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THESEUS

Hub4Circularity

A First of a kind Hub for circularity demonstrator for Attica and peripheral regions

Grant Agreement No 101178059

DELIVERABLE 11.1:

Communication Dissemination v1

Work Package: 11

LEAD BENEFICIARY:

HYPERTECH KENTRO EPISTIMONIKON KAI TECHNOLOGIKON EREVNON AEIFORIAS ASTIKI MI KERDOSKOPIKI ETAIREIA (HSRT)

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Document Sheet

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Publishable summary

The **Theseus project**, funded under Horizon Europe, takes the lead in deploying a first-of-its-kind **Hub for Circularity** *(H4C)* in Greece's Attica region, with the aim of scaling up its impact at the national level. The project advocates Industrial-Urban Symbiosis *(I-US)* through the interlinking of digital, material, and governance innovations to enable the circular utilisation of resources along multiple streams of waste. These include textiles, packaging, construction and demolition waste, energy, and water.

This deliverable entitled **D11.1 Communication and Dissemination v.01** sets the stage for the Communication and Dissemination *(C&D)* **strategy** to be followed by the consortium and aims to achieve high visibility of the project to its stakeholders and ensure widespread dissemination of THESEUS produced results to target audiences. It thoroughly explains the objectives, target audiences, and the various methods, tools, and channels that will be deployed and details the key messages and online content strategy. Furthermore, it outlines the mandatory **rules and procedures** for the consortium, defines the key metrics for measuring success, and presents a roadmap of planned C&D activities across the project's phases. Based on this strategy, D11.1 encompasses the **communication and dissemination plan** of the project and focuses on the practical implementation of related actions by using a mix of methods, tools and channels. Complementary, an **approach for Theseus pilot cases** has been sketched to provide guidance to project partners in order to amplify the impact of communication and dissemination actions. Lastly, it includes a **report of C&D actions** performed by the consortium during the **period M1-M6** of Theseus.

D11.1 is part of the work made within WP11. It is a **public deliverable** and includes information about the project's scope as well as a short description of WP11 in order to ensure that **no prior knowledge** related to the project, the Description of Action *(DoA)* and the other WP11 deliverables is requested from the reader.

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Abbreviations

Abbreviations	Full name
C & D	Communication & Dissemination
CDW	Construction & Demolition Waste
DoA	Description of Action
D11.1	D11.1 Communication and Dissemination v.1
DEC	Dissemination, Exploitation and Communication
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HADEA	EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY
H4C	Hubs4Circularity
I-US	Industrial-Urban Symbiosis
KPIs	Key Performance Indicators
Mx	Month x
WP	Work Package

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1 . Introduction

1.1 About the project

Industrial-Urban Symbiosis *(I-US)* is a sustainability approach in which cities and regions collaborate with industries to optimize resource use, waste management, energy efficiency, water conservation, infrastructure, and transport systems. The Horizon Europe project "Theseus" goes a step further by developing first-of-a-kind Hubs4Circularity *(H4C)* in Greece, starting with the capital region of Athens in the Attica region and replicating nationwide. The long-term goal is the realization of closed resource loops through I-US, energizing climate neutrality by 2050 in alignment with Processes4Planet (P4P) partnership targets. Theseus will develop novel solutions for water, energy, and material flows, founded on regional needs and breakthrough technologies. The project introduces novel governance and collaboration models, enabling pilot deployment, scaling up solutions, and ecosystem development.

1.2 WP11: Exploitation and Dissemination activities

WP11 is assigned to map the market landscape, identifying opportunities and obstacles for commercialization and upscaling; Develop an efficient exploitation and IPR management plan towards sustainability; Shape a tailored dissemination and communication plan and activities. It is consisted of 6 tasks which namely are:

- Task 11.1 Dissemination and communication activities M1-M60 *(HSRT, CERTH, All WP partners)*
- Task 11.2 Policy recommendations and barriers M1-M60 *(LiU, Imperial, All WP partners)*
- Task 11.3 Exploitation, Business models and IPR Management M6-M60 (*HSRT, All WP partners)*
- Task 11.4 Commercialization of solutions and trading opportunities M21-M60 *(EMVIS, HSRT, All WP partners)*
- Task 11.5 Standardization of novel technologies and activities M6-M60 *(DS, SN, All WP partners)*
- Task 11.6 Stakeholder engagement and Theseus bubbles M6-M60 *(Imperial, LiU, RISE).*

1.3 The deliverable: D11.1

1.3.1 Scope

The current deliverable sets the ground for the methods, tools and channels to be used in communication and dissemination actions during the implementation of the project, delineates its strategy and reports the actions performed by M6 *(May 2025).* Moreover, it provides a plan for the next phases of Theseus and its updates will be included in the later related deliverables, i.e. **D11.2 Communication Dissemination v2** in M24, **D11.3 Communication Dissemination v3** in M48, and **D11.4 Communication Dissemination final** in M60.

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1.3.2 Intended Readership

D11.1 is part of the contractual obligations that the Theseus consortium has towards the funding authority *(EC / HADEA)*, yet it holds value as a useful document for other interested parties. The intended readership of the current deliverable is analysed in the table that follows.

Table 1 Intended readership

Target	Description
Theseus Partners	To ensure a shared understanding within the consortium regarding the communication and dissemination activities, the overall strategy *(inc. objectives, methods, tools, channels),* the foreseen actions and a record of activities made so far.
HADEA / European Commission	D11.1 is an official deliverable of the Theseus project and HADEA as the granting authority to assess the quality of the document.
Target Groups and Stakeholders	To understand the project's general information and scope, as well as the planned communication and dissemination actions throughout the Theseus lifecycle and to identify the channels for accessing the project's updates and results.
Other EU funded projects under similar thematic	To be informed about the scope of Theseus, best practices and lessons learned. Moreover, to extract research knowledge publicly available and potentially identify routes for joint actions and network expansion.
General Public	Gain understanding around the project's topic and scope, the routes to acquire the Theseus scientific results and the overall communication and dissemination strategy.

1.3.3 Structure

The current deliverable D11.1 is comprised of **6 chapter**s and **2 appendices**. **Chapter 1** briefly explains the project's rationale, the activities included in Work Package 11 *(WP11)*, the specific scope of this deliverable, its intended readership, and its relationship with other WP11 deliverables. **Chapter 2** delineates the project's overall communication and dissemination strategy and **chapter 3** analyses the C&D plan of the project. **Chapter 4** outlines the tailored C&D approach that will be implemented for each of the THESEUS pilot cases and **chapter 5** provides a detailed report on the related actions undertaken by the consortium from the project's launch until Month 6 *(May 2025).* **Chapter 6** concludes this deliverable.

Regarding appendices, **Appendix I** includes screenshots of the Theseus website sections, and **Appendix II** provides the dissemination request template.

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1.3.4 Relation with other WP11 deliverables

Given the interlinked nature of WP11 actions, especially the communication and dissemination ones, deliverable D11.1 is related to other WP11 deliverables, with the dependencies described in the table below.

Table 2 Dependencies with other WP11 deliverables

WP11 Deliverable	Relation to D11.1
D11.2 Communication Dissemination v2: November 2026 [M24]	The deliverable D11.2 constitutes a report of C & D activities performed by the Theseus consortium within the period M7 - M24. It forms an update on methods, tools and channels deployed and utilized as described in D11.1 and any additions required based on the needs of the project.
D11.3 Communication Dissemination v3: November 2028 [M48]	The deliverable D11.3 mainly reports the actions held by the consortium in C & D during the period M25 - M48. It is an update of D11.2 and based on the strategy explained in D11.1.
D11.4 Communication Dissemination final: November 2029 [M60]	The deliverable D11.4 mainly reports the actions held by the consortium in C & D during the period M49 - M60. It is an update of D11.3 and based on the strategy explained in D11.1.

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2 . Communication & Dissemination Strategy

The **Communication and Dissemination Strategy** *(C&D Strategy),* described in the current chapter, provides the overall framework and necessary guidelines for the successful implementation of all communication and dissemination activities. Given that this is a **public deliverable** intended for a diverse audience, potentially without prior project knowledge, it is important to first clarify the distinction between "*communication*" and "*dissemination*." The term **communication** primarily describes the broad and effective promotion of the project's objectives, methodology, benefits, expected impact, consortium structure, and work allocation across WPs to multiple audiences. Complementarily, the term **dissemination** encompasses actions aimed at disclosing the project's **results** to the public, not only through scientific publications but via any relevant medium. Dissemination focuses on making these results available to **those who can best utilize** them, such as the scientific community, industry, potential commercial players, and policymakers.

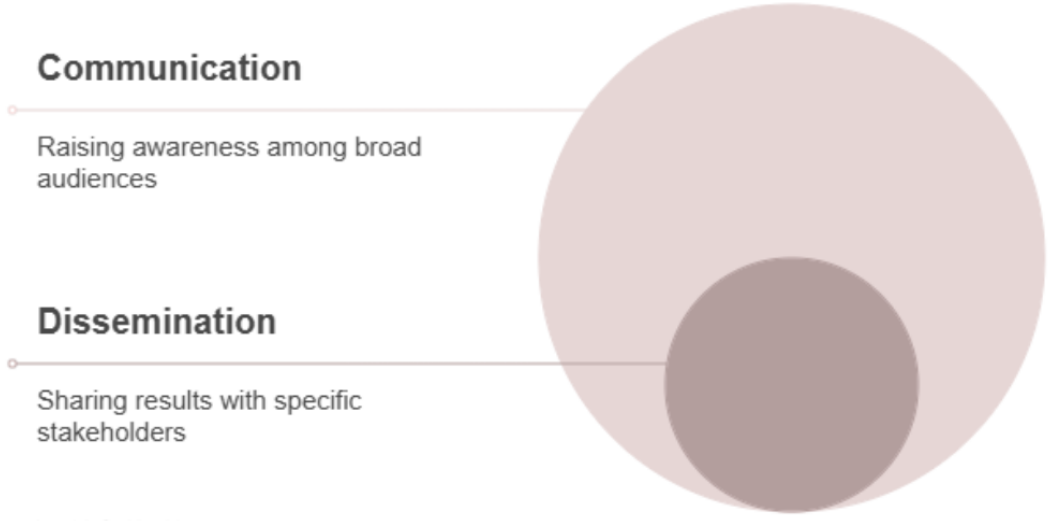


Figure 1 Difference between Communication with Dissemination

The C&D strategy aims to ensure these actions are directly aligned with the overall goals of the THESEUS project, as well as with interrelated objectives that stem from the other Work Packages (WPs). The **main goal** of this strategy is to achieve **high visibility** of the project to its stakeholders and ensure widespread dissemination of **THESEUS produced results** to all target audiences. This is done in order to effectively **engage** these audiences and receive their valuable feedback. Breaking down the THESEUS C&D strategy consists of **seven main** elements, namely: *Objectives; Target Audience; Channels and Tools; Content and Key Messages; Rules, Procedures and Obligations; Metrics and Targets, and Roadmap of activities.*

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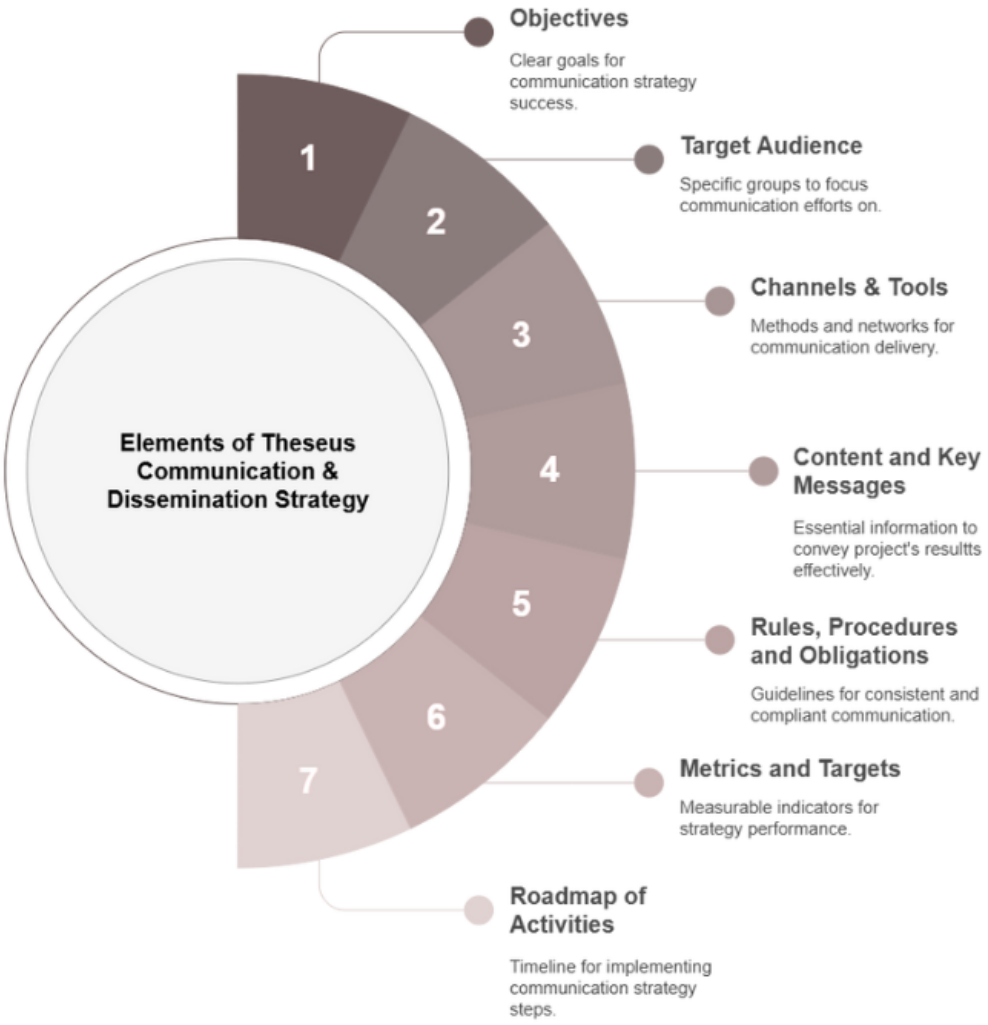


Figure 2 Theseus C&D Strategy

This strategy applies project-wide to all Work Packages *(WPs)* and therefore, **all THESEUS partners** must ensure their C&D activities *(e.g., organizing outreach events, participating in third-party events, authoring scientific publications)* align with this strategy. As required by the **Grant Agreement** *(GA)*, all WPs must present their findings promptly and in accordance with intellectual property rights. This contribution is vital for building a positive project reputation and facilitating the exploitation of results.

Therefore, the foundation for **planning** effective communication and dissemination activities involves **answering the key questions** addressed within this strategy: **a)** Why? (Rationale), **b)** What? (Content), **c)** How? (Methods/Channels), **d)** Who? (Responsibility), **e)** When? (Timeline), **f)** To Whom? (Target Audience), and **g)** Where? (Location).

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Table 3 Template for planning effective C &D Actions

Questions	Description
Why? *(Rationale)*	***[Reasons for dissemination]***
What? *(Content)*	***[Information to be disseminated]***
How? *(Methods, Tools & Channels)*	***[Tools and channels to be used***]
Who? *(Responsibility)*	***[Theseus partner/s]***
When? *(Timeline)*	***[Time: day, month, year]***
To Whom? *(Target audience)*	***[Categories of audience]***
Where? *(Location)*	***[Place or platform for online activity]***

The **seven core elements** of the THESEUS C&D Strategy function as a **practical framework** for planning, designed to systematically answer the key questions essential for any successful communication or dissemination activity. Understanding the **Objectives** element clarifies the fundamental ***'Why?'*** or purpose. Identifying the **Target Audience** directly answers ***'To Whom?'*** the efforts should be focused. The strategy then guides the operational aspects: **Content and Key Messages** determine ***'What?'*** to share, **Channels and Tools** define ***'How?'*** and ***'Where?'*** to share it, and the **Roadmap** dictates ***'When?'*. Responsibilities** ***('Who?')*** are outlined in the **Rules, Procedures, and Obligations**. This structured approach, complemented by the **Metrics and Targets** for **evaluation**, ensures that planning is thorough and aligned with strategic goals.

The following sub sections provide an in-depth analysis of each element of the strategy.

2.1 Objectives

Dissemination communication and exploitation strategy for Theseus is designed in such a way that project outcomes can be effectively brought to all relevant stakeholders with understanding as well as usability. The **key objectives** are:

- **To raise awareness and visibility of Theseus as a pioneering Hubs4Circularity (H4C) initiative in Greece and across Europe:** With a robust digital footprint including a dedicated project website, social media channels, and multimedia outputs, the project will disseminate its aims and achievements to a broad audience. The project's audience will include policymakers, industry and academia, and the general public; thus, Theseus will establish itself as a point of reference for projects in the area of I-US and circular economic projects.
- **To engage stakeholders and foster collaboration**: Theseus will identify different engagement strategies for the main stakeholder groups, which are municipalities, industries, researchers,

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policymakers, and citizens. Workshops, training sessions, and webinars will be held to enable knowledge transfer. In this context, interactive forums will create opportunities for discussion, including Stack Overflow Q&As and open-source contributions on GitHub and Bitbucket. The project will actively participate in policy discussions and debate hubs in Europe on the topics of sustainability and industrial-urban symbiosis, with the aim of ensuring that insights and findings contribute to public debates on climate neutrality and resource efficiency.

- **To facilitate knowledge transfer and scientific dissemination:** Theseus will help advance science to excellence by publishing research findings in peer-reviewed journals and presenting at major conferences. To further advance visibility and accessibility of project material, the project will contribute to technical blogs and expert forums to share methodologies and results among academic and industry communities. Open access publications and deposit in repositories will be a priority to ensure that Theseus' knowledge and innovations are broadly accessible and reusable to researchers, practitioners, and policymakers.

Key performance indicators *(KPIs)* will be used to quantify engagement, dissemination and effectiveness of transfer of knowledge. Theseus will continuously evaluate the performance of C&D channels, to adjust its approach to ensure maximum relevance and impact. Feedback from stakeholders will also be collected constantly and analysed over time, to improve and enhance Theseus' dissemination and communications activities.

2.2 Target Audience

Table 4 Identified target groups for Theseus

Target Groups	Description
Industries associated with P4P partnership	- Companies involved in I-US, circular economy, waste management, water treatment, renewable energy, and sustainable infrastructure development. - SMEs and startups working on innovative environmental technologies and digital solutions. - Large enterprises seeking sustainability transformation and compliance with EU regulations.
Local communities-citizens, general public *(especially in Greece, Sweden, Norway and EU)*	Residents in industrial and urban areas affected by Theseus activities.
Local and regional administration	- Municipal and regional authorities beyond Greece, Sweden, and Norway, particularly those in EU member states aiming to implement Hubs4Circularity (H4C) models. - Urban planners and local development agencies focusing on sustainable city planning and resource efficiency.

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Policy makers *(national and EU)*	- EU-level policymakers shaping industrial symbiosis, circular economy, and sustainability frameworks. - National ministries and regulatory bodies responsible for environmental policies, waste management, and industrial development. - International organizations such as the United Nations, OECD, and World Bank supporting sustainable development and climate action.
Partnerships, Associations, NGOs	Working with circularity, environment, human health, etc. *(e.g. European and National standardization bodies, Ellen McArthur Foundation, European Public Health Alliance)*
Scientific and academic community	- Research institutions working on industrial symbiosis, circular economy, digital twins, and smart cities. - Universities and academic networks focused on environmental sciences, engineering, urban planning, and policy studies. - Open science initiatives and collaborative research projects related to sustainability, waste valorization, and industrial transformation.
Media	- Journalists and media outlets covering sustainability, industrial transitions, and climate action. - Science communication platforms, podcasts, and digital content creators focused on environmental and technological advancements.
Financial & Investment Sector	- Banks, venture capital firms, and investors interested in funding sustainable infrastructure and industrial transformation projects. - EU funding bodies, innovation programs, and sustainability-focused accelerators supporting projects like Theseus.

2.3 Methods, Tools and Channels

Setting the stage for the analysis of methods, tools and channels that will be utilized in C & D strategy, it is imperative to start with the methods to be employed within this framework. A **method** is defined as a systematic procedure for accomplishing a task, it constitutes the process for attaining predetermined objectives. Such processes are composed of a mix of **tools** and **channels.**

The **methods** to be utilized by the Theseus consortium encompass:

- **Scientific publications**, including conference proceedings and peer-reviewed journals.
- **Direct engagement activities**, comprising both **physical and virtual interactions** such as conferences, workshops, webinars, meetings, fora, and other events.
- **Online based activities,** which include activities via the project's website, social media, e-newsletters distribution via email, other email campaigns such as Call-To-Action (CTA) ,
- **Press-related** activities, namely the issuance of **press releases** for major announcements of the project actions, participation in TV or radio interviews, and publication of articles *(not peer reviewed)* in press outlets, including online media.

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- **Direct distribution** of promotional materials via QR scans and printed ones, such as flyers, during events, meetings, workshops, and similar engagements.
- Establishment of **collaborations** *(liaisons)* with similar projects, clusters, initiatives, and organizations.

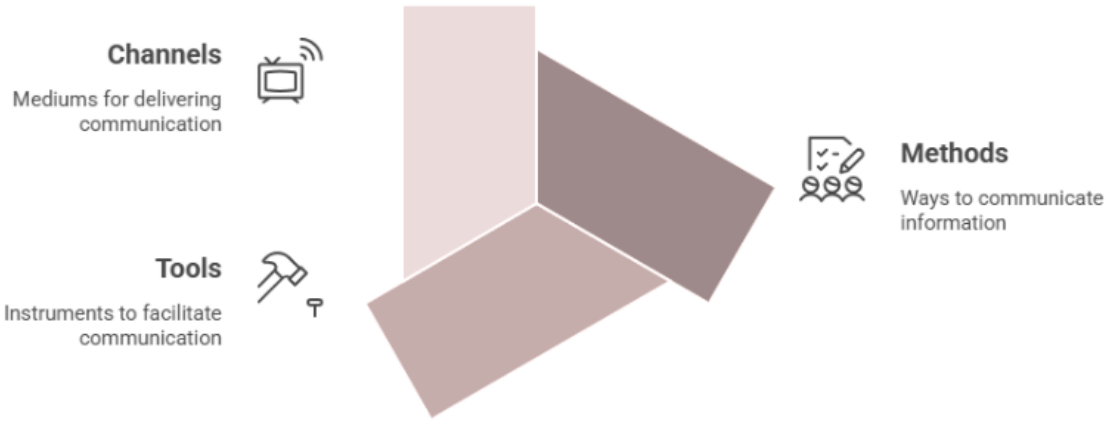


Figure 3 C&D Strategy Mix

Proceeding with the analysis, a "***tool***" is an instrument utilized in the execution of an operation. In the context of the Theseus project, the following tools will be harnessed:

- Periodic **e-newsletter issues**, to be published throughout the project's lifecycle.
- **Policy briefs** will be prepared by the consortium to communicate its research findings and potential new practices that would leverage current societal practices aiming to positively influence policymakers at local and EU level.
- **Promotional materials** such as flyers both in digital and printable format, intended for distribution at all relevant events and face-to-face meetings with stakeholders. The distribution of materials will be mainly online via scanning a dedicated **QR code** that would redirect the user to the digital version. However, it is foreseen a short volume of printed copies to be available when needed. Additionally, a roll up banner version has been created for utilization during Theseus outreach activities. It is noteworthy that digital versions of these promotional materials are, or will be, accessible via the Theseus website.
- **Press releases** designed to announce the most significant achievements of the consortium to the target audience as well as to the general public. All press releases will be published in English and, where deemed necessary, will be translated into partners' respective languages to achieve maximum visibility.
- **Theseus project presentations** at all types of events, aimed at communicating project results and increasing its visibility among the target audience. Public presentations containing non-confidential information will be made available on the project's website.
- **Videos and podcasts**: Audio-visual material will be produced during the project's implementation phase with the objective of promoting the project and communicating its results.

A "***channel***" is defined as a pathway through which information can be conveyed to multiple recipients. To achieve effective outreach to identified key stakeholders, a variety of channels will be employed by Theseus

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partners, taking into careful consideration the specific characteristics and needs of each group. A non-exhaustive list detailing the channels incorporated within the Theseus C&D strategy follows:

- The Theseus **project website**.
- Theseus's **social media platforms** *(LinkedIn, X, Facebook)* and YouTube channel.
- **Workshops, webinars, conferences, exhibitions**, **foras,** and other pertinent events.
- **Journals, conference papers** and **scientific magazine**s.
- **Communication synergies** with similar EU funded projects
- **Partners' institutional websites, social media channels**, and other established networks.
- **Mass media outlets.**

Overall, the Theseus project partners' presentations and participation at third-party events *(for instance, conferences, exhibitions, webinars, and similar forums)*, in parallel with the organization of dedicated Theseus events, ensure high public visibility, foster engagement with target audiences, and attract the attention of the press and media. Concurrently with scientific publications, the aforementioned activities are instrumental in promoting the exploitation and uptake of the project results.

2.4 Key Messages & Online Content

A cornerstone of Theseus C&D strategy involves the careful crafting and delivery of tailored key messages to the project's target audience. Compelling content is essential, not only for initial audience engagement but also for cultivating their sustained interest. Crucially, in today's project landscape, online activities play a significant role in amplifying these efforts, serving as a foundation for numerous engaging interactions with stakeholders. Through well-defined key messages disseminated via strategic online channels, Theseus consortium intends to foster a growing base of stakeholders who are actively interested in and supportive of the project's progress and results.

2.4.1 Key Messages

The Theseus project is set to deliver real and measurable improvements across environmental sustainability, economic resilience, technology innovation, and social welfare. Such impacts align with the long-term project vision and the European climate and sustainability goals.

The project's success depends on close cooperation between **public** and **private stakeholders**. Theseus actively works with industries, to promote the adoption of circular business models, municipalities and local governments to mainstream urban planning for sustainable waste management practices, academia and research institutions to develop and experiment with innovative solutions, and citizens and local communities to enable sustainable consumption and participation in circular economy schemes.

The C&D activities for the Theseus project are guided by a shared set of key messages that articulate the project vision, societal relevance, innovation potential, and expected impact.

1. **Circularity at the Core:** Theseus makes possible a systematic shift towards a circular economy via industrial symbiosis, urban metabolism optimisation, and innovative waste valorisation practices. The project demonstrates that the end is not waste, but a source of precious material for the materials, goods, and value chains of tomorrow.

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2. **Innovation-Driven Solutions:** Theseus fosters new technologies such as AI sorting, embedding intelligent materials, and circular design principles for products. These developments will enable industrial transformation toward more efficient and sustainable means of making things.
3. **Tangible Local and European Impact:** The project is expected to deliver measurable environmental, economic, and social benefits, including increased recycling levels, reduced GHG emissions, job creation in the region, and urban resilience.
4. **Policy and Governance Support:** Theseus will support the implementation of EU Green Deal targets, the Circular Economy Action Plan, and national waste management plans, providing actionable recommendations and evidence that support evidence-based policymaking and regional growth.
5. **Education, Awareness, and Behavioural Change:** Theseus promotes a culture of sustainability by raising awareness about the importance of circular practices. Educational materials, campaigns, and events will foster behavioural shifts toward responsible consumption and waste reduction.

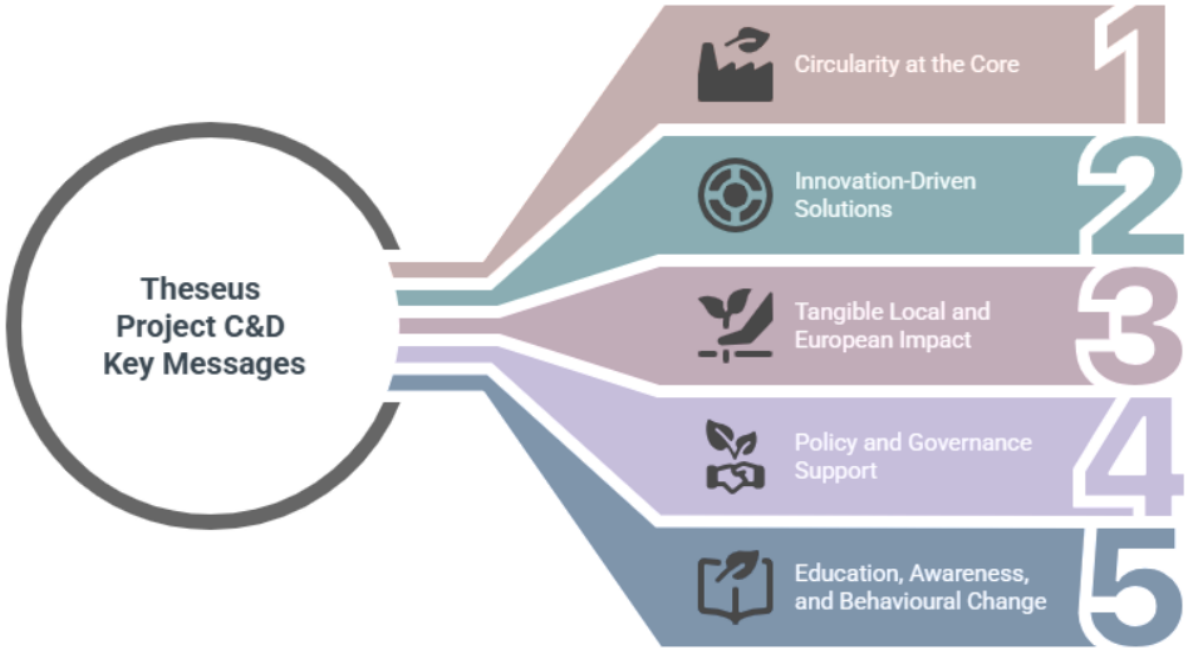


Figure 4 Key messages of Theseus

2.4.2 Online Content

Effective communication is vital for clearly and accurately explaining the project's goals and expected impact to a wide range of audiences. This involves using content that is easy to access and understand, which helps to broaden the project's community and encourage stakeholders to actively participate. Successful dissemination also relies on carefully choosing the right content, especially when sharing project outcomes. This strategic approach aims to build collaborative relationships, develop strong networks, improve the project's reputation, increase its visibility, and ultimately ensure that the project's achievements are adopted and used long-term. It's important to utilize engaging visual elements and maintain a consistent, accessible tone across all online platforms, adapting the format and length of content to suit each specific channel.

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To effectively support both these crucial communication and dissemination objectives, the following table offers Theseus partners guidelines and recommendations regarding the essential information to incorporate within their content for social media posts, news items to be posted and /or promoted on various channels and networks. It also clarifies the primary purpose of each activity, distinguishing between those focused on broader communication and stakeholder engagement and those specifically aimed at disseminating project results for wider adoption and impact. Where relevant, content should include clear calls to action to encourage further engagement.

Table 5 Guidelines for Theseus Online content & Categorization

Activity	Content to be shared	Category
Theseus scientific publications	Short description of the publication based on the abstract along with the proper citation and links (*if available).*	**Dissemination**
Partners' presentations to events	Short summary of the presentation and its title, presenters name, name of the event and date, photos taken and if available link to the PowerPoint related file	**Dissemination mainly.** When the presentation does not include any Theseus results it can be considered as a communication activity for promoting the project and its objectives.
Partners' participation in third party events	Short summary of the event and Theseus partner activity during the event. Also, name of the event and date, and if available its link. Photos from the events.	Mainly **communication** activity. When knowledge transfer is achieved and Theseus results are discussed with a selected audience then it is considered as dissemination activity.
Theseus outreach events	Short summary of the Theseus event, the responsible partner that organized the event. Also, the name of the event and date, and its link/s. Photos from the event.	**Communication** and **Dissemination** activity. It depends upon the goal of the event.
Promotional Material	Description of the project, its objectives and pilots. Related information can be extracted from the material and link to the digital version can be included. Appealing visual elements from the material can be extracted.	**Communication activity.** In a more mature phase of the project when materials dedicated to results will be available, the extracted content to be included can be considered as dissemination.
Public Deliverables	Publishable summary of the deliverable can be used with some modifications in length for achieving the maximum reach to audiences. Proper citation and related to link to be included	**Dissemination**

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Blog Posts	Blog posts written by Theseus partners describing their work in the project along with authorship and related link/s.	**Dissemination**
Newsletters	Summary of key project's updates, achievements from different WPs, upcoming project's outreach events, calls for participation and link of the newsletter issue along with the Theseus website. Appealing visual elements from the newsletter can be used where appropriate.	Communication and Dissemination activity. Enhance the project's visibility by sharing updates on activities. Additionally, it informs subscribers about work performed by the consortium, key results achieved, and lessons learned *(if available)*.
References / interviews in media	Summary of the article / interview, the name of the media, the day it was published, link to the online version *(if available) ,* the name of the project partner was interviewed. Screenshot may also be included as a visual.	**Communication** and **Dissemination**. It serves both categories in communication; it raises awareness and enhances its visibility. While in dissemination shares project results, novel knowledge, and lessons learned for wider adoption and impact.
Established synergies with EU project	Short description of the project collaborated with, link from its website and / or social media, common actions made with Theseus *(if available).*	**Dissemination**

2.5 Rules, Procedures and Obligations

According to the contractual obligations of the consortium, partners are required to follow certain rules when publicising work related to the Theseus. In addition, procedures for dissemination of the Theseus project results have been developed according to the direction enclosed in Annex 5 of the GA, related to Article 17.

2.5.1 Dissemination Obligations & Rules

Table 6 Dissemination Obligations & Rules

Topic	Obligations & Rules
Language	British English will be used within the Theseus project as a rule for spelling consistency. For further information and guidance, the European Commission's (EC) English Style Guide for authors and translators is recommended.[1]

[1] English Style Guide. A handbook for authors and translators in the European Commission. (14 November 2023). Brussels: European Union

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Disclaimer	According to **Article 17.3** of the GA, any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them."* The disclaimer is an obligation that all partners have to comply with when making any kind of communication and dissemination activity either individually or jointly with other partners of the consortium.
EU emblem	Article **17.2 Visibility — European flag and funding statement** states the obligation to feature the EU emblem in any communication and /or dissemination activity of the project as it is the funding authority of the project. Moreover, the rules and instructions of featuring the EU emblem are also enclosed. Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action *(including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.)*, dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag *(emblem)* and funding statement *(translated into local languages, where appropriate)*: Funded by the European Union The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos *(e.g. of beneficiaries or sponsors),* the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.
Publications	All Theseus scientific publications must mention the following text which includes the grant agreement number and the disclaimer. *"This work is a part of the Theseus project (Grant Agreement No 101178059) funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union*

	or HADEA. Neither the European Union nor the granting authority can be held responsible for them.'
Major Media Impact	The consortium has the obligation before engaging in a communication or dissemination activity expected to have a **major media impact**, the beneficiaries must inform the granting authority, according to article **17.1 Communication — Dissemination — Promoting the action.**

Regarding the **EU Emblem**, few key rules are further included below as provided by the official EU guidelines' document entitled **THE USE OF THE EU EMBLEM IN HE CONTEXT OF EU PROGRAMMES 021-2027** and are:

- The EU emblem including the funding statement is ready to be used and can be **downloaded** in all **EU languages** from the official website.
- The EU emblem is the single-most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. No other visual identity or logo can be used to highlight EU support. The EU emblem should not be modified or merged with other graphic elements or texts. If other logos are displayed in addition to the Union emblem, the Union emblem should have at least the same size as the biggest of the other logos[2].
- The statement '*Funded by the European Union*' or '*Co-funded by the European Union*' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The font size used should be proportionate to the size of the emblem.
- It is not recommended to use a bilingual version when the EU emblem is small. The minimum height of the EU emblem for this specific version must be 2 cm.
- The minimum height of the EU emblem must be 1 cm.

All available guidelines have been also uploaded to the common online directory of Theseus, so that all partners can be directly guided for their communication efforts.

2.5.2 Dissemination Procedures

In Annex 5 of the **Grant Agreement, Article 17** clarifies the obligations of each project partner concerning the dissemination of project results. Particularly, the granting authority requires by *each* Theseus partner to disseminate its results as soon as practically feasible. This dissemination must occur in a publicly accessible format, subject to any necessary restrictions arising from the protection of intellectual property. However, to ensure that the legitimate interests of other consortium partners concerning the project's results or background are not harmed, a specific notification procedure is mandated.

A beneficiary intending to disseminate its results must provide all other beneficiaries a notification of **minimum fifteen (15) days** in advance, unless an alternative timeframe has been formally agreed upon by the consortium. This notification must be accompanied by sufficient detail regarding the results intended for dissemination.

[2] https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

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Upon receipt of such notification, any other beneficiary retains the right to raise an objection within fifteen (15) days, or within an alternative agreed-upon period. Such an objection is **valid only if the objecting beneficiary can demonstrate** that its legitimate interests pertaining to the results or background would be significantly compromised by the proposed dissemination. In instances where a valid objection is raised, the dissemination of the results may not proceed unless appropriate measures are implemented to adequately safeguard the legitimate interests of the objecting beneficiary.

For facilitating the aforementioned process, the **WP11 leader** *(HRTS)* set up a dissemination procedure to be followed and respected by all project partners to serve both dissemination and exploitation of project's results. The table below explains in detail this procedure.

Table 7 Dissemination Procedures

Steps	Requested Actions to be performed by Theseus partners
Step 1	**15 calendar days** before the performance of any publication / presentation of the Theseus results, the *project partner who wants to make the dissemination activity* ***(initiator)*** ● fills in the **Dissemination Request Template** *(see Annex III),* and ● sends via email to the **WP11 leader** *(HSRT)* **this** request with the completed template attached.
Step 2	**WP11 leader** *(HSRT)* within **2 calendar days** after receiving the initiator's request notifies the Theseus partners via email keeping in copy *(in cc)* the Project Coordinator *(ICCS).*
Step 3	- **Objection:** In case any project partner has **any kind objection** regarding this activity should reply via email within **5 calendar days** to the **WP11 leader** *(HSRT)*, the **initiator** and the **Project Coordinator** *(ICCS)* explaining the reasons for the objection. - **No response / Approval:** In case of **no response** received within **5 calendar days** of the received notification, it will be considered as an approval.
Step 4	**WP11 leader** *(HSRT)* informs the initiator: - **Approval** *(or no response received by partners):* The initiator may proceed to the dissemination activity that requested. - **Objection / conflict:** Any consortium member and / or Project Coordinator, can object to the proposed dissemination activity, for example **in cases of overlaps or risk of disclosure of confidential information.** The objection has to include a **clear reasoning** as well as a **precise request for necessary modifications**. The objection is discussed among the Project Coordinator, the WP11 Leader and the involved partners.
Step 5	**10 days after** the realization of the dissemination activity requested, the **initiator**

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- **Uploads** the submitted version of the **abstract** *(scientific publication),* **presentation** *(PowerPoint file)*, **poster**, or **other presented material** at the the project online collaboration tool i.e. teams, in the dedicated folder;

- **Uploads photos** from the activity, if relevant, in the same folder *(in a "photos" sub-folder);*

- **Fills in the dissemination-activities** report

- Informs via email the WP11 leader.

The WP11 leader records all dissemination activities performed in the project, for reporting purposes, and also for populating the website with the related presentation, poster and / or paper *(if available in public).*

2.6 Metrics and Targets

The current subsection gives an overview of the **Key Performance Indicators** (KPIs) as foreseen in the GA for the **communication** *(see 2.7.1)* and **dissemination** *(see 2.7.2)* activities of the consortium. This framework summarises the planned actions to be carried out throughout the Theseus lifecycle and the targets that have been set as a verification of success.

2.6.1 Targeted Performance for Communication Activities

Table 8 KPIs of Communication activities

Communication KPIs	Targeted performance
Project Website	- Online by: M04; - Unique Visitors from M12: > 1,500; - Unique Visitors from M48: > 6,500
Social Media	- Size of online community (by M48): >5,000; - No. of impressions (monthly average) :>500
e-Newsletters and e-mail Campaigns	- e-Newsletters contributed/released: 8; - Total Mailing List Contact Points: >2,000
Policy Fora and Debate Hubs	- No. of Fora and Hubs to interact: >7; - Contributions to Policy Fora/Debate Hubs: >15
Blogs	- Unique Publications/Contributions to Blogs: >15; - Different Blogs to Post: >8

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Printed Material	- No. of QR - scans per material *(i.e., brochures, flyers, posters, etc.):* >1500; - Roll-up Banners: >6
Multimedia	- No. of short videos and interviews produced in total: 7; - No. of views: >5,000

2.6.2 Targeted Performance for Dissemination Activities

Table 9 KPIs of Dissemination activities

Dissemination KPIs	Targeted performance
Publishing in Peer-reviewed Journals	> 15
Presenting in Scientific Conferences	> 20
Publishing Technical Publications	> 25
Participation in Industrial Exhibitions with Booths	> 9
Publicly Available Deliverables	> 15
Source code	publish to >2 different repositories
No. of Scientific Conversations to Participate/Contribute	> 20
Technical Workshops	> 10
Online Training Tutorials	> 8
Webinars	> 12
Symposiums/Fairs to Participate	> 9
Banners in each event	> 3
Procures to be distributed	> 300
Standards Contribution (new or revised)	≥ 3
Policy Briefs	> 2
On-site Demonstrations	=5

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2.7 Roadmap of Activities in Project Phases

This chapter outlines a preliminary and indicative roadmap of suggested C&D activities, structured across the three distinct phases of the THESEUS project to align with its evolving progress and the maturity of its results. The THESEUS C&D strategy adopts an agile and flexible approach, relying on regular reviews and revisions within WP11 to ensure responsiveness. This phase-oriented implementation includes:

1. **Activation phase** *(M1-M6)*: This phase is dedicated to the formulation of an initial DEC plan *(deliverables D11.1 and D11.7)* to produce preliminary awareness for relevant sectors and markets. The consortium will create a common project identity and raise interest for the expected results, through the preparation and distribution of customized dissemination and communication material and the project's website promotion. The T11.1 Leader (HSRT) will also prepare an indicative plan of communication activities as well as a set of indicative public events, workshops and training sessions that could be organized during the next phase of the DEC plan. In favour of securing the coordinated and successful engagement of key stakeholders, a preliminary exploitation plan will be established (D11.7).
2. **Execution phase** *(M7-M32)*: This phase focuses on disseminating, communicating, and exploiting the produced outcomes to key stakeholders, with a particular focus on end users. The consortium will establish targeted awareness campaigns, disseminate the key exploitable results as delivered and investigate the exploitation opportunities of each partner through dedicated training sessions, and tools such as surveys, and interviews.
3. **Final phase** *(M33-M60 and beyond):* In this phase the consortium will focus on promoting the final key exploitable results and developed business models, with the purpose of establishing the necessary prerequisites for broader replication, further engagement of new end-users and reaching out to wider target audiences. Additionally, a feasible go-to-market strategy will be formulated to ensure that the promotion of exploitable results is maintained after the end of the project.

2.7.1 Activation Phase (M1 - M6)

In the Activation Phase of THESEUS (M1-M6), the primary focus is to establish the project's identity as the foundation for early awareness, external communications, and stakeholder engagement. Key activities undertaken during this period are summarized below.

Table 10 Activities conducted in the Activation Phase of Theseus.

Activity	Description
Project Branding	- Development of project logo and visual identity - Launch the project website (by M4) with core information - Social media accounts set and initial outreach.
Preliminary C&D Materials	- Design of initial flyers and roll-up banners. - Publish at least 2 blog posts introducing the project.

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Event Planning & Networking	Identification of potential relevant scientific conferences, industrial exhibitions, and policy forums for engagement.

The completion of the Activation phase (M6) comes with the completion of this initial version of the C&D Plan for Theseus. Consequently, the Theseus consortium enters the Execution Phase (M7-M32), during which all relevant C&D activities will intensify.

The next phase will focus on further engagement with external stakeholders, through webinars, training sessions, workshops, especially around the five pilots of Theseus. Scientific publications and technical reports as blog contributions will also begin. Additionally, the project will further grow its online presence through impactful content for social media, issuing also the first issue of the biannual e-Newsletter.

All C&D activities will be closely monitored through the KPIs and C&D tracking logs maintained in coordination with all partners. The C&D plan will also be continuously aligned with exploitation planning under Task 11.3 and stakeholder engagement activities under Task 11.6, to ensure coherence across all external-facing initiatives. Finally, preparations will begin for the submission of Deliverable D11.2, which will document mid-term progress, assess impact, and refine the strategy to reflect project developments and stakeholder feedback.

2.7.2 Execution Phase (M7 - M32)

During the **Execution Phase** of the project the goal is to disseminate key results, engage with stakeholders, and start maximizing impact.

Table 11 Indicative activities to take place in the Execution phase of Theseus.

Activity	Description
Active Online Communication	- Monthly social media presence (target: >500 impressions per month). - Grow the online community *(target: >5,000 followers across platforms by M48).* - Biyearly newsletters *(at least 8 over the project).* - At least 15 blog articles on sustainability, circular economy, and Theseus innovations.
Scientific and Technical Dissemination	- Publishing >15 peer-reviewed journal articles on project results. - Presentation >20 times at scientific conferences. - Release of >25 technical publications on methodologies, innovations, and pilot outcomes. - Contribution to >3 new or revised standards to enhance industry alignment.
Stakeholder Engagement and Training	- Hosting of >10 technical workshops to share knowledge with industry partners. - Organisation of >12 webinars covering different aspects of the project. - Creation of >8 online training tutorials.

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	- Participation in >20 policy debates and industrial conversations to advocate for regulatory change.
Pilot Demonstrations and Industry Collaboration	- Conduct **5 on-site demonstrations** showcasing circular economy solutions. - Engage with at least **7 policy fora and debate hubs** to push Theseus' findings into policy discussions. - Maintain active participation in **9+ industrial exhibitions with booths** to reach commercial stakeholders.
Innovative Outreach Methods	- Deploy **QR codes on printed materials** (target: >1,500 scans). - Produce **7 short videos and interviews** showcasing project insights. - Aim for **>5,000 video views** to ensure public engagement.

The activities presented in Table 11 are an indicative planning of actions. If there are any targets not reached in the Execution Phase, they will be covered and reached within the Final Phase of the project.

2.7.3 Final Phase (M33 - M60 and beyond)

In the **Final Phase** of Theseus, the objectives are to solidify impact, drive exploitation, and prepare for long-term sustainability.

Table 12 Indicative activities to take place in the Final phase of Theseus.

Activity	Description
Final Dissemination of Key Results	● Any final reports, white papers, and policy briefs ● A final symposium with key stakeholders and policymakers. ● Maximized media coverage through interviews, articles, and expert panels.
Long-Term Community Building	● Project website active 3 years beyond the project's lifetime. ● Transition project insights into open-access repositories and public knowledge platforms. ● Support the continued use of Theseus methodologies in future EU projects and national initiatives.

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3 . Communication & Dissemination Plan

The current chapter outlines the **framework of C&D actions** designed to effectively reach and engage key stakeholders, raise awareness about the project's objectives and progress, and overall ensure the wide adaptation of its results with equal importance exploitation ones. The **interconnected nature** of communication and dissemination efforts, where the categorization of an activity often relies upon the specific information being conveyed and the target audience may sometimes cause confusion.

Towards that, the **sections 3.1** and **3.2** give a **clear distinction** amongst **communication** and **dissemination** tools and channels employed by the THESEUS consortium. The section **3.1** "T*heseus Communication Plan & Actions*" details the strategies and activities aimed at establishing a strong project identity through its logo and visual identity, maintaining a central online presence via the project website, engaging stakeholders through dedicated social media channels, and timely conveying updates through newsletters and email campaigns. Furthermore, this section outlines the role of promotional materials and multimedia content, such as videos and podcasts, in effectively delivering the project's message to diverse audiences.

In section **3.2** "*Theseus Dissemination Plan & Actions"* an in-depth analysis is provided regarding the activities specifically designed to share the project's scientific findings, technological advancements, and policy recommendations with relevant communities and stakeholders. This includes routes for scientific publications, engaging with press and mass media, and the creation of policy briefs that will signal actual impact. Additionally, **3.2** indicates the organization of THESEUS outreach events and the active participation in third-party events, both of which are crucial for knowledge transfer and stakeholder engagement. The importance of establishing synergies with other relevant EU-funded projects is explained and existing European Commission tools and services are listed aiming to amplify the project's reach and impact.

Concluding, **chapter 3** serves as a **comprehensive guide** to the multifaceted C&D strategy of the THESEUS project by outlining the interconnected tools, channels, and planned actions. It aims to provide a clear understanding of how the project will effectively communicate its progress and disseminate its valuable outcomes to ensure its lasting contribution to environmental sustainability, economic resilience, technology innovation, and social welfare in alignment with European climate and sustainability goals.

3.1 Theseus Communication Plan & Actions

This subsection outlines the key communication actions to be performed by the THESEUS consortium to build awareness and engage stakeholders. It details the use of the project's logo and visual identity, the function of the project website, the engagement through social media channels, and the utilization of newsletters from promoting the project’s updates. Furthermore, it describes the role of promotional materials and multimedia content in effectively conveying the project's messages.

3.1.1 Logo and Visual Identity

Theseus is presented, with reference to project logo, templates to be used, and means for external communication. The logo of the project is consisted of its name, acronym and symbol along with its typography and colour palette.

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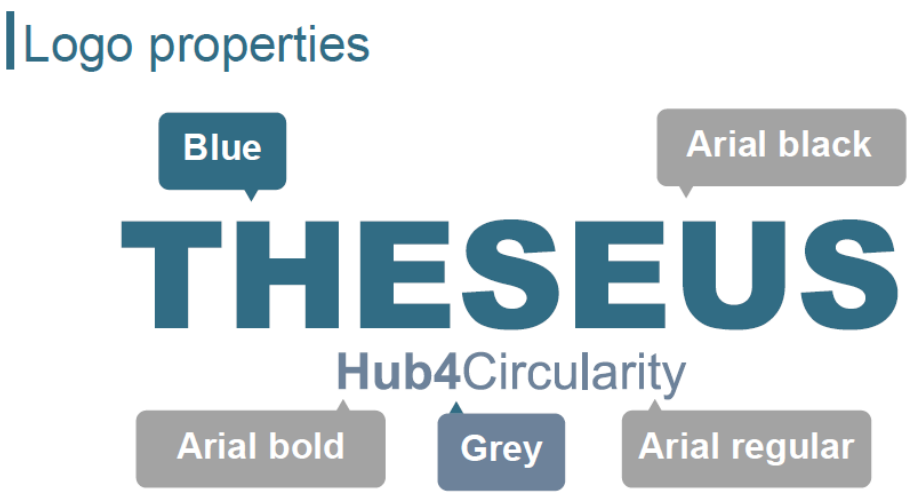


Figure 5 Logo Properties

The project's logo, for use at all its communication and dissemination material, is available in vertical and horizontal styles in different versions, as depicted in the following figures.



Figure 6 Theseus Logo versions in Vertical



Figure 7 Theseus Logo versions in Horizontal

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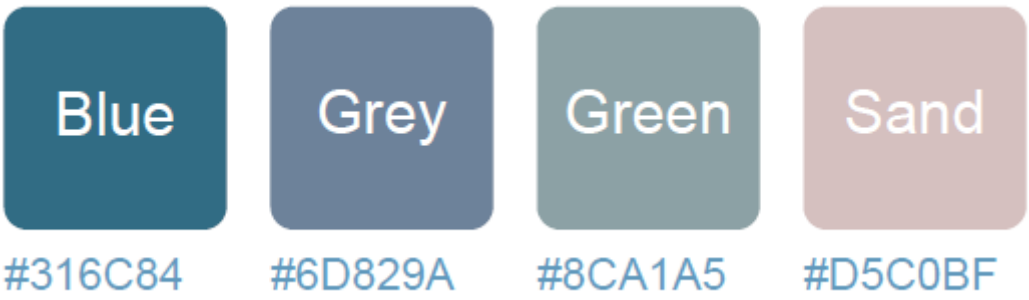


Figure 8 Colour Palette

The **visual identity** of the project is consisted of the tangible and visual elements which namely are templates *(PowerPoint, Word, Agenda)*, promotional material *(flyer, roll up banner),* online presence *(website, social media, e-newsletter)* and audio-visual materials *(video/podcasts)*. The aforementioned materials will assist in the effective communication of the project to target audience and beyond across all types of activities.

Having selected the visual identity of Theseus, **templates** for deliverables and presentations have been created, as well as for meeting agendas and meeting minutes, by HSRT. All templates have been shared with the partners and have also been uploaded to the online common project directory, as created by the Project Coordinator. These templates will be used by all consortium partners throughout the project's lifecycle for meetings, presentations, documentation, and reporting.

3.1.2 Website

The THESEUS website serves as the central online channel of the project, ensuring a strong digital presence and offering comprehensive resources for all stakeholders. It will operate throughout the project's duration and for an additional three years post-closure, guaranteeing sustained accessibility to information and outputs for a broad audience. In **M4**, T11.1 leader (HSRT) delivered the official website and it was shared amongst the consortium partners for promoting it to their network. The domain name of Theseus website is www.theseus-h4c.eu. The website will be maintained and constantly updated by HSRT with the support of all project partners as the project progresses.

The Theseus website has the following sections:

- **Home**: General information and overview of Theseus
- **About:**
  - At a glance: Theseus in a nutshell, the project's vision, and specific objectives
  - Our partners: Information about the Theseus Consortium
- **Methodology**: The distinct phases of the project's developments presented, information about the concept and the approach to be followed, and work packages in terms of objectives and key activities.
- **Use Cases**: Compact information about the five different pilots of Theseus
- **Synergies**: Collaborations with other projects
  - Sister projects: Information about the official sister project of Theseus, United Circles.
- **News & Events**: List of past and upcoming events, as well as any related news of the project's advancements.

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- **Contact us**: Contact details of the project coordinator, project manager, as well as communication manager, along with a form to be filled out.

Annex I includes screenshots of the website, providing the reader a sneak peek of all its sections. It should be noted that the Theseus website will be further enriched with content and the category sections will be modified according to the project's needs.

The website is foreseen to host:

- All open access publications and public deliverables of the project.
- Educational or training material & webinars developed throughout the project.
- Communication materials.
- Pictures and videos *(if available)* taken at all events.
- News articles, publications *(scientific and non-scientific),* and press releases.
- Videos created for promotional reasons.

Lastly, all potential information that would be collected via the website, such as newsletter subscribers' emails will be treated in accordance with the General Data Protection Regulation *(GDPR)*.

3.1.3 Social Media

Theseus' social media accounts were created by **T11.1 leader** *(HSRT)* at the project's beginning to engage stakeholders and share developments, news, and major announcements throughout its lifecycle. The following tables provide detailed information about each social media channel used for its communication and dissemination actions.

Table 13 Overview of Theseus Social Media

	Linkedin	X	Facebook	YouTube
Set Up *(Launch)*	M1	M1	M1	M1
URL	www.linkedin.com/company/theseush4c	https://x.com/TheseusH4C	www.facebook.com/theseus.hub.4.circularity.eu	www.youtube.com/@TheseusH4C
Type	Page	Account	Page	Channel
Tag	@Theseus Hub4Circularity	@Theseus Hub4C	@Theseus Hub4Circularity	@TheseusH4C
Followers / Likes in M6	**473 Followers**	**26 Followers**	**55 Followers / 38 Likes**	**14 Subscribers**

It should be stressed that any new terms of service of the social media platforms utilised so far for the project and / or any rhetoric that does not comply with European Union's values, will be carefully examined amongst the consortium and the project coordination. If needed, alternatives will be considered and anonymous decisions within the consortium shall be made.

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3.1.4 Newsletter & email Campaigns

An e-newsletter is a regularly distributed email which is used to share updates, news, and information on a topic and it is addressed to a specific audience. Particularly, in EU funded projects, it serves as a communication tool to make major announcements, disseminate project developments, results, news, project events, and also to provide relevant resources to stakeholders, partners, and the general public. The e-newsletters and email campaigns contribute in maintaining engagement, build awareness, and ensure transparency throughout the project lifecycle. In Theseus, the **Mailchimp** tool will be utilized for the creation of the newsletter issues. Moreover, **call-to action campaigns** will be generated when needed for the cases of the organization of projects' outreach events. It should be noted that recipients will be subscribers of the Theseus newsletter who voluntarily registered via the project's website dedicated registration form and collected data will be treated in respect to GDPR.

3.1.5 Promotional Material

Digital and printable promotional materials serve to inform target audiences about the project's research, activities, and results. Their purpose is to raise awareness and share findings with both stakeholders and the general public.

Theseus will employ a range of **promotional materials**, all designed with a distinct visual identity, to support its dissemination and communication efforts. Key materials include versatile flyers, available in both digital and printable formats, primarily intended for distribution at relevant events and stakeholder meetings. To emphasize the project's "green" aspect and maximize accessibility, distribution will predominantly occur online; a dedicated **QR code** will redirect users to digital versions of these materials. While a limited volume of printed copies will be available when strictly necessary, the focus remains on digital dissemination.

Furthering this approach, brochures, catalogues, posters, and other paper-based resources will also be primarily developed and shared in digital format, again utilizing QR codes for easy access by event attendees and interested parties. In terms of produced materials so far, in **M1** a **roll-up banner** was created for the Theseus kick off meeting and in **M6** the **project's flyer**. All digital versions of the promotional materials will be accessible through the Theseus project website, serving as a central repository.

3.1.6 Videos & Podcasts

Videos and **podcasts** play a significant role in the promotion of EU funded projects as they **boost engagement of targeted audiences** and make complex information **more accessible** and **understandable** to **diverse audiences.** These multimedia formats are powerful tools for disseminating project aims, progress, and outcomes, thereby maximizing impact and reaching a broader public beyond the immediate stakeholders. Theseus consortium will develop engaging multimedia content, including videos and podcasts, to clearly and attractively present its objectives, activities, and key achievements. This content will be disseminated mainly through YouTube and various other channels, ensuring broad visibility and a self-explanatory understanding of the project. Furthermore, a series of video interviews with scientific partners will be produced, leveraging plenary sessions and other project events. These interviews will serve a dual purpose: to gather valuable feedback, closely aligning with the Theseus capacity-building efforts, and to effectively showcase the project's main results and outcomes to a wider audience. In total, **7 videos** are foreseen to be created.

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3.2 Theseus Dissemination Plan & Actions

This section details the routes for sharing the project's key outputs and knowledge. It covers scientific publications for the research community, press releases for broader scientific and public reach, policy briefs for influencing decision-makers, outreach events for direct engagement, participation in third-party events for wider networking, and the leveraging of synergies and European Commission resources to maximize impact.

3.2.1 Scientific Publications

Scientific publications form a method where scientists are able to officially share their new discoveries and research results with each other by publishing them in scientific journals. This lets the rest of the scientific community examine if the information is accurate *(peer reviewing process).* There are different kinds of such publications such as papers in conference proceedings, scientific posters, articles in journals and so on. In brief, scientific publications present in an official manner original research, review other studies and share their viewpoints explaining new ways of applying science. It is one of the most important dissemination activities of the project where the finding of the research work to be performed throughout Theseus lifecycle shall be presented.

Additionally, Theseus aims to publish and contribute to **technical blog posts**, **articles**, **position/white papers, books**, or any other reference from technology suppliers *(bottom-up),* in addition to references linked to the application scenario domains under consideration. The **forthcoming issues** of Institute of **Environment and Development Blog** and **Spire database** of the outputs from projects of **SPIRE portfolio**[3] are excellent instances of this type of work.

Lastly, pre-selected routes for dissemination by the GA and consortium's partners suggestions are listed below:

- **Scientific Conferences and showcasing events (examples):** *World Circular Economy Forum, Eur. Conference of Waste Management (ECWM), Digital Recycling Conference for Circular Economy, Sustainability, and Waste Management (eREC), Symposium on Circular Economy and Sustainability,/, European Conference on Process Safety and Big Data, International Conference on Sustainable Solid Waste Management, Materials Science and Technology in Europe, International Conference on Waste Recycling and Management, European Regional Science Association (ERSA) Congresses*
- **Peer-Review OpenAccess Journal (preselected):** *Recycling, Waste Management & Research, Polymer, Sustainability, Waste Management, Journal of Material Cycles and Waste Management, Resources Conservation and Recycling, etc*
- **Others suggested by Theseus partners** *(specifically relevant to WP5)***:** *Journal of Cleaner Production, Cement and Concrete Composites, Construction and Building Materials, and Materials & Design.*

[3] https://www.aspire2050.eu/

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3.2.2 Press Releases and Mass Media

Press releases are a vital **communication and dissemination tool** in EU-funded projects, announcing significant developments and research findings to a wide audience that potentially would draw significant attention by society either **locally** or **nationally.** Their success lies in **attracting journalists** and media outlets such as TV / radio stations, newspapers and online press for informing the general public, relevant industries, policymakers, and other stakeholders about the project's progress and societal impact. Effective press releases contribute to the project's **credibility** and **positive reputation**, foster **public engagement**, and **demonstrate the value** and **transparency of the EU's investment.**

Within the Theseus project, **press releases** will be published **upon the needs** of the consortium in pilot activities and other major achievements. It should be stressed that **no target** has been foreseen in GA about press releases; however, it is **considered** as a tool within the C&D strategy of the project and can potentially **add value** to the consortium efforts towards publicity. In such cases **T11.1 leader** will coordinate this activity and contribution / information will be requested for provision by the partners. If needed, the press releases will be **translated in partner's language** by the respective one/s. Lastly, press releases shall have the approval of the consortium before public distribution.

3.2.3 Policy Briefs

A **policy brief** prepared for an EU-funded project serves as a concise and impactful document designed to communicate the project's key findings, recommendations, and implications to relevant policymakers, stakeholders, and the wider public. It extracts complex research or project outcomes and conveys them into an accessible format, highlighting the policy relevance and potential impact of the project's work within the European Union context. The **primary goal** is to inform policy debates, influence decision-making processes, and ultimately contribute to evidence-based policymaking in areas aligned with the project's objectives and the EU's broader strategic goals. In the Theseus project, at least **2 policy briefs** will be prepared within **Task 11.2** *"Policy recommendations and barriers"* where one will be targeting the **EU policy level** and other the **national, regional,** and **local policy levels.** When available, Theseus policy briefs will be uploaded on the project's website at a dedicated section.

3.2.4 Organization of Theseus Outreach Events

Outreach events organized by EU funded projects are activities specifically designed for attendance from organizations and individuals **outside the project's consortium** *(externals)*. By this **practice,** direct engagement of project partners and stakeholders is achieved tailored to project needs such as *training, capacity building, demonstrating developed solutions, sharing knowledge, collecting feedback, enhancing visibility and promotion, or raising policy and societal awareness*. Common formats include *presentations, speeches, workshops, panel discussions, press conferences, interviews, surveys, site visits, and video screenings.*

The importance of such events lies in their ability to increase **public visibility** and **awareness** of the research being conducted, thereby demonstrating the **value** and **societal benefit**s derived from **EU funding**. Furthermore, these outreach activities aim to **foster a two-way dialogue** with **academia, industry, policymakers**, and the **general public.** This engagement serves not only to showcase project results but also

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to gather valuable input and insights. Ultimately, outreach events play a key role in supporting the dissemination and potential exploitation of project outcomes, enhancing the reputation and collaborative networks of the involved researchers and institutions. In Theseus, several such activities have been planned which include:

- **On-site Demonstrations:** Five (5) on-site demonstrations and presentations will showcase the practical application of project results and methodologies, engaging stakeholders.
- **Workshops:** More than **ten (>10)** technical workshops will deliver collaboratively designed training activities and lifelong learning programs, actively contributing to skills development and standardization within THESEUS *(as outlined in WP10).*
- **Online Tutorials:** More than **eight (>8)** online training tutorials will provide accessible learning modules, actively contributing to skills development and standardization within THESEUS (*as outlined in WP10).*
- **Webinars**: More than **twelve (>12)** webinars will share targeted knowledge and best practices, actively contributing to skills development and standardization within THESEUS *(as outlined in WP10).*
- **Other:** If needed, additional types of outreach events will be examined by the consortium for potential organization in order to achieve THESEUS targets. This examination will occur prior to a unanimous decision by the consortium regarding their implementation. It should be stressed that any such option shall not affect the available resources foreseen in the Grant Agreement (GA) for any of the partners.

3.2.5 Participation in third party events

A cornerstone of Theseus' C&D strategy is the active participation of project partners *(either individually or jointly)* in a wide array of events organized by **third-parties** *(events organized by parties outside of the Theseus consortium)*, including workshops, conferences, webinars, exhibitions, forums, symposiums and others. This engagement serves multiple critical objectives: **broadly introducing** the Theseus project to target audiences, **facilitating vital knowledge exchange**, and **promoting the project's adoption.** A pertinent tool to be used in such cases is **PowerPoint presentations** with the official template of Theseus.

The rationale behind this type of engagement with stakeholders is to directly disseminate Theseus's innovations and impactful results, with the overarching goal of integrating these advancements into national, pan-European, and international work streams. To achieve this, the consortium will proactively identify and pursue collaborations with complementary initiatives and key stakeholders by engaging in pivotal events that foster robust knowledge sharing.

This approach explicitly includes contributing to and supporting **influential hubs** and **forums** such as the **World Economic Forum, Science Policy Forum, EIT Raw Materials Expert Forum,** European Week of Regions and Cities, European Greek Week and **GS1 linked DPP forums**. Such engagements are significant in amplifying project visibility, establishing valuable connections, and ensuring Theseus's findings resonate with relevant communities of practice and policy influencers.

To ensure comprehensive outreach and dialogue, the project's presence is planned at a minimum of **nine (9) key symposiums** and fairs, providing platforms to showcase advancements and enable direct interaction with

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industry peers and potential adopters. Furthermore, active engagement with at **least seven (7)** strategic fora and hubs is envisioned. This multi-faceted engagement strategy is crucial for maximizing Theseus's reach, impact, knowledge transfer, the effective integration of its outcomes into broader innovation and policy landscapes, and its long-term sustainability.

3.2.6 Synergies

Effective networking cultivates the establishment of strong, enduring relationships and partnerships that foster knowledge sharing, adaption of new practices that lead to reciprocal benefits. The Theseus project will actively identify and pursue collaborations and synergies with clusters and other EU funded projects relevant to its scope. The objective is to expand the project's collaborative network, enable crucial knowledge sharing, ultimately enhancing its positive standing and encouraging the widespread, long-term uptake of its solutions.

The consortium has actively worked to identify potential **clustering opportunities** with other related projects. In several cases, initial contacts were made and the developments from those interactions are reported in **chapter 4** of this deliverable while more shall be available in the forthcoming dissemination and communication deliverables, i.e. **D11.2, D11.3, D11.4**. Notable opportunities identified for synergy activities are: European Community of Practice for Hubs4Circularity, IS2H4C, HURRICANE, United Circles, CCRI Coordination and Support Office, ECOSYSTEX.

3.2.7 Other tools, services & communities provided by EC

The European Commission has created several tools, services and communities for supporting the promotion of project's results to targeted audiences depending on the information to be shared. There are tools available for open access publication, standardization, exploitation, market uptake, open science and so on. At a later stage of the Theseus project the following ones will be strategically examined for usage upon the availability of results and namely are:

- **Open Research Europe** platform for scientific publications.
- **ZENODO Community** for ensuring open access of project's results.
- **Horizon Results Booster** service for supporting the communication and dissemination actions.
- **Innovation Radar** for the support of exploitation actions.
- **CORDIS** for publishing and announcing the results developments of the project.
- **Standardization Booster** for guiding the contribution of the project to standardization bodies.

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4 . Communication & Dissemination Approach for Theseus Pilot Cases

The **Theseus project's** communication and dissemination *(C&D)* actions shall mobilize stakeholders, maximize impact, and facilitate knowledge transfer through its **five pilot cases** of strategic significance. Each pilot is specifically tailored to target one of the main fields of **industrial-urban symbiosis** (I-US) and targets local and regional stakeholders, industries, policymakers, and the broader public. The C&D approach ensures that the results and innovations developed within each pilot are disseminated widely, encouraging replication and uptake outside the project's immediate sphere. Particularly, a pilot-focused C&D approach is crucial to achieve maximum visibility, credibility, and relevance of the Theseus project outcomes. Pilots offer concrete, **location-specific examples** of how the circular solutions of the project operate in reality. With **C&D actions centred around the pilots,** the project can ensure that **intangible ideas** (*I-US, waste valorisation, urban metabolism*) are converted into **concrete, comprehensible results**.

Moreover, communication centred on the pilots **involves more people** from the **local audience.** When communication is based on local contexts - e.g., specific cities, communities, or sectors taking part in the pilot—those involved feel more included and pertinent to the project. Awareness and confidence among local stakeholders will be developed, as well as greater participation from citizens, companies, and local institutions will be eventually achieved. In addition, pilot activity sharing promotes replication and scale-up of the best practices. Understanding what and why each demonstration site succeeded will help the project create blueprints to be replicated by other regions or sectors. Pilot learning serves therefore as a reference point, encouraging broader adoption of the Theseus solutions across Europe.

Finally, pilot-based communication unlocks valuable feedback loops. Through the engagement in a dialogue with the communities and stakeholders surrounding the pilots, the project can capture insights and ideas that inform subsequent development. This participatory dimension underwrites the project's vision of co-creation and system-level change by ensuring its solutions are not only innovative, but also inclusive and responsive to real needs.

4.1 Pilot 1: Textile Symbiotic

The first pilot is focused on the collection and recycling of old clothing, primarily from RECYCOM drop-off locations *(purple containers)* in neighbourhoods, ensuring efficient sorting out of high-quality raw materials on-site, reducing contamination and enhancing the capacity for upcycling of materials. Separated out of mixed MSW in Pilot #2, textiles will also feed into the operations of this pilot. The C&D approach for the pilot is to be centred upon consumer, **municipality, and local business** awareness campaigns in order to increase participation in textile recycling. Top priority will be given to engagement with the fashion and textile industries in order to generate interest in textile circular economy solutions.

4.2 Pilot 2: Biobased Materials and Packaging Symbiotic Flows

This pilot addresses issues of combined recycled material, particularly packaging refuse, collected from Blue Bins under WATT's management. With the heterogeneity of waste material to be recycled in Greece *(paper: 28.5%, biowaste: 39.2%, plastics: 12%, glass: 4%, and textiles: 2%),* efficient separation technology assumes

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important proportions. The C&D strategy will focus on promoting best practices in sorting and recovery, with the objective of reaching **municipalities, waste management actors** or even **policymakers** to improve better waste segregation practices.

4.3 Pilot 3: Construction & Demolition Waste (CDW) and Industrial Waste Symbiotic Flows

CDW is a significant waste stream consisting of material such as concrete, bricks, metals, glass, wood, plastic, and cloth. The pilot will include collection and processing of CDW from various civil engineering works such as roads, bridges, and refurbishment. Particular emphasis will be placed on separating and recycling specific materials such as pulverized waste glass from windows and waste marble, in collaboration with AB and Thrace Marble. The C&D strategy will encompass outreach to **urban planners, construction firms,** and **regulatory bodies** via targeted marketing to promote sustainable demolition and circular construction practices. Workshops and knowledge-sharing events will highlight the environmental and economic benefits of using CDW in new building materials.

4.4 Pilot 4: Energy Symbiotic Flows

This pilot will demonstrate an innovative solar thermal energy system on a two-building block: CERTH's building and Mpodosakeio Hospital. A **1 MW solar thermal panel system** *(1600m²)* will be installed to supply heating and cooling, reducing the use of conventional energy sources. Other green energy solutions include the use of green hydrogen (H_2) for heating, in combination with the **EVELIXIA project**. The system will also examine the viability of piping the heating loop to Ptolemaida's district heating system. The approach in C&D activities to be made shall include **proactive policy advocacy with energy industry stakeholders** and **healthcare facility managers** with the aim to inform them of the replicability and viability of **renewable energy** in large-scale infrastructure projects.

4.5 Pilot 5: Water Symbiotic Flows - Centralized / Decentralized Approaches

For **water scarcity** and **urban resilience**, the pilot will focus on rainwater harvesting and wastewater treatment. **Wastewater** will be recovered from centralized plants *(e.g., Eastern Attica)* and utilized for irrigation, irrigating peri-urban agriculture and urban parks. Additionally, **decentralized water systems**, including nature-based solutions will be established to enhance groundwater recharge and prevent flooding.

In this pilot the C&D activities approach shall involve **collaborations** with **agricultural stakeholders, local governments**, and **water utilities** for enabling sustainable water resource reuse. Messaging for maximum impact will highlight the role decentralized water solutions can play in minimizing the impact of climate change and increasing urban resource efficiency.

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5 . Performed Communication & Dissemination Actions until M6

This chapter describes all the performed actions from the beginning of the project until **May 2025** (M6) and serves as an **initial report** for the C&D activities of the consortium. In **M4** an excel sheet was circulated by the T11.1 **leader** *(HSRT)* among the Theseus partners aimed to create a C&D log file, where all partners register information about their participation in C&D activities. The tables that follow categorize the activities performed by the consortium for more efficient reflection of actions carried out. It should be noted that no sensitive information is disclosed.

5.1 Participation in third party events

Table 14 Theseus Participation in third party Events

No.	Partner/ s	Event	Date	Location	Description of the Activity
1.	CORE Innovation	**CORE Innovation Days** *by the Twin4Twin Horizon Europe*	Jan. 15-16, 2025	Athens, Greece	Round Table Discussion in Conference
2.	CLEAN ENERGY, CERTH, TVPSOLAR	**RHC-ETIP ANNUAL CONFERENCE -** *"Collaborative Pathways to Sustainable Heating and Cooling"*	May 7, 2025	Brussels, Belgium	Presentation in Conference
3.	ICCS	EuroXR 2024 Conference	Nov. 27-29, 2024	Athens, Greece	Virtual Lab Tour: ICCS – NTUA, EuroXR 2024 hosted an engaging Virtual Lab Tour. The session featured presentations and live demos on the following topics: - Human/Robot Collaboration: Innovative simulations and real-world demos exploring collaborative potential. - Assessing Key Drivers Affecting Sustainability Habits and Behaviors: Cutting-edge insights into fostering sustainable practices.

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					Theseus project was one of the presented and highlighted projects.
5.	ICCS, RECYCOM, TUC, COMO	Verde.tec 2025 Exhibition	Feb. 21 - 23, 2025	Athens, Greece	As part of the thematic session "Circular Economy and Textiles: A Guide to the Green Transition", RECYCOM's General Manager, Mr. Giorgos Arapis, participated in a panel discussion alongside COMO's CEO, Mr. Solon Chaniotis, presenting best practices and envisioning a more sustainable future for the industry. Also, Elina Manoli from the Technical University of Crete (TUC) also participated in the session, contributing to discussions on sustainable textile strategies and the sector's evolving challenges Also, Theseus was featured at COMO's booth at the exhibition area.

5.2 Organization of Theseus Outreach Events

Table 15 Organization of Theseus Outreach Events

No.	Partner/ s	Event	Date	Location	Description of the Activity
1.	TUC, ICCS, RECYCOM, FIBRAN, NTUA, COMO, HUD, CERTH	Theseus Workshop on Circular Solutions for Textile Waste Management at Crete 2025: 8th Conference on Industrial and Hazardous Waste Management	May 30, 2025	Chania, Greece	A Theseus workshop was organized on **Circular Solution for Textile Waste** in the frame of 8th Conference on the Industrial and Hazardous Waste Management. The workshop was organized by TUC partner with the participation of ICCS, RECYCOM, FIBRAN, NTUA, COMO, HUD, CERTH

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2.	ICCS	*Theseus webinar* **H4C Community of Practice Webinar featuring Theseus** – *A First of a kind Hub for circularity demonstrator for Attica and peripheral regions*	Apr. 16, 2025	Online	A Theseus webinar organized in the frame of the Hubs4Circularity Community of Practice. The project officially joined the Hubs4Circularity Community of Practice and clustered with EU funded project, SPIRE, and other H4Cs projects in the creation of a series of webinars, each one representing one project. On April 16th 2025, the lead project manager presented Theseus in a dedicated webinar, sharing insights on the project development and practical learnings in a session titled" H4C Community of Practice Webinar featuring Theseus – A First of a kind Hub for circularity demonstrator for Attica and peripheral regions".

5.3 References in 3rd party media *(Press clippings)*

Table 16 References of Theseus in 3rd party media

No.	Partner	Title	Type of Media item	Media Published
1.	ICCS	Featuring THESEUS	news item	Hubs4Circularity website
2.	ICCS	EuroXR 2024 Conference wrap-up	news item	Alliance4xr website
3.	ICCS	THESEUS - A First of a kind Hub for circularity demonstrator for Attica and peripheral regions	news item	Urban Water Management and Hydro informatics Group website

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5.4 Communication Activities in partners' channels

Table 17 Communication Activities in Partners Channels

No.	Partner	Title	Type of Media item	Media Published
1.	ICCS	Εναρκτήρια εκδήλωση του ευρωπαϊκού έργου Theseus για την κυκλική οικονομία	news item	isense group/iccs website
2.	ICCS	Ολοκληρώθηκε με επιτυχία η εναρκτήρια συνάντηση του ευρωπαϊκού έργου THESEUS: Ένα Σημαντικό Βήμα για την Κυκλική Οικονομία στην Ελλάδα	news item	isense group/iccs website
3.	ICCS	Theseus Project kicks off with a 3-day Conference in Athens: Building a Circular Economy hub in Greece	news item	isense group/iccs website
4.	ICCS	The 21st EuroXR International Conference – EuroXR 2024 successfully completed in Athens	news item	isense group/iccs website
5.	ICCS	A Significant Step for Circular Economy in Greece: launching the THESEUS Project	news item	isense group/iccs website
6.	RECYCOM	Η RECYCOM συμμετείχε ενεργά στο πλαίσιο του ευρωπαϊκού έργου THESEUS Hub4Circularity, στην έκθεση Verde.tec 2024	news item	RECYCOM website
7.	ACT	Kicking Off the Theseus Hub4Circularity Project in Athens	news item	ACT website
8.	KPH	THESEUS	news item	KPH website
9.	MALMO	Theseus - utveckling av cirkulär ekonomi	news item	MALMO website
10	ICCS	THESEUS A First of a kind Hub for circularity demonstrator for Attica and peripheral regions	news item	ICCS website
11	TUC	Theseus	news item	TUC website
12.	HUD	University brings textiles knowledge to €21.8m bid to create Hub for Circularity	news item	HUD website

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6 . Conclusion

The deliverable D11.1, "Communication and Dissemination v.01," established the **framework** for effectively **communicating** the Theseus project and **disseminating** its results. It clearly distinguishes communication as the broad promotion of the project's objectives, methodology, and overall impact, from dissemination, which focuses on the targeted disclosure of results to specific audiences like the scientific community, industry, and policymakers for optimal utilization.

The deliverable outlines a **comprehensive Communication and Dissemination (C&D) strategy** designed to achieve high visibility and ensure widespread sharing of project outcomes, thereby fostering stakeholder engagement and valuable feedback. This strategy was divided into **7 elements** and held actions of: *setting **objectives**, defining **target audiences**, describing the appropriate **channels and tools**, providing guidance for compelling **content and key messages**, establishing **rules and procedures** to be followed, determining measurable **metrics and targets**, and outlining a **roadmap of activities**.*

A detailed **C&D plan** further implements this strategy, where communication actions such as establishing the project's visual identity, website, social media presence, newsletters, and promotional materials are distinguished from dissemination ones. Particularly, dissemination actions include scientific publications, media engagement, policy briefs, project-organized outreach events, and participation in third-party events. Crucially, the plan emphasizes creating synergies with other EU-funded projects and leveraging existing European Commission tools to amplify impact.

A cornerstone of the Theseus **C&D approach** is its **pilot-focused strategy,** designed to mobilize stakeholders, maximize project impact, and facilitate knowledge transfer through its five strategically significant pilot cases. This approach ensures that the tangible, real-world applications of Industrial-Urban Symbiosis are demonstrated, fostering local and regional engagement, and promoting the replication of successful practices by converting intangible concepts into comprehensible results and encouraging broader adoption of Theseus solutions.

Lastly, D11.1 encompasses a **report of C&D actions** undertaken by the consortium within the first six months of the project's implementation *(until May 2025*).

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Annexes

Annex I – Screenshots of the Theseus Website Sections



Annex I Figure 1 Home screen of Theseus website

Welcome to **Theseus-H4C Project**, the first Hub for Circularity in Athens, where a dynamic and diverse consortium will develop and employ cutting-edge technologies for resource efficiency and waste valorization in water, energy, and materials.

Collaborative Innovation

Partnering with industries, academia, and public authorities to create replicable and scalable solutions for circularity.

Sustainability at its Core

Enhancing urban living through eco-industrial synergies and reducing environmental impacts.

Be part of the **movement**. Explore our project details, participate in our events, and join us in building a sustainable, climate-neutral Athens.

Annex I Figure 2 Abstract information in home screen

About Us

At a glance

Industrial-Urban Symbiosis (I-US) lies at the heart of the Theseus Hub for Circularity (H4C), fostering cooperation between municipalities, regions, and industries in managing resources, waste, energy, water, infrastructures, and networks. This first-of-a-kind initiative in Greece, originating from the Athens/Attica metropolitan area, aims to lead the nation in establishing a robust circular economy model aligned with European strategies under the Processes4Planet (P4P) partnership.

The Theseus H4C will validate and implement cutting-edge solutions across water, energy, and materials, leveraging digital and robotic technologies to address regional needs. Its systemic approach integrates innovative governance models and collaboration frameworks, enabling pilot projects, scaling up solutions, and expanding a dynamic ecosystem. By targeting widely impactful material, energy, and water flows, the hub ensures its methodologies can be replicated in other European regions, contributing to climate neutrality by 2050.

This ambitious initiative, inspired by the mythical figure of Theseus, positions Athens as a leader in sustainable reform and urban transformation, while creating a blueprint for eco-industrial synergy across Europe.

Annex I Figure 3 Section “About us”

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Our Vision

The vision of the Theseus Hub for Circularity (H4C) is to establish a systemic framework for Industrial-Urban Symbiosis (I-US), driving a regional and interregional transition toward sustainability and climate neutrality by 2050. I-US unlocks the potential of circularity by integrating sectors, providing innovative approaches to reduce resource consumption and emissions while addressing urban and industrial challenges.
Recognized as a cornerstone of the ASPIRE roadmap and a key strategy for carbon neutrality, I-US forms the foundation of the Theseus H4C initiative. Theseus will implement a pioneering H4C in Attica, demonstrating scalable solutions for water, energy, and materials management. Through collaboration among authorities, industries, and research entities, the hub aims to validate and expand technologies, promote efficient governance, and foster new partnerships.
By aligning its efforts with European circular economy goals and leveraging existing innovations, Theseus aspires to make Athens a beacon of industrial and urban sustainability, setting a precedent for similar initiatives across Europe.

Our Objectives

The Theseus Hub for Circularity (H4C) sets forth six strategic objectives to drive systemic transformation in the Attica region and beyond:

SO1: Transforming Attica into Greece's First Hub for Circularity

Annex I Figure 4 Vision and objectives sneak peek of the Theseus website

Our Partners

The Theseus Hub for Circularity (H4C) consortium includes 47 partners and 5 associated entities from 9 European countries. This diverse team represents a range of expertise in academia and research organisations (18 partners), industries and large companies (13 partners), SMEs (12 partners), public authorities (8 partners), and one non-profit organization, ensuring the development of innovative circular economy solutions.

1	Institute of Communication and Computer Systems (Coordinator)	ICCS	RTO	EL
2	CIBOS Innovation	CIBOS	SME	EL
3	National Technical University of Athens	NTUA	UNI	EL
	Urban Water Management and Hydroinformatics Group (UWMH)	UWMH	UNI	EL

Annex I Figure 5 Display of project partners

Methodology

Phases | Concept & Approach | Work Packages

The Theseus Hub for Circularity (H4C) methodology follows a phased approach, integrating existing knowledge, expertise, and tools from current and ongoing H4C initiatives, Circular Cities and Regions Initiatives (CCRIs), and Industrial-Urban Symbiosis (I-US) projects. This process ensures the development, validation, and replication of innovations, while preparing for large-scale upscaling

Phase 1: Definition (M1-M8)

This foundational phase establishes the baseline and frameworks for the Theseus consortium, project operations, and H4C activities. Key activities include:

- Setting up synergies with existing H4Cs and CCRIs.
- Integrating knowledge, tools, and practices from replication areas and other projects.
- Conducting preliminary studies on waste, energy, and material flows in Attica.

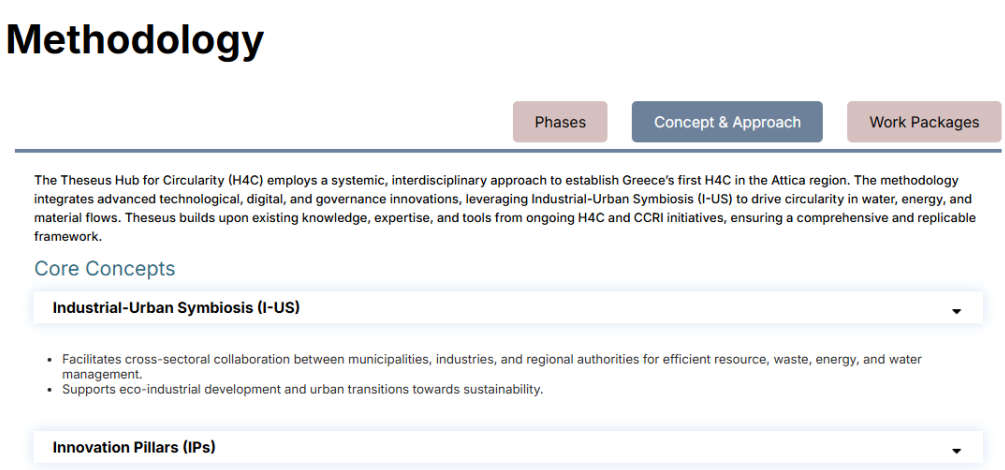
Implemented mainly under WP1 and WP2, this phase lays the groundwork for project alignment and successful integration.

Phase 2: Development (M9-M24)

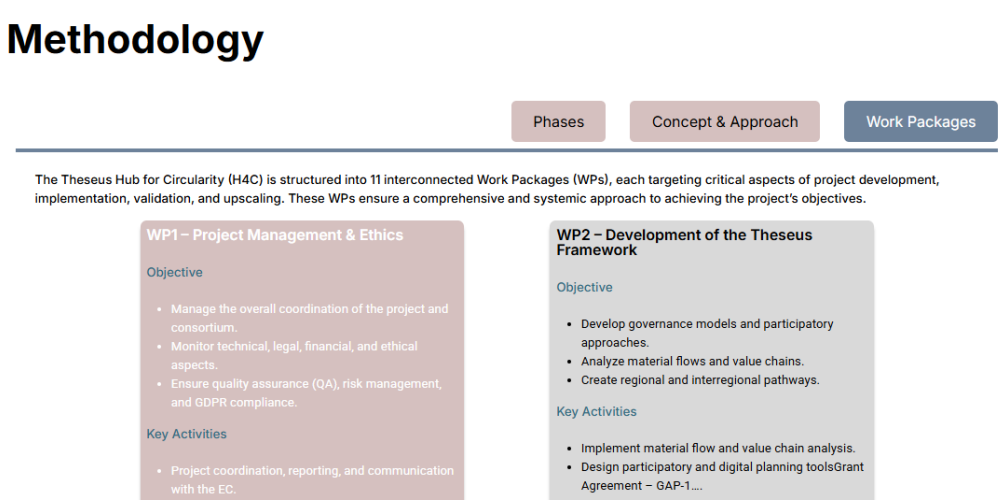
Annex I Figure 6 Methodology section with information on the phases of the project.

Funded by the European Union

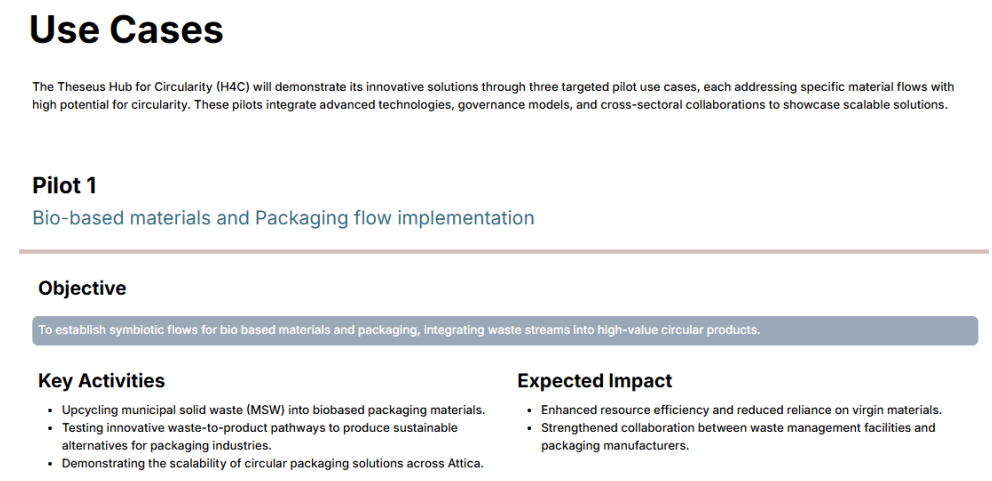
This project has received funding from the European Union Horizon Research and Innovation programme under grant agreement No 101178059



Annex I Figure 7 Methodology section with information on the project's concept and approach.



Annex I Figure 8 Methodology section with information on the project's WPs.



Annex I Figure 9 Use cases section

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Sister Project

UNITED CIRCLES

Networked industrial-urban symbiosis value chain demonstrators for biomaterials, C&DW, circular water loops & WWTPs, driven by Hubs 4 Circularity

Theseus is proud to collaborate closely with United Circles, our official sister project under Horizon Europe. United Circles shares with Theseus the common goal of supporting the transition of cities and industries toward circular and low-carbon ecosystems, focusing on the practical implementation of industrial-urban symbiosis (IUS) to turn urban waste into valuable resources.

Running from November 2024 to July 2028, United Circles brings together a strong partnership of 46 organisations from 14 countries, including the United Nations Institute for Training and Research (UNITAR). The project focuses on developing and demonstrating innovative solutions to address three major urban waste streams: construction and demolition waste, urban and industrial wastewater, and food waste such as used cooking oil. By creating new value chains, United Circles aims to showcase how these waste streams can be transformed into high-value materials and products. Among the flagship innovations of the project is the use of construction waste to build a two-story 3D-printed building using low-carbon cement and upcycled materials, demonstrating a circular approach to construction. Furthermore, the project will transform wastewater treatment plants into integrated resource recovery centres, capable of producing clean water, biomethane, fertilisers, and recycled cellulose for industrial use. United Circles will also demonstrate how used cooking oil can be converted into fully biodegradable bioplastics, providing a sustainable alternative to fossil-fuel-based plastics. To ensure that these circular solutions can be adopted at scale, United Circles will establish regional Circularity Hubs (H4C), which will serve as platforms for collaboration among industries, municipalities, researchers, and citizens. These hubs will play a central role in integrating circular economy solutions locally, supporting governance models, facilitating investment, and promoting knowledge sharing among stakeholders.
As sister projects, Theseus and United Circles are highly complementary. Both initiatives aim to develop replicable and scalable models of industrial-urban circular ecosystems that can be adapted across different regions in Europe. While Theseus focuses on creating local circular value chains based on bio-based materials and nature-based solutions, United Circles addresses a broader range of urban waste streams, including construction and wastewater. This creates a strong foundation for

Annex I Figure 10 Sister projects dedicated section.

News & Events

Upcoming Events

August 2025

AUG 26

26 August 2025

THESEUS-H4C at ERSA 2025: Advancing Circular Economy in Regional Contexts

Find out more



Latest News

Search Events

December 2024

DEC 03

03 December 2024

THESEUS-H4C Kick-off Meeting: A Bold Step Toward Circular Transformation

Find out more



Annex I Figure 11 News & Events section

THESEUS Hub4Circularity

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Contact Us

Feel free to use the form or reach out to us via email

Contact: info@theseus-h4c.eu

Coordinator

Project Manager

Communication Manager

Name

Surname

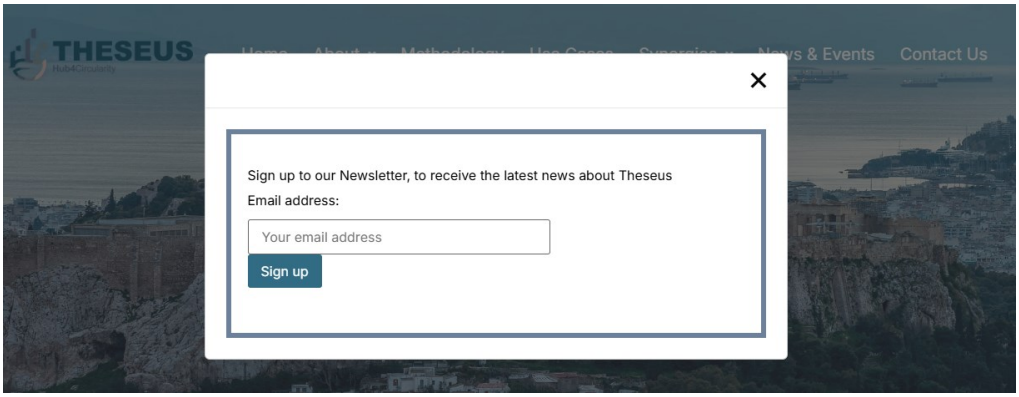
Email

Your message (optional)

Annex I Figure 12 Contact us form

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Annex I Figure 13 "Sign-up" pop-up window

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Annex II – Dissemination Request Template

Dissemination Request Template

Date of request: DD/MM/YYYY

Initiator: Partner Name

Activity type: Select type
select one of the following types: *conference paper, scientific journal, scientific poster, book chapter, scientific magazine, presentation of result/s.*

Author /s: Author 1, Author 2,

Title of Journal / Event / Book / Magazine / Book: Title

Date of the Event: DD/MM/YYYY

Place of the Event (location): Place

Title: Insert the Title

	Description
Abstract / Short summary of the presentation	Summary
Relation to Theseus	Relation Please **select one** of the following: *description of research work, presentation of key results, presentation of pilot actions*

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