mission. This diverse representation helps to foster a sense of community and collective effort toward building a sustainable future, reinforcing the inclusive nature of the CARE project.

Using the EU emblem

Funded by the European Union

Always acknowledge the project's funding by the European Union in all C&D activities, including media relations, conferences, seminars and information materials in all formats. It is mandatory to display the European flag and the funding statement (translated into local languages, where appropriate). The corresponding logo files are stored on MS Teams for all project partners.

The following funding statement must be used with use of EU Logo: **"The CARE project is funded by the European Union under Grant Agreement No. 101135141."**

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The CARE project is funded by the European Union under Grant Agreement No. 101135141.

▲ Example of EU Logo plus funding statement.

Imprint

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