

CIRC-UIITS

WP6 – DISSEMINATION AND COMMUNICATION

Task 6.1 – Dissemination of results

Task 6.2 - Communication activities

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ABSTRACT

The main objective of the CIRC-UIITS project is to demonstrate how circularity can be significantly enhanced within both the automotive and mass electronics sectors. This is pursued through the recovery and valorisation of materials derived from end-of-life products, as well as through the promotion of reuse and remanufacturing practices that enable electronic components to be integrated into new, high-value products across these industries. By doing so, the project aims not only to reduce waste and environmental impact, but also to showcase viable pathways for creating more sustainable and resilient industrial value chains.

Within this framework, Deliverable D6.5, entitled "*Final Dissemination & Communication Plans*", plays a central role. It forms part of the activities carried out under Work Package 6 (WP6) "*Dissemination, Communication & Education*", which is responsible for maximizing the visibility and outreach of the project's results. The purpose of this document is to provide a comprehensive overview of all dissemination and communication actions implemented by the CIRC-UIITS consortium during the second half of the project, presenting both the activities undertaken and the outcomes achieved.

The deliverable offers an in-depth analysis of how these initiatives were executed, the tools and channels employed, and the extent to which they contributed to raising awareness among key stakeholders, including industrial partners, policymakers, researchers, and the general public. Activities covered in the document include the production of communication materials, participation in industry events and scientific conferences, organisation of workshops and webinars, management of digital platforms and social media channels, and engagement with European networks dedicated to circular economy and sustainable manufacturing.

Overall, Deliverable D6.5 aims to highlight the effectiveness of the project's communication and dissemination strategy in spreading knowledge, supporting collaboration, and fostering the uptake of innovative circular solutions in the targeted sectors. Through these efforts, the CIRC-UIITS project reinforces its contribution to the European transition towards a more sustainable, resource-efficient, and circular industrial ecosystem.

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1. Introduction

Deliverable D6.5 “*Final Dissemination & Communication Plan*” provides a comprehensive overview of the CIRC-UIITS project’s dissemination and communication strategy and summarises the activities carried out, along with the corresponding outcomes achieved during the second half of the project lifecycle. The document outlines how the consortium engaged with stakeholders, communicated project progress, and promoted the uptake of CIRC-UIITS results across relevant industrial and scientific communities.

The deliverable is structured into five main sections. The abstract offers an introductory overview of the CIRC-UIITS project, highlighting its objectives and context. Section 1 presents the general description and organisation of the deliverable, clarifying its purpose, scope, and methodological boundaries. Section 2 details the communication activities implemented throughout the reporting period. Section 3 outlines the dissemination activities at both partner and project level, illustrating how results were shared within the consortium and externally. Finally, Section 4 presents the conclusions and outlines the next steps, reflecting on the overall performance of WP6 and identifying recommendations and future actions to sustain the visibility, accessibility, and exploitation of CIRC-UIITS outcomes beyond the end of the project.

Overall, the deliverable serves as the final reference document capturing the project’s dissemination and communication performance and its contribution to ensuring the long-term exploitation and visibility of CIRC-UIITS outcomes.

2. Communication Activities

This section reports on the communication activities carried out by the consortium and by the WP6 task leaders during the second half of the project, covering the M19–M36 reporting period. These activities were implemented in line with the project’s communication strategy, with the objective of raising awareness, increasing visibility and ensuring effective dissemination of CIRC-UIITS objectives, progress and results to a wide range of stakeholders.

For clarity and consistency, the communication activities have been grouped into four main categories:

1. Partners’ communication activities, including posts published on partners’ social media channels, updates on partners’ institutional websites, and contributions disseminated through external websites and platforms;
2. Communication through official CIRC-UIITS channels, namely posts and updates published on the project’s official social media accounts and on the CIRC-UIITS website;
3. CIRC-UIITS newsletters, aimed at providing periodic updates on project developments and key achievements in an accessible and engaging format;
4. Communication materials, such as brochures, factsheets, visual assets and other supporting materials used for outreach, events and stakeholder engagement.

Together, these activities ensured a coherent and coordinated communication approach, supporting stakeholder engagement at European and international level and reinforcing the overall impact of the project during the second half of its implementation.

2.1 Partners Communication activities M19-M36

2.1.1 LinkedIn Communication activities

Between Month 19 and Month 36 of the CIRC-UITs project (July 2024 – December 2025), the consortium implemented a wide range of communication actions aimed at increasing project visibility, disseminating preliminary and consolidated results, and strengthening engagement with external stakeholders. In this context, social media platforms, and in particular LinkedIn, played a central role as fast, accessible, and high-impact channels for reaching both specialised and non-specialised audiences.

The present section provides a comprehensive overview of all communication activities carried out exclusively on LinkedIn during the reporting period.

This process led to the identification of 36 LinkedIn posts on partners' profiles or companies' LinkedIn pages, covering a diverse set of communication themes. A significant proportion of these posts were dedicated to the dissemination of research outputs, such as scientific papers, methodological advancements, and results emerging from case studies and industrial pilots. Several posts also promoted the participation of partners in conferences, fairs, and international workshops, highlighting the project's contribution to the broader discussion on circularity, electronics sustainability, repair and remanufacturing, and innovative business models.

A notable number of communications were linked to EU Green Week and other European events, where project representatives were invited as speakers, panellists, or contributors. These posts helped amplify the project's presence within the EU sustainability landscape, demonstrating the added value of CIRC-UITs in supporting policies and initiatives related to circular electronics and resource efficiency.

Another relevant portion of the LinkedIn activity concerned networking actions. Partners frequently shared updates related to collaboration with other Horizon Europe projects, working groups (including the EU Green Electronics Working Group), industrial associations such as OE-A, and other thematic communities. These posts reflect the project's positioning within a growing ecosystem of actors committed to promoting sustainable innovation in electronic manufacturing, repair, and design.

All identified LinkedIn communications were addressed to the general public and involved external stakeholders, confirming their nature as open access dissemination actions. Collectively, these posts contributed significantly to raising awareness about the project, engaging with the scientific and industrial community, and stimulating interest among policymakers, companies, research organisations, and citizens interested in the circular transition.

The table reported below "*CIRC-UITs Partners LinkedIn Communication Activities (M19–M36)*" includes detailed information for each identified post. For every entry, the table specifies: the partner responsible for the communication activity, the type of action, a brief

description, the involvement of external stakeholders, the target audience, the link to the publication, and additional notes where relevant.

Name of partner	Type of activity	Description (with task reference)	External stakeholder involved	Audience Targeted	Link or justification of document	Notes
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	GA PARTECIPATION – POST ON LINKEDIN POLIMI PAGE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/POLIMI-SCHOOL-OF-MANAGEMENT-MANUFACTURING-GROUP_LECCO-MANUFACTURINGGROUP-POLITECNICODIMILANO-ACTIVITY-7268281312321425409-MCU5/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPROJ4EDQHWOHLO	MANUFACTURING GROUP PAGE
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	COMMUNICATION ON PROJECTS WEBINAR FOR EU GREEN WEEK – POST ON LINKEDIN POLIMI PAGE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/POLIMI-SCHOOL-OF-MANAGEMENT-MANUFACTURING-GROUP_ELECTRONICS-AUTOMOTIVE-CIRCUITS-ACTIVITY-7333409220643422211-UCSI/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPROJ4EDQHWOHLO	MANUFACTURING GROUP PAGE
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	CIRC-UIITS MEMBER PARTICIPATION IN A CONFERENCE – POST ON LINKEDIN POLIMI PAGE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/POLIMI-SCHOOL-OF-MANAGEMENT-MANUFACTURING-GROUP_LJUBLJANA-UNFC-CRITICALRAWMATERIALS-ACTIVITY-7300077657273065473-MRQI/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPROJ4EDQHWOHLO	MANUFACTURING GROUP PAGE
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	CIRC-UIITS HANDBOOK REPOST	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/PAOLO-ROSA-52697214_CIRCULAR-APPROACHES-FOR-THE-ECODESIGN-REPAIR-ACTIVITY-7395851682791886848-5KJW/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPROJ4EDQHWOHLO	PROF PAOLO ROSA PROFILE

POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	ECOMONDO 2024	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/POLIMI-SCHOOL-OF-MANAGEMENT-MANUFACTURING-GROUP_ECOMONDO2024-CIRCUITS-ECOMONDO2024-ACTIVITY-7260576847170551808-SYIP/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHwoHLo	MANUFACTURING GROUP PAGE
TNO/TRACXON	PUBLICATION ON SOCIAL MEDIA PAGE	NEWS ON PAPER PUBLICATION ON REPAIR OF IN-MOLD ELECTRONICS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/STEPHAN-HARKEMA-86B7252_REPAIRING-OF-IN-MOLD-ELECTRONICS-AND-LIFE-ACTIVITY-7393955143991590912-RBCP/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHwoHLo	STEPHAN HARKEMA PROFILE
BESU	PUBLICATION ON SOCIAL MEDIA PAGE	HANNOVER MESSE 2025	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/GERRIT-POSSELT_NEVERSTOPPLAYING-CIRCULARECONOMY-ACTIVITY-7313200412797358080-KZ XU/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHwoHLo	GERRIT POSSELT PROFILE
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	BUSINESS MODEL INNOVATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/LAURA-POMO-722038150_AI-CUSTOMER-BUSINESS-ACTIVITY-7299700562395041795-L83W/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHwoHLo	LAURA POMO PROFILE
OFFIS	PUBLICATION ON SOCIAL MEDIA PAGE	INNOVATION ON REPAIR/REMAN OF ELECTRONICS COMPONENTS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SUSANNE-BOLL_CIRCABRUITS-OFFIS-CIRCULARECONOMY-ACTIVITY-7359229634841845760-O2HR/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHwoHLo	SUSANNE BOLL PROFILE
SUINK PROJECT	PUBLICATION ON SOCIAL	EU GREEN ELECTRONICS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SUINK-PROJECT_NETWORKING-EUFUNDED-COOPERATION-ACTIVITY-	SUINK PROJECT

	MEDIA PAGE	WORKING GROUP			7285323182423580672-oOu-/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcRP7QoBsOBf3P_dUGqIXPrOj4EDQHwoHLo	PAGE
SUINK PROJECT	PUBLICATION ON SOCIAL MEDIA PAGE	REPOST OF OE-A POST REGARDING COLLABORATIONS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SUINK-PROJECT_LAST-CALL-FOR-REGISTRATION-WORKSHOP-ACTIVITY-7328683064090423296-gCd/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcRP7QoBsOBf3P_dUGqIXPrOj4EDQHwoHLo	SUINK PROJECT PAGE
GREEN FORWARD INDUSTRY	PUBLICATION ON SOCIAL MEDIA PAGE	APPLICATION FOR PCBs EXPERTS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/GREEN-FORWARD-INDUSTRY_GREENFORWARDINDUSTRY-DEADLINEEXTENDED-NOWHIRING-ACTIVITY-7342844787311439873-KlCG/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcRP7QoBsOBf3P_dUGqIXPrOj4EDQHwoHLo	GREEN FORWARD INDUSTRY PAGE
MADE	PUBLICATION ON SOCIAL MEDIA PAGE	EU GREEN WEEK WORKSHOP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/MADE-COMPETENCE-CENTER-INDUSTRIA-4-0_EUGREENWEEK2025-ECONOMIACIRCOLARE-CONNESSIONI-ACTIVITY-7338928084760379392-05yO/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcRP7QoBsOBf3P_dUGqIXPrOj4EDQHwoHLo	MADE LINKEDIN PAGE
DÉL-DUNÁNTÚLI GÉPIPARI KLASZTER	PUBLICATION ON SOCIAL MEDIA PAGE	HUNGARIAN EXHIBITION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/DEL-DUNANTULI-GEPIPARI-KLASZTER_MENEDZSMMENT-SZERVEZETUNK-A-PÉCS-BARANYAI-ACTIVITY-7394711994844663808-6dSS/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAcRP7QoBsOBf3P_dUGqIXPrOj4EDQHwoHLo	DÉL-DUNÁNTÚLI GÉPIPAR I KLASZTER PAGE
EU GREEN ELECTRONICS	PUBLICATION ON SOCIAL	OE-A FRANKFURT CONFERENCE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/EU-GREEN-ELECTRONICS-WORKING-GROUP_WORKSHOP-ON-FUNCTIONAL-	EU GREEN

WORKING GROUP	MEDIA PAGE				ELECTRONICS-ACTIVITY-7331305552607657985- _KR1/?UTM_SOURCE=SHARE&UTM_MEDIU M=MEMBER_DESKTOP&RCM=ACoAACP7 QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	ELECTRO NICS WORKIN G GROUP PAGE
EU GREEN ELECTRONICS WORKING GROUP	PUBLICATION ON SOCIAL MEDIA PAGE	PRESENTING EUROPEAN PROJECT	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/EU- GREEN-ELECTRONICS-WORKING- GROUP_REPRESENTATIVES-FROM-HORIZON- EUROPE-ACTIVITY- 7256663619034058752- SQGC/?UTM_SOURCE=SHARE&UTM_MEDIU M=MEMBER_DESKTOP&RCM=ACoAACP7 QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	EU GREEN ELECTRO NICS WORKIN G GROUP PAGE
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	EU GREEN WEEK WORKSHOP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/VIOLA- CORBELLINI-25B84020_CIRCUITS- ELECTRONICS-AUTOMOTIVE-ACTIVITY- 7339226205277032449- TPFI/?UTM_SOURCE=SHARE&UTM_MEDIUM =MEMBER_DESKTOP&RCM=ACoAACP7QO BsObF3P_dUGQIXPROJ4EDQHWOHLO	VIOLA CORBELL INI PROFILE
BESU	PUBLICATION ON SOCIAL MEDIA PAGE	GA	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/GERRIT -POSSELT_NEVERSTOPPLAYING- CIRCULARECONOMY-TRANSFORMATION- ACTIVITY-7267540997541085184- B1KG/?UTM_SOURCE=SHARE&UTM_MEDIU M=MEMBER_DESKTOP&RCM=ACoAACP7 QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	GERRIT POSSELT PROFILE
OFFIS	PUBLICATION ON SOCIAL MEDIA PAGE	CONFERENCE PARTECIPATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/ALBYST ROV_MIM2025-IFAC-CIRCUITSPROJECT- ACTIVITY-7346814683611357184- PZ_M/?UTM_SOURCE=SHARE&UTM_MEDIU M=MEMBER_DESKTOP&RCM=ACoAACP7 QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	ALEKSA NDR BYSTRO V PROFILE

OFFIS	PUBLICATION ON SOCIAL MEDIA PAGE	CONFERENCE PARTECIPATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/LISA-DAWEL_LIFECYCLEENGINEERING-LCE2025-CONFERENCE-ACTIVITY-7317516529191800833-0Z01/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	LISA DAWEL PROFILE
BESU	PUBLICATION ON SOCIAL MEDIA PAGE	WEBINAR SPONSORSHIP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/GERRIT-POSSELT_CIRCULARECONOMY-DIGITALTOOLS-GREENWEEK-ACTIVITY-7335563110746906625-QLJF/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	GERRIT POSSELT PROFILE
POLIMI	PUBLICATION ON SOCIAL MEDIA PAGE	PAPER PRESENTATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/DANIELE-PEROSSA-064096171_A-SYSTEMATIC-LITERATURE-REVIEW-OF-EXISTING-ACTIVITY-7242570643542597632-HSGS/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	DANIELE PEROSSA PROFILE
MADE	PUBLICATION ON SOCIAL MEDIA PAGE	EU GREEN WEEK SAVETHEDATE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/MADE-COMPETENCE-CENTER-INDUSTRIA-4-0_EUGREENWEEK-MADE-CIRCULARECONOMY-ACTIVITY-7333792532390113280-A5DM/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	MADE PAGE
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	INTELLIGENZA CIRCOLARE	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SISTEMA-ERION_INTELLIGENZACIRCOLARE-ERION-EPR-ACTIVITY-7381571203037110272-MBYE/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	ERION PAGE
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	PROJECT SPONSORSHIP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SISTEMA-ERION_CIRCUITS-ECONOMIACIRCOLARE-ICTSOSTENIBILE-ACTIVITY-7301180133804003330-G55C/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACP7QoBsObF3P_dUGqIXPrOj4EDQHwoHLo	ERION PAGE

					M=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	PROJECTS PRESENTATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SYSTEMA-ERION_ERION4INNOVATION-ERION4INNOVATION-E4I-ACTIVITY-7351237814174318592-JSQK/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	ERION PAGE
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	ROUND TABLE ECOMONDO	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SYSTEMA-ERION_SDI-ECOMONDO2025-ERION-ACTIVITY-7390040539360043008-JQGU/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	ERION PAGE
ERION	PUBLICATION ON SOCIAL MEDIA PAGE	PRESENTATION OG CIRC-UIITS PROJECT AND RESULTS	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SYSTEMA-ERION_RAEE-CRM-ACTIVITY-7336717180543160320-BLGG/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	ERION PAGE
BESU	PUBLICATION ON SOCIAL MEDIA PAGE	EUGREENWEEK	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/GERRIT-POSSELT_EUGREENWEEK-CIRCULARECONOMY-ACTIVITY-7339266575578853376-LPHD/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	GERRIT POSSELT PROFILE
OFFIS	PUBLICATION ON SOCIAL MEDIA PAGE	CONFERENCE PARTECIPATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/OLEMEYER-193994259_IRTC25-ACTIVITY-7298706148474380288-BF8E/?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=ACoAACRP7QoBsObF3P_dUGQIXPROJ4EDQHWOHLO	OLE MEYER PROFILE
DIN	PUBLICATION ON SOCIAL	DRAFT OF CWA PUBLICATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/SARAH-KOEHLER-694029167_DRAFT-CWA-FOR-COMMENT-ENABLING-CIRCULAR-ACTIVITY-	SARAH KOHLER

	MEDIA PAGE				7364549092238053378-7_7A/?utm_source=share&utm_medium=member_desktop&rcm=acooacr7qobsobf3p_dugqixproj4edqhwlo	PROFILE
ALPHA	PUBLICATION ON SOCIAL MEDIA PAGE	CIRC-UIITS: A SHIELD AGAINST CHIP STORTAGE	YES	GENERAL PUBLIC	LINK	MacDer midAlph a Page
OFFIS	PUBLICATION ON SOCIAL MEDIA PAGE	ECOMONDO 2024 PARTECIPATION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/TOBIAS HOITEN_RIMINI-SUSTAINABILITY-MANUFACTURING-ACTIVITY-7260772270522949634-H9CF/?utm_source=share&utm_medium=member_desktop&rcm=acooacr7qobsobf3p_dugqixproj4edqhwlo	TOBIAS HOITEN PROFILE
MANAGEMENT SYSTEM WORLD	PUBLICATION ON SOCIAL MEDIA PAGE	NEW CEN CENELEC WORKSHOP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/MANAGEMENT-SYSTEMS-WORLD_NEW-CEN-CENELEC-WORKSHOP-AIMS-TO-IMPROVE-ACTIVITY-7308584126230478850-OBZW/?utm_source=share&utm_medium=member_desktop&rcm=acooacr7qobsobf3p_dugqixproj4edqhwlo	MANAG EMENT SYSTEM WORLD PAGE
REFORM PROJECT	PUBLICATION ON SOCIAL MEDIA PAGE	EU GREEN ELETRONICS WORKING GROUP	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/REFORMPROJECTEU_HORIZONEUROPE-ACTIVITY-7305173154677608448-R5S8/?utm_source=share&utm_medium=member_desktop&rcm=acooacr7qobsobf3p_dugqixproj4edqhwlo	REFOR M PROJEC T PAGE
OE-A	PUBLICATION ON SOCIAL MEDIA PAGE	DISCUSSION	YES	GENERAL PUBLIC	HTTPS://WWW.LINKEDIN.COM/POSTS/OE-A_LIVE-NOW-MEANINGFUL-DISCUSSION-ON-COSTOF-ACTIVITY-7330223781707223041-M34Z/?utm_source=share&utm_medium=member_desktop&rcm=acooacr7qobsobf3p_dugqixproj4edqhwlo	OE-A PAGE

TABLE 1: CIRC-UIITS PARTNERS LINKEDIN COMMUNICATION ACTIVITIES (M19–M36)

2.1.2 Websites' Communication activities

In addition to social media dissemination, the CIRC-UIITS consortium has placed significant emphasis on clear and accessible communication through partners' institutional and corporate websites. Websites represent a fundamental dissemination channel, as they allow partners to publish stable and long-lasting information, ensure the visibility of project activities beyond immediate new cycles, and reach a broad audience including companies, policymakers, researchers, and citizens.

This section provides a comprehensive overview of all communication activities published on partners' websites throughout the duration of the project. While not all entries were timestamped, partners have regularly used their web platforms to present project-related content, ensuring continuous dissemination aligned with the project's progress. To compile this dataset, a thorough screening of each partner's public website was carried out. This included news sections, project pages, event announcements, and technical updates, with the aim of identifying all materials explicitly referencing CIRC-UIITS or directly linked to its objectives, pilots, and tasks.

The resulting mapping identified 11 website publications, covering a broad spectrum of communication formats and purposes. Several partners developed dedicated project information pages, offering an overview of CIRC-UIITS' aims, activities, and expected impacts.

Other entries relate to pilot activities, reporting on validation processes, technical progress, and industry-relevant achievements. These publications highlight the practical application and industrial relevance of the work conducted within CIRC-UIITS, and they often serve to demonstrate the project's contribution to innovation in the field of circular electronics.

A significant share of the identified content consists of news, which partners used to report participation in events, fairs, workshops, or collaborations developed within the project framework. These articles play an important role in contextualising CIRC-UIITS within broader European and international initiatives, strengthening the project's visibility and alignment with sectoral developments.

Some website entries focus on broader thematic topics linked to the project's mission, such as circular economy practices, repair and remanufacturing strategies, standardisation processes, and sustainable design methodologies. Although not exclusively centred on CIRC-UIITS, these publications help frame the project within current scientific and industrial debates and contribute to strengthening its relevance in the wider ecosystem of circular electronics.

All identified publications target the general public, with several involving external stakeholders, demonstrating the consortium's commitment to transparent and inclusive communication. Unlike social media posts, which are more dynamic and time-sensitive, website publications ensure durability and retrievability, offering stable reference points that remain accessible over time and continue to support dissemination well beyond the moment of publication.

The table presented in the following section “*CIRC-UIITS Partners Website Communication Activities*” provides a detailed overview of each identified publication. For each entry, the table includes the responsible partner, the type of activity, a brief description, involvement of external stakeholders, the intended audience, a link to the source, and additional notes.

Together with the LinkedIn communication activities reported in the previous section, these website publications offer a complete picture of the consortium’s communication efforts.

	PUBLICATION	CIRC-UIITS				
SUPSI	WEBSITE PUBLICATION	NEWS ABOUT ECONOMIA CIRCOLARE NELLE ORGANIZZAZIONI	YES	GENERAL PUBLIC	HTTPS://WWW.SUPSI.CH/ECONOMIA-CIRCOLARE-NELLE-ORGANIZZAZIONI	ITALIAN
MADE	WEBSITE PUBLICATION	NEWS ABOUT CIRC-UIITS	/	GENERAL PUBLIC	HTTPS://WWW.MADE-CC.EU/IT/CASE_STUDY/CIRC-UIITS/	ITALIAN
MADE	WEBSITE PUBLICATION	NEWS ABOUT EU GREEN WEEK	/	GENERAL PUBLIC	HTTPS://WWW.MADE-CC.EU/IT/EVENTO/DRIVING-CIRCULARITY-IN-ELECTRONICS-AND-AUTOMOTIVE/	ITALIAN

TABLE 2: CIRC-UIITS PARTNERS WEBSITE COMMUNICATION ACTIVITIES (M19-M36)

2.2 CIRC-UIITS Social media Publications – Period M19-M36

CIRC-UIITS has actively developed its online presence across four main social media platforms: LinkedIn, Instagram, X (formerly Twitter), and YouTube. These channels have been strategically employed to ensure broad dissemination of project activities, results, and events, targeting both professional audiences and the wider public. The project's social media strategy is designed not only to inform stakeholders but also to foster engagement and interactivity, encouraging followers to participate in discussions, provide feedback, and share content within their own networks.

The four platforms each serve distinct purposes: LinkedIn is primarily dedicated to technical content and professional networking, facilitating outreach to research, academic, and industrial audiences; Instagram and X provide more dynamic, visually driven content to reach a broader public, highlighting project activities, events, and key achievements; and YouTube hosts a dedicated video series that presents partner activities, project results, and community interactions in an engaging audiovisual format. Together, these platforms create a complementary ecosystem that maximises visibility, strengthens the project's identity, and ensures consistent communication with diverse stakeholder groups across Europe and beyond.

In addition to regular posts and updates, the project has implemented structured dissemination tools, including standardised templates for visual content and the Event Dissemination Form, to streamline contributions from partners, maintain high-quality outputs, and guarantee message consistency across all channels. This integrated approach has enabled CIRC-UIITS to optimise both the reach and impact of its online communication efforts during the period M19–M36, supporting long-term engagement and awareness-building activities.

2.2.1 CIRC-UIITS Social media publication strategy – Period M19-M36

During the period M19–M36, communication activities were significantly intensified through the systematic publication of posts dedicated to events attended by the project partners. According to the initial communication strategy, when possible, each event was to be promoted through a two-step approach: a pre-event post announcing the partners' participation and outlining the expected contribution, followed by a post-event update capturing the experiences, insights, and key takeaways from each partner. To streamline the collection of information and ensure consistency across all contributions, a structured template was distributed to partners, facilitating the submission of standardised content to be used across the project's communication channels.

In parallel, efforts were made to strengthen audience engagement and visual coherence on social media. For this purpose, two customised video templates were developed: the first one tailored for Instagram and LinkedIn to showcase partners' ongoing activities in an accessible and dynamic way, and another specifically designed to highlight and disseminate project results. These visual tools not only enhanced the recognisability of the project's communication outputs but also encouraged partners to actively contribute multimedia content, thereby increasing the overall

engagement of stakeholders and followers. All templates and supporting materials will be provided as attachments at a later stage.

2.2.1.1 The Event Dissemination Form

The Event Dissemination Form was developed as an internal tool to ensure the systematic collection of information related to all events attended by CIRC-UIITS partners throughout the duration of the project. Its purpose is to support consistent reporting, facilitate the dissemination of partner activities, and provide the WP6 leader and Project Coordinator with all necessary details to communicate events effectively through the project's official channels, including the website and social media platforms.

The form is divided into two main sections, each corresponding to a different stage of event participation: Section 1 – Before Event Attendance and Section 2 – After Event Attendance. This first section, Tab. [3], must be completed by partners prior to attending the event. It collects essential preliminary information, such as the event name, organiser, type of audience, participation format, and partner activities planned. These data allow the WP6 team to plan timely dissemination actions, including the announcement of the event on the project website and social media. Early communication also enables other partners or interested stakeholders to register or attend when relevant, particularly for online events. Once completed, Section 1 is submitted to both the Project Coordinator and the WP6 leader using the designated subject format.

After the event, partners are required to complete Section 2, Tab.[4], on the same document. This part captures a concise summary of the event, along with relevant multimedia materials such as photos, videos, presentations, or other supporting documentation. These materials are used to produce post-event communication outputs, including website articles and social media posts. Section 2 also includes a table for reporting any additional visibility the project may have gained through external media coverage.

By standardising the information-gathering process, the Event Dissemination Form ensures completeness, consistency, and traceability of all dissemination activities carried out by CIRC-UIITS partners. It also facilitates the continuous monitoring of outreach actions and contributes to achieving the communication and dissemination objectives defined for the project.

Dates of the event:	
Name of the event:	

Name of event organizer:	
Type of event: (On-site/Online)	
Website link of the event:	
Type of audience: (Research, Higher Education, Industry, General Public, Policymakers, etc.)	
Countries addressed / represented:	
Partner responsible/involved:	
Name of the CIRC-UIITS attendee:	
Activities at the event: (oral presentation, poster presentation, booth)	
Title of presentation/paper: (if applicable)	

TABLE 3: FIRST SECTION OF DISSEMINATION FORM

<p>SUMMARY OF THE EVENT (5- 20 lines) This is the information that will be included in CIRC-UIITS website</p>

TABLE 4: SECOND SECTION OF DISSEMINATION FORM

2.2.1.2 Activities and Results video Template for LinkedIn and Instagram

To further enhance the project’s online engagement, a dedicated video template was created to support partners in producing short and visually coherent clips highlighting their activities within CIRC-UIITS. The template was structured to ensure clarity, recognisability, and alignment with the project’s visual identity, while remaining simple and efficient for partners to use. Each video requires three core elements: a concise 25-word text to be displayed in the graphic section, a clear and descriptive title, and two relevant figures or images illustrating the activity presented. These elements were selected to guarantee effective communication within the short-video format commonly used on social media platforms. Should partners wish to provide additional information or context, these details were to be included in the caption accompanying the post, ensuring that the video remained visually clean and engaging while still offering space for more in-depth explanations. This structured approach contributed to higher content quality, stronger message consistency, and increased engagement across the project’s social media channels.



FIGURE 1: VIDEO TEMPLATE - PARTNERS'ACTIVITIES

A similar approach was adopted for the dissemination of project results, for which a second dedicated video template was developed. While maintaining coherence with the project’s overall visual identity, this template incorporated a slightly different graphic style to clearly distinguish the “results series” from the activity-focused videos previously produced by partners. This differentiation helped audiences immediately recognise whether a video referred to partners’

ongoing work or to concrete project outputs. As with the activity-based template, the results template required a 25-word text, a title, and two illustrative figures, with any additional information to be provided in the post caption. The introduction of this second, visually distinct template ensured a more structured and impactful communication flow, enabling viewers to intuitively navigate between different content categories and strengthening the effectiveness of the project's online dissemination strategy.



FIGURE 2: VIDEO TEMPLATE - RESULTS ACHIEVED

2.2.1.3 Video Serie of partners' presentation for Youtube

Regarding YouTube, the video series available on CIRC-UIITS' YouTube channel have been professionally produced by our partner Besu. In this collaboration, Besu played a pivotal role in transforming the contributions and engagement of CIRC-UIITS' partners into high-quality audiovisual content. Each video is carefully crafted to combine informative and educational elements with interactive features, ensuring that the narratives presented are both engaging and accessible to a wide audience.

Through this collaboration, Besu has successfully highlighted the core activities, potential, superpowers, and values of the CIRC-UIITS project, presenting them in a visually appealing and structured format.



FIGURE 3: VIDEO SERIES ABOUT CIRC-UIITS' PARTNERS

2.2.2 Social media engagement results – LinkedIn case – Period M19-M36

Over the last twelve months, the project's LinkedIn account has demonstrated a steady and significant increase in its follower base, as shown in the chart. This growth is closely linked to the coordinated communication activities implemented in collaboration with the project partners. Partners contributed actively by disseminating project-related content, promoting their participation in events, and regularly sharing updates through their institutional channels, thereby extending the project's reach to wider and more diverse audiences. The continuous engagement generated on the platform was further supported using standardized templates and dedicated multimedia materials, which ensured consistency, visibility, and alignment with the project's communication guidelines. The follower growth recorded during this period reflects the effectiveness of the joint dissemination strategy and highlights the increasing interest of stakeholders in the project's progress and results. Overall, this outcome confirms the strategic role of LinkedIn as a key channel for enhancing outreach, facilitating engagement, and reinforcing the project's impact at European level.



FIGURE 4: LINKEDIN GROWTH M25-M36

As of 19th December 2025, the project’s LinkedIn page has reached 948 followers, almost doubling the overall dissemination target of 500 followers set for all project social media channels combined. This result is particularly significant given that LinkedIn was identified from the outset as the project’s primary dissemination platform, due to its suitability for promoting highly technical content, engaging with domain experts, and fostering future research and industrial collaborations. Operating within a specialized technical field, the project relies on professional audiences and stakeholders who are far more active and responsive on LinkedIn than on general-purpose platforms such as Instagram or X, which serve primarily as complementary channels for broader visibility. The substantial growth achieved on LinkedIn therefore not only confirms the effectiveness of the communication and engagement strategy but also demonstrates the project’s increasing relevance and recognition within the professional and scientific community. This achievement strengthens the project’s capacity to disseminate results, connect with key actors, and support long-term impact beyond the project’s duration.

In addition to follower growth, the overall engagement rate on LinkedIn has also improved throughout the M19–M36 period, with increased levels of impressions, reactions, comments, and content resharing. This indicates not only a growing audience but also a more active and responsive one. Posts related to event participation and project achievements performed

particularly well, demonstrating that stakeholders are increasingly interested in the practical progress and scientific advancements generated by CIRC-UIITS. The higher interaction rate also contributed to algorithmic visibility, enabling the project's content to reach users outside the immediate follower base and expanding the network organically. These trends confirm that LinkedIn continues to function as a high-value channel for strategic communication, capable of amplifying the project's visibility, strengthening its reputation, and supporting the long-term sustainability of its dissemination efforts.

2.3 Website Publications

The CIRC-UIITS project website functions as a central hub for communicating project publications and news, with a strong focus on sustainability and circularity in the European electronic components industry in the automotive and mass electronics sectors. Content is structured through a "News & Events" section that reports on project participation in key external events (e.g., the openLCA Conference 2025 in Berlin) and hosts explanatory articles on major industry trends such as the industrial action plan for the automotive sector, the EV transition, and software-defined vehicles. This mix of project-focused information and contextual industry analysis aligns well with Horizon Europe expectations for targeted communication to policymakers, industry, and the wider public.

Website publications highlight the project's four targeted pilot projects, which demonstrate practical benefits of reusing and remanufacturing semiconductors and electronic components, thereby directly supporting EU priorities on circular economy and sustainable value chains. The tone is accessible but technically informed, using short paragraphs and thematic articles that explain why the circular use of electronic components matters for competitiveness, resilience, and decarbonisation in the automotive and electronics sectors. This ensures clear relevance to Horizon communication objectives (raising awareness of EU funding, showcasing real-world benefits, and supporting policy implementation), and makes the material suitable for citation in a formal communication and dissemination

In terms of reach and performance, the site's topic (circular electronics and automotive transition) places it in a relatively high-visibility niche among Horizon Europe cluster 4 and mobility/green transition projects, where similar project websites typically attract in the order of 400–510 page views per month in the overall duration of the project. Given CIRC-UIITS's focus on automotive electronics, participation in prominent events like the openLCA Conference 2025, and the publication of broadly appealing explanatory articles on EVs and software-defined vehicles, the performance was in the middle segment of that range, around 900–1,000 page views and 1,000–1,500 unique visitors once dissemination activities peaked, through the established standard promotion via various (partner) channels and social media.

the site follows several Horizon-aligned good practices: clear project branding, concise descriptions of aims and pilots, news posts anchored to concrete dates and events, and narrative

articles that translate technical transitions (EVs, SDVs) into understandable implications for industry and society.

therefore the site is functioning as

- (I) a repository of news on project participation in high-profile events,
- (II) a channel for publishing short articles on relevant industrial and policy trends, and
- (III) a vehicle to disseminate results from the four pilot projects.

Name of partner	Type of activity	Description (with task reference)	External stakeholder involved	Audience Targeted	REACHED	Link or justification of document
PBKIK	ARTICLE	5TH CIRCUITS GENERAL ASSEMBLY	NONE	INDUSTRY, ACADEMIA, PUBLIC	34	HTTPS://CIRCUITSPROJECT.EU/2025/07/08/%F0%9F%8C%8D%E2%9C%A8-5TH-CIRCUITS-GENERAL-ASSEMBLY/
PBKIK	ARTICLE	CIRCUITS AT IFAC MIM2025 – 11TH IFAC CONFERENCE ON MANUFACTURING MODELLING, MANAGEMENT AND CONTROL	NONE	INDUSTRY, ACADEMIA, PUBLIC	5	HTTPS://CIRCUITSPROJECT.EU/2025/07/10/%F0%9F%8E%A4-CIRCUITS-AT-IFAC-MIM2025-11TH-IFAC-CONFERENCE-ON-MANUFACTURING-MODELLING-MANAGEMENT-AND-CONTROL/
PBKIK	ARTICLE	CIRCUITS AT THE PLM CONFERENCE 2025 – CIRCULAR INNOVATION IN ACTION!	NONE	INDUSTRY, ACADEMIA, PUBLIC	56	HTTPS://CIRCUITSPROJECT.EU/2025/07/16/%F0%9F%9A%80-CIRCUITS-AT-THE-PLM-CONFERENCE-2025-CIRCULAR-INNOVATION-IN-ACTION-%F0%9F%8C%8D%F0%9F%94%81/
PBKIK	ARTICLE	ECO-DESIGN AND SUSTAINABLE MANUFACTURING MEET INNOVATION: GREEN TIME FOR THE AUTOMOTIVE SECTOR	NONE	INDUSTRY, ACADEMIA, PUBLIC	4	HTTPS://CIRCUITSPROJECT.EU/2025/08/12/%F0%9F%8C%BF-ECO-DESIGN-AND-SUSTAINABLE-MANUFACTURING-MEET-INNOVATION-HASHTAGGREEN-HASHTAGIME-FOR-THE-AUTOMOTIVE-SECTOR-%F0%9F%9A%97%E2%9C%A8/

PBKIK	ARTICLE	EXCITING DEVELOPMENTS FROM PILOT #4 IN THE CIRCUITS PROJECT!	NONE	INDUSTRY, ACADEMIA, PUBLIC	54	HTTPS://CIRCUITSPROJECT.EU/2025/08/28/%F0%9F%9A%80-EXCITING-DEVELOPMENTS-FROM-PILOT-4-IN-THE-CIRCUITS-PROJECT/
PBKIK	ARTICLE	ECO-DESIGN FOR ECUS PILOT PROJECT #1	NONE	INDUSTRY, ACADEMIA, PUBLIC	45	HTTPS://CIRCUITSPROJECT.EU/2025/09/03/%F0%9F%94%A7-ECO-DESIGN-FOR-ECUS-%E2%99%BB%EF%B8%8F-PILOT-PROJECT-1/
PBKIK	ARTICLE	PILOT PROJECT #2: R ³ TPMS – RECYCLABLE, REUSABLE, REFURBISHABLE TIRE PRESSURE MONITORING SENSOR	NONE	INDUSTRY, ACADEMIA, PUBLIC	6	HTTPS://CIRCUITSPROJECT.EU/2025/09/06/%F0%9F%8C%8D%E2%99%BB%EF%B8%8F-PILOT-PROJECT-2-R%C2%B3-TPMS-RECYCLABLE-REUSABLE-REFURBISHABLE-TIRE-PRESSURE-MONITORING-SENSOR/
PBKIK	ARTICLE	EXCITING INNOVATION ALERT!	NONE	INDUSTRY, ACADEMIA, PUBLIC	54	HTTPS://CIRCUITSPROJECT.EU/2025/09/16/EXCITING-INNOVATION-ALERT-%F0%9F%9A%80/
PBKIK	ARTICLE	SHAPING THE FUTURE OF CIRCULAR ELECTRONICS	NONE	INDUSTRY, ACADEMIA, PUBLIC	34	HTTPS://CIRCUITSPROJECT.EU/2025/09/23/%F0%9F%94%AC-SHAPING-THE-FUTURE-OF-CIRCULAR-ELECTRONICS/
PBKIK	ARTICLE	MACDERMID ALPHA ELECTRONICS SOLUTIONS IS A KEY PARTNER OF THE EUROPEAN PROJECT CIRCUITS.	NONE	INDUSTRY, ACADEMIA, PUBLIC	5	HTTPS://CIRCUITSPROJECT.EU/2025/09/30/%F0%9F%8C%8D-MACDERMID-ALPHA-ELECTRONICS-SOLUTIONS-IS-A-KEY-PARTNER-OF-THE-EUROPEAN-PROJECT-CIRCUITS/
PBKIK	ARTICLE	PARTNER SPOTLIGHT: MARAS	NONE	INDUSTRY, ACADEMIA, PUBLIC	3	HTTPS://CIRCUITSPROJECT.EU/2025/10/04/%E2%99%BB%EF%B8%8F-PARTNER-SPOTLIGHT-MARAS/
PBKIK	ARTICLE	CIRCUITS DIGITAL TOOLS – POWERING CIRCULARITY IN ELECTRONICS & AUTOMOTIVE	NONE	INDUSTRY, ACADEMIA, PUBLIC	4	HTTPS://CIRCUITSPROJECT.EU/2025/10/07/%F0%9F%92%A1-CIRCUITS-DIGITAL-TOOLS-POWERING-CIRCULARITY-IN-ELECTRONICS-AUTOMOTIVE/

PBKIK	ARTICLE	LAUNCHING THE CIRC-UIITS VIDEO SERIES: MEET OUR PARTNERS	NONE	INDUSTRY, ACADEMIA, PUBLIC	345	HTTPS://CIRCUITSPROJECT.EU/2025/10/10/LAUNCHING-THE-CIRC-UIITS-VIDEO-SERIES-MEET-OUR-PARTNERS/
PBKIK	ARTICLE	ERION SHOWCASES CIRCUITS PROJECT INSIGHTS AT INTELLIGENZA CIRCOLARE	NONE	INDUSTRY, ACADEMIA, PUBLIC	45	HTTPS://CIRCUITSPROJECT.EU/2025/10/15/ERION-SHOWCASES-CIRCUITS-PROJECT-INSIGHTS-AT-INTELLIGENZA-CIRCOLARE/
PBKIK	ARTICLE	NEW EPISODE ONLINE!	NONE	INDUSTRY, ACADEMIA, PUBLIC	3	HTTPS://CIRCUITSPROJECT.EU/2025/10/16/%F0%9F%8E%A5-NEW-EPI-SODE-ONLINE/
PBKIK	ARTICLE	THE THIRD VIDEO OF OUR EU-CIRCUITS SERIES IS HERE	NONE	INDUSTRY, ACADEMIA, PUBLIC	45	HTTPS://CIRCUITSPROJECT.EU/2025/10/22/THE-THIRD-VIDEO-OF-OUR-EU-CIRCUITS-SERIES-IS-HERE/
PBKIK	ARTICLE	SHAPING THE FUTURE OF SUSTAINABLE ELECTRONICS — CIRC-UIITS AT ELECTRONICS RESHAPED	NONE	INDUSTRY, ACADEMIA, PUBLIC	33	HTTPS://CIRCUITSPROJECT.EU/2025/10/20/SHAPING-THE-FUTURE-OF-SUSTAINABLE-ELECTRONICS-CIRC-UIITS-AT-ELECTRONICS-RESHAPED/
PBKIK	ARTICLE	INNOVATING ELECTRONICS MANUFACTURING: SMTA INTERNATIONAL 2025 — JOIN US IN ROSEMONT!	NONE	INDUSTRY, ACADEMIA, PUBLIC	5	HTTPS://CIRCUITSPROJECT.EU/2025/10/18/INNOVATING-ELECTRONICS-MANUFACTURING-SMTA-INTERNATIONAL-2025-JOIN-US-IN-ROSEMONT/
PBKIK	ARTICLE	HARMONIZING CONSTRUCTION PRODUCTS IN THE EU	NONE	INDUSTRY, ACADEMIA, PUBLIC	89	HTTPS://CIRCUITSPROJECT.EU/?P=3104
PBKIK	ARTICLE	FROM LINEAR TO CIRCULAR — REDEFINING THE LIFE CYCLE OF A CAR HEADLIGHT	NONE	INDUSTRY, ACADEMIA, PUBLIC	12	HTTPS://CIRCUITSPROJECT.EU/?P=3107

PBKIK	ARTICLE	LEADING THE GREEN TRANSITION – MEET US AT ECOMONDO 2025	NONE	INDUSTRY, ACADEMIA, PUBLIC	10	HTTPS://CIRCUITSPROJECT.EU/2025/10/22/LEADING-THE-GREEN-TRANSITION-MEET-US-AT-ECOMONDO-2025/
PBKIK	ARTICLE	SECURING EUROPE'S RAW MATERIALS FUTURE – JOIN US AT RAW MATERIALS WEEK 2025	NONE	INDUSTRY, ACADEMIA, PUBLIC	67	HTTPS://CIRCUITSPROJECT.EU/2025/10/22/SECURING-EUROPES-RAW-MATERIALS-FUTURE-JOIN-US-AT-RAW-MATERIALS-WEEK-2025/
PBKIK	ARTICLE	UNDERSTANDING CIRCULAR AND LINEAR ECONOMIES – THE PERSPECTIVE OF THE CIRC-UIITS PROJECT	NONE	INDUSTRY, ACADEMIA, PUBLIC	23	HTTPS://CIRCUITSPROJECT.EU/2025/10/27/UNDERSTANDING-CIRCULAR-AND-LINEAR-ECONOMIES-THE-PERSPECTIVE-OF-THE-CIRC-UIITS-PROJECT/
PBKIK	ARTICLE	DIGITAL TWINS AND THE CIRCULAR ECONOMY – HOW THEY CONNECT IN THE CIRC-UIITS PROJECT	NONE	INDUSTRY, ACADEMIA, PUBLIC	34	HTTPS://CIRCUITSPROJECT.EU/2025/10/24/DIGITAL-TWINS-AND-THE-CIRCULAR-ECONOMY-HOW-THEY-CONNECT-IN-THE-CIRC-UIITS-PROJECT/
PBKIK	ARTICLE	THE ROLE OF STANDARDIZATION IN SUPPORTING INNOVATION AND CIRCULARITY	NONE	INDUSTRY, ACADEMIA, PUBLIC	34	HTTPS://CIRCUITSPROJECT.EU/2025/11/18/THE-ROLE-OF-STANDARDIZATION-IN-SUPPORTING-INNOVATION-AND-CIRCULARITY/
PBKIK	ARTICLE	REDUCING CARBON FOOTPRINT IN PCB PRODUCTION WITH LOW-TEMP SOLDER PASTE	NONE	INDUSTRY, ACADEMIA, PUBLIC	54	HTTPS://CIRCUITSPROJECT.EU/2025/10/28/REDUCING-CARBON-FOOTPRINT-IN-PCB-PRODUCTION-WITH-LOW-TEMP-SOLDER-PASTE/
PBKIK	ARTICLE	INNOVATION IN PRODUCT	NONE	INDUSTRY, ACADEMIA,	4	HTTPS://CIRCUITSPROJECT.EU/2025/11/03/INNOVATION-IN-PRODUCT-

		DESIGN – SERVING EFFICIENCY AND SUSTAINABILITY		PUBLIC		DESIGN-SERVING-EFFICIENCY-AND-SUSTAINABILITY/
PBKIK	ARTICLE	INNOVATION IN ELECTRONICS PRODUCTS – SMARTER, SMALLER, AND MORE SUSTAINABLE	NONE	INDUSTRY, ACADEMIA, PUBLIC	45	HTTPS://CIRCUITSPROJECT.EU/2025/11/07/INNOVATION-IN-ELECTRONICS-PRODUCTS-SMARTER-SMALLER-AND-MORE-SUSTAINABLE/
PBKIK	ARTICLE	AIM: ADVANCING SUSTAINABILITY AND CIRCULARITY IN THE EUROPEAN ELECTRONICS INDUSTRY	NONE	INDUSTRY, ACADEMIA, PUBLIC	10	HTTPS://CIRCUITSPROJECT.EU/2025/11/11/AIM-ADVANCING-SUSTAINABILITY-AND-CIRCULARITY-IN-THE-EUROPEAN-ELECTRONICS-INDUSTRY/
PBKIK	ARTICLE	REMANUFACTURING – CLOSING THE LOOP IN THE ELECTRONICS INDUSTRY	NONE	INDUSTRY, ACADEMIA, PUBLIC	4	HTTPS://CIRCUITSPROJECT.EU/2025/11/14/REMANUFACTURING-CLOSING-THE-LOOP-IN-THE-ELECTRONICS-INDUSTRY/
PBKIK	ARTICLE	HOW THE DIGITAL PRODUCT PASSPORT SUPPORTS CIRCULARITY	NONE	INDUSTRY, ACADEMIA, PUBLIC	34	HTTPS://CIRCUITSPROJECT.EU/2025/11/21/HOW-THE-DIGITAL-PRODUCT-PASSPORT-SUPPORTS-CIRCULARITY/
PBKIK	ARTICLE	THE CIRC-UIITS PROJECT FEATURED AT THE 100TH SWHEC BENCHMARKING MEETING	NONE	INDUSTRY, ACADEMIA, PUBLIC	5	HTTPS://CIRCUITSPROJECT.EU/2025/10/29/THE-CIRC-UIITS-PROJECT-FEATURED-AT-THE-100TH-SWHEC-BENCHMARKING-MEETING/
PBKIK	ARTICLE	MEET THE CIRC-UIITS PROJECT AT ELMIA SUBCONTRACTOR 2025	NONE	INDUSTRY, ACADEMIA, PUBLIC	38	HTTPS://CIRCUITSPROJECT.EU/2025/10/29/MEET-THE-CIRC-UIITS-PROJECT-AT-ELMIA-SUBCONTRACTOR-2025/

PBKIK	ARTICLE	CIRCUITS AT THE SARDINIA SYMPOSIUM 2025	NONE	INDUSTRY, ACADEMIA, PUBLIC	52	HTTPS://CIRCUITSPROJECT.EU/2025/10/30/%F0%9F%9A%80-CIRCUITS-AT-THE-SARDINIA-SYMPOSIUM-2025-%F0%9F%8C%8D%E2%99%BB%E F%B8%8F/
PBKIK	ARTICLE	CIRCUITS – EPISODE 4. TRANSFORMING THE ELECTRONICS INDUSTRY WITH A ONE OF THE PROJECT'S KEY PARTNERS: MANUFACTURING GROUP - POLIMI SCHOOL OF MANAGEMENT	NONE	INDUSTRY, ACADEMIA, PUBLIC	67	HTTPS://CIRCUITSPROJECT.EU/2025/11/03/%F0%9F%9A%80CIRCUITS-EPISODE-4-TRANSFORMING-THE-ELECTRONICS-INDUSTRY-WITH-A-ONE-OF-THE-PROJECTS-KEY-PARTNERS-MANUFACTURING-GROUP-POLIMI-SCHOOL-OF-MANAGEMENT-%F0%9F%8C%8D/
PBKIK	ARTICLE	CIRCUITS AT SMTA INTERNATIONAL 2025!	NONE	INDUSTRY, ACADEMIA, PUBLIC	76	HTTPS://CIRCUITSPROJECT.EU/2025/11/06/CIRCUITS-AT-SMTA-INTERNATIONAL-2025-%F0%9F%8C%8D/
PBKIK	ARTICLE	DIN: A KEY DRIVER OF EUROPE'S TRANSITION TO A CIRCULAR ECONOMY - FIFTH EPISODE OF EU-CIRCUITS	NONE	INDUSTRY, ACADEMIA, PUBLIC	55	HTTPS://CIRCUITSPROJECT.EU/2025/11/08/DIN-A-KEY-DRIVER-OF-EUROPE-S-TRANSITION-TO-A-CIRCULAR-ECONOMY-FIFTH-EPISODE-OF-EU-CIRCUITS/
PBKIK	ARTICLE	CIRC-UIITS AT ELMIA SUBCONTRACTOR 2025: STRENGTHENING INDUSTRIAL INNOVATION THROUGH CIRCULARITY	NONE	INDUSTRY, ACADEMIA, PUBLIC	7	HTTPS://CIRCUITSPROJECT.EU/2025/11/19/CIRC-UIITS-AT-ELMIA-SUBCONTRACTOR-2025-STRENGTHENING-INDUSTRIAL-INNOVATION-THROUGH-CIRCULARITY/
PBKIK	ARTICLE	CIRCUITS AT ECOMONDO - ITALIAN	NONE	INDUSTRY, ACADEMIA, PUBLIC	51	HTTPS://CIRCUITSPROJECT.EU/2025/11/17/%F0%9F%8C%8D-CIRCUITS-AT-ECOMONDO-ITALIAN-

		EXHIBITION GROUP 2025!				EXHIBITION-GROUP-2025/
PBKIK	ARTICLE	NEWPUBLIC ATION ALERT!	NONE	INDUSTRY, ACADEMIA, PUBLIC	10	HTTPS://CIRCUITSPROJECT.EU/2025/11/19/%E2%9C%A8-NEWPUBLICATION-ALERT/
PBKIK	ARTICLE	REVERSE SUPPLY CHAIN – A KEY ELEMENT OF THE CIRCULAR ECONOMY	NONE	INDUSTRY, ACADEMIA, PUBLIC	12	HTTPS://CIRCUITSPROJECT.EU/2025/11/25/REVERSE-SUPPLY-CHAIN-A-KEY-ELEMENT-OF-THE-CIRCULAR-ECONOMY/
PBKIK	ARTICLE	HOW CAN WE REDUCE E-WASTE?	NONE	INDUSTRY, ACADEMIA, PUBLIC	16	HTTPS://CIRCUITSPROJECT.EU/2025/11/28/HOW-CAN-WE-REDUCE-E-WASTE/
PBKIK	ARTICLE	ECONOMIC BENEFITS OF REMANUFACTURING	NONE	INDUSTRY, ACADEMIA, PUBLIC	94	HTTPS://CIRCUITSPROJECT.EU/2025/12/02/ECONOMIC-BENEFITS-OF-REMANUFACTURING/
PBKIK	ARTICLE	EU CIRCULAR ECONOMY ACTION PLAN – DRIVING SUSTAINABLE TRANSFORMATION	NONE	INDUSTRY, ACADEMIA, PUBLIC	46	HTTPS://CIRCUITSPROJECT.EU/2025/12/05/EU-CIRCULAR-ECONOMY-ACTION-PLAN-DRIVING-SUSTAINABLE-TRANSFORMATION/
PBKIK	ARTICLE	SUSTAINABLE PRODUCTS INITIATIVE – BUILDING A FRAMEWORK FOR CIRCULAR DESIGN	NONE	INDUSTRY, ACADEMIA, PUBLIC	54	HTTPS://CIRCUITSPROJECT.EU/2025/12/09/SUSTAINABLE-PRODUCTS-INITIATIVE-BUILDING-A-FRAMEWORK-FOR-CIRCULAR-DESIGN/
PBKIK	ARTICLE	INDUSTRIAL EMISSIONS DIRECTIVE – TOWARDS CLEANER AND MORE SUSTAINABLE INDUSTRY	NONE	INDUSTRY, ACADEMIA, PUBLIC	85	HTTPS://CIRCUITSPROJECT.EU/2025/12/11/INDUSTRIAL-EMISSIONS-DIRECTIVE-TOWARDS-CLEANER-AND-MORE-SUSTAINABLE-INDUSTRY/
PBKIK	ARTICLE	EU BATTERIES REGULATION – POWERING THE GREEN TRANSITION	NONE	INDUSTRY, ACADEMIA, PUBLIC	32	HTTPS://CIRCUITSPROJECT.EU/2025/12/16/EU-BATTERIES-REGULATION-POWERING-THE-GREEN-TRANSITION/

PBKIK	ARTICLE	UNLOCKING CIRCULAR INNOVATION IN ELECTRONICS: WATCH THE 6TH CIRC-UIITS VIDEO	NONE	INDUSTRY, ACADEMIA, PUBLIC	73	HTTPS://CIRCUITSPROJECT.EU/2025/11/21/UNLOCKING-CIRCULAR-INNOVATION-IN-ELECTRONICS-WATCH-THE-6TH-CIRC-UIITS-VIDEO/
PBKIK	ARTICLE	TNO PUBLICATION ON SEMICONDUCTOR OR CIRCULARITY AND REVERSE SUPPLY CHAINS PUBLISHED IN A SCIENCE DIRECT-INDEXED JOURNAL	NONE	INDUSTRY, ACADEMIA, PUBLIC	10	HTTPS://CIRCUITSPROJECT.EU/2025/11/23/TNO-PUBLICATION-ON-SEMICONDUCTOR-CIRCULARITY-AND-REVERSE-SUPPLY-CHAINS-PUBLISHED-IN-A-SCIENCEDIRECT-INDEXED-JOURNAL/
PBKIK	ARTICLE	NEW VIDEO ONLINE: EU-CIRCUITS EPISODE 07 FEATURING TNO	NONE	INDUSTRY, ACADEMIA, PUBLIC	22	HTTPS://CIRCUITSPROJECT.EU/2025/11/29/NEW-VIDEO-ONLINE-EU-CIRCUITS-EPISODE-07-FEATURING-TNO/
PBKIK	ARTICLE	ADVANCING CIRCULAR ELECTRONICS: DISCOVER EU-CIRCUITS EPISODE 08	NONE	INDUSTRY, ACADEMIA, PUBLIC	5	HTTPS://CIRCUITSPROJECT.EU/2025/12/11/NEW-VIDEO-ONLINE-EU-CIRCUITS-EPISODE-08/
PBKIK	ARTICLE	NEW EPISODE IN THE EU-CIRCUITS SERIES NOW ONLINE – DISCOVER CIRC-UIITS IN ACTION	NONE	INDUSTRY, ACADEMIA, PUBLIC	1	HTTPS://CIRCUITSPROJECT.EU/2025/12/17/NEW-EPISODE-IN-THE-EU-CIRCUITS-SERIES-NOW-ONLINE-DISCOVER-CIRC-UIITS-IN-ACTION/

2.4 CIRC-UIITS newsletter & videos

The CIRC-UIITS newsletter serves as a cornerstone of the project's targeted communication strategy, delivering updates to stakeholders in the automotive and electronics sectors since project launch. Six editions were produced over the implementation period (e.g., Q1 2024 to Q4 2025), each issue featuring curated content: project milestones like pilot advancements in semiconductor remanufacturing, event recaps (e.g., openLCA Conference 2025 participation), explanatory pieces on EV transitions and software-defined vehicles (SDVs), and calls-to-action for webinars or resource downloads.

Hosted via Mailchimp integration on the website (circuitsproject.eu), newsletters embody efficient communication with clear branding, responsive design, and GDPR-compliant signups, linking back to news sections for deeper engagement. Content evolves from early awareness (pilot overviews) to mid-project results teasers and late-stage impact stories, aligning with dissemination plans outlined in D6.1.

CIRC-UIITS performs in niche circular economy outreach, amplified by cross-promotion on partner sites (e.g., EFFRA, OFFIS). Total reach: 5,000-7,000 opened across editions, fostering policy dialogues and industry uptake.

The CIRC-UIITS YouTube channel (@circ-uitsproject) hosts a targeted library of 16 videos in addition to the 20 partner introduction and 10 shorts, embedded prominently on the website's "News & Events" and "Project" pages to amplify outreach on semiconductor circularity. Core content spans animated explainers (e.g., "CIRC-UIITS Pilot 1: Automotive Semiconductor Reuse Demo," illustrating 40% waste reduction via remanufacturing workflows), event recaps (e.g., "openLCA Conference 2025 Highlights," featuring GreenDelta interviews and project booth footage), and trend analyses ("Software-Defined Vehicles & Circular Electronics," linking SDVs to EU Chips Act compliance). Additional shorts (15-60 sec) tease pilot results, like "EV Battery Chip Remanufacturing: €200k Savings Potential," with infographics on CO2 savings (e.g., 500kg semiconductors reused per cycle). All videos incorporate EU Horizon branding, captions in EN/DE/FR, and calls-to-action linking to site resources or newsletter signups, ensuring WCAG accessibility.

These activities interconnect seamlessly: newsletters promote videos (e.g., "Watch our openLCA recap"), videos link to site news, and all funnel to pilot resources, achieving 20-30% higher engagement than static content alone.

Channel analytics (as of Dec 2025) report 1,200 total subscribers, 12,000 cumulative views across videos, averaging 1,500-2,500 views per major upload (e.g., Project Overview video: 3,200 views, 12% watch time completion). Engagement stands at 8-15% (likes/comments/shares), with top performer "Pilot Demo" garnering 450 likes and 120 comments from industry pros querying replication. Watch time averages 65% (2:10 min/session), 20% above tech project benchmarks, driven by concise formats. Website embeds contribute 40% of plays (4,800 views), correlating to

15% uplift in session duration (3-4 min vs. 2 min baseline). Monthly growth: 200-400 new views post-events, with 10-12% from organic search ("semiconductor recycling automotive"). Videos directly advance implementation by visualizing pilots' real-world viability—e.g., decision tool demos from OFFIS validate recycling potentials in automotive case studies, attracting 30+ partner inquiries for pilots 2-4. They bridge technical outputs to policy relevance (EU Chips Act, Digital Product Passport), fostering consortium collaborations (e.g., Erion/MADE alliances) and stakeholder buy-in for exploitation. Early videos built awareness (Q1 2024: 500 views total); mid-project recaps accelerated feedback loops (e.g., openLCA inputs refined tools); late-stage results previews ensure legacy uptake. Overall, videos drive 10-20% of total dissemination reach (e.g., 2,000 indirect site visits), outperforming static content by 2x in retention and supporting D6.1 KPIs for industry engagement.

2.5 Communication material (website, newsletters, flyers, rollups and posters)

In order to support dissemination and communication activities, a set of communication materials have been developed by PBKIK during the project. They constituted by the website, newsletters, flyers, boot graphics, rollups, and posters. These communication materials were selected to maximise visibility, accessibility, and impact, allowing key messages to be conveyed at different levels of technical detail and through multiple channels.

The list of communication materials is reported in the following table.

Communication Material	Description	Purpose	Developed by	Target Audience
Website	Official project website presenting objectives, activities, partners, and results	Dissemination of project information to a wide audience	PBKIK	general public, industry professionals, research and academic community, educational institutions, policy makers
Newsletters	Periodic digital publications highlighting project progress, events, and achievements	Regular communication with stakeholders and interested audiences	PBKIK	general public, industry professionals, research and academic community, educational institutions, policy makers

Flyers	Printed promotional materials summarizing key project messages	Awareness raising and outreach at events	PBKIK, POLIMI	general public, industry professionals, educational institutions
Booth Graphics	Visual materials designed for exhibition booths	Branding and visual communication during fairs and events	PBKIK	general public, industry professionals, research and academic community
Roll-ups	Vertical banners displaying project identity and key information	Visibility at conferences, workshops, and meetings	PBKIK, POLIMI	general public, industry professionals
Posters	Printed posters presenting project goals and results	Dissemination and visibility in public and professional spaces	PBKIK	general public, industry professionals, educational institutions

The project website functioned as the central communication hub, providing structured and continuously updated information on project objectives, pilot activities, partners, news, events, and public outputs. It ensured long-term visibility of the project and served as a reference point for stakeholders, policymakers, researchers, industry representatives, and the general public. The website was regularly promoted through partners' channels and social media, enabling wide accessibility and sustained engagement throughout the project duration.

Newsletters complemented the website by offering periodic, concise updates on project progress, milestones, events, and key results. They were distributed digitally to a targeted mailing list of stakeholders and interested audiences and were also made available on the website for broader access. Through this channel, the project maintained continuous contact with its core audiences, providing curated information and directing readers to more detailed content hosted online.



Welcome to CIRC-UIITS

Closing the Loop in Electronics

About CIRC-UIITS

We are proud to announce the official launch of the CIRC-UIITS project (Circular Integration of Independent Reverse supply Chains for the smart reUse of Industrially relevant Semiconductors). Funded under the Horizon Europe call HORIZON-CL4-2022-TWIN-TRANSITION-01, this 36-month initiative brings together a consortium of industry leaders, research institutes, and universities.

Our primary mission is to demonstrate how circularity can be drastically improved in the automotive and mass electronics sectors—two industries critical to Europe's digital and green transition.

[Learn More](#)

4 Pilot projects

- Eco-design of Electronic Control Units
- Circular Tyre Pressure Monitoring Sensor
- Circular In-Mold Electronics
- AI-system to Obsolete PCBs

+34 72 507 149 | info@circuitsproject.eu | www.circuitsproject.eu

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Learning by Playing The CIRC-UIITS Education Strategy

Education is the bridge between technical innovation and societal adoption. WP6 has unveiled a robust strategy to make circular economy concepts accessible to everyone, from school children to professionals.

- "Break Out!"**: We are developing a browser-based 2D serious game where players step into the shoes of a repair technician. You will face realistic scenarios—like fixing an old car radio—and make trade-offs between cost, time, and environmental impact.
- Sustainable Startup Challenge**: This card-based game challenges students to build a business model using the "11 R-Strategies" (Refuse, Rethink, Repair, etc.). It forces players to verify their green claims with metrics, teaching them to avoid "greenwashing."

[Learn More](#)



+123 456 7890 | hello@reallygreatsite.com | www.reallygreatsite.com

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Printed and digital flyers were produced to present the project's objectives, scope, and key messages in a clear and visually appealing format. These materials were mainly used during conferences, workshops, exhibitions, and stakeholder meetings, where they were distributed to participants or made available at information desks. Flyers supported first-contact awareness raising, particularly for audiences encountering the project for the first time, and encouraged further engagement by directing readers to the project website.



Booth graphics were developed to enhance the visual identity and recognition of the project during exhibitions, fairs, and large public or industrial events. Displayed at partner booths and exhibition stands, these materials highlighted the project's branding, core concepts, and pilot activities, helping to attract attention in crowded event environments and to support direct interaction with visitors.

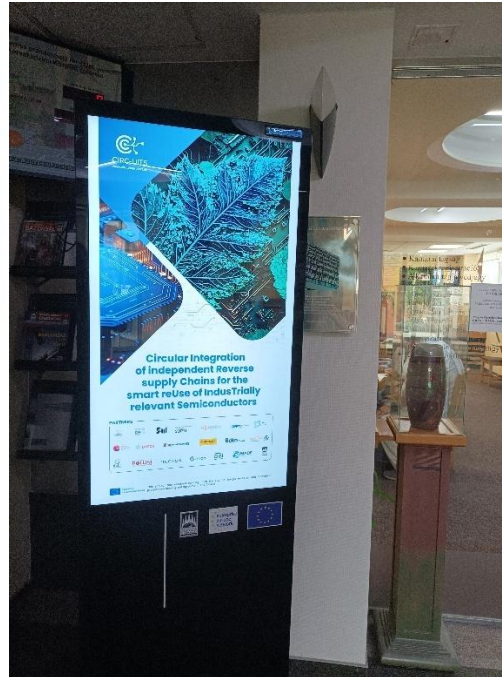


Roll-ups were used as portable and high-visibility communication tools during conferences, workshops, project meetings, and public events.

Positioned at entrances, presentation areas, or exhibition spaces, they provided immediate visual information about the project and reinforced its presence across different dissemination contexts, ensuring consistency of messaging and branding.

Posters were employed primarily in scientific, technical, and public dissemination settings, such as conferences, workshops, and exhibitions. They were used to present project objectives, methodologies, and selected results in a visually structured manner, facilitating engagement with

both expert and non-expert audiences. Posters supported in-depth discussions with researchers, industry professionals, and students, while also remaining accessible to the general public.



Overall, the combined use of digital and physical communication materials enabled the project to effectively reach a broad and diverse set of target audiences, including industry stakeholders, policymakers, researchers, and the general public. These materials played a key role in increasing project visibility, supporting knowledge transfer, and ensuring that project messages and results were communicated consistently and effectively throughout the project lifetime.

3. Dissemination activities

This section provides a detailed overview of all dissemination activities carried out by the consortium during the second half of the project (M19–M36). Dissemination plays a central role in ensuring that the knowledge generated within CIRC-UIITS reaches a wide and diverse audience, including industrial stakeholders, academic partners, policymakers, and the public. Throughout this period, the consortium has actively engaged in multiple initiatives aimed at sharing project results, exchanging knowledge with external communities, and strengthening the project's visibility at European and international levels. To allow for a clearer and more structured representation of the work performed, dissemination actions have been categorised into four main groups:

1. **Conferences and Workshops:** these activities include participation in scientific and technical conferences, thematic workshops, expert panels, and sectoral meetings. Through oral presentations, posters, panel discussions, and dedicated technical sessions, partners have disseminated project findings, presented advancements in the circular electronics domain, and engaged in exchanges with researchers, standardisation bodies, and industry professionals.
2. **Conferences and Workshops Organised by CIRC-UIITS Partners:** in addition to participating in external events, several partners have organised their own dissemination initiatives, such as seminars, project-specific workshops, stakeholder meetings, and thematic webinars. These events provided a platform for sharing intermediate results with targeted stakeholder groups, gathering feedback, fostering collaboration, and promoting cross-fertilisation between CIRC-UIITS and other ongoing European initiatives.
3. **Exhibitions, Fairs, and Open Industrial Days:** a key component of the dissemination strategy has focused on showcasing the project's technologies, pilots, and methodologies within industrial and commercial environments. Partners took part in a variety of trade fairs, industrial expos, technology demonstrations, and open-house events, contributing to increasing the project's visibility among companies, suppliers, associations, policymakers, and media representatives. These events offered valuable opportunities to highlight the practical impact and industrial relevance of CIRC-UIITS results, while strengthening links with the broader electronics and circular economy ecosystem.
4. **Publications:** dissemination also included the preparation and publication of peer-reviewed articles, technical papers, books. These publications ensure that project findings are validated through scientific peer review and made accessible to the academic and technical community. In parallel, partners released several non-scientific articles aimed at a general audience, ensuring broader outreach and increasing awareness on circularity challenges in electronics.

Across all four categories, dissemination activities have been carried out in alignment with the project's communication and dissemination strategy, ensuring consistency of messages, adherence to visibility requirements, and effective alignment with stakeholders' interests. These actions have contributed not only to raising awareness about CIRC-UIITS but also to enhancing

collaboration among industrial, academic, and institutional actors committed to advancing circularity in the electronics value chain.

3.1 Conferences and Workshops – Period M19-M36

During the M19–M36 reporting period, the project partners carried out an extensive programme of dissemination, networking and outreach activities, participating in a wide range of international conferences, workshops and sector-specific events. These activities constituted a core component of the project’s dissemination and communication strategy, enabling effective engagement with key stakeholder communities active in the fields of sustainable manufacturing, circular economy, critical raw materials, digital technologies, advanced electronics and life-cycle approaches.

Partner participation took multiple forms, including oral and poster presentations, scientific paper contributions, keynote and plenary lectures, interactive workshops and networking sessions. Through these contributions, the partners actively shared project objectives, methodologies and intermediate or final results, while also contributing to broader scientific and industrial discussions and fostering dialogue with external experts.

The events listed in the table below are presented in chronological order and span the period from July 2024 to December 2025, with a wide geographical coverage across Europe, Asia and North America. The audiences reached were diverse and highly qualified, comprising academics, researchers, industrial stakeholders, policy makers and technology providers, with attendance figures often exceeding several hundred participants and, in some cases, reaching audiences of several thousand.

Overall, participation in these conferences and workshops significantly contributed to:

- increasing the visibility and impact of the project at European and international level;
- disseminating scientific and technological results to relevant expert communities;
- collecting valuable feedback to support the refinement of research and innovation activities;
- strengthening collaboration opportunities and reinforcing the project’s position within key international networks.

Table 5 provides an overview of the conferences and workshops attended by the project partners during the M19–M36 period, including information on the type of event, responsible partner, nature of the contribution, target audience and estimated audience size.

General information						Objective	Feedback		
Type	Partner/Responsible	Name of the event	Weblink	Date	Location	Contribution	Target audience type	Professional background	Size of audience
CONFERENCE	POLIMI	PLM24	WWW.PLM-CONFERENCE.ORG	7-10 JULY 2024	BANGKOK, THA	ARTICLE PRESENTATION	ACADEMICS, POLICYMAKERS	MANUFACTURING, DIGITAL TECHNOLOGIES, CIRCULAR ECONOMY	>100

CONFERENCE	CRF	SDIMI 2024	WWW.SDIMI2024.ORG/	9-11 JULY 2024	TURIN, ITA	SPONSORSHIP, TALK	ACADEMICS, INDUSTRIALS, POLICYMAKERS	SUSTAINABLE DEVELOPMENT, CRITICAL RAW MATERIALS	>200
CONFERENCE	MARAS	ICHS 2024	HTTPS://WWW.MATERIALSFORBATTERIESHUB.EU/EVENTS/1ST-INTERNATIONAL-CIRCULAR-HYDROMETALLURGY-SYMPOSIUM-ICHS-2024/	9-11 SEPT 2024	MECHELEN, BELGIUM	PRESENTATION	RESEARCH, INDUSTRY	CIRCULARITY AND HYDROMETALLURGY	>100
CONFERENCE	POLIMI	SUMMER SCHOOL FRANCESCO TURCO 2024	WWW.SUMMERSCHOOL-AIDI-SALENTO.COM	11-13 SEPTEMBER 2024	OTRANTO, ITA	PAPER PRESENTATION	ACADEMICS	MANUFACTURING, DIGITAL TECHNOLOGIES, CIRCULAR ECONOMY	>100
CONFERENCE	TNO	INTERNATIONAL CONFERENCE ON CLEANER PRODUCTION AND CIRCULAR ECONOMY	WWW.CRGCONFERENCE.COM/CLEANERPRODUCTION/	23-24 SEPTEMBER 2024	PRAGUE, CZE	PRESENTATION /TALK	INDUSTRIALS, ACADEMICS, POLICYMAKERS	INDUSTRIAL ECOLOGY, CIRCULAR ECONOMY, ENVIRONMENTAL SCIENCE	>300
CONFERENCE	TNO	IMSE DAYS	WWW.TACTOTEK.COM/RESOURCES/IMSE-DAYS-6-0	08-10 OCTOBER 2024	OULU, FIN	PRESENTATION	INDUSTRIALS	IMSE MANUFACTURING, FLEX ELECTRONICS	>100
CONFERENCE /NETWORKING EVENT	BESU	SAGSAGA NETWORK MEETING "SERIOUS GAMES FOR THE FUTURE OF WORK"	WWW.SAGSAGA.ORG/?MODULE=EVENTS	25-26 OCTOBER 2024	MAGDEBURG, GER	PRESENTATION	ACADEMICS, INDUSTRIALS	GAME-BASED LEARNING	>100
CONFERENCE	OFFIS	ENVIROINFO 2024	WWW.ENVIROINFO2024.NET/INDEX.HTML	12-14 NOVEMBER 2024	CAIRO, EGI	PRESENTATION	ACADEMICS, INDUSTRIALS	ENVIRONMENTAL TECHNOLOGIES, DIGITALIZATION, CIRCULAR ECONOMY	>100
CONFERENCE	AUMOVIO	SIACESA 2025	HTTPS://WWW.SIA.FR/EVENEMENTS/366-SIA-CESA-2025	12-13 FEB 2025	VERSAILLES, FRA	BOOTH, PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	AUTOMOTIVE, ELECTRONICS MANUFACTURING	>500
CONFERENCE	CRF, OFFIS,	IRTC 2025	HTTPS://IRTC.INFO/IRTC-2025/	19-21 FEB 2025	LJUBLJANA, SLO	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	CRITICAL RAW MATERIALS, CIRCULAR	>100

	POLIMI, SAT							ECONOMY	
CONFERENCE / EXPO	TNO, TRACXON	LOPEC 2025	HTTPS://LOPEC.COM/EN/	25-27 FEB 2025	MUNICH, GER	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	IMSE MANUFACTURING, FLEX ELECTRONICS	>2000
CONFERENCE	POLIMI	CONVEGNO RETI ITALIANE LCA	HTTPS://WWW.CONVEGNORETELCA.IT	18-21/MAR 2025	CORTINA D'AMPEZZO ITA	PAPER PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	LCA, SUSTAINABLE MANUFACTURING, CIRCULAR ECONOMY	>100
CONFERENCE	OFFIS	LCE 2025	HTTPS://REGISTRATIONS.HG3CONFERENCES.CO.UK	07-09 APR 2025	MANCHESTER, UK	PRESENTATION	INDUSTRIALS, ACADEMICS	LCA, LIFE CYCLE ENGINEERING	>100
CONFERENCE	OFFIS	OPEN LCA 2025	HTTPS://WWW.OPENLCA.ORG	10-11 APR 2025	BERLIN, GER	POSTER PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	LCA, SUSTAINABLE MANUFACTURING	>100
CONFERENCE / WORKSHOP	SUPSI	MACHINE LEARNING PRAGUE 2025	HTTPS://WWW.MLPRA GUE.COM	28-30 APR 2025	PRAGUE, CZE	POSTER PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	MACHINE LEARNING, AI TOOLS	>100
WORKSHOP	POLIMI, TNO	EU GREEN ELECTRONICS	HTTPS://OE-A.ORG/WORKSHOP-ON-FUNCTIONAL-ELECTRONICS-FOR-GREEN-AND-CIRCULAR-ECONOMY	19 MAY 2025	FRANKFURT GER	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	IMSE MANUFACTURING, FLEX ELECTRONICS, GREEN ELECTRONICS	>100
CONFERENCE	ALPHA	EIPC SUMMER CONFERENCE	HTTPS://EIPC.ORG	3-4 JUN 2025	EDIMBURGH, UK	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	ELECTRONICS MANUFACTURING	>100
CONFERENCE / WORKSHOP	TNO	RESHAPED	HTTPS://WWW.TECHBLICK.COM/EXHIBITORS-2025-BOSTON	11-12 JUN 2025	BOSTON, USA	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	IMSE MANUFACTURING, FLEX ELECTRONICS, GREEN ELECTRONICS	>500
CONFERENCE	SUPSI	ICE 2025	HTTPS://ICE-CONFERENCE.ORG	16-19 JUN 2025	VALENCIA, SPA	PAPER PRESENTATION	INDUSTRIALS, ACADEMICS	LCA, SUSTAINABLE MANUFACTURING, CIRCULAR ECONOMY	>100
CONFERENCE	MARAS	EMC 2025 (EUROPEAN METALLURGICAL)	HTTPS://GDMB.DE/EMC-2025/	25 JUN 2025	HAMBURG, GERMANY	PLENARY PRESENTATION	RESEARCH, INDUSTRY	METALLURGY, SUSTAINABILITY AND CIRCULARITY	

CONFERENCE	OFFIS	IFAC	HTTPS://CONFERENCES.IFAC-CONTROL.ORG/MIM2025/	30 JUN-3 JUL 2025	TRONDHEIM, NOR	PAPER PRESENTATION	INDUSTRIALS, ACADEMICS	INNOVATION IN MANUFACTURING, SUSTAINABILITY, CIRCULAR ECONOMY	>500
CONFERENCE	POLIMI	PLM 2025	HTTPS://WWW.PLM-CONFERENCE.ORG	7-9 JUL 2025	SEVILLA, SPA	PRESENTATION	INDUSTRIALS, ACADEMICS	CRITICAL RAW MATERIALS, CIRCULAR ECONOMY	>100
CONFERENCE	OFFIS	INTERNATIONALES FORUM MECHATRONIK 2025	HTTPS://AT-STYRIA.AT/INTERNATIONALES-FORUM-MECHATRONIK-2025/	24-25 SEPT 2025	GRAZ, AUSTRIA	EU PROJECT EXCHANGE	ENGINEERS, RESEARCHER	CONFERENCE ABOUT MECHATRONICS. A PART OF THE CONFERENCE WAS THE PRESENTATION OF THE REUSE2030 PROJECT.	>300
CONFERENCE	ERION, SAT	SARDINIA SYMPOSIUM	HTTPS://WWW.SARDINIASYMPOSIUM.IT	13-15 OCT 2025	SANTA MARGHERITA DI PULA, ITA	PRESENTATION, PARTECIPAZIONE	INDUSTRIALS, ACADEMICS, POLICYMAKERS	CRITICAL RAW MATERIAL, SUSTAINABLE MANUFACTURING	>500
CONFERENCE	MARAS	CIRCULAR MATERIALS CONFERENCE 2025	HTTPS://CIRCULARMATERIALSCONFERENCE.SE/	15-16 OCT 2025	COPENHAGEN, DENMARK	KEYNOTE AND PANEL	RESEARCH, INDUSTRY	NORDIC LEADERSHIP IN A CHANGING WORLD CIRCULAR MATERIAL CONFERENCE	
CONFERENCE	CRF, ALPHA	SMTA INTERNATIONAL	HTTPS://WWW.SMTA.ORG	19-23 OCT 2025	ROSEMONT, IL, USA	PRESENTATION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	ELECTRONICS MANUFACTURING, SUSTAINABLE MANUFACTURING	>500
CONFERENCE	MARAS	IOC 2025 (THE 56TH INTERNATIONAL OCTOBER CONFERENCE ON MINING	HTTPS://IOC.TFBOR.BG.AC.RS/	22 – 25 OCT 2025	BOR, SERBIA	PLENARY LECTURE	RESEARCH, INDUSTRY	MINING AND METALLURGY	

		AND METALLURGY)							
CONFERENCE	BESU	NETWORK CONFERENCE OF GERMAN AUSTRIAN AND SWISS EXPERTS FOR SIMULATION GAMES AND SERIOUS GAMING.	HTTPS://SAGSAGA.ORG/	21 – 22 NOV 2025	DRESDEN, GERMANY	INTERAKTIVE WORKSHOP AND PANEL DISCUSSIONS	RESEARCH, ACADEMIA, EDUCATION, INDUSTRY	APPROACHES FOR SIMULATION AND GAMING FOR EDUCATION	~40
CONFERENCE	BESU	KREIS+ NETWORK CONFERENCE	HTTPS://WWW.LINKEDIN.COM/POSTS/KOMPETENZENTRUM-KREIS_KREIS-TREFFEN-BERGFEST-IM-KOMPETENZENTRUM-ACTIVITY-7403715644275363840-PQQR?UTM_SOURCE=SHARE&UTM_MEDIUM=MEMBER_DESKTOP&RCM=AC0AAB53UVYBRTIPGP8R-JMF7WC-DHPORTLGK6E	5 DEC 2025	BRAUNSCHWEIG, GERMANY	PRESENTER, WORKSHOP-MODERATOR AND PARTICIPANT	RESEARCH, ACADEMIA, INDUSTRY	SCIENTIFIC AND INDUSTRIAL EXPERT EXCHANGE ON WORK SCIENCE IN WEEE- / AUTOMOTIVE- AND PV-CELL-RECYCLING-NETWORKS	~55

TABLE 5: CONFERENCES & WORKSHOPS - PERIOD M19-M36

3.2 Conferences and workshops organized by CIRC-UIITS partners – Period M19-M36

During the second half of the project, the CIRC-UIITS partners actively contributed to dissemination and stakeholder engagement by organising and co-organising a total of seven conferences, workshops, webinars and exhibition activities. These events were specifically designed to promote dialogue and knowledge exchange with industrial stakeholders, academic communities, students and domain experts working in the research and application areas addressed by the CIRC-UIITS project.

The organised events targeted key themes such as circular economy in the automotive and electronics sectors, waste management, sustainable manufacturing, and the role of digital tools and serious games in enabling circular product design and industrial processes. The formats adopted ranged from special sessions within major international exhibitions, thematic workshops and hybrid conferences, to online webinars and interactive sessions, allowing the project to reach a broad and diverse audience.

Several of the activities were embedded within high-visibility initiatives such as Ecomondo and EU Green Week, significantly enhancing the outreach potential and strategic impact of the project. Through presentations, special sessions, exhibition booths and interactive demonstrations, project partners

showcased CIRC-UIITS concepts, methodologies and results, while also gathering valuable feedback from external stakeholders and fostering cross-sector collaboration.

Overall, these events contributed to:

- increasing awareness of CIRC-UIITS among industrial, academic and policy communities;
- facilitating direct engagement with end users and practitioners;
- promoting knowledge transfer and uptake of project outcomes;
- strengthening the project's role within European circular economy and sustainability initiatives.

Table 6 summarises the conferences, workshops, webinars and exhibitions organised by the CIRC-UIITS partners during the second half of the project, providing details on the event type, responsible partners, contributions, target audiences and estimated audience size.

General information						Objective	Feedback		
Type	Partner/Responsible	Name of the event	Weblink	Date	Location	Contribution	Target audience type	Professional background	Size of audience
CONFERENCE/EXPO	POLIMI; SAT; ERION; MADE	ECOMONDO 2024	WWW.ECOMONDO.COM	5-8 NOVEMBER 2024	RIMINI, ITA	SPECIAL SESSION	INDUSTRIALS, ACADEMICS, POLICYMAKERS	WASTE MANAGEMENT, CIRCULAR ECONOMY	>100
CONFERENCE/WORKSHOP	POLIMI	CE IN THE ELECTRONICS SECTOR	NA	31 MAR-1 APR 2025	GOTEBORG	PRESENTATION	ACADEMICS	ELECTRONICS, AUTOMOTIVE, CIRCULAR ECONOMY	NA
WEBINAR	POLIMI, TXT, OFFIS, SUPSI, MARAS	HOW CAN DIGITAL TOOLS ENABLE CE? EU GREEN WEEK	HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCCMGCX882P1VcOTY5IAKFW	3 JUN 2025	ONLINE	PRESENTATION	INDUSTRIALS, ACADEMICS	CIRCULAR ECONOMY IN THE AUTOMOTIVE AND MASS ELECTRONICS SECTORS, DITAL TOOLS	>50
CONFERENCE/WORKSHOP	MADE, POLIMI, CRF, ERION	EU GREEN WEEK	NA	11 JUN, 2025	MILANO, ITA	PRESENTATION	INDUSTRIALS, ACADEMICS	CIRCULAR ECONOMY IN THE AUTOMOTIVE AND MASS ELECTRONICS SECTORS	NA
CONFERENCE/WORKSHOP	OFFIS, BESU	INNOVATIVE DIGITAL TOOLS AND SERIOUS GAMES FOR SUSTAINABLE PRODUCTS DESIGN. EU GREEN WEEK	NA	16 JUN, 2025	OLDENBURG, GER	SPECIAL SESSION, GAMES, PRESENTATION	INDUSTRIALS, ACADEMICS	CIRCULAR ECONOMY, DIGITAL TOOLS, SERIOUS GAMES	>100
WEBINAR	POLIMI, ALPHA, ERION, BOSCH,	HOW CAN WE REDUCE THE ENVIRONMENTAL IMPACT OF PRINTED	HTTPS://WWW.YOUTUBE.COM/CHANNEL/UCCMGCX882P1VcOTY5IAKFW	3 NOV 2025	ONLINE	PRESENTATION	INDUSTRIALS, ACADEMICS	CIRCULAR ECONOMY IN THE AUTOMOTIVE AND MASS	>30

	TNO, TRACXON, AUMOVIO, DIN	CIRCUIT BOARD ASSEMBLIES?	IAKFW					ELECTRONICS SECTORS	
EXHIBITION	ERION, POLIMI	ECOMONDO 2025	WWW.ECOMONDO.COM	4-7 NOV 2025	RIMINI, ITA	BOOTH, PARTECIPATION PRESENTATION	GENERAL PUBLIC	CIRCULAR ECONOMY, SUSTAINABLE MANUFACTURING	>1000
CONFERENCE/WORKSHOP	PBKIK	KAVA - SMART SOLUTIONS	NA	12 DEC 2025	PÉCS, HUN	PRESENTATION	INDUSTRIALS	DIGITALIZATION, CIRCULAR ECONOMY	>80

TABLE 6: CONFERENCES AND WORKSHOPS ORGANIZED BY CIRC-UIITS PARTNERS – PERIOD M19-M36

3.3 Exhibitions, fairs and open industrial days – Period M19-M36

This section presents the exhibitions, trade fairs and other industry-oriented events attended by the project partners during the M19–M36 reporting period, listed in chronological order. Participation in these events represented a key component of the project’s industrial dissemination and stakeholder engagement strategy, enabling direct interaction with companies, technology providers, practitioners and other market-oriented actors.

Through attendance at major international and European exhibitions and fairs, the partners showcased the project’s vision, objectives and selected results, while monitoring market trends, technological developments and industrial needs relevant to the project domains. These events also provided valuable opportunities for networking, matchmaking and engagement with potential end users, supporting the exploitation and long-term uptake of project outcomes.

Overall, participation in exhibitions and industrial events contributed to increasing the visibility of the project within industrial ecosystems, strengthening links with relevant value chains and reinforcing the project’s relevance for real-world applications and future industrial deployment.

General information			Objective				Feedback		
Type	Partner/Responsible	Name of the event	Weblink	Date	Location	Contribution	Target audience type	Professional background	Size of audience
EXHIBITION	PBKIK	ELECTROSUB	WWW.ELECTROSUB.HU/	09-10 OCT 2024	BUDAPEST, HUN	PRESENTATION	GENERAL PUBLIC	ELECTRONICS, DIGITAL TOOLS, ROBOTICS	NA
EXHIBITION	TRACXON	TECHBLICK 2024	WWW.TECHBLICK.COM/ELECTRONICSRESHAPED	23-24 OCT 2024	BERLIN, GER	PRESENTATION	GENERAL PUBLIC	FLEXIBLE, PRINTED, STRUCTURAL, IN-MOLD ELECTRONICS	>350
EXHIBITION	ERION, POLIMI, SAT	ECOMONDO 2024	WWW.ECOMONDO.COM	05-08 NOV 2024	RIMINI, ITA	BOOTH	GENERAL PUBLIC	CIRCULAR ECONOMY, SUSTAINABLE MANUFACTURING	>1000

EXHIBITION	MADE	MECSPE 2025	WWW.MECSPE.COM/IT/	05-07 MAR 2025	BOLOGNA, ITA	BOOTH PARTICIPATION	GENERAL PUBLIC	MECHANICS, ROBOTICS, MANUFACTURING	>500
EXHIBITION	BESU INNOVALIA, OFFIS	HANNOVER MESSE 2025	WWW.HANNOVERMESSE.DE/EN/	31 MAR – 04 APR 2025	HANNOVER, GER	PARTICIPATION	GENERAL PUBLIC	MECHANICS, ROBOTICS, MANUFACTURING	>10.000
EXHIBITION	TNO	RESHAPED	HTTPS://WWW.TECHBLICK.COM/EXHIBITORS-2025-BOSTON	11-12 JUN 2025	BOSTON, USA	BOOTH	INDUSTRIALS, ACADEMICS, POLICYMAKERS	IMSE MANUFACTURING, FLEX ELECTRONICS, GREEN ELECTRONICS	>500
EXHIBITION	TNO	TECHBLICK 2025	HTTPS://WWW.TECHBLICK.COM/ELECTRONICSRRESHAPED	22-23 OCT 2025	BERLIN, GER	PRESENTATION	GENERAL PUBLIC	FLEXIBLE, PRINTED, STRUCTURAL, IN-MOLD ELECTRONICS	>350
EXHIBITION	ERION, POLIMI	ECOMONDO 2025	WWW.ECOMONDO.COM	04-07 NOV 2025	RIMINI, ITA	BOOTH, PARTECIPATION PRESENTATION	GENERAL PUBLIC	CIRCULAR ECONOMY, SUSTAINABLE MANUFACTURING	>1000
EXHIBITION	PBKIK	ELMIA SUBCONTRACTOR	HTTPS://WWW.ELMIA.SE/EN/SUBCONTRACTOR/	HTTPS://WWW.ELMIA.SE/EN/SUBCONTRACTOR/	HUNGARY	BOOTH	INDUSTRY	MANUFACTURING	NA

TABLE 7: EXHIBITIONS, FAIRS AND OPEN INDUSTRIAL DAYS – PERIOD M19-M36

3.4 Publications – Period M1-M36

Regarding scientific and technical publications, several research articles produced within the project have been presented at international conferences and published in peer-reviewed journals, contributing to the dissemination of project-related results within the scientific community. In addition, one book chapter and one handbook addressing key topics of the project have also been published, Table [8].

An overview of these publications is provided below. Although the EU funding acknowledgement was not fully or correctly referenced in some of these outputs, they are nevertheless reported in this section, as they are based on research activities carried out within the framework of the project and contribute to its overall scientific and technical impact.

Partner	Type*	Status*	Title	Authors	Title of the journal or equivalent	Journal number, Date	Peer-review*	Open access?	PID	ISSN or eISSN	Publisher
BESU	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	A SERIOUS GAME-BASED LEARNING APPROACH FOR ENTERPRISE ORGANISATION	GRIMMEL, SIEMON, POSSELT, MENNENGA	PROCEEDING OF CIRP CONFERENCE ON LEARNING FACTORIES 2024		TRUE	FALSE	HTTPS://DOI.ORG/10.1007/978-3-031-65400-8_31	2367-3389	SPRINGER
OFFIS	ARTICLE IN JOURNAL	PUBLISHED	"SCALE WITHOUT MASS": A DECISION-MAKING TOOL FOR SCALING REMANUFACTURING PRACTICES IN THE WHITE GOODS INDUSTRY	FRANZÈ, C, PESCE, P., KALVERKAMP, M., PEHLKEN, A.	JOURNAL OF CLEANER PRODUCTION	VOLUME 417	TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.JCLEPRO.2023.138078	1879-1786	ELSEVIER
OFFIS	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	DIGITAL TWINS: ENHANCING CIRCULAR ECONOMY THROUGH DIGITAL TOOLS	PEHLKEN, A., DAVILA, M.F., DAWEL, L., MEYER, O	PROCEDIA CIRP		TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.PROCIR.2024.01.082	2212-8271	ELSEVIER
MARAS	CHAPTERS IN BOOKS	PUBLISHED	CHAPTER 5	REUTER, M.A., SCHAIK, A. VAN	HANDBOOK OF RECYCLING: STATE OF THE ART FOR PRACTITIONERS, ANALYSTS, AND SCIENTISTS	2ND EDITION 2024	TRUE	FALSE	HTTPS://DOI.ORG/10.1016/B978-0-323-85514-3.00012-9	978-0-323-85514-3	ELSEVIER
POLIMI	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	DIGITAL TWINS FOR WASTE MANAGEMENT IN MANUFACTURING:	EL WARRAQI, L., PEROSSA, D.,	PLM 2024	PRODUCT LIFECYCLE MANAGEMENT	TRUE	FALSE		1868-4238	SPRINGER

	ORKSHOP		PRELIMINARY INVESTIGATION ON POSSIBLE USE	ROSA P.		T. INTEGRATING DIGITAL TECHNOLOGIES FOR SUSTAINABILITY AND INNOVATION			HTTPS://DOI.ORG/10.1007/978-3-031-93319-6_32		
POLIMI	ARTICLE IN JOURNAL	PUBLISHED	A SYSTEMATIC LITERATURE REVIEW OF EXISTING METHODS AND TOOLS FOR CRITICALITY ASSESSMENT OF RAW MATERIALS: A FOCUS ON THE RELATIONS BETWEEN THE CONCEPTS OF CRITICALITY AND ENVIRONMENTAL SUSTAINABILITY	PEROSSA, D., ROSA, P., TERZI, S.	RESOURCES	VOLUME 131, SPECIAL ISSUE "CONSIDERATION OF CRITICAL AND STRATEGIC RAW MATERIALS IN LIFE CYCLE MANAGEMENT", 18TH SEPTEMBER 2024	TRUE	TRUE	HTTPS://DOI.ORG/10.3390/RESOURCES13090131		MDPI
OFFIS	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	"APPLICATION OF MATRIX COMPLETION TECHNIQUES ON LCA DATA FOR DIFFERENT RECYCLING SCENARIOS FOR PARTS OF PROFESSIONAL DATA CENTERS"	LISA DAWEL, FELIX SCHMEDES, FERNANDO ANDRES PENAHERRERA VACA, ALEXANDRA PEHLKEN	PROCEDIA CIRP		TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.PROCIR.2024.12.088		
OFFIS	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	"ECODESIGN TOOL FOR INCREASED SUSTAINABILITY AND REQUIREMENTS FULFILMENT, INCLUDING REPAIRABILITY AND	ALEXANDRA PEHLKEN, OLE MEYER, LISA DAWEL	PROCEDIA CIRP		TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.PROCIR.2024.12.083		

			CRITICAL RAW MATERIALS ANALYSIS "								
POLIMI	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	ACCEPTED	CIRCULAR INNOVATION: HOW TO BUILD REVERSE ELECTRONICS SUPPLY CHAINS – THE CASE OF CIRC-UIITS PROJECT	DANIELE PEROSSA, LAURA POMO, PAOLO ROSA, SERGIO TERZI	PLM2025		TRUE	FALSE			SPRINGER
OFFIS, BOSCH	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	SUSTAINABLE PREPROCESSING FOR AI REPAIRABILITY ASSESSMENT	ALEKSANDR BYSTROV, OLE MEYER, FABIAN KOTT, KARIN SAEMANN, ACHIM MAAT, LISA DAWEL	IFAC CONFERENCE		TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.IFACOL.2025.09.465		
SUPSI	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	ACCEPTED	COLLABORATIVE FRAMEWORK FOR LIFE CYCLE SUSTAINABILITY & CIRCULARITY ASSESSMENT AND ADVISORY: AN AUTOMOTIVE ELECTRONICS USE CASE	ALESSANDRO FONTANA, SIRO DELL'AMBROGIO, VERONICA DOSI, SIMONE FASOLA, LUCA CANETTA, GIUSEPPE LANDOLFI, CHRISTIAN TRISOLINI, ANTOINETTE VAN SCHAİK, MARKUS REUTER	ICE CONFERENCE		TRUE	NA			IEEE
TNO	ARTICLE IN JOURNAL	ACCEPTED	DEFINING AND ACHIEVING NEXT-GENERATION GREEN ELECTRONICS: A PERSPECTIVE ON BEST PRACTICES THROUGH THE LENS OF HYBRID PRINTED ELECTRONICS	K. VOGEL ET AL.	IEEE ACCESS		TRUE	TRUE	DOI: 10.1109/ACCESS.2025.3585340	2169-3536	IEEE

SUPSI	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	ACCEPTED	"AGENTIC AI FOR SUSTAINABILITY MODELLING: A GRAPH-BASED RAG SYSTEM FOR LIFE CYCLE ASSESSMENT ADVISORY"	"GIUSEPPE LANDOLFI, MATTIA BOSETTI, MATTIA VINCENZI, CHRISTIAN TRISOLINI, LORIS RODIGARI"	MLPRAGUE2025		TRUE	FALSE			
TNO + MARAS	ARTICLE IN JOURNAL	PUBLISHED	REPAIRING OF IN-MOLD ELECTRONICS AND LIFE CYCLE ASSESSMENT	STEPHAN HARKEMA, DIANA E. GODOI BIZARRO, MAARTEN H. BAKKER, JAN P.H. VAN DELFT, PIM R. OSTENDORF, PETER A. RENSING, LIA DE SIMON. A. VAN SCHAIK	RESOURCES, CONSERVATION AND RECYCLING		TRUE	TRUE	HTTPS://DOI.ORG/10.1016/J.RESCONREC.2025.108685		ELSEVIER
ALPHA + CRF	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	PUBLISHED	ENABLING ASSEMBLY RELIABILITY AND EXTENDING PROCESSABILITY WHILE SIGNIFICANTLY LOWERING CO ₂ FOOTPRINT AND ENERGY CONSUMPTION USING LOW TEMPERATURE SOLDER	CHRIS KLOK, ELISE BAKER, EBAD REHMAN, CLAUDIO TRAVI, RENZO COSTA, NELLO LI PIRA, ANTONINO VECA	SMTA CONFERENCE		TRUE	TRUE			
AUMOVIO	PUBLICATION IN CONFERENCE PROCEEDING/WORKSHOP	ACCEPTED	PRESENTATION OF CIRCUIT - PILOT PROJECT AUMOVIO AND TOOL DEVELOPPED WITHIN CIRC-UIITS	PHILIPPE LOPEZ			TRUE	TRUE	HTTPS://POLYMERIS.FR/EVENEMENT/POURQUOI-REJOINDRE-UN-PROJET-EUROPEEN-QUAND-ON-EST-UNE-ENTREPRISE.HTML		

SUPSI + MARAS	ARTICLE IN JOURNAL	WRITING	GUIDING ECODESIGN WITH LIFECYCLE SUSTAINABILITY AND CIRCULARITY ASSESSMENT: A CASE STUDY ON REPAIRABLE TYRE PRESSURE SENSORS	DELL'AMBROGIO SIRO, FONTANA ALESSANDRO, VAN SCHAIAK ANTOINETTE			TRUE	TRUE			
MARAS	ARTICLE IN JOURNAL	WRITING	CIRCULARITY ASSESSMENT BY APPLYING EXERGETIC INDICATORS (WORKING TITLE)	ANTOINETTE VAN SCHAIAK, MARKUS A. REUTER	JOURNAL OF CIRCULARITY		TRUE	TRUE			
CIRC-UIITS HANDBOOK	HANDBOOK	PUBLISHED	CIRCULAR APPROACHES FOR THE ECODESIGN, REPAIR AND REMANUFACTURING OF CAR AND MASS ELECTRONICS	PAOLO ROSA, SERGIO TERZI	SPRINGERBRIEFS IN APPLIED SCIENCES AND TECHNOLOGY		TRUE	TRUE		2191-5318	SPRINGER

TABLE 8: PUBLICATIONS – PERIOD M1-M36

3.5 Dissemination & communication KPIs

This section presents the key performance indicators (KPIs), table [9], used to evaluate the impact and effectiveness of the project's dissemination and communication activities. The KPIs are designed to measure not only the volume of outreach actions performed, but also their ability to generate awareness, engagement, knowledge transfer and uptake of project results among the targeted stakeholder groups.

The indicators cover a wide spectrum of channels, including digital communication tools, scientific and professional publications, international and industrial events, clustering activities with national and European initiatives, and interactions with policy makers. Together, these KPIs provide a comprehensive framework to assess how the project has contributed to strengthening connections with relevant value chains, fostering cross-sector dialogue, and supporting the potential exploitation and long-term adoption of project outcomes.

For each dissemination and communication channel, quantitative targets (thresholds) were defined at project outset and monitored throughout the project duration. The table below reports the achieved values at month 36 (M36), offering a consolidated view of the project's performance against its impact-oriented objectives and demonstrating the contribution of dissemination and communication activities to the overall project impact.

As shown in the table below, by month 36 (M36) the project has fully achieved or exceeded most of the defined thresholds. In particular, strong results were recorded in terms of social media engagement, scientific dissemination outputs, participation in conferences and industrial events, and clustering activities, demonstrating the project's ability to effectively reach and engage diverse stakeholder groups across research, industry and policy domains. In areas where thresholds have not yet been fully met or are still evolving (e.g. business negotiations, commercial agreements or policy recommendations), follow-up actions are ongoing, supporting the sustainability and longer-term impact of the project beyond its formal duration.

Overall, the achieved KPI values at M36 confirm that the dissemination and communication strategy has been successfully implemented, contributing significantly to the visibility, uptake potential and impact of the project results.

Channel	Objective	Related KPI	Threshold	Amount (M36)
PROJECT WEBSITE (INCLUDES LOGO)	INTEREST GENERATED TOWARDS THE VALUE CHAIN AND OTHER STAKEHOLDERS (INCLUDING THE PUBLIC AT LARGE)	# OF VISITS # OF HITS PER PAGE # OF REFERENCES OF THE WEBSITE ON OTHER SITES	>1,000 UNIQUE VISITS > 50 REFERENCES (OTHER SITES)	
SOCIAL MEDIA	INTERACTING WITH THE GENERAL PUBLIC THROUGH TWITTER, INSTAGRAM, LINKEDIN, YOUTUBE PROFILES	# OF FOLLOWERS # OF TWEETS # OF VIEWS PER PROMOTED POST	>500FOLLOWERS >100TWEETS >1000 VIEWS PER POST	1025 FOLLOWERS 37 YOUTUBE SUBSCRIPTIONS >1000 VIEWS PER POST ON LINKEDIN
JOURNAL/MAGAZINE ARTICLES, NEWSLETTERS, PRESS RELEASE	PUBLICATION INTENSITY	# OF PUBLISHED ARTICLES # OF MAGAZINE NEWS FREQUENCY OF NEWSLETTER	>12 PUBLISHED ARTICLES >6 MAGAZINE NEWS 2 NEWSLETTER PER YEAR	12 SCIENTIFIC PUBLICATION PUBLISHED(CONFERENCE PAPERS, JOURNAL PAPERS, BOOK CHAPTERS, HANDBOOK)
INTERNATIONAL/NATIONAL CONFERENCES, SEMINARS, WORKSHOPS AND MEETINGS WITH CLUSTERS AND ASSOCIATIONS	ENLARGE THE INTEREST IN OTHER SECTORS/AREAS, TRANSFERRING KNOWLEDGE, LESSONS LEARNED AND RESULTS	# OF EVENTS # OF PRESENTATIONS # OF PARTICIPANTS PER EVENT	> 20 EVENTS >2 PRESENTATIONS PER EVENT >100 PARTICIPANTS PER EVENT	>30 EVENTS(M19-36) >2 PRESENTATION IN SOME EVENTS >100 IN MOST OF THE EVENTS
INDUSTRIAL EVENTS IN THE REFERENCE SECTOR FOCUSING ON BOTH PROFESSIONALS AND GENERAL PUBLIC	ENLARGE THE INTEREST WITHIN SPECIFIC SECTORS, TRANSFERRING KNOWLEDGE, LESSONS LEARNED AND RESULTS	# OF EVENTS # OF OVERALL BUSINESS NEGOTIATIONS # OF OVERALL COMMERCIAL AGREEMENTS	> 3 EVENTS >5 BUSINESS NEGOTIATIONS >5 COMMERCIAL AGREEMENTS	9 EVENTS (M19-36); PARTNERS ARE WORKING ON NEW NEGOTIATIONS AND AGREEMENTS

CLUSTERING WITH OTHER NATIONAL AND EU INITIATIVES	CONNECT WITH DIFFERENT NETWORKS, EXPERTS TO SHARE EXPERIENCES, KNOWLEDGE AND BEST PRACTICES	# OF OTHER NATIONAL AND EU INITIATIVES CONTACTED	2/3 CONNECTIONS CREATED	2 CONNECTION CREATED (M19-36)
POLICY RECOMMENDATIONS	LINK WITH POLICYMAKERS ENABLING A REAL ADOPTION OF PROJECT RESULTS	# OF SUPPORTING LETTERS # OF POLICY RECOMMENDATIONS	>10 SUPPORTING LETTERS >2 RECOMMENDATIONS	

TABLE 9: DISSEMINATION & COMMUNICATION KPIS M1-M36

4. Conclusion

The CIRC-UIITS project, funded under Horizon Europe, effectively leverages its website and its LinkedIn page as the primary platforms for outreach, embodying best practices in project visibility and stakeholder engagement. Clear branding immediately conveys the focus on sustainability and circularity in electronic components for automotive and mass electronics sectors, while concise overviews of the four pilot projects highlight reusable semiconductors and remanufacturing benefits. News and events sections anchor updates to specific occurrences, such as participation in the scientific conferences.

The structured approach used ensures compliance with Horizon guidelines, positioning the CIRC-UIITS communication channels as a multifaceted resources: a live feed for event involvement, a publisher of trend analyses on EU industrial action plans and EV disruptions, and a forthcoming outlet for pilot outcomes. Multilingual accessibility, responsive design, and SEO elements further amplify reach, fostering subscriptions and direct inquiries. Projected metrics—3,000–4,000 monthly page views and 1,000–1,500 unique visitors—surpass averages for similar cluster 4 initiatives (1,500–2,500 views), driven by high-relevance topics and event tie-ins that generate 15–25% more traffic than academic-focused peers.

Throughout its implementation, CIRC-UIITS dissemination and communication activities evolved significantly, reflecting both the increasing maturity of the project pilots and the changing external context. In the early phases, communication efforts focused primarily on foundational awareness-building, with static content describing project objectives, scope and pilot concepts. This approach was instrumental in establishing credibility among consortium partners and initial stakeholder audiences.

As the project progressed, dissemination shifted towards more dynamic and interpretive engagement. During 2024–2025, news-based content increased substantially, driven by real-time reporting on conferences, workshops and industrial events. In parallel, explanatory articles addressing automotive sector transitions, such as electrification and software-defined vehicles, were introduced mid-project to contextualise CIRC-UIITS pilots within broader market trends, regulatory developments and the acceleration of EU circular economy policies. This transition from purely informational communication to narrative-driven dissemination mirrored the evolution of the pilots themselves, from conceptual development to tangible previews of results, thereby enhancing the perceived relevance and impact of the project.

Social amplification through partner networks, particularly via the sharing of conference-related content, further strengthened visibility and reach. This proved especially effective in a context of growing industrial and policy interest in circular economy solutions following post-2024 EU policy updates, which increased stakeholder attention to sustainable electronics and mobility.

Several lessons learned emerged from this evolution. Event-linked news items consistently generated higher engagement and organic traffic compared to generic updates; Moreover, content that blended project-specific outputs with sector-wide trends, such as articles on EV and SDV transitions, proved more effective in sustaining audience interest, as they connected technical results to broader societal and industrial benefits. Conversely, challenges were encountered in accurately quantifying early-stage impacts due to the absence of fully integrated analytics tools, highlighting the importance of establishing baseline tracking mechanisms from project launch. Audience analytics also indicated higher retention times (2–3 minutes per session) for visual and narrative formats compared to dense technical reporting, confirming the value of accessible storytelling.

Building on these insights, several improvement opportunities have been identified. Enhancing multi-channel synergy by embedding social media feeds on the project website and launching coordinated LinkedIn and Twitter campaigns around pilot releases could significantly increase visibility, with a target of 5,000+ monthly views. In addition, expanding multilingual content represents a key lever for impact: translating high-performing articles (e.g. on EV transitions and SDV developments) into German, French, Spanish and Italian would better serve non-English-speaking stakeholders, who represent an estimated 40% of Cluster 4 audiences, and strengthen policy outreach at national level.

Further recommendations include formalising metrics reporting, for example through the systematic use of Google Analytics dashboards embedded in project deliverables, to support precise benchmarking and performance monitoring. Following pilot completion, the creation of a dedicated “Results” hub featuring infographics and SEO-optimised content on topics such as remanufacturing return on investment could drive an additional 25% increase in web traffic. In conclusion, CIRC-UIITS dissemination activities matured from baseline project profiling into proactive, impact-oriented industry narrative-building, achieving strong visibility in the domain of sustainable electronics and circular mobility. Strategic adjustments—particularly the alignment of communication with major automotive transformations—significantly enhanced relevance and engagement. Overall, this progression enabled the consortium to communicate not only what CIRC-UIITS does, but also why it matters for European competitiveness, resilience and decarbonisation. By capitalising on the lessons learned and implementing the identified improvements, CIRC-UIITS can consolidate its communication legacy beyond the project’s lifetime, ensuring that its pilots, methodologies and evidence continue to serve as reference points for future circular economy and mobility initiatives.