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Communication, Dissemination, and Exploitation of results

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Contents

1. Executive Summary	3
2. Introduction.....	4
2.1 Purpose of the Deliverable.....	4
2.2 Aims, objectives and key messages	4
2.3 Targeted audiences	5
3. Communication Actions	8
3.1 The Circular Garment.....	8
3.2 Consortium Meetings	12
3.3 Interregional Events.....	19
3.4 Other Partners Initiatives	22
4. Communication Channels.....	25
4.1 Online content.....	25
4.2 Social Media.....	29
4.3 Newsletter	31
4.4 Press	35
5. Conclusions and legacy.....	36

1. EXECUTIVE SUMMARY

Three years from the beginning of the project and as RegioGreenTex evolved, the communication & dissemination initiatives also became more complex and oriented towards identifying the most suitable and relevant actions for project exposure. Towards these results, new tactics and activities have been deployed, some developed during project activities, in response to the partners' changing needs and results, such as the Circular Garment documentary.

The RegioGreenTex Legacy landing page, social media accounts, newsletters, press releases, and the *RegioGreenTex Stories* video series hosted on the EURATEX YouTube channel have provided consistent and accessible information to diverse audiences. Analytics confirm strong engagement across these channels, with particular success in video storytelling (>2.700 views for the RGT Stories / 800 views for the Circular Garment Documentary), and social media outreach. Thus, the visibility generated has supported SMEs in presenting their pilot projects, strengthened regional hubs, and contributed to policy discussions on textile sustainability.

As previously mentioned, a wide range of communication actions has been implemented: the initial establishment of a Communication Task Force, the organisation of regional workshops and inter-regional events, the delivery of webinars and trainings, and the coordination of multiple consortium meetings. These activities have been complemented by the development of: the *Circular Garment*, which served as a tangible showcase of interregional collaboration, the RGT photo exhibition in the European Parliament, the RGT photo album, as well as by numerous partner-led initiatives at fairs, conferences, and exhibitions across Europe.

This final report also addresses the exploitation of communication results. Beyond the project's end, the Legacy landing page will remain available for another year as a reference hub, the video interviews and documentary will continue to be promoted via EURATEX's YouTube channel, and newsletters and press materials will be archived for ongoing use. These assets will ensure that RegioGreenTex continues to be recognised as a driver of innovation and circularity in the European textile sector.

Overall, communication and dissemination have been instrumental in supporting the project's objectives: raising awareness of textile recycling and circularity, innovation in textiles, stimulating green investment opportunities, and encouraging interregional cooperation.

2. INTRODUCTION

2.1 Purpose of the Deliverable

The final Communication & Dissemination Report provides an overview of the communication and dissemination activities carried out during the RegioGreenTex project. It reflects on the actions implemented by EURATEX, the project partners, the audiences reached, and the impact achieved. Building on the Communication & Dissemination Plan (D6.1) and the mid-term Impact Assessment (D6.2), this deliverable consolidates the outcomes of the project's communication efforts and highlights how these activities have contributed to visibility, engagement, and awareness across the European textile ecosystem.

2.2 Aims, objectives and key messages

At the outset of RegioGreenTex, the communication and dissemination strategy was designed around two overarching aims:

1. To promote the green transition within the European textile industry and raise awareness about circular economy and textile recycling;
2. To increase visibility for investments and technological advancement through interregional cooperation.

Over the course of the project, these aims were consistently translated into concrete actions and messaging. Communication did not remain a supporting activity, but became a central driver of engagement, visibility, and credibility for RegioGreenTex.

Achieving the targets

- **Promoting the green transition:** Communication activities highlighted the urgency of textile recycling and circularity, making these concepts accessible to SMEs, regional and European authorities, potential investors, and the wider public. Workshops, webinars, and social media coverage consistently reinforced the message that circular textiles are not only possible but already being implemented by project partners.
- **Stimulating investment and cooperation:** By showcasing pilot projects, regional hubs, and the Circular Garment, communication created tangible entry points for investors and policymakers. The visibility generated through public events, newsletters, and video interviews encouraged stakeholders to see RegioGreenTex as a true platform for innovation and collaboration.

Objectives in Practice

The five objectives defined in the Communication & Dissemination Plan were pursued with measurable results:

- **Dissemination of key messages and initiatives:** Achieved through multi-channel communication, ensuring consistent visibility across Europe;
- **Raising awareness of recycling:** Webinars and training sessions provided SMEs with practical knowledge, while video storytelling reached broader audiences;
- **Promoting investment opportunities:** Events such as the Textile & Fashion Forum Helsinki, the Textiles Recycling Expo Brussels, the Circular Textile Days (NL), or ECOSYSTEX conferences, positioned RegioGreenTex as a trustful partner for innovators;
- **Encouraging adoption of methodologies:** Regional hubs and workshops facilitated knowledge transfer beyond the consortium, extending impact to non-partner regions;
- **Leveraging social, economic, and environmental impact:** Communication consistently linked project activities to broader EU priorities, reinforcing RegioGreenTex's relevance to the Green Deal and Circular Economy Action Plan.

Key Messages and Their Resonance

The project's key messages - strengthening textile innovation in 11 European regions, supporting SMEs in building circular models, fostering technical advancement, promoting investments, and paving the path towards circularity - were not only disseminated, but also internalised by stakeholders. Evidence of this resonance can be seen in:

- The strong participation of SMEs in webinars, events, and project meetings;
- The interest of regional authorities in hub activities;
- The visibility of RegioGreenTex in European textile policy discussions;
- The uptake of project narratives by press and media outlets.

2.3 Targeted audiences

From the beginning of RegioGreenTex, communication and dissemination activities were designed to reach a diverse set of audiences, each with a specific role in supporting the project's objectives. Over the course of the project, these audiences were actively engaged through tailored formats and messages, ensuring that communication was not only widespread but also relevant and impactful.

Project Partners and Their Networks

Partners acted as the first circle of dissemination, using their extensive networks to amplify project messages. Throughout the project, partners integrated RegioGreenTex communication into their own physical and digital channels, showcasing pilot projects at fairs, conferences, regional events, and on social media accounts. This ensured that the project's visibility extended well beyond the consortium itself, reaching industry stakeholders at local, regional, and European levels.

Regional Authorities

Regional authorities played a key role as multipliers of project messages. They were engaged through hub activities, workshops, and interregional events, as well as in Mirror Group bi-annual meetings, where they acted as bridges to local communities and policy makers. Their participation strengthened the regional dimension of RegioGreenTex and helped embed circular textile practices into local strategies. By the end of the project, each region shared its planning and commitments for supporting the development of circular textile value chains, and the project activities highlight many common elements and learnings that the regions have collected from exchanges born within the project.(reported in D 7.3)

Public and Private Investors

Communication efforts consistently highlighted the investment potential of circular textiles. EU-level events provided direct opportunities to present RegioGreenTex as a platform for innovation and collaboration. Investors and venture capital actors were exposed to SME pilot projects and, later on the project, the Circular Garment, creating bridges for future funding and partnerships.

Textile Stakeholders

SMEs and larger textile companies were a central audience throughout the project. They were reached through webinars, advisory trainings, and direct participation in regional hubs. Communication gave visibility to their innovation projects, showcased their pilots, and encouraged knowledge exchange across regions. By the end of the project, SMEs had not only benefited from technical support but also gained recognition through communication outputs such as the *RegioGreenTex Stories* video series.

Civil Society and the General Public

Beyond industry stakeholders, communication also targeted civil society and the wider public. Press coverage, social media campaigns, and video storytelling raised awareness of textile waste and promoted new behaviours around recycling and circularity. The visibility of RegioGreenTex in

mainstream and specialised media helped position textile sustainability as a shared societal challenge, not only an industrial one.

Audience	Communication Formats Used	Achieved Impact
Project partners & networks	Consortium meetings, partner websites, newsletters, fairs & exhibitions	Extended project visibility through partner channels; ensured consistent dissemination at local, national, and EU level
Regional authorities	Regional hub workshops, inter-regional events, policy-focused sessions	Strengthened regional dimension; embedded RegioGreenTex narratives into local sustainability agendas and S3 strategies; acted as multipliers of project messages
Public & private investors	High-level events, press releases, demonstrator garment showcase	Positioned RegioGreenTex as a credible platform for investment; created entry points for funding and partnerships
Textile stakeholders (SMEs & larger companies)	Webinars (<i>Community Talks</i> , <i>Going Green Trainings</i>), advisory sessions, SME exhibitions, video interviews (<i>RegioGreenTex Stories</i>), photo album & exhibition, ETP brochure	Provided practical knowledge and visibility; encouraged participation in circular textile ecosystem; showcased SME innovations
Civil society & general public	Press coverage, social media campaigns, YouTube videos, newsletters	Raised awareness of textile waste and circularity; promoted behavioural change; broadened reach beyond industry stakeholders

3. COMMUNICATION ACTIONS

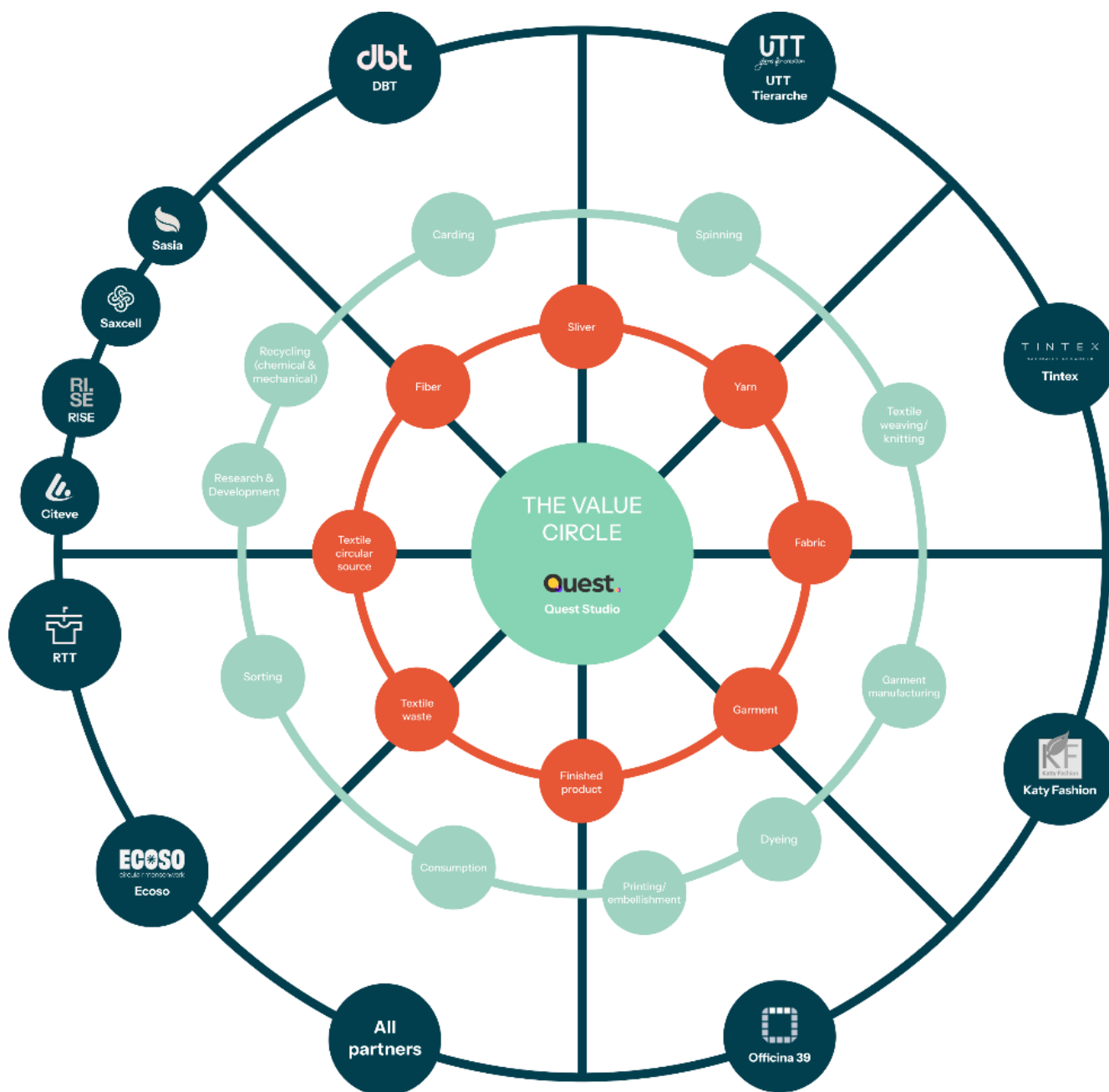
3.1 The Circular Garment

One of the most visible and symbolic communication actions of RegioGreenTex has been the development of the Circular Garment. Conceived as a tangible, proof-of-concept demonstrator of the project's interregional value chain dimension, the garment embodies the principles of circularity in textiles and serves as a communication tool to illustrate how innovation, collaboration, and sustainability can be integrated into a single product.

Development and collaboration

The demonstrator was designed and produced through the active involvement of RegioGreenTex partners, regional hubs, and SMEs. Each stage of the garment's lifecycle, from design to material sourcing, production, and end-of-life considerations, was coordinated to reflect the project's commitment to circular economy principles. The process was collaborative and cross-regional, highlighting the strength of interregional cooperation in building sustainable textile solutions.

The garment was not only a technical exercise but also a communication milestone. It provided partners with a concrete example to present at events, exhibitions, and consortium meetings, making the concept of circularity accessible and relatable to diverse audiences. The Annual Consortium Meeting 2024 in Portugal hosted the first workshop dedicated to the garment, where partners aligned on tasks, roles, and communication opportunities.



Communication and dissemination impact

The Circular Garment Demonstrator has been used extensively as a storytelling device. Communication materials such as webpages, roll-ups, video edits, and social media posts documented its development and promoted its significance. The garment was showcased at fairs and conferences, where it attracted attention from industry stakeholders, policymakers, and the press.



A key element of dissemination was the production of the “Making-of” documentary, which followed the garment’s journey from concept to completion. The video has been distributed via the EURATEX YouTube channel, on the dedicated Circular Garment website (www.thecirculargarment.eu), and promoted across partner networks. It provided a behind-the-scenes narrative that resonated with audiences by showing the human and technical effort behind

circular textiles. Audience figures confirm public interest, reaching on December 15 close to 900 views.



Legacy and exploitation

The garment's first official unveiling took place at the Circular Textile Days in the Netherlands, on 10–11 September 2025. This high-profile European event brought together industry leaders, policymakers, researchers, and innovators to showcase practical solutions for circular textiles. EURATEX presented the garment alongside the documentary and supporting communication materials, positioning it as a symbol of RegioGreenTex's collaborative approach across 11 European regions.



The Circular Garment will remain a communication legacy of RegioGreenTex. At least one physical garment has been distributed to each project partner, but more often they have requested several pieces, in order to be able to continue showcasing the garment at events, exhibitions, and policy discussions as a tangible example of circularity. The documentary and related communication materials will also remain accessible online, ensuring that the garment continues to inspire stakeholders beyond the project's lifetime.



3.2 Consortium Meetings

Three annual consortium meetings have been organised by RegioGreenTex, plus one final consortium conference, to inform project partners on the final closing stages of the project.

1. **February 2025** brought again together RegioGreenTex partners for the third consortium meeting. Hosted over a two-days span by ATEVAL, in the Valencia region, partners, SMEs, regional authorities and representatives from the European Commission, including the project advisor from EISMEA, came together to review progress, exchange experiences and prepare for the final phase of the project.

The plenary sessions offered a comprehensive overview of the project's work packages, from gap analysis and ecosystem building to SME support, regional hubs and communication. Special attention was given to interregional results such as the Waste Wizard and the Circular Garment Demonstrator, which illustrated the tangible impact of RegioGreenTex. A large part of the agenda was devoted to SME investment portfolio updates, where more than twenty companies presented their pilot projects, ranging from recycling technologies to sustainable fabrics, highlighting the diversity and creativity within the consortium. Eurofins contributed by sharing insights on textile testing and certification, reinforcing the importance of quality assurance in circular textiles during the Valencia meeting.



Regulatory updates provided guidance on navigating EU waste legislation, while workshops encouraged active participation. The Regional Hubs workshop and the session on bottlenecks in textile recycling generated valuable feedback for policymakers. On the second day, parallel sessions allowed SMEs to focus on certification, marketing and business development, while the Mirror Group meeting gathered policy feedback and discussed the future of RegioTex 2.0. Company visits to Technicolor and AITEX offered participants a direct view of regional innovation in practice.

The Valencia meeting reinforced RegioGreenTex's role as a platform for collaboration, visibility and policy dialogue. By combining operational updates with interactive workshops and networking opportunities, it strengthened the project's communication impact and prepared the ground for the final event in Brussels. It confirmed the maturity of the consortium and its ability to connect innovation with policy and investment, ensuring that RegioGreenTex continues to leave a lasting mark on Europe's textile ecosystem.

2. Final event in Brussels

- a) On November 4 and 5, 2025, RegioGreenTex participants, consortium members, and EU officials reunited for the final event of the project.



Hosted at the Sofitel Hotel in Brussels, the first day, generically named “political day”, framed RegioGreenTex within the broader context of EU cohesion and innovation policies through high-level interventions from DG Regio and EISMEA. A keynote by Michiel Scheffer, President of the European Innovation Council, set the tone for future scaling opportunities, reinforcing that RegioGreenTex is a springboard for continued investment in circular textiles.





The **Innovation and Investments** session brought the project's technical achievements to life, as some of the project partners presented their innovative pilots:

- **Tintex** demonstrated how recycled yarns and water can transform production.
- **Officina39** introduced *Recycrom™*, a breakthrough in sustainable dyeing.
- **Rovitex** showcased ultrasonic quilting lamination, eliminating glue for full recyclability.
- **Hilaturas Mar** revealed hybrid yarns with recycled carbon fibre for advanced composites.
- **Centexbel** highlighted the role of clusters in accelerating technological change.



The entire event was complemented by the **Circular Garment Exhibition**, a tangible symbol of RegioGreenTex's value chain approach, attracting attention from policymakers and industry leaders alike.



The afternoon focused on the power of regional collaboration. Speakers from Tuscany, Västra Götaland, and NeRDA shared strategies for embedding circularity into local ecosystems, while **DG REGIO** underlined the importance of interregional investment. The session concluded with policy recommendations from EURATEX to the European Commission, paving the way for RegioGreenTex's legacy to influence future EU initiatives.



The day ended with the unveiling of the “Threads of Innovation” photo exhibition in the European Parliament, followed by a walking dinner that allowed participants to network and discuss project outcomes in a more relaxed and informal set-up.

The second day, November 5, the RegioGreenTex consortium gathered again, at Meet District Madou in Brussels, but unlike the policy-driven discussions of the previous day, this session focused on the internal achievements of the project and the tools that will carry its legacy forward.

The morning provided an overview of the project's technical and strategic achievements:

- **Investment Portfolio & WP3 Analysis:** Presented by **Ateval** and **Città Studi Biella**, highlighting the measurable impact of SME pilots.

- **Exploitation Toolkit:** Insights from **Next Technology Tecnotessile** and **Techtera**, offering pathways for scaling innovations beyond the project.
- **Green Coaching Results:** Shared by **RiSe**, underlining the importance of capacity building for SMEs in adopting circular practices.



These presentations reinforced the depth and diversity of RegioGreenTex's contributions to Europe's textile ecosystem. A dedicated session showcased the tools designed to sustain RegioGreenTex's impact:

- **Digital Platform & Ellie.Connect:** Introduced by **NERDA** and **Ariadne Innovation**, these platforms will remain active as hubs for collaboration and knowledge exchange.
- **Waste Wizard Demo:** Presented by **Quest Studio**, this matchmaking tool for surplus textiles exemplifies how digital innovation can accelerate circularity.

The day concluded with an engaging workshop, where participants shared key takeaways and explored next steps. Discussions focused on maintaining momentum, leveraging the tools developed, and fostering new partnerships to scale circular solutions.



b) Threads of Innovation – The RegioGreenTex photo exhibition

One of the highlights of the final event was represented by the photographic exhibition showcased in the European Parliament. Entitled “Threads of Innovation”, this artistic manifesto of photographer Francesco Pacifici (UpWell) tells the visual story of Europe’s textile circularity, from local workshops to industrial innovation. Printed on silver gelatin paper, the photographs share the story of all the 25 companies engaged in pioneering pilots within the RegioGreenTex project.

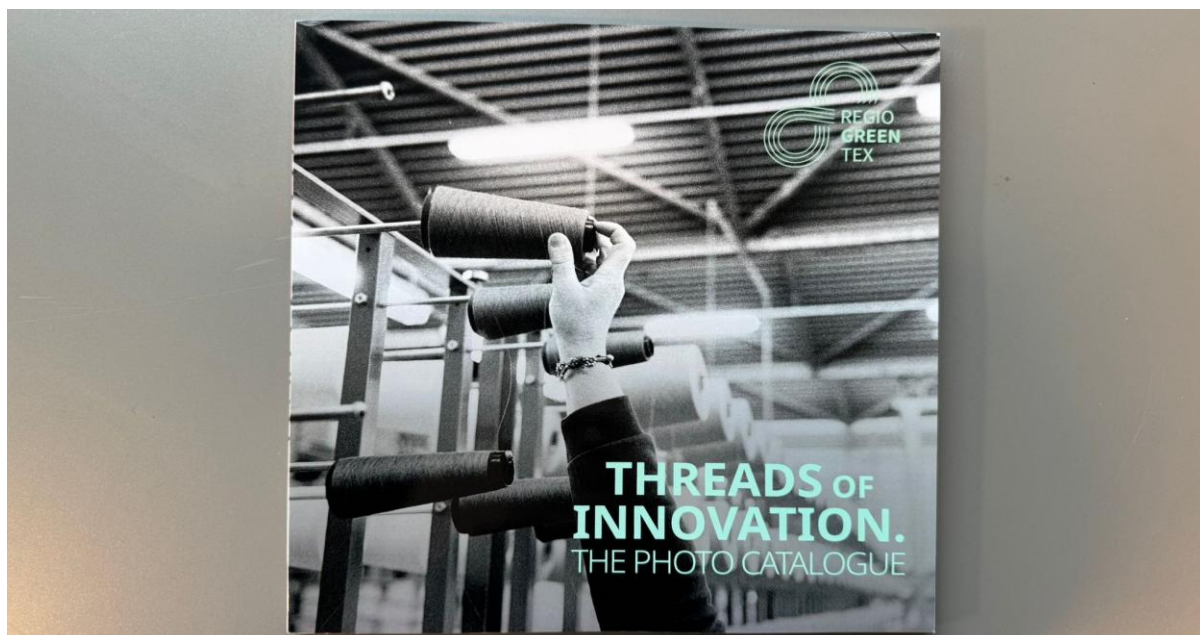


Hosted by MEP Paulo Cunha, the exhibition benefited from extended visibility due to its positioning in the EP and pre-vernissage teasing through a digital poster broadcasted on the internal screens of the Parliament



The photo exhibition will also serve as a legacy tool of RegioGreenTex, as it has been designed with a “caravan” approach in mind. Specifically, all the photos, captions, and easels benefit from a custom-made transporting system that allows it to be easily shipped around Europe, where project partners (or EU bodies) can showcase them in dedicated venues.

Moreover, it has been complemented by a digital and physical photo album that encompasses extra photographs and a local flavour provided by company and innovation descriptions.



Each partner has received a physical copy of the album, while the virtual one is accessible on the [Legacy landing page](#).



3.3 Inter-regional Events

Inter-regional events have been instrumental in amplifying the visibility of the RegioGreenTex project across Europe. These gatherings provided important opportunities to disseminate project objectives, share pilot results, and foster collaboration among stakeholders. More importantly, project partners actively participated in these events, engaging with policymakers, industry leaders, and regional authorities to “spread the word” about RegioGreenTex’s mission and achievements.

Through their presence and contributions, the consortium strengthened its outreach, ensuring that the vision for a circular textile ecosystem resonated across regions.

EU Regions Week 2024

As the largest annual Brussels-based event on regional and urban policy, EU Regions Week attracts thousands of participants from across Europe. In 2024, RegioGreenTex actively contributed to the dialogue by hosting the session “A new way of making: The creation of a European circular textile lifecycle” on 10 October 2024.



The panel showcased the consortium’s commitment to building a European circular textile ecosystem and highlighted some of the pilot projects (Recyc’Elit, SaXcell, and Hilaturas Arnau), also allowing direct engagement with regional authorities to strengthen innovation ecosystems.

Circular Textile Days (2024 & 2025)

Annual landmark of the textile industry, The Circular Textile Days is a business event in the Netherlands that provides key opportunities for meeting new partners in the sustainable textile business and for discovering and discussing innovative circular textile solutions. RegioGreenTex participated both in 2024 and 2025, through the Regional Hubs, showcasing their expertise in dedicated panels, alongside pitching sessions and presentations.

In 2024, OostNL hosted a dedicated RegioGreenTex presentation – “Arena One: Want to build and grow business? Learn more about how your #GreenTexHub in your region can help you!”.

In 2025, OostNL again took the stage to present some of the Projects’ most innovative pilots: SaXcell, The Waste Wizard, and the Circular Garment. The event also served as the venue for the Garment’s first official unveiling, marking the completion of a bold initiative.



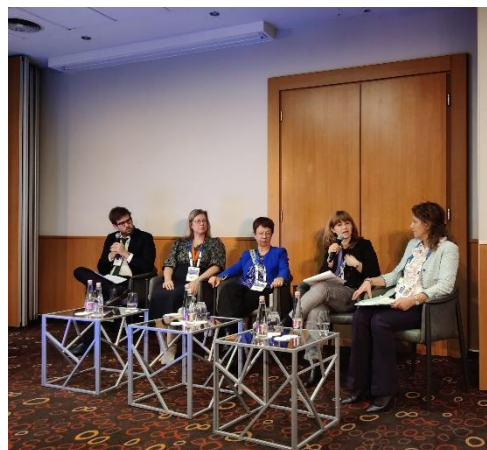
Textile Recycling Expo 2025

The first edition of the Textile Recycling Expo took place in Brussels in June, bringing together the largest gathering dedicated to textile recycling to date (>3.300 visitors from 67 countries). RegioGreenTex was present on the first day of the event, through the voice of Project Director, Jennifer Palumbo. Emphasizing the interregional scale of the project, as well as its focus points, the presentation also included a hands-on experience with the Circular Garment and the materials used for creating it, as well as a teaser of the making-of documentary.



The Enterprise Europe Network (EEN) Annual Conference 2024

As the EEN 2024 event focused on boosting the potential of European SMEs, the presence of RegioGreenTex project partners OostNL and ADRO, alongside EISMEA Project Officer, Valentina Pinna, tackled the role of regional hubs. The session also explored regional instruments, such as the I3 initiative, placing RegioGreenTex at the forefront of cross-networking opportunities.



3.4 Other Partners Initiatives



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

RegioGreenTex is one of the first projects to join ECOSYSTEX and keenly participate in its activities, among which the Steering Committee and the Communication Working Group. Throughout its development, RegioGreenTex has showcased its efforts and innovations in six ECOSYSTEX events:

- ECOSYSTEX Insights Series #5 (22 September 2023), webinar - RegioGreenTex's scope and structure of the regional hubs
- ECOSYSTEX Conference (18-20 October 2023), Barcelona – RegioGreenTex update on project activities

- ECOSYSTEX Insights Series #16 (19 September 2025), webinar - RegioGreenTex work in helping textile ecosystems tackle the challenge of circularity, using the example of the ItalyGreenHub
- Circular collaboration in action (22 October 2025), Mechelen - Organised within the framework of the Lowlands GreenTex Hub, the event showcased tangible results achieved by partners across the Hauts-de-France, Belgium and the Netherlands
- ECOSYSTEX Insights Series #18 (14 November 2025), webinar - RegioGreenTex: The Waste Wizard - A matchmaking platform for surplus textiles. Ellie.Connect also briefly introduced the RGT digital tool and touched upon how it will continue to support RGT's legacy (collaborations, network, knowledge)
- Regional Circular Textile Innovations in Prato (19 November 2025), Prato - collaborative panel discussion, bridging the SOLSTICE and RegioGreenTex projects and highlighting the power of partnerships in accelerating circular transitions across regions

ECOMONDO remained one of the key annual events for RegioGreenTex partners. As a reference international event for technologies, services, and industrial solutions in the green and circular economy sectors, ECOMONDO allowed them to exhibit project innovations and uphold the central role that textile hubs and clusters play in the circular economy. NTT has been present in both 2024 and 2025 editions, with a booth and also guest appearances in several events and roundtables, engaging in discussions on circular textiles, innovative waste prevention systems, and regulatory compliance. A delegation led by Techtera also visited the conference in 2024.

RegioGreenTex also played an important part in EURATEX's annual flagship event, the **Brussels Textiles Forum**. Serving also as a platform for the Board of Directors meeting, the conference introduced participants to the pilots developed in the project, with a special corner in 2025 dedicated to the Circular Garment.



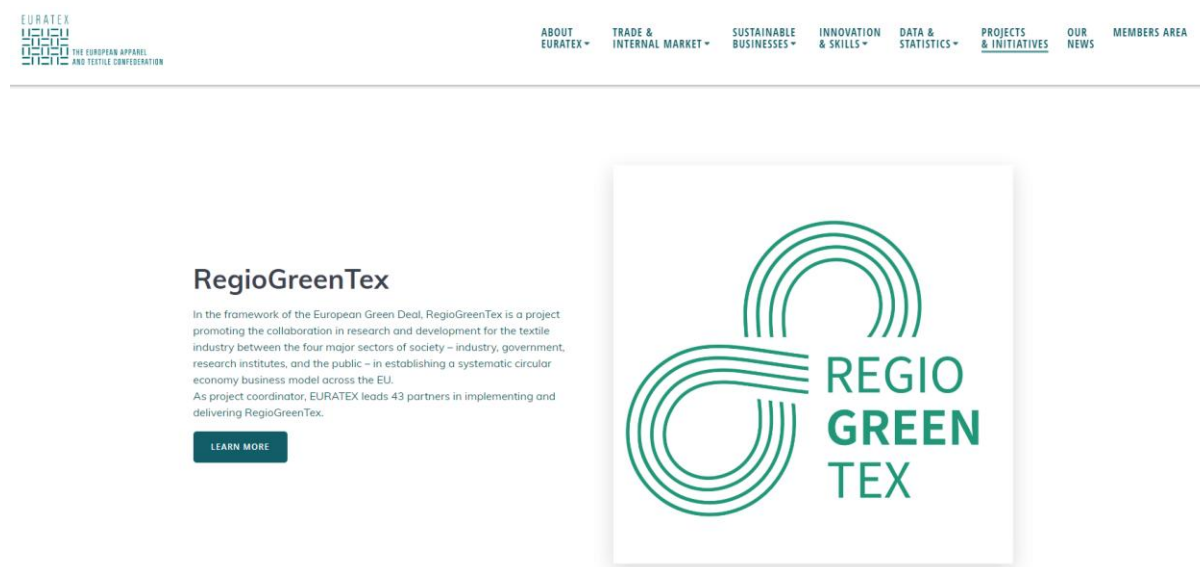
ETP's annual conference 2024 also provided an important opportunity for some of the RegioGreenTex partners to share the insights and know-how obtained throughout the project. On the first day, Centexbel and RI.SE facilitated the discussions around sustainable materials & clean processes, while on the second day Recyc'Elit pitched their innovation in the "circularity & renewable materials" break-out room.

4. COMMUNICATION CHANNELS

4.1 Online content

RegioGreenTex & Ellie.Connect – www.regiogreentex.eu

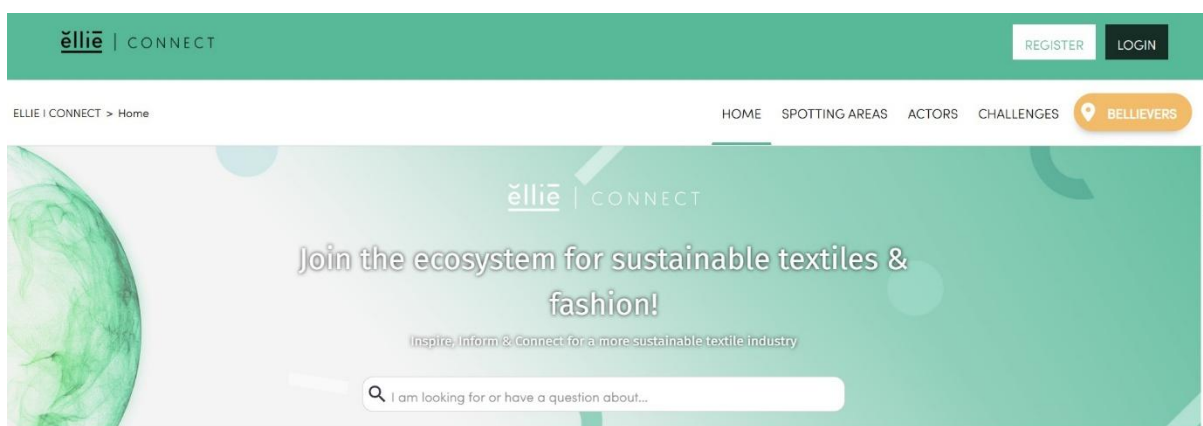
The online key pillar of presence for RegioGreenTex has been represented by the EURATEX website, under the [Projects and Initiatives](#) tab. In short, the [RegioGreenTex Legacy landing page](#) introduces the project, provides details about its objectives, defines its Partners' regional diversity, and it displays the project's progress and results.



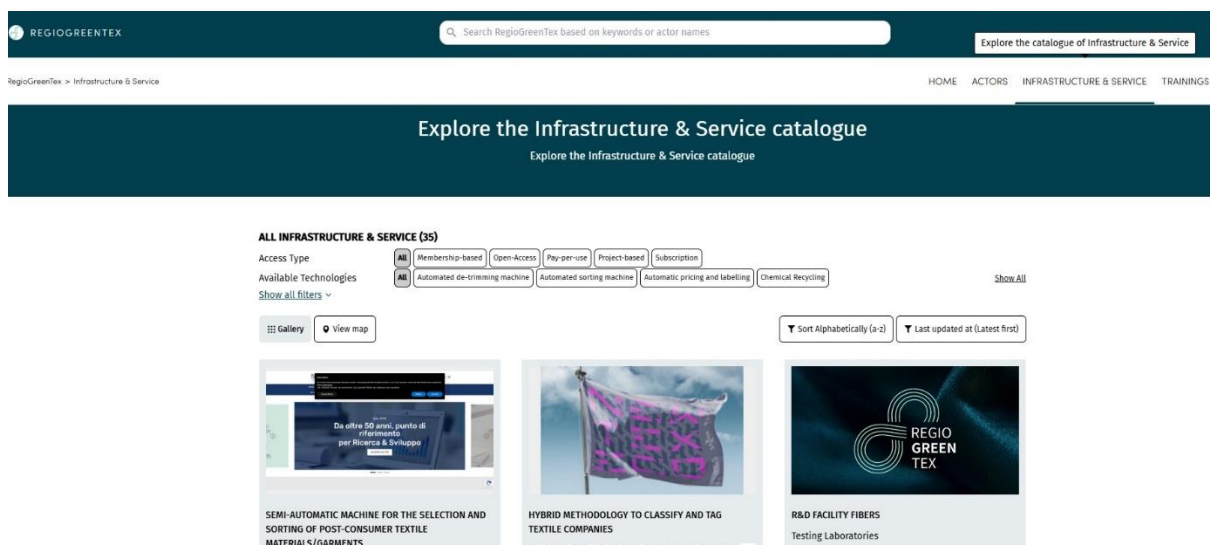
However, as the project progressed and new opportunities and tools were being developed, a dedicated online presence was being built by project partner Ariadne Innovation. Using the backbone of the [RegioGreenTex digital tool](#) (also developed by Ariadne), the new space now integrates all the resources related to the project and will remain online until the end of 2026.

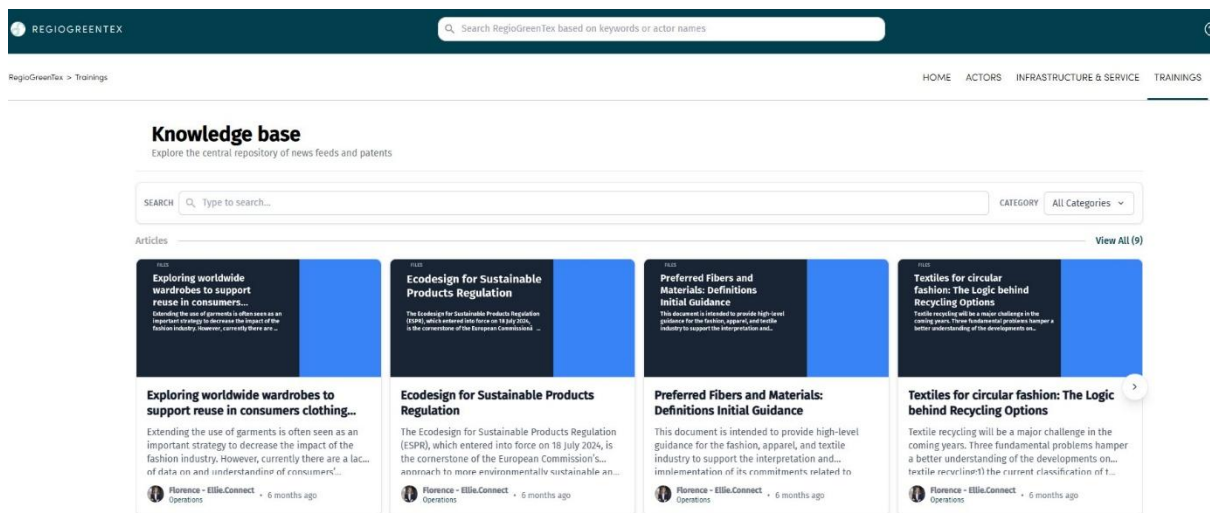


Ellie.Connect, after enhancement and testing within the RegioGreenTex project, ensures that the RegioGreenTex community will benefit from the strategic optimizations and further international growth facilitated by the interregional exchanges within RGT. It primarily offers free access to project partners after sign-in, but it is also 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 (>2.800 actors included the database). The platform is also an opportunity to promote events, workshops and activities that RegioGreenTex takes part in and also to disseminate news and announcements. Through its integration into Ellie.Connect, the knowledge developed during the project (the knowledge base) will also be carried forward and made available to the wider community and stakeholders.



The RegioGreenTex Legacy landing page also provides a comprehensive list of over 100 features and tools developed by project partners, accessible via a dedicated menu. Similarly, a knowledge base serves as central repository for news, workshops, webinars, or other training materials. Its success is confirmed by analytics: to this moment, the digital tool has been accessed almost 10.000 times, with more than 70% of the searches referring to “circular economy” and “project support”.





The Circular Garment – www.thecirculargarment.eu

The creation of a dedicated online platform for The Circular Garment has played a central role in communicating the project's objectives and achievements. As part of RegioGreenTex, the garment was conceived as a tangible showcase of circularity, but its impact has been amplified through the online platform: www.thecirculargarment.eu.

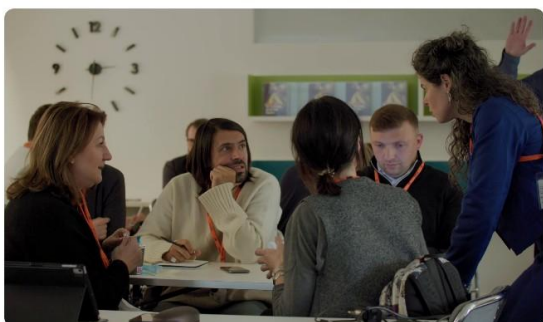


The website provides a structured narrative of the garment's journey, from recycled fibers to finished product, and highlights the collaboration of SMEs, research centers, and regional hubs across Europe. Moreover, the site ensures full transparency and traceability, documenting each stage of the garment's lifecycle - recycling, spinning, knitting, dyeing, and manufacturing - while presenting all the partners involved. This level of detail allows stakeholders to understand not only the technical processes but also the collaborative effort behind the garment. By offering accessible explanations and visual storytelling, the website makes circular innovation tangible to both industry professionals and the wider public. The website was created by Quest Studio, and in particular by

the designer of the Circular Garment, as a tool to continue developing the activities around the circular garment innovative value circle beyond the project end.

Discover the value circle

The main goal of the project was to **foster interregional collaboration within the EU** but also to ensure **full transparency and traceability**. Find out more about the journey that the garment took from start to finish.



Quest: Context based design & Strategy

Bringing a new concept and a range of partners to the table requires coordination and strategy before the process starts.

[Find out more](#)

Beyond technical documentation, the website hosts key communication assets such as “The Circular Garment documentary”, which has already reached significant engagement on EURATEX’s YouTube channel. It also provides access to the Value Circle White Paper, offering recommendations for accelerating circular fashion across Europe and insights from the value circle implementation useful for future potential groups interested in developing similar initiatives. These resources ensure that the garment is not only a project milestone but also a reference point for future initiatives.



Want more information?

This white paper explores how circular fashion can become a reality across Europe. Developed as part of the RegioGreenTex project, it highlights practical insights, challenges, and opportunities from regional initiatives aiming to close the loop in the textile sector. From design to recycling, the paper offers concrete recommendations to accelerate a more sustainable, resilient, and connected European textile ecosystem.

[Download here](#)

Thus, the dedicated website has been crucial in extending the garment's reach. It connects technical innovation with cultural and societal narratives, reinforces RegioGreenTex's visibility, and secures a communication legacy that will remain accessible beyond the project's lifetime.

4.2 Social Media

As foreseen at the beginning of the project, social media is confirmed to be one of the most effective tools for communicating RegioGreenTex's key messages, raising awareness, and disseminating best practices. By leveraging the existing audiences of all partners' social media, rather than creating new channels, the consortium achieved a wide and consistent reach. Each partner was encouraged to contribute with weekly posts on their own platforms, ensuring that project content was continuously visible and accessible. This coordinated effort resulted in an aggregated reach of more than **500,000 followers on LinkedIn alone**, with additional engagement across Twitter/X, Instagram, and Facebook.

As work package leader, EURATEX guided the dissemination strategy, providing partners with coordinated suggestions of social media topics, as well as re-sharing milestone achievements. This ensured that posts were aligned in tone and content, while remaining varied in form. Over the course of the project, partners published a diverse mix of texts, images, infographics, motion designs, and short videos. This variety successfully captured the attention of different target groups and maintained high levels of engagement throughout the project's lifetime.

Moreover, partners have further enhanced digital exposure through cross-interaction: by following, liking, and sharing each other's posts, they have created a first layer of engagement that allowed RegioGreenTex content to gain traction within social media algorithms. This collaborative approach significantly increased the visibility of posts and extended their reach beyond immediate networks.

To ensure project branding and activities being easily recognisable, but also for reporting reasons, a consistent use of hashtags has been suggested: #regiogreentex, #recycletextile, #circulareconomy, #europe, #industry, #investment, #innovation #SMEs #EUfunded etc.

EURATEX's strong base of followers (+6.600 followers only on LinkedIn since previous report) within the textile and fashion industry provided additional credibility and visibility, leading the publication of posts and reinforcing the project's communication impact:

EURATEX for RegioGreenTex					
Social Media	LinkedIn	Instagram	Twitter/X	Facebook	Total
Followers	19.896	1.146	3.136	316	24.098

Maintaining the targeted quota of one post per week dedicated to RegioGreenTex (with spikes of extra posts around key moments – Circular Garment unveiling, final event in Brussels, photo exhibition etc.), usually on Fridays, EURATEX has published approximately **150 posts per channel** (LinkedIn, Instagram, X, Facebook), with a **total of 600 posts**, since the beginning of the project. Stakeholder feedback has also been encouraging, with the main drivers being LinkedIn and Instagram, where posts registered an average of **65 reactions** and approx. **2.800 average impressions**:

EURATEX for RegioGreenTex			
Social Media	LinkedIn	Instagram	Total
Average reactions / post	39	15	54
Average impressions / post	1.822	986	2808

Altogether, the 43 RegioGreenTex project partners have also ensured impressive results on social media, confirming the successful interregional collaboration even in the digital area:

Aggregated RegioGreenTex			
Social Media	LinkedIn	Instagram	Total
Total followers	120.438	25.224	145.662
Total posts	2.997	2.866	5.863
Average reactions	1.530	544	2.074
Average impressions	15.367	5.261	20.628

By the end of the project, social media dissemination had become a cornerstone of RegioGreenTex's communication strategy. It not only promoted the consortium's key messages but also showcased the tangible results achieved by SMEs and regional hubs, ensuring that the project's voice reached hundreds of thousands of stakeholders across Europe and beyond.

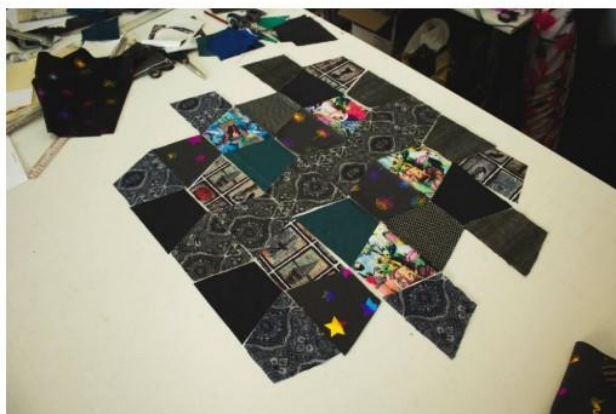
4.3 Newsletter

Another key communication action took the form of a monthly newsletter. And, although the intermediary deliverable has presented the RegioGreenTex newsletter and the RGT Stories in separate chapters, throughout the project they have become intertwined, enabling an important growth in newsletter subscribers and, at the same time, YouTube views.

Based initially on the EURATEX mailing list, the RegioGreenTex newsletter was first delivered in April 2023, to a number of 525 stakeholders. For the first few months (April to October 2023), it used the format of an editorial article, with topics covering the features and activities of RegioGreenTex.



Welcome to RegioGreenTex Newsletter



Starting with November 2023, the newsletter shifted its focus to the RegioGreenTex Stories, a video interviews series produced in partnership with project participants Ariadne Innovation and Upwell.



RegioGreenTex Stories
An interview with Jan & Kris from

Ecoso



With a running time of less than 10 minutes, the video edits are based on the format of Vogue 73 Questions: recorded in one take, walking around the SME partners' companies or offices while asking 5 questions in an informal, fun, and personal way. The goal was to invite project participants to share their experiences and thoughts, while also understanding more about their pilot projects, their challenges and expectations for the future.

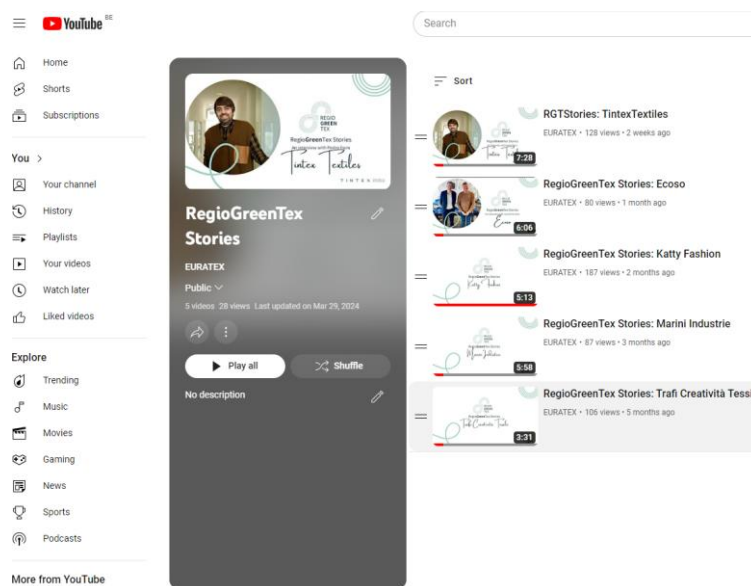


The success of the RGT Stories was confirmed shortly, as the subscriber base started to grow constantly from one month to another:

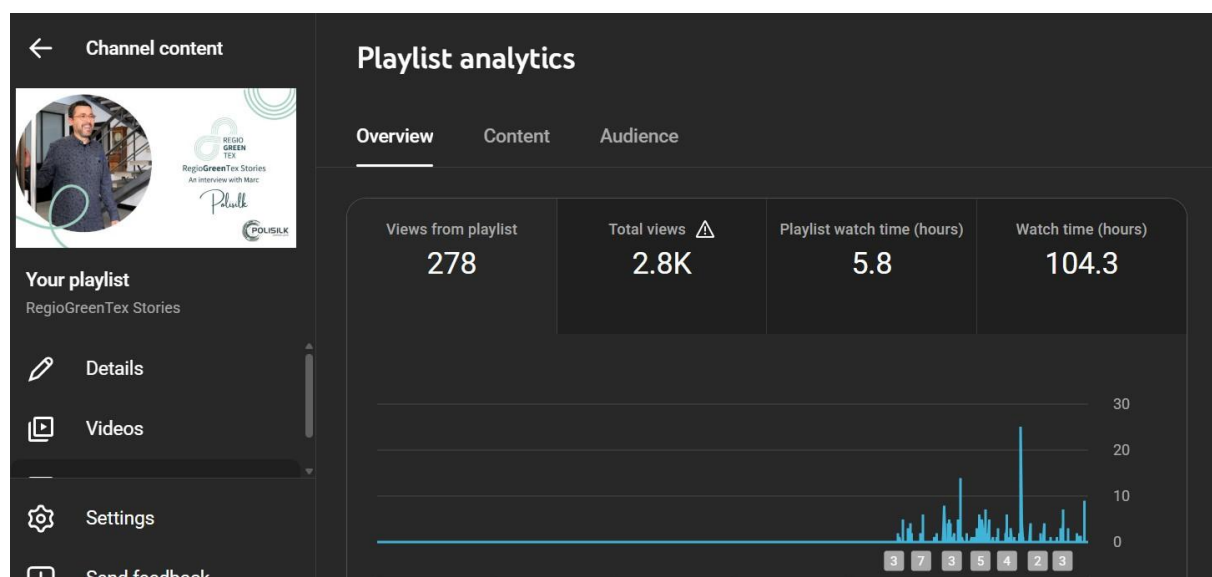
RegioGreenTex Monthly Newsletter Analytics				
#	Month	Topic / No. of Recipients	Opens	Clicks
1	April, 2023	“Welcome to RegioGreenTex newsletter” / 525 recipients	43.40%	0.40%
2	May, 2023	The European Textile Strategy & RGT / 540 recipients	41.40%	3.90%
3	June, 2023	RegioGreenTex in the European regions / 579 recipients	40.20%	1.60%
4	July, 2023	RegioGreenTex Regional Hubs / 592 recipients	39.00%	3.30%
5	August, 2023	RegioGreenTex: sorting and recycling / 605 recipients	38.50%	4.30%
6	Sept, 2023	RegioGreenTex Digital Tool / 628 recipients	42.00%	2.80%
7	Oct, 2023	RGT promoting textile recycling in Europe / 639 recipients	45.20%	4.90%
8	Nov, 2023	RGT Stories: Trafi Creatività Tessile / 654 recipients	40.60%	7.00%
9	Dec, 2023	RGT Stories: Marini Industrie / 655 recipients	39.80%	7.80%
10	Jan, 2024	RGT Stories: Katty Fashion / 657 recipients	39.60%	7.90%
11	Feb, 2024	RGT Stories: Ecoso / 663 recipients	38.20%	6.50%
12	March, 2024	RGT Stories: Tintex Textiles / 668 recipients	48.50%	5.60%
13	April, 2024	RGT Stories: Sasia / 674 recipients	40.2%	9.0%
14	May, 2024	RegioGreenTex Taxonomy Framework / 672 recipients	50.8%	9.3%
15	June, 2024	RGT Stories: Peignage Dumortier / 679 recipients	38.6%	7.8%
16	July, 2024	RGT Stories: Textile de la Thiérache / 676 recipients	35.5%	6.5%
17	August, 2024	RegioGreenTex Wisdom Guide / 795 recipients	39.6%	12.9%
18	September, 2024	RGT Stories: De Martini Bayart & Textifibra / 798 recipients	31.6%	6.6%
19	October, 2024	RGT Stories : Officina39 / 798 recipients	35.6%	5.9%
20	November, 2024	RGT Stories : Hilaturas Mar / 792 recipients	39.8%	5.8%
21	December, 2024	RGT Stories : Synthelast / 792 recipients	34.7%	5.4%
22	January, 2025	RGT Stories : Technocolor Textil / 798 recipients	32.2%	5.6%
23	February, 2025	RGT Stories: Ubitech / 808 recipients	33.7%	6.4%
24	March, 2025	RGT Stories: Vividye / 806 recipients	35.9%	4.8%
25	April, 2025	RGT Stories: FOV Fabric / 801 recipients	33.2%	2.9%
26	May, 2025	RGT Stories: RTT / 793 recipients	37.1%	3.1%
27	June, 2025	RGT Stories: Rovitex / 792 recipients	36.8%	3.3%
28	July, 2025	The RegioGreenTex Digital Platform / 822 recipients	37%	4.2%
29	August, 2025	RGT Stories: Recyc'Elit / 832 recipients	37.7%	3.6%
30	September, 2025	RGT Stories: Hilaturas Arnau / 819 recipients	38.4%	6.3%
31	October, 2025	RGT Stories: Polisilk / 817 recipients	35%	3.7%
32	November, 2025	The RegioGreenTex final event	36.7%	6.5%

By December 2025, the newsletter was being sent to over 800 recipients, marking a 55% uptake in subscribers since April 2023. Moreover, engagement rates also increased considerably: from 0.4% clicks for the first newsletter to a peak of 12.9% in August 2024. Overall, the RegioGreenTex newsletter has an average opening rate of 36% and 8% clicks, statistics that are well above regular results of a similar communication tactic (source: Mailchimp – “Good open rate around 34.23%” and CTR around 2.66%”).

Furthermore, RegioGreenTex partners have re-shared the disseminated information and news in their own **newsletters**, reaching an increased range of public, throughout Europe.



YouTube analytics also recorded encouraging results, as the dedicated playlist of RGT Stories has, on December 15, more than 2.800 views, totalling more than 100 hours of watch time.



Therefore, the RegioGreenTex newsletter and the RGT Stories will continue to tell the project's story long after its ending, serving as one of the most successful communication legacies.

4.4 Press

RegioGreenTex successfully exceeded also its initial press-related KPIs across national, regional, and European outlets. This performance demonstrates the consortium's ability to generate visibility and position circular textiles as a priority topic in the public discourse. Engagement metrics confirm the effectiveness of these efforts, with significant reach and interaction recorded across digital and print channels.

The proactive involvement of partners in leveraging their local networks amplified the impact, ensuring that RegioGreenTex narratives resonated beyond the immediate textile ecosystem. This achievement not only meets, but surpasses the expected KPI of 50 combined press actions, reinforcing the strength of the communication strategy and its role in shaping awareness and policy dialogue around textile circularity.

Partner	Press release	Appearance	KPIs
AEI Tèxtils	1	3	
Ariadne	1		
Ateval	2	10	
Città Studi - Po.in.tex	4	42	
ECOSO	1	2	
Euramaterials	0	3	
Mai Bine	1	-	
Marini	0	20	
NTT	2	-	
Oost NL	0	3	
Recyc'Elit	1	-	
SASIA, S.A.	2	7	
Techtera	1	3	
Textile ETP	3	2	
Total	19	95	50

5. CONCLUSIONS AND LEGACY

Over the course of three years, RegioGreenTex has demonstrated that communication and dissemination are not mere supporting activities but key drivers of impact. Through a coordinated effort led by EURATEX, and amplified by all partners, the project achieved visibility far beyond initial expectations. From the launch of the **RegioGreenTex Legacy landing page** and the dynamic **social media campaigns** to the success of the **RegioGreenTex Stories video series** and the **Circular Garment documentary**, every initiative contributed to shaping a strong narrative around circular textiles.

The results speak for themselves:

- **Social media outreach exceeded 500,000 followers**, with over **11,500 posts** published across partner channels.
- **Newsletter engagement grew by 55%**, reaching more than 800 subscribers and achieving click-through rates well above industry benchmarks.
- **Press coverage surpassed KPIs**, positioning RegioGreenTex as a communication success by providing increased visibility on European textile sustainability in the regional landscape.

These achievements were complemented by high-profile events such as the **EU Regions Week**, **Circular Textile Days**, and the **final Brussels conference**, where the unveiling of the **Circular Garment** and the **Threads of Innovation photo exhibition** provided tangible symbols of collaboration and innovation. The creation of dedicated digital tools (**Waste Wizard**), alongside further development of already established ones, such as the **Ellie.Connect**, ensures that knowledge sharing and matchmaking will continue beyond the project's lifetime.

The legacy of RegioGreenTex lies not only in its communication assets, but also in the ecosystem it helped build:

- **SMEs gained visibility and credibility**, supported by tailored storytelling and promotional materials such as pilot project posters and ETP brochures.
- **Regional hubs strengthened their role** as multipliers of circularity, embedding best practices into local strategies.

Looking ahead, the tools, platforms, and narratives developed under RegioGreenTex will remain active until at least 2026, continuing to inspire stakeholders and foster new collaborations. The project has proven that effective communication can accelerate innovation, attract investment, and create a spillover effect that benefits the entire European textile value chain.

RegioGreenTex leaves behind a clear message: **circularity is not a distant goal, it is a reality shaped by cooperation, creativity, and interregional initiatives.** This legacy will serve as a foundation for future projects, ensuring that Europe remains at the forefront of sustainable textile innovation.

Thank you!

