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D6.2: RegioGreenTex

Communication & Dissemination Impact Assessment

EISMEA Interregional Innovation Investment (I3) Instrument



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AUTHORS

EURATEX

REVIEWERS

Reviewer 1: WUR

Reviewer 2: CENTEXBEL

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EXECUTIVE SUMMARY

After 16 months from the beginning of the project and following the publication of D6.1 – Communication & Dissemination Plan, **D6.2 RegioGreenTex Dissemination Impact Assessment** looks back at the communication and dissemination activities, initiatives, best practices and challenges of the EU co-funded project.

Among the communication **actions**, most notably, RegioGreenTex has coordinated a Communication Task Force, organised regional workshops and online webinars; inter-regional events happened at regional and international level, including two consortium meetings. Furthermore, a Circular Value Chain Garment Demonstrator is being developed as a best practice example of textile circularity along with many other partners' Initiatives.

The communication has used a mix of digital and traditional **channels** including coordinator and partners website, a digital tool, social media, press, newsletters and video interviews, including a dedicated playlist for the interviews of SMEs partners called RegioGreenTex Stories.

Overall, there have been many activities to support both the project and the partners with excellent interactions and engagement to promote the transition of the European textile industry towards a more innovative and competitive circular economy through inter-regional cooperation while generating investments.

1 INTRODUCTION

1.1 Purpose of the Deliverable

The purpose of this deliverable is to analyse the communication and dissemination actions, activities and events of RegioGreenTex partners set out in the Communication and Dissemination Plan at the beginning of the project in Deliverable 6.1 and then put into place during the first year of the project. The deliverable contains the first results and an analysis of the success factors and remaining challenges. The deliverable is also an opportunity to reflect upon how to improve and enhance future communication and dissemination activities to ensure the maximum impact of RegioGreenTex during the second half of the project.

1.2 Aims, objectives and key messages

The Communication and Dissemination Plan defined the **two main aims** of the communication and dissemination activities:

1. to promote the green transition process within the textile industry in Europe and to raise awareness about circular economy and textile recycling;
2. to increase awareness for investments and technological advancement through (inter)regional cooperation.

The **objectives** of the communication and dissemination activities are the following:

1. to ensure the dissemination of RegioGreenTex key messages and initiatives, and the participation of the industry's stakeholders in the project activities;
2. to raise awareness of the importance of recycling in the textile ecosystem to achieve a more sustainable textile production model;
3. to promote new specific investment opportunities to find solutions and scale-up technologies functional to achieve a more sustainable production model in the textile sector in Europe;
4. to encourage the adoption of RegioGreenTex methodologies for recycling and recycled materials in textile also by regions not covered by the project;
5. to leverage the impact of RegioGreenTex in regard to social, economic, and environmental factors.

The **key messages** of the Communication and Dissemination Plan are instrumental to achieve its aims and objectives: to stimulate investments, to support community building at regional level and to create a positive spill-over effect towards circularity. Key messages include – but are not limited to:

- strengthening textile innovation in 11 European regions;
- helping companies create an innovative circular textile model;
- fostering technical advancement for a more sustainable textile industry through recycling;
- promoting investments in the future of textile;
- paving the transition path towards circularity for the European textile industry.

The communication and dissemination activities give voice to the project and especially to the solutions and successes achieved by the textile SMEs partners of the project. Their stories, best practices and milestones are an essential part of the project and should be highlighted as examples to others in the transition path towards circularity. They are also the driving force for further investments in the industry creating a spill-over effect.

1.3 Targeted audiences

Communication and dissemination activities address different target groups in order to maximise the impact of the plan's objectives and reach of its key messages and advocacy. The **main target groups** are:

- **Project partners networks:** partners have extensive networks of contacts towards which the communication activities are targeted;
- **Regional authorities:** as satellite participants in the project, regional authorities have an important role to play as multiplicators of project messages and bridges to local communities and publics;
- **Public investment institutions and private investors:** in order for the project to promote investments from the public and private sector, including venture capital actors;
- **Textile stakeholders:** it is important that additional SMEs and larger textile companies will actively participate in textile recycling and become part of the new circular textiles ecosystem;

- **Civil society & general public:** to raise awareness of the issue of textile waste and promote a new behaviour to ensure textile recycling eventually becomes the norm.

Project partners have been using the communication and dissemination plan as a guide for their own communication and dissemination activities in promoting the project key messages and their pilot projects' solutions at local, regional and national level.

Acknowledging that not all communications may address all target groups at the same time, it is worth noting that different messages will be suitable for different audiences. Therefore, communications have been varied and targeted while remaining consistent in message.

2 COMMUNICATION ACTIONS

2.1 Communication Task Force

The Communication Task Force is a strategic element of RegioGreenTex communication and dissemination activities. Meeting once a month, a selected group of partners actively discuss ideas and suggest initiatives to promote RegioGreenTex project activities through creative and innovative communication actions. Partners selected to be part of the Communication Task Force are: Ariadne Innovation, Centexbel, Katty Fashion, Techtera, Textile ETP, Quest Studio, and Upwell.

2.2 Workshops

During the course of the project, RegioGreenTex has foreseen a series of workshops led by different RegioGreenTex partners. The RegioGreenTex Regional Cluster Workshop was the first of such series of workshops.

Organised by RegioGreenTex partner Next Technology Tecnotessile (NTT) in **Prato** in November 2023, the workshop brought together RegioGreenTex regional hub leaders to discuss shared activities, challenges and opportunities. On this



occasion, Ariadne Innovation also presented the RegioGreenTex digital tool. The workshop has also been the opportunity to visit RegioGreenTex partners in the region: Marini Industrie and Trafi.

2.3 Webinars

During the course of the first year, RegioGreenTex has organised a series of online webinars named **RegioGreenTex Community Talks** as part of WP2 (T2.4 – Animation of the Ecosystem) led by RegioGreenTex partner Textile ETP with the support of EURATEX, NE RDA, Ariadne Innovation, Oost NL and Techtera. Furthermore, 4 more webinars titled **Going Green Trainings** as part of WP4 (4.2 Green Advice & Advisory Support to SMEs) are presented and managed by RISE with the support of OVAM, Euramaterials, CITEVE, Eurofins, Ateval, AEI Textils, CS-Pointex, NTT, EURATEX, and Textile ETP.

Online animation activities play a pivotal role in sustaining the engagement of small and medium-sized Enterprises (SMEs) within the digital ecosystem. To stimulate interaction, the intra-consortium webinars are taking place throughout the duration of the project. The RegioGreenTex Community Talks promote the latest progresses and results of the project as well as encouraging dialogue and knowledge sharing in the textile sector focusing on sustainability and the green transition. To do so, they include:

- **interregional focus groups** to encourage the policy debate on the future of the textile sector;
- **value chain groups** gathering matched and complementary companies to analyse/discuss needs.

The ***Going Green Trainings*** are a component of the RegioGreenTex Community Talks and offer advisory green support to SMEs in the textile sector, carefully tailored to address sustainability concerns. Led by experts from RISE, these webinars provide practical training across six distinct areas of sustainability.

All webinars last for 1 hour and follow the same structure with a 5 minute introduction, speakers presentations of 30 minutes and a 20 minutes Q&A session before a brief conclusion. If relevant, there is also an optional 30 minute open matchmaking platform at the end of the webinar.

Webinars are hosted via Microsoft Teams Meeting in order to facilitate engagement and discussion. As the webinars series aims to build the RegioGreenTex community, direct contact attendees-speakers and attendees-attendees is preferred.

All webinars are also available online on the [Textile ETP YouTube Channel](#) to facilitate viewing even after the live webinar has taken place.

Date	Title & Speakers	Objectives	Analytics
5.10.23	 <p>Empowering RegioGreenTex Digital Tool 5 October 2023 • 10:30-11:30 • Online</p> <p>Empowering RegioGreenTex Digital Tool</p> <p>Florence Lootens, Ariadne</p>	<p>Explain to the project partners how to use the tool, the different features and the possibilities that the digital tool offers.</p>	<p>Registered: 30 (40% SMEs)</p> <p>Participants: 24 (40% SMEs)</p> <p>View recording (after 1 month): 18</p>

		Ensure that the tool is used by all partners to maximise the impact of the project.	
29.11.23	 Discovering the RegioGreenTex Hubs 29 November • 10:30-11:30 • Online Discovering the RegioGreenTex Hubs Christiaan Bolck, Oost NL (WP5 leader) Hub leader of Italy Hub Hub leader of Portugal Hub Marine Perraud, Hub leader of AURA Hub Hub leader of NORTE Hub Hub leader of Lowlands	Present the hubs initiative and the objectives and demonstrate the added value of the hubs. Introduce the 5 hubs (5min each). Encourage regions in the project that do not have hubs to take part in the initiative.	Registered: 31 (52% SMEs) Participants: 21 (53% SMEs) View recording (after 1 month): 30
25.01.24	 Understanding the upcoming EU legislation and how SMEs can best prepare for the changes, and benefit from the opportunities 25 January 2024 • 10:30-11:30 • Online Understanding the upcoming EU legislation and how SMEs can best prepare for the changes and benefit from the opportunities Dirk Vantyghem, EURATEX Mauro Scalia, EURATEX Ekaterina Stoyanova, EURATEX	Present the upcoming EU legislation. Give better understanding to SMEs about the different challenges and opportunities related to EU policy.	Registered: 36 (44% SMEs) Participants: 22 (39% SMEs) View recording (after 1 month): 18
Date	Title & Speakers	Objectives	Analytics
7.03.24	 Self-Assessing your Sustainable Practices 7 March 2024 • 10:30-11:30 • Online Self-Assessing your Sustainable Practices Berangere Delaby, Euramaterials	Present the work done on the self-assessment tool as part of WP2.	Registered: 26 (23% SMEs) Participants: 24 (22% SMEs) View recording (after 1 month): 6

18.04.24	 <p>Green Training: Exploring environmental metrics: LCA, EPD and PEF</p> <p>Diego Peñaloza, Materials & Production division, RISE</p>	<p>Explore the core concept of Life Cycle Assessment (LCA), a methodology to evaluate the environmental impacts of products throughout their life cycle.</p> <p>Discuss LCA variants such as Environmental Product Declarations (EPD) and Product Environmental Footprint (PEF).</p>	<p>Registered: 84 (24% SMEs)</p> <p>Participants: 51 (24% SMEs)</p> <p>View recording (after 1 month): N/A yet</p>
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Looking at the analytics of the webinars in terms of participations and audience, they have been quite a success. Nevertheless, as the webinars are especially targeting SMEs partners, a higher participation from this audience group would be positive in order to achieve the aims and objectives of the webinars. Therefore, further support should be given to promoting the webinars and encourage more RegioGreenTex SMEs to actively attend the webinars in line with their availability and interest.

2.4 Inter-regional Events

At the end of June 2023, the Lowlands partners got together to officially kick off the RegioGreenTex Lowlands activities.

In January 2024, partners from the Lowlands regional met again for the second Lowlands GreenTex Hub Meetup.



Participants provided a short update on their project activities within the Hub and discussed challenges in order to drive knowledge exchange and connections. Furthermore, several external partners joined the meeting showing their interest to explore collaborations with RegioGreenTex partners.

In October 2023, EURATEX together with Finnish Textile and Fashion (STJM) organised the **Textile & Fashion Forum Helsinki 2023** to discuss sustainable practices within the textile and fashion industry. Scheduled for 26-27 October at the unique Little Finlandia event centre in Helsinki, the two-day event also included a day of curated company visits. The Forum showcased the industry's pioneering companies and their pursuit of a sustainable and resilient future. With insightful discussions, inspiring speakers, and innovative business cases, the event aimed at driving transformation while setting new benchmarks for the textile and fashion sector. The speaker lineup, drawn from Finland, Europe, and beyond, demonstrates the calibre of expertise connecting on this platform.

RegioGreenTex was present at the Textile & Fashion Forum Helsinki 2023 with a personalised



booth to meet participants, inform them about the project innovation and results receiving much interest.

In October 2023, RegioGreenTex partners took part in the **ECOSYSTEX Conference** in Barcelona.

The conference brought together researchers, industry leaders, and policymakers to bridge EU-funded textile research and sustainable textile practices. The event connected over 100 participants from 16 European countries. The



ECOSYSTEX Conference highlighted several critical challenges in the textile sustainability sector. RegioGreenTex hosted an interactive workshop session designed to validate their internal project work with external experts, gather insights and perspectives and collect input for shaping their future research and development endeavours.

The conference has also been the occasion to visit RegioGreenTex partners in the region: Hilaturas Arnau and Polisilk.

On 21-23 November 2023, the European Cluster Collaboration Platform, on behalf of the European



Commission, and in partnership with RegioGreenTex partner North-East Regional Development Agency Romania, and the Romanian Cluster Association - CLUSTERO jointly organized the **Clusters Meet Regions Conference** and

matchmaking event in Iași, Romania. EEN (European Enterprise Network) facilitated the exchanges, ensuring a strong connection with the regional strategic priorities.

Themed as *Clusters as drivers of regional innovation eco-systems*, the conference debated on the role of clusters as reliable dialogue partners in the design, implementation and ongoing monitoring of regional development policies and programmes with a focus on smart specialisation, skills for industrial transition and entrepreneurship. Many RegioGreenTex partners were invited to take part in the conference as speakers, and the second day saw two parallel sessions about textiles to discuss trends and challenges of the fashion sector in the current economic worldwide crisis and the role of clusters in dynamizing the interregional investments for innovation within the European textile sector.

2.5 Consortium Meetings

Two annual consortium meetings have been organised so far: one at the beginning of the project to kick off RegioGreenTex and one after one year from the start of the project.



RegioGreenTex Kick Off Meeting, Brussels 2023

EURATEX, as project coordinator, organised the **Kick Off Meeting** in February 2023 in Brussels, Belgium. Representatives from most project partners attended the two-day meeting while representatives from the European Commission opened the conference and presented the EISMEA I3 Instrument.

With a busy agenda, the kick off meeting was the first occasion for all partners to get together to explore the challenges and opportunities of all Work Packages, discuss the project workplan, and network during the cocktail reception.

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RegioGreenTex Consortium Meeting 2024

In March 2024, RegioGreenTex partner CITEVE organised the second Consortium Meeting in Vila Nova de Famalicão, Portugal. All project partners attended the meeting along with representatives from the European Commission from DG REGIO and project advisor from EISMEA.

The meeting spanned over three days with plenary sessions covering all RegioGreenTex Work Packages and workshops to enhance the textile circular value chain in Europe. The annual consortium meeting has been a pivotal point to assess the project's progress and impact. Presentations and workshops have been an essential part of the meeting, along with networking opportunities where partners created synergies and discussed common challenges. New collaborations and partners are expected to flourish as another outcome of the meeting.

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Furthermore, all SME partners had the opportunity to showcase the results of their pilot projects through an **SME innovation exhibition** with samples of garments, yarns, fabrics, and products: the outcome of the project's innovation so far. The exhibition was held in the large foyer of CITEVE with a personalised booth for each SME. SMEs had the opportunity to present their pilot projects through video interviews in their own language to be shared with the press in their own countries. EURATEX coordinated efforts with RegioGreenTex partner Upwell to film, direct and edit professional videos and photos that partners can use for their own communication efforts.



Finally, the meeting was an opportunity to visit the two Portuguese partners of RegioGreenTex: Tintex Textiles and Sasia.

2.6 Circular Value Chain Garment Demonstrator

The RegioGreenTex Consortium is developing a garment to showcase the effectiveness and sustainability of the RegioGreenTex value chain. The textile product will be a wearable garment based on the concept of circular economy in the European textile industry. Partners of the RegioGreenTex project will be involved in the design, development, and production of the product.

RegioGreenTex regional hubs will also play a focal role in the practical development and coordination of the project, while the SMEs involved will provide the technical expertise to create

a sustainable product. The garment will be a tangible example of the success of RegioGreenTex for all the partners of the project.

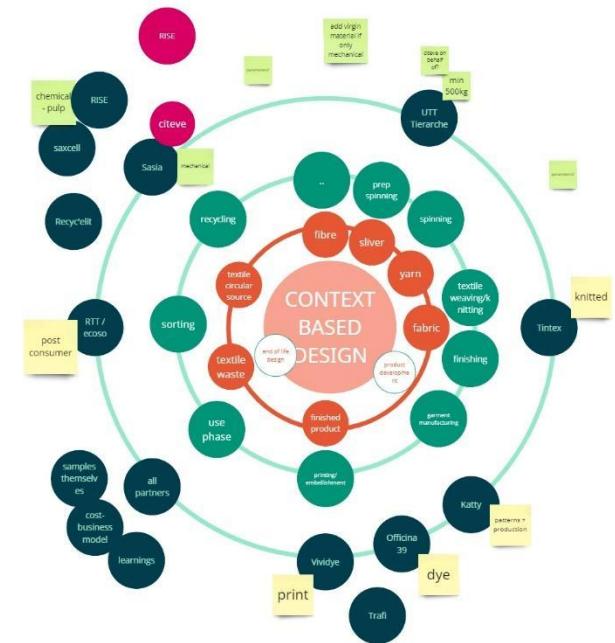
The Annual Consortium Meeting 2024 hosted also the first workshop for all partners involved in this demonstrator, to meet and discuss opportunities and challenges, and coordinate tasks and roles in the production of the circular garment.

The development of such a circular product will be an excellent communication opportunity to document how the European textile circular value chain works. The product will be available to all partners to be showcased at events and presentations in order to give a tangible example of the added value of the circular value chain for the future.

Communication materials (such as an explicative label, leaflet, webpage) will be created to support communication and dissemination activities. Social media posts and reels will also support the development of the project and the creation of the product.

Furthermore, a *Making of the Shirt* documentary will be produced to be used by all partners and promoted on international digital platforms. The behind the scenes video documentary will follow the development of the garment through its different stages of production. The details are still to be defined: at the moment, one of the options is for the BBC Stories Works to produce the documentary with their support, falling within the [Fashion ReDressed series](#). However, other options are also still being discussed.





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2.7 Other Partners Initiatives



ECOSYSTEK is the European community of practice for a sustainable textile ecosystem. With 30 EU-funded member projects focusing on textile sustainability, ECOSYSTEK was formally launched in early 2023 with a mission to accelerate collaboration in the textile sustainability and circularity field.

As a joint initiative of the European Commission Research Executive Agency (REA), the European Health and Digital Executive Agency (HaDEA) and the Circular-Biobased Europe Joint Undertaking, and facilitated by Textile ETP, this network of textile circularity projects aims to create a long-term community of practice, ensuring collaboration across project consortia and lasting beyond the individual projects' durations. RegioGreenTex is one of the first projects to join ECOSYSTEK and keenly participate in its activities, among which the Steering Committee and the Communication Working Group.

RegioGreenTex partners also participated in two **webinars** organised by the Piemonte Agency for Investment and Export in November and December 2023: ***Waste Recycling and new materials*** and ***Sustainability and innovation trends in the textile industry***. The webinars were dedicated to companies of the textile sector and present successful case histories that stand out for innovation, reduction of waste and circularity of the textile materials. The webinars were organized in the framework of the Textile Project 2022-2023 promoted by *Regione Piemonte*, co-financed within the Development and Cohesion Plan 2000–2020, and managed by Piemonte Agency.

In November 2023, RegioGreenTex team also visited **ECOMONDO 2023** – the Green Technology Expo in Italy, which is the reference international event in Europe and the Mediterranean basin for technologies, services and industrial solutions in the green and circular economy sectors. RegioGreenTex partner Next Technology TecnoTessile (NTT) was also present with its own exhibition booth. NTT organised and led the workshop titled *The Role of Textile Hubs and Automated Sorting Technologies in the Circular Economy of Textiles* to explore the central role of textile hubs and clusters in the circular economy.

RegioGreenTex was presented both during the EURATEX Board of Directors in June 2023 and the EURATEX Innovation Committee in September 2023.

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RegioGreenTex was presented to the textile sector of the EEN (European Enterprise Network) in a meeting hosted by the Regione Piemonte on 6 October 2023.

Other **events** RegioGreenTex partners took part are also listed below:

EURATEX	02/2023: Kick Off Meeting, Brussels, Belgium 06/10/2023: EEN (European Enterprise Network) Meeting 26-27/10/23: EURATEX Annual Convention, Finland 7-10/11/23: ECOMONDO 2024, Italy 21-23/11/23: Cluster Meet Regions Conference – North-East Romania 11-13/03/24: Annual Consortium Meeting, Portugal
Ariadne Innovation	Circular Textile Days Hertogenbosch, Netherlands Euramaterials In days event, Tourcoing, France 8/10/2023: Mechelen M-Fair, Mechelen, Belgium Lowlands Hub Meetup, Tourcoing, France
CASALEGNO TENDAGGI SRL	9-12/01/2024: Heimtextil Frankfurt, Germany BUSINESS TRIPS to key clients editors (Sweden-France-Italy-Germany-UK) 11-13/03/24: Annual Consortium Meeting, Portugal 2-4/05/2024: PROPOSTE FAIR, Como lake, Italy
Centexbell	02/2023: Kick Off Meeting, Brussels, Belgium 05/2023: Techtextil, Germany 06/2023: LowlandsHub partner meeting, Netherlands 10/2023: Regional Cluster Workshop in Prato, Italy 10/2023: Ecosystex Conference, Barcelona, Spain 01/24 Lowlands Hub Meetup, Tourcoing, France 03/2024: Annual Consortium Meeting, Portugal 04/2024: TechTextil, Germany
Citeve	19-22/02/2023: KOM Bruxelles, Belgium 10-12/10/2023: Regional Cluster Workshop in Prato, Italy 28/11/2023: CxC RISE & Science Park Boras - workshop in Science Park Borås - workshop dynamized by Stina Björquist that included a presentation of RegioGreenTex project/regions involved 29/11/2023: Community Talks webinar series "Discovering the RegioGreenTex Hubs" 11-13/03/2024: Consortium Meeting CITEVE, Portugal 23-26/04/2024: TechTextil, Germany
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	02/02/2023: Milano Unica, Milano, Italy 4-5/05/2023: Techtextil, Frankfurt, Germany 10-12/05/2023: ETP Annual Conference, Porto, Portugal 23/05/2023: Textile Innovation Day & Pointex General Assembly, Biella, Italy 12-13/06/2023: ITMA, Milano, Italy 23/06/2023: L'innovazione si racconta (Cluster System Event), Torino, Italy 21/09/2023: FILO, Milano, Italy 18-20/10/2023: Ecosystex Conference, Barcelona, Italy 26-27/10/2023: Textile & Fashion Forum, Helsinki, Finland 28-29/02/2024: FILO, Milano, Italy 23-24/04/2024: Techtextil, Frankfurt, Germany 7-8/05/2024: European Textile Platform Annual Event, Mechelen, Belgium 14-15/05/2024: European Cluster Conference, Bruxelles, Belgium
DBT Fibre SPA	Premiere Vision Paris, France Filo, Milan, Italy TechTextil, Frankfurt, Germany
ECOSO	26/10/2023: HO Gent – presentation Cilab – 40 students Fashion 8/10/2023: MFair: presentation on RGT project + booth Mechelen, Belgium 31/10/2023: Concordia textiles – Cilab presentation: 15 employees, Belgium 5/12/2023: Blenders: webinar on Cilab to member managers - online 13/12/2023: Decathlon: Inspire session to 50 students, Willebroek, Belgium 19/12/2023: Creamoda event Circular Textile Lab Mechelen, Belgium
Hilaturas Arnau	23-26/04/2024: TECHTEXTIL in Frankfurt, Gmerany
Hilaturas Mar S.L.	Techtextil Frankfurt, Gmerany ITMA Barcelona, Spain Colombiatex Medellín, Colombia GreenTech Amsterdam/ ITMA Milan, Italy We attended meetings and RegioGreenTex events.
Katty Fashion SRL	21-23/11/23: Cluster Meet Regions Conference – North-East Romania 11-13/03/24: Annual Consortium Meeting, Portugal
Mai Bine	21-23/11/23: Cluster Meet Regions Conference – North-East Romania
Marini Industrie	12/10/23: RGT delegation visit to our headquarter, Italy
NeRda	21-23/11/23: Cluster Meet Regions Conference – North-East Romania 11-13/03/24: Annual Consortium Meeting, Portugal

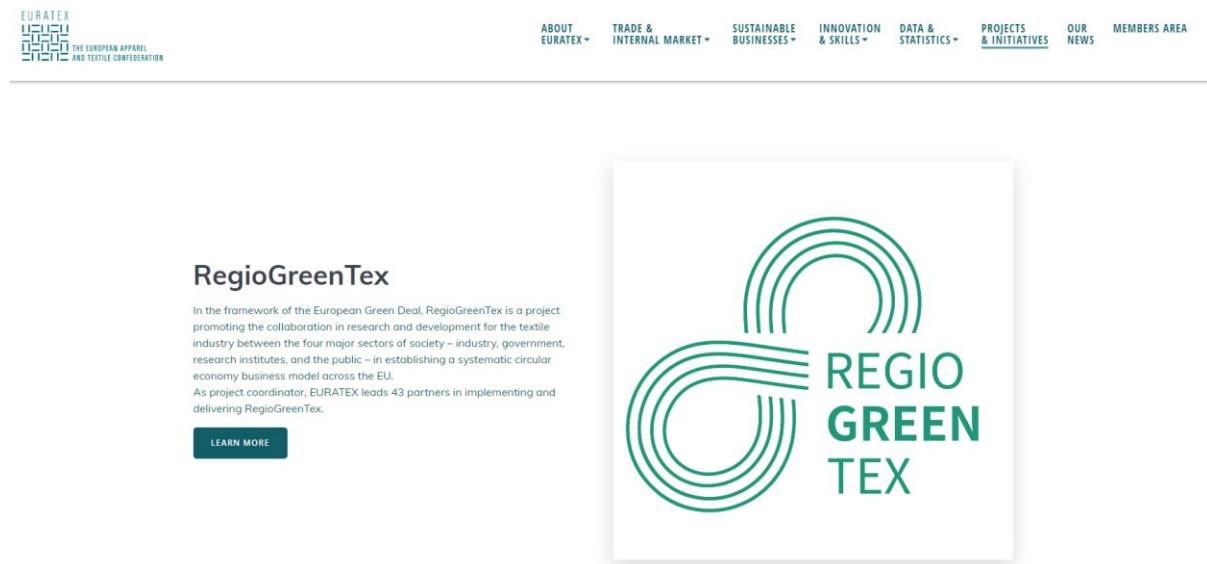
NTT	19-22/02/2023: KOM Bruxelles, Belgium 05-07/09/2023: Hub Visit to Hendaye, France 10-12/10/2023: Regional Cluster Workshop in Prato, Italy 18-20/10/2023: Ecosystex Conference in Barcelona, Spain 09-10/11/2023: Ecomondo International Fair in Rimini, Italy 20-23/11/2023: Clusters Meet Region in Iasi, Romania 10-12/03/2024: Annual Consortium Meeting in Porto, Portugal
Oost NL	19-22/02/2023: RGT Kick off, Brussels, Belgium 28/06/2023: LowlandsHub partner meeting, Netherlands 10-12/10/2023: Regional cluster workshop, Prato, Italy 23-24/01/2024: Lowlands meet-up North-France, Lille, France 23/02/2024: Presentation RGT for Ministries and other stakeholders, Enschede, Netherlands 11-13/03/2024: RGT Annual Consortium Meeting, Porto, Portugal
Ovam	19-22/02/2023: Regiogreentex Kick Off Meeting, Brussels, Belgium 03/10/2023: TAIEX-EIR Multi-country Flagship Workshop on Textile Waste Separate Collection, Treatment and Markets, Webinar 08/10/2023: M-Fair Mechelen, Belgium 30/11/2023: Fashion Talks Antwerp, Belgium 19/12/2023: Creamoda event Circular Textile Lab Mechelen, Belgium 23-24/01/2024: Regiogreentex Lowlands Hub Meetup, Tourcoing, France 11-13/03/2024: Regiogreentex Annual Consortium Meeting, Portugal
Peignage Dumortier	We have attended several meetings and Regiogreentex events. We have hosted a visit of our plant, France 23-26/04/2024: Techtextil, Frankfurt, Germany
Quest Studio	5 June 2023: Circular Textile Days, Netherlands 27-28 June 2023: Global Fashion Summit Copenhagen, Denmark 11&12 October 2023: SEWF 2023 Amsterdam, Netherlands
Recyc'Elit	20/07/2023: Techtera's annual event, Ecully, France 14-17/06/2023: VivaTechnology, Paris, France 10-13/10/2023: Pollutec, Lyon, Eurexpo, France 7-10/03/2023: Global Industrie, Lyon Eurexpo, France
Rise	June 7-12, 2023: ITMA, Milan Italy Nov 28, 2023: Regional mapping workshop during ClusterXChange EU-project Hi-Tech-TEX, Borås, Sweden March 14, 2024: Quadruple Helix Workshop during event Textile Summit, Gothenburg, Sweden

Rovitex	10/2023: Barcelona ECOSYSTEK Conference, France 06/2023: Milan ITMA, Italy 04/2023 : Geneva INDEX, Switzerland 01/2023: Paris INTERFILIERE, France
Regionaal textiel sorteercentrum Twente (RTT)	January 30, 2024: Texplus organized a conference about the results achieved by Texplus members in a 4-year project. The meeting was at RTT. There were 130 visitors from the textile chain present; from collection, sorting and reuse to recycling. From fashion experts, educational institutions to municipalities. During the workshop on sorting and recycling, RTT and Saxcell named the project RegionGreenTex.
SASIA, S.A.	06/2023: ITMA, Milan, Italy 29/11/ 2023: Webinar #2-Discovery the RegioGreenTex Hubs
SaXcell BV	Presentation at Dutch TV, presentation at Dornbirn conference by our R&D manager September 2023 and this year we will also give a presentation in September 2024. See also RTT.
Techtera	Techtera General Assembly, April 2023, Ecully, France Techtera annual event, July 2023, Ecully, France From Waste to Wow, February 2024, Kortrijk, Belgium Pollutec, October 2023, Lyon, France Techtextil, April 2024, Frankfurt, Germany
Textile ETP	10-12/05/23: Textile ETP Annual Conference, Portugal 8-14/06/23: ITMA 2024, Italy 22/09/23: ECOSYSTEK Insight Series #5 5/10/2023: RegioGreenTex Community Talks #1 18-20/10/23: ECOSYSTEK Conference, Spain 29/11/2023: RegioGreenTex Community Talks #2 25/01/2024: RegioGreenTex Community Talks #3 7/03/2024: RegioGreenTex Community Talks #4
Tintex Textiles SA	29/11/ 2023: Webinar #2-Discovery the RegionGreenTex Hubs

3 COMMUNICATION CHANNELS

3.1 Website

The principal online presence of RegioGreenTex is being held on EURATEX website as coordinator of the project under the [Projects and Initiatives](#) webpage. The [RegioGreenTex webpage](#) introduces the project, provides details about its objectives, defines its partners regional diversity, and it displays the project's progress and results by publishing the public deliverables.



The screenshot shows the EURATEX website with a navigation bar at the top. The navigation items include: ABOUT EURATEX, TRADE & INTERNAL MARKET, SUSTAINABLE BUSINESSES, INNOVATION & SKILLS, DATA & STATISTICS, PROJECTS & INITIATIVES (which is underlined in blue), OUR NEWS, and MEMBERS AREA. The main content area features the RegioGreenTex logo and text. The logo consists of a stylized green 'C' shape above the text 'REGIO GREEN TEX'. The text reads: 'RegioGreenTex' and 'In the framework of the European Green Deal, RegioGreenTex is a project promoting the collaboration in research and development for the textile industry between the four major sectors of society – industry, government, research institutes, and the public – in establishing a systematic circular economy business model across the EU. As project coordinator, EURATEX leads 43 partners in implementing and delivering RegioGreenTex.' Below the text is a 'LEARN MORE' button.

The webpage also links to the [RegioGreenTex digital tool](#) developed by the project partner Ariadne Innovation. The RegioGreenTex digital tool is a platform to allow project partners to interact with each other creating opportunities to collaborate and grow. The front end page provides general information about the project including partners, pilot projects, objectives, as well as the 3I dimensions – inter-regional, investment, innovation.

The digital tool first offered access to only RegioGreenTex project partners after sign-in, but from 2024, it is partially being opened up to outside stakeholders in order to maximise the networking and collaboration opportunities in finding and implementing innovative circular solution in the textile industry in Europe. The platform is also an opportunity to promote events, workshops and activities that RegioGreenTex take part in and also to disseminate news and announcements.

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Furthermore, each partner has also created a **web page** on its own website to endorse the project. The page follows a standard formatting for all partners to ensure consistency across all partners websites and provide a stronger cohesive message including using the same text, the same images and the same colours as much as possible. EURATEX provided a template to be adapted according to partners' websites and translated in partner languages if necessary.

3.2 Social Media

Social media channels can have a powerful impact in communicating key messages, raising awareness and disseminating best practices. Because of the potential dissemination capacity of all partners working together, and to avoid duplication of efforts in creating a new following audience for the project brand, it was agreed that each partner will post and disseminate on its own channels once a week. If every project partner actively participates in this activity, the dissemination effect can reach hundreds of thousands of users across all social media channels. Indeed, the potential aggregated reach of users of all RegioGreenTex partners combined on LinkedIn alone is more than 500,000 followers.

Social media channels used by RegioGreenTex are LinkedIn, Twitter/X, Instagram, Facebook.



In order to ensure the dissemination of a strong consistent and effective message, WP6 leader EURATEX has provided all partners with a social media calendar with details of the content of the post, including text, hashtags and associated image by using the online software Airtable.

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Communication Activities						
Views		Grid view	Filter	Group	Sort	Color
		Add or import				
Q	Find a view	□	▲ Title	▼ Status	▲ Content	▼ Start date
★ My favorites						
Grid view	Grid view		1	Newsletter	Done	Welcome to RegioGreenTex Newsletter https://us18.campaign-archive.com/?u=0652e4fe6b9990bd3e7148ec&id=5b7cd693ca1
Calendar RGT Comm	Grid view		2	Social Media Post: Newsletter launch	Done	Today, #RegioGreenTex launches its first newsletter to explore the objectives, progresses and achievements of the project towards the creation of a new circular textile economy in Europe. EU ...
Calendar view			3	Innovation: Textile Recycling	Done	Innovation is one of the three fundamental aspect of RegioGreenTex. Finding innovative solutions to accelerate a competitive European textile circular economy is key for the future of the industry.
Calendar RGT Comm			4	Social Media Post: Inter-regional element	Done	The inter-regional dimension of RegioGreenTex is key in the success of the project. RegioGreenTex brings together partners from 11 European regions from 8 different countries. A true European ...
Create...			5	Social Media: RGT GA	Done	RegioGreenTex partners met online to discuss the state of play during RegioGreenTex General Assembly and move forward together in the implementation of the project.
Grid	Grid		6	May Newsletter: the future of the European textile industry is now	Done	https://mailchi.mp/2a8b82c07b0/regiogreentex-newsletter-11597510
Calendar	Calendar		7	Social Media Post: May Newsletter	Done	RegioGreenTex May Newsletter is out! The European Textile Strategy & RegioGreenTex: the future of the European textile industry is now. Read how the EU Textile Strategy is shaping the future ...
Gallery	Gallery		8	Social Media Post: Investment generation	Done	The investment dimension of RegioGreenTex is key to ensure a competitive European circular textile economy. RegioGreenTex promotes new investment opportunities towards a more ...

The content of the posts promotes RegioGreenTex key messages and reflect the progress of the project as a whole, and heavily relies on the contribution of the project partners, and especially on the results and solutions achieved by the SMEs and the regional hubs. Despite remaining consistent in their message, social media posts will be varied and eclectic in form: they will be a mix of texts, images, infographics, motion designs and short videos. This variety of forms and media will ensure engagement and curiosity with the different types of target groups foreseen in the project.

Partners are invited to follow each other on all available platforms they have access to and are encouraged to actively interact with each other by liking and sharing each other's posts. This seed engagement will create a first layer of interest that will allow the posts to be more visible to the partners' networks and will enable the social media algorithms to pick up on the RegioGreenTex posts more easily, since these algorithms are programmed to detect and promote popular elements of content.

To ensure that the activity linked to the project is always visible and recognisable to the different audiences, the following hashtags are always included: #regiogreentex #recycletextile #circularconomy #europe #industry #investment.

EURATEX, as WP6 Leader for Communication and Dissemination, has a solid and active base of followers from the textile and fashion industry and has been leading the publication of posts on its social media channels:

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EURATEX for RegioGreenTex					
Social Media	LinkedIn	Instagram	Twitter/X	Facebook	Total
Followers	13,346	809	3,054	193	17,402

With one post per week dedicated to RegioGreenTex, usually on Fridays, EURATEX has posted **50 posts per channel** so far for a **total of 200 posts** since the beginning of the project with an average of **37 reactions** and **1,286 average impressions**:

EURATEX for RegioGreenTex					
Social Media	LinkedIn	Instagram	Twitter/X	Facebook	Total
Average reactions	42	30	15	59	146
Average impressions	1,982	983	1,984	193	5,142

Altogether, the 43 RegioGreenTex project partners have ensure a great dissemination of social media posts:

Aggregated RegioGreenTex					
Social Media	LinkedIn	Instagram	Twitter/X	Facebook	Total
Total followers	115,085	22,430	8,652	48,220	194,388
Total posts	1,977	1,890	1,849	1,887	7,603
Average reactions	3,693	2,036	1,795	1,889	9,412
Average impressions	20,156	3,476	4,02	3,072	30,776

Overall, social media activities have been successful and widely exceeded the KPIs expectations set in the Communication and Dissemination Plan of 2023. However, more engagement from partners would be welcomed, especially from SMEs and larger partners such as universities. It has been noticed that small SMEs may struggle to engage in social media activities, so it should be considered to provide them with further support in order to maximise their work.

3.3 Newsletter

Since April 2023, RegioGreenTex has been publishing a **monthly newsletter** distributed through EURATEX mailing list, which has an audience of 1,008 contacts, 674 of which are subscribers. The newsletter is published once a month via email and on all EURATEX all social media channels. Furthermore, many partners have been sharing and re-publishing the newsletter through their own channels.

RegioGreenTex Monthly Newsletter Analytics						
#	Month	Sent			Opens	Clicks
1	April, 2023	Sent Fri, April 14th, 2023 11:21 AM to 525 recipients			43.40%	0.40%
2	May, 2023	Sent Fri, May 12th, 2023 11:00 AM to 540 recipients			41.40%	3.90%

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3	June, 2023	Sent Fri, June 23rd, 2023 11:00 AM to 579 recipients	40.20%	1.60%
4	July, 2023	Sent Fri, July 28th, 2023 11:00 AM to 592 recipients	39.00%	3.30%
5	August, 2023	Sent Thu, August 31st, 2023 6:00 PM to 605 recipients	38.50%	4.30%
6	Sept, 2023	Sent Fri, September 29th, 2023 2:00 PM to 628 recipients	42.00%	2.80%
7	Oct, 2023	Sent Sat, October 28th, 2023 11:00 AM to 639 recipients	45.20%	4.90%
8	Nov, 2023	Sent Wed, November 29th, 2023 11:00 AM to 654 recipients	40.60%	7.00%
9	Dec, 2023	Sent Fri, December 22nd, 2023 11:00 AM to 655 recipients	39.80%	7.80%
10	Jan, 2024	Sent Fri, January 26th 11:00 AM to 657 recipients	39.60%	7.90%
11	Feb, 2024	Sent Thu, February 29th 11:00 AM to 663 recipients	38.20%	6.50%
12	March, 2024	Sent Fri, March 29th 11:00 AM to 668 recipients	48.50%	5.60%

The number of recipients has increased steadily with new subscribers registering every month for a maximum reach of **668 recipients** in March 2024 from 525 in April 2023 corresponding to an **increase of 27%**. The increase has been strong also in regard to the percentage of newsletters opened (11.75%) and very significant for newsletters clicked: from 0.40% in April 2023 to a peak of 7.90% in January.

For the first few months (April to October 2023), the newsletter has used the format of an editorial article with topics focusing on the features and activities of RegioGreenTex:

- **April 2023:** Welcome to RegioGreenTex Newsletter
- **May 2023:** The future of the European textile industry is now
- **June 2023:** RGT Regions
- **July 2023:** RegioGreenTex Regional Hubs: integration and cooperation for textile recycling
- **August 2023:** The Innovation dimension of RegioGreenTex: sorting and recycling
- **September 2023:** RegioGreenTex Digital Tool by Ariadne Innovation
- **October 2023:** RegioGreenTex promoting textile recycling in Europe

However, from November 2023 the content of the newsletter has changed into video interviews:

- **November 2023:** RGT Stories – Fabio Giusti, Trafi
- **December 2023:** RGT Stories – Francesco Marini, Marini Industrie
- **January 2024:** RGT Stories – Caterina Alisei, Katty Fashion
- **Newsletter 2024:** RGT Stories – Kris Bauwelinck and Jan Merckx, ECOSO

- **March 2024:** RGT Stories – Pedro Magalhães, Tintex Textiles
- **April 2024:** RGT Stories – Miguel Silva, Sasia

Furthermore, RegioGreenTex partners have published information and news about RegioGreenTex in their own **newsletters** reaching a wide range of public for a total of 95 newsletters reaching almost 40,000 readers.

Partner	Published	Readers	KPIs Readers
Ariadne	1	200	
Centexbel	10	720	
Città Studi - Po.in.tex	21	31.000+	
DBT Fibre SPA	2	-	
Hilaturas Arnau	30	100	
NeRda	3	2000	
Oost NL	1	2700	
Rovitex	13	-	
Textile ETP	10 (Members) 4 (Public)	1000 (Members) 650 (Public)	
Total	95	38,370	500

3.4 Video interviews: RegioGreenTex Stories



RegioGreenTex Stories
An interview with Jan & Kris from



ECOSO
Circular Economy

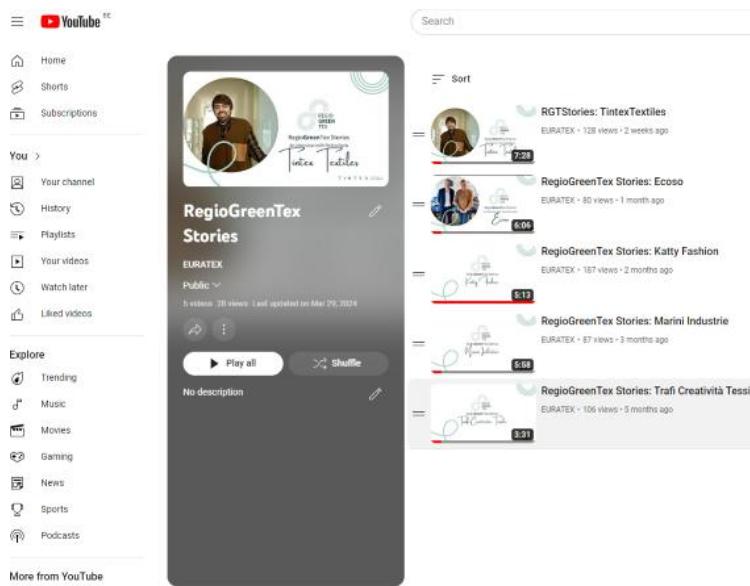
RegioGreenTex has been producing a series of video interviews called **RegioGreenTex Stories** focusing on the pilot projects of the RegioGreenTex SME partners. The videos are published once

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a month through the newsletter and social media channels, and are also published on [EURATEX YouTube Channel](#) under the [RegioGreenTex Stories](#) playlist.



Not lasting more than 10 minutes, the video interviews are based on the format of Vogue 73 Questions: recorded in one take, we walk around the SME partners' companies or offices while asking 5 questions in an informal, fun and personal way and invite them to share their experiences and thoughts to learn more about their pilot projects, their challenges and expectations for the future:

1. ****How did we get here? 🚀****

This question invites the guest to share the background of their project.

2. ****How do you create magic in what you do here? ✨****

This question asks the guest to explain their creative process & what makes their work special.

3. ****What's the heart of this place? 🌟****

This question aims to uncover the most crucial element or essence of the project.

4. ****What keeps you up at night? ☁️ 🚨****

This question focuses on the challenges the guest faces during the implementation of the project.

5. ****What amazing things do you see happening tomorrow and beyond? 🤖 🚀****

This question prompts the guest to share their most exciting visions and aspirations for the future of the project.

Another set of 10 questions is also recorded in vertical format to be used as “*Reels*” on social media.

The video interviews are produced by EURATEX in partnership with Ariadne Innovation and Upwell. All visuals and animations are internally designed and produced.

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Content	⊕	Views ↓	Watch time (hours)	Average view duration	Subscribers
<input type="checkbox"/> Total		585	21.3	2:10	10
<input type="checkbox"/>  RegioGreenTex Stories: Katty Fashion	185	31.6%	6.1	28.7%	1:58
<input type="checkbox"/>  RGTStories: TintexTextiles	127	21.7%	6.2	29.2%	2:55
<input type="checkbox"/>  RegioGreenTex Stories: Trafi Creatività Tessile	106	18.1%	2.8	13.3%	1:35
<input type="checkbox"/>  RegioGreenTex Stories: Marini Industrie	87	14.9%	2.9	13.6%	1:59
<input type="checkbox"/>  RegioGreenTex Stories: Ecoso	80	13.7%	3.2	15.3%	2:26

The video interviews have been well received and there has been good interest from the general public with almost 600 total views across the 5 interviews published so far, and with new subscribers signing up after every new video is uploaded on YouTube.

3.5 Press

RegioGreenTex has featured in the national and European press through the publishing of press releases and direct contacts with the national, regional and international media.

EURATEX, as the leader for Communication and Dissemination activities, has published press releases for all major RegioGreenTex events such as the Kick Off Meeting in February 2023 and for the Annual Consortium Meeting in March 2024.

Furthermore, partners have reached out to their local and regional press for a total of 20 press releases and 34 appearances in the press:

Partner	Press release	Appearance	KPIs
AEI Tèxtils	1	3	
Ariadne	1		
Ateval	2		
Città Studi - Po.in.tex	4	15	
ECOSO	1	2	
Euramaterials	0	3	
Mai Bine	1	-	
Marini	0	2	
NTT	2	-	
Oost NL	0	3	
Recyc'Elit	1	-	
SASIA, S.A.	2	1	
Techtera	1	3	
Textile ETP	3	2	

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Total	20	34	50
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In the future, especially once more results from the project and the partners pilot projects will be available, further engagement with the local, regional and international press will be advisable to maximise the visibility of the project, and create best practices in circularity for the textile industry in Europe and reach the expected KPI of 50 appearances in the press.

4 VISUAL IDENTITY AND BRANDING

4.1 Logo, colours, font

Already developed for D6.1 – Communication and Dissemination Plan, the visual identity of RegioGreenTex includes the logo, colours, and fonts. It has been well received and used extensively by all partners in all communication materials. The logo is based on the concept of circularity, and it is represented by the visual element of the common symbol for infinity, which guides the eye through the title of the project that sits next to the emblem. References are made to resemble yarns and fabrics, as well as the movements of the textiles rolls. The word “GREEN” is in bold to emphasise the importance of sustainability for RegioGreenTex in protecting the environment.



The font to be used is Noto Sans JP.

4.2 Regional Hubs Logos

Furthermore, with the development of RegioGreenTex regional hubs, it was important to also create a visual identity for the individual hubs. In order to ensure consistency with the project and maintain a clear link with the overall project, the regional hubs adjusted their names according to their geographical identity while maintaining the same logo. Two colours – green and orange from the general colour palette – were offered as options depending on their use:

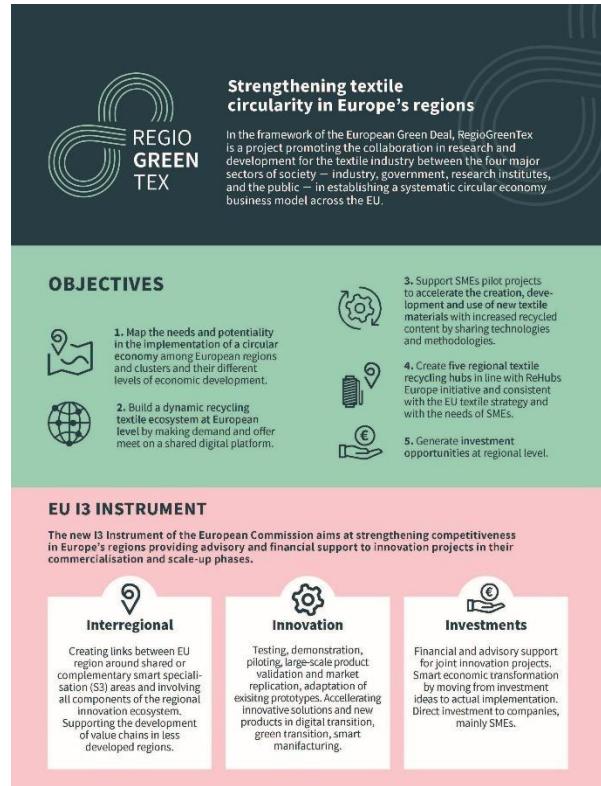




4.3 Marketing Materials

Furthermore, during the course of the year, many marketing materials have been designed and created to support the communication activities of RegioGreenTex partners and widely used during events, workshops, webinars, as well as for digital dissemination. The RegioGreenTex marketing documents include – please also see Annex 1:

- **Project Factsheet**
- **SMEs Pilot Projects Factsheet**
- **Regional Hubs Factsheet**
- **Roll ups**
- **Regional map**
- **Regional Hubs map**
- **Poster**
- **Templates** (video call backdrops, agenda, press release, project presentation, deliverable, webpage, signature)



4.4 EU visual requirements

The EU visual requirements – including the use of the **European Union emblem** and the **funding statement** – have been respected by all partners and prominently displayed on all printed and digital products, websites, social media channels and all official documents of the project to

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explicitly acknowledge that their action has received EU funding in line with the **legal obligation** of the grant agreement. The EU visual requirements have also been displayed on all equipment purchased by RegioGreenTex partners as foreseen by the grant agreement.

- Display the European flag (emblem) along with the funding statement (in local languages, where appropriate):



- Indicate the following disclaimer (translated into local languages where appropriate):

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Considering the results achieved by RegioGreenTex and relevant to EU citizens, it would be great for the project to be promoted via some of the European Commission's free-of-charge channels:

- Cordis Results in Brief
- CORDIScovery podcasts
- Research & innovation success stories
- during events such as the R&I Days

In regard to data protection, **GDPR** (General Data Protection Regulation) rules have been respected in all project activities. Data has been collected for specified, explicit and legitimate purposes but not further processed, and collected data has been adequate, relevant and limited to what is necessary in relation to the project. The owners of the data have given explicit approval and be informed if their data is transferred to the contracting authority.

Finally, RegioGreenTex has been working closely with the European Commission communication team at EISMEA to receive support in its dissemination activities by sharing and spreading results through its communication channels. Following the links to the social media accounts to follow and tag:

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Twitter

[@EU_EISMEA](#) – European Innovation Council and SMEs Executive Agency

[@EEN_EU](#) – Enterprise Europe Network

[@EUEic](#) - European Innovation Council

Facebook

[Enterprise Europe Network](#)

LinkedIn

[EISMEA company page](#)

[EU Business Support](#) - showcase page of the European Commission

[EU projects and partner search](#) - group

YouTube

[EISMEA channel](#)

[EEN channel](#)

Finally, in accordance with the European Commission suggestions, the following common **hashtags** have been used:

- **EIC:** #EUEic #eicAccelerator #eicPathfinder #eicTransition
- **Enterprise Europe Network:** #EENCanHelp
- **EISMEA:** #INNOSUP #I3Instrument #SingleMarket #COSME_EU
#EUInnovationEcosystems #WomenTechEU #SMEs #innovation #startup #HorizonEU

5 CONCLUSIONS AND NEXT STEPS

Overall, the communication and dissemination activities of the first 16 months of RegioGreenTex has been successful providing the project and its partners with much visibility and outreach. Furthermore, before the end of the project, many more events and activities are still foreseen: EURATEX General Assembly in Brussels in June 2024, participation in the Circular Days in September 2024, participation of Oost NL & EURATEX at the Regions Weeks in October 2024, a Regional Cluster Workshop and SME Exploitation and Coaching event in Sweden in October 2024, organization of the Annual Consortium Meeting in Valencia in February 2025 and the RegioGreenTex final event at the European Committee of the Regions at the end of 2025. Other fairs and events relevant to circularity such as ECOMONDO 2024 and World Circular Economy Forum should also be attended, ideally with a RegioGreenTex exhibition booth.

Furthermore, **RegioGreenTex Stories** will continue until the end of the project ensuring all partner SMEs receive visibility through the video interviews published on the newsletter, social media and on EURATEX YouTube Channel under the **RegioGreenTex Stories Playlist**. Similarly, the webinars of **RegioGreenTex Community Talks** will continue for a total of 14 webinars and further 4 **Going Green Trainings** sessions.

The **Circular Value Chain Garment Demonstrator** should be finalised by the 2025 Annual Consortium Meeting with a garment to showcase as a tangible example of effective circularity in Europe along with the behind the scene short-film.

Finally, the **final event** of the project will also showcase some communication activities to promote the results and achievements of the partners especially of the SMEs. Activities may include a photo exhibition at the European Parliament, screening of the *Behind the Scenes* documentary and an exhibition of the results of the pilot projects in Brussels.

Although the activities have been many and the impact of the dissemination efforts has been large, going forward, further support with communication and dissemination activities should be given to SMEs to ensure their efforts and results receive as much visibility as possible in order for them to be examples of best practices, create a spillover effect, and ultimately generate investments in the European textile sector. In this sense, contacts with the press should be increased ensuring more visibility at local and national level; to this end, further coordination and synergies should be created with the regional hubs and regional partners coordinators as it has happened after the Annual Consortium Meeting 2024.

The communication activities will continue to promote the results and best practices of RegioGreenTex and support the dissemination of its key messages to create a more circular, sustainable and innovative European textile value chain of the future.

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