

Project Acronym: Cradle-Alp

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D.2.2.3

Pilot action communication campaign

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Cradle-ALP – Pilot action communication campaign

Executive Summary

The Cradle-ALP Pilot Action Communication Campaign was designed to raise awareness, drive engagement, and support the adoption of cradle to cradle principles and circular economy practices across Alpine Space. Developed jointly by project partners and tailored to regional contexts, the campaign integrated multi-channel outreach (centered around Cradle-ALP website and LinkedIn group) to ensure broad and sustained visibility of the project and its piloting activities.

The campaign launched early and strategically, using study visits, sectoral analyses, and roadmap brochures to get SMEs and other stakeholders interested and involved. Core tools such as roadmaps/brochures and promotional videos were developed to support stakeholder engagement ahead of and during the pilot implementation. Activities were reinforced by strong regional dissemination through partner-specific actions, including articles, social media, events, and workshops.

By fostering transnational dialogue and collaboration with industry, policy-makers, and the public, this communication campaign has laid the groundwork for lasting transnational cooperation and promotion of cradle to cradle principles.

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1. Introduction to the Cradle-Alp project

Cradle-ALP aims for mainstreaming cradle to cradle (C2C) approaches, circular design and circular substitutions (from the alpine region) for linear products in industrial processes, in different industrial sectors. The Alpine Space has many natural resources and the technologies to substitute fossil raw materials and toxic substances from production with circular and environmentally friendly alternatives. This should lead to the fact that materials and products can be led back into a healthy cycle after use. The focus of this project shall be on the substitution of chemical and fossil based/ unsustainable materials with more circular, sustainable and bio-degradable ones.

First, the partners will build a broad awareness and understanding in the public, the relevant industries as well as among stakeholders from policy and innovation intermediaries, for the opportunities, barriers and mechanisms of the transformation of industrial products towards higher circularity by means of C2C approaches, circular design and circular substitutions. Business support providers shall be trained to accompany the transformation of businesses along more circular value chains.

In a second step, the partners will explore in details and test opportunities for implementing C2C approaches, circular design and circular substitutions along specific value chains in the chemistry/plastics and wood/forestry sectors supported by digital technologies. Building on a thorough multidimensional (technology, policy, economy, etc.) roadmapping exercise, transnational groupings of stakeholders – including businesses – will be installed, with the aim to transfer the C2C roadmaps into industrial practice along exemplary value chains.

Finally, the partners will work towards ensuring a transnational policy convergence towards transnational S4 strategies in the priority sectors of the project and initiate common cross border funding instruments for the industrial C2C transformation.

2. Pilot action communication campaign - project level

This deliverable provides an overview of the activities carried out under the Cradle-ALP Pilot Action Communication Campaign. While formally due at the end of project period 5, campaign activities were initiated significantly earlier, reflecting the shared commitment of the partnership to proactive and effective stakeholder engagement.

The early stages of the campaign included the creation of communication materials such as the roadmap brochures and the first promotional video, as well as articles showcasing best-practice companies already applying cradle to cradle (C2C) principles. These early outputs (some already developed in Period 2) were integral to the campaign strategy, aimed at building interest and guiding SMEs toward participation. From the beginning of the project, we intended to communicate the meaning and benefits of the cradle to cradle approach to

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the SMEs that might later take part in our pilot actions. This was vital for two reasons: first, to attract the attention of SMEs early on, and second, to commit to a storytelling format from the beginning – moving from knowledge sharing and contextualization to actual implementation.

The [Cradle-ALP website](#) has served as the primary platform for publishing and project news, articles, updates on pilot activities, and public deliverables. It has been playing a central role in external communication and has acted as a reference point for stakeholders interested in following the project's progress.

To complement the website, the consortium established a dedicated [Cradle-ALP LinkedIn group](#) in Period 1, which functions as a lively communication hub for disseminating project developments and thematic content. LinkedIn has been actively used to amplify the visibility of website content, including sharing direct links to newly published articles, event announcements, and pilot activity highlights. This synergy between platforms has allowed the project to reach a broad professional audience across Alpine Space and beyond.

All campaign activities were developed collaboratively across the partnership to ensure consistent messaging. At the same time, each partner adapted and disseminated the content through their own regional channels, such as websites, social media profiles, newsletters, and events, tailored to local stakeholder needs and communication contexts. This joint approach has ensured a consistent communication strategy while allowing flexibility to engage local audiences in a targeted way.

This deliverable outlines the strategic approach, content, and channels used in the Cradle-ALP Pilot Action Communication Campaign and highlights the joint efforts and early engagement that have underpinned its success.

2.1. Starting Point: A Shared Vision for Circular Economy

The project focuses on five key sectors: packaging, textiles, polymers/composites, chemistry/materials, and wood/furniture. From the outset, the project embraced communication as a strategic tool - not only to inform but also to inspire. Early in the project (Period 1 and 2), study visits were organized to companies already working according to cradle to cradle principles. These visits served as a proof that circular transformation is already happening, and that others can follow.

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Alpine Space Website:

The screenshot shows a web browser displaying the Alpine Space website. The URL is www.alpine-space.eu/project-news/study-visit-of-jvp-company-in-padova-italy/. The page features the Interreg Alpine Space logo and navigation menus. The main content area has a large image of a group of people in high-visibility vests standing in a factory. The article title is "Study visit of JVP company in Padova, Italy" with a date of "APR 5". A search bar is visible on the left. The main text begins with a quote from Carlo Valerio, president of Confapi Padova and partner of JVP Srl, discussing the cradle-to-cradle approach. Below the quote, it mentions Mr. Carlo Valerio as the owner of JVP srl and notes that the article also asks Cradle-ALP partners for their impressions of the study visit.

<https://www.alpine-space.eu/project-news/study-visit-of-jvp-company-in-padova-italy/>

The screenshot shows a web browser displaying the Alpine Space website. The URL is www.alpine-space.eu/project-news/jvps-commitment-to-sustainability-a-journey-towards-the-realization-of-cradle-to-cradle-principles/. The page features the Interreg Alpine Space logo and navigation menus. The main content area has a large graphic with circular icons representing sustainability metrics: "100%" with a recycling symbol, "3,2" with a clock icon, "0,015" with a trash can icon, and "200 KW" with a lightning bolt icon. The article title is "JVP's Commitment to Sustainability: A Journey towards the Realization of Cradle to Cradle Principles" with a date of "DEC 7". A search bar is visible on the left. The main text begins with a paragraph about JVP's vision and commitment to sustainability, mentioning their specialization in raised steel floors and their pursuit of environmental certificates. Below the paragraph, it states that the article delves into JVP's story and the challenges they faced. The text ends with a sentence about the founding professionals of JVP.

<https://www.alpine-space.eu/project-news/jvps-commitment-to-sustainability-a-journey-towards-the-realization-of-cradle-to-cradle-principles/>

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The screenshot shows a web browser displaying the Alpine Space website. The URL is www.alpine-space.eu/project-news/companies-that-operate-according-to-the-cradle-to-cradle-principle-examples-of-best-practices/. The page features a navigation menu with options like 'About us', 'For project applicants', 'For project partners', 'Our projects', and 'News & Events'. The main content area is titled 'Interreg Alpine Space' and contains two articles. The first article, 'TARKETT AB', describes the company's commitment to sustainability and its Cradle to Cradle (C2C) certification. The second article, 'AquafilSLO', discusses a partner meeting in Ljubljana and the company's focus on polyamide polymers and synthetic fibers. A small image of a person in a blue uniform is visible in the article content.

<https://www.alpine-space.eu/project-news/companies-that-operate-according-to-the-cradle-to-cradle-principle-examples-of-best-practices/>

LinkedIn Group:

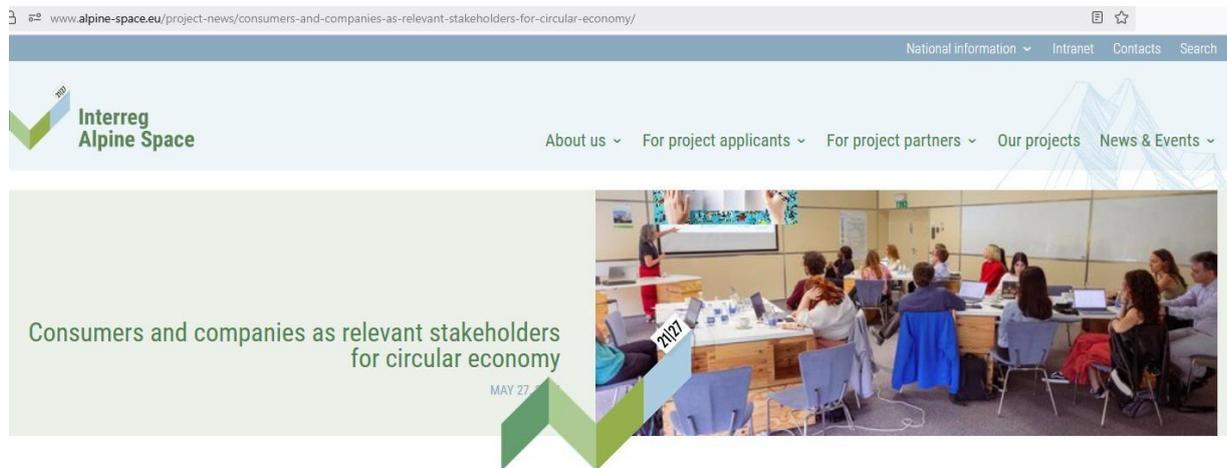
- https://www.linkedin.com/feed/update/urn:li:activity:7075087154804047872?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7082644609398390784?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7138560825467850752?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7190715674443366400?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

2.2. Consumers' perspective on C2C in the AS

As a next step, we carried out a sector analysis for each of the five sectors. This helped us understand the current situation, challenges, and opportunities. It became clear that each sector needs a different approach. We have communicated about these results as well.

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Alpine Space Website:



<https://www.alpine-space.eu/project-news/consumers-and-companies-as-relevant-stakeholders-for-circular-economy/>

Linkedin:

https://www.linkedin.com/feed/update/urn:li:activity:7200831672001409024?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

2.3. Roadmap Brochures

In period 3, we started to develop core communication materials, including the roadmap brochures for 5 different sectors and a promotional video. These were jointly produced by the partners to ensure coherent messaging and a common visual identity. Both materials were made available online to maximise visibility and outreach. Importantly, this part of the campaign was launched prior to the invitation of companies to participate in the pilot actions. This early outreach served to raise awareness about the project's goals, generate interest among key stakeholders, and lay the groundwork for effective collaboration during the piloting phase.

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Alpine Space Website:



- [Cradle to Cradle Industrial Transformation Roadmaps - Alpine Space Programme](#)

Linkedin:

- https://www.linkedin.com/feed/update/urn:li:activity:7212414122322255873?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

Following this joint introduction to the roadmaps and the process behind their development, we published detailed articles about each individual sector addressed within the project and their respective roadmaps. These were accompanied by LinkedIn posts, which were shared, liked, and commented on by project partners to enhance visibility. The roadmaps were prepared for both online and print on demand version. This was particularly useful for the events where Cradle-ALP project and its piloting activities were promoted:

Alpine Space Website:

- <https://www.alpine-space.eu/project-news/cradle-to-cradle-industrial-transformation-roadmap-packaging/>
- <https://www.alpine-space.eu/project-news/cradle-to-cradle-industrial-transformation-roadmap-chemical-and-material-sector/>

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- <https://www.alpine-space.eu/project-news/cradle-to-cradle-industrial-transformation-roadmap-polymer-based-composite-industry/>
- <https://www.alpine-space.eu/project-news/cradle-to-cradle-industrial-transformation-roadmap-textiles/>
- <https://www.alpine-space.eu/project-news/cradle-to-cradle-industrial-transformation-roadmap-wood-and-furniture/>

Linkedin:

- https://www.linkedin.com/feed/update/urn:li:activity:7235203019330473984?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7231997348640358401?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7226201988194025472?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7241446503150452736?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

Besides working online, the partners of the Cradle-ALP project also promoted the project and its pilot activities at various transnational events with diverse audiences. The roadmaps/brochures proved to be very useful promotional and educational materials at all of them.

Transregional / International Events¹:

¹ Regional Events are presented in the next chapter.

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AlpWeek – Nova Gorica, Slovenia, 14. September 2024



Clusters Meet Regions – Heilbronn, Germany, 9.–10. April 2025



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25 Years of Interreg Alpine Space – Salzburg, Austria, 12.–14. May 2025

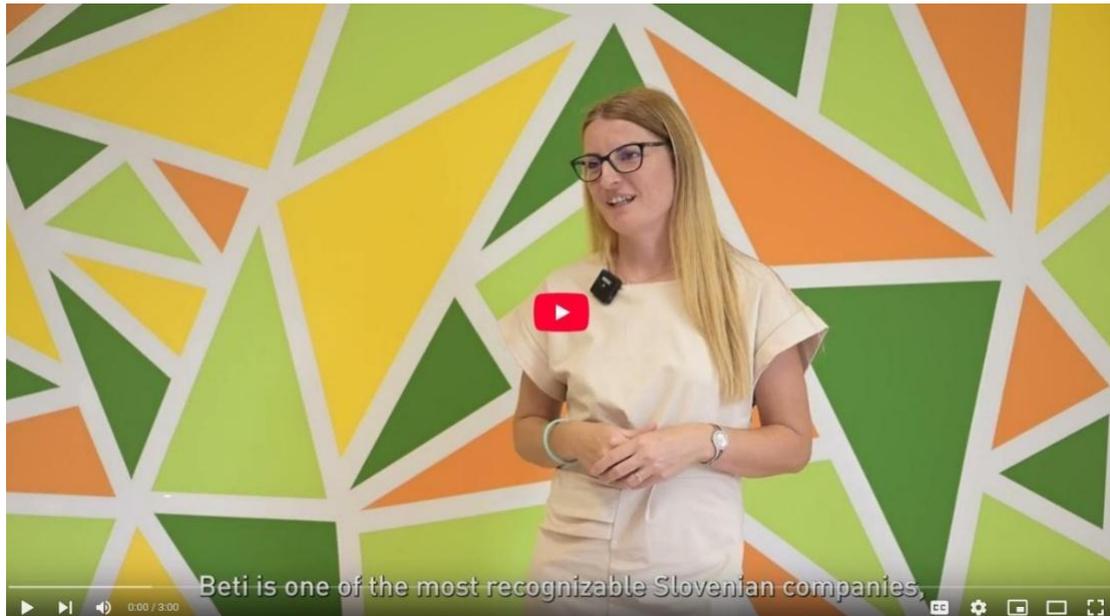


CIRPLEX (Circular Plastics Experience Summit) – Klagenfurt, Austria, 13. –15. May 2025



2.4. First Cradle-ALP video

Before the official start of piloting activities, we created a video that highlights the importance of the roadmaps and explains how they were developed. We chose to produce this video in local languages to make it more accessible and relatable to the public. Partners were using the video to promote their pilot activities and to invite companies to participate.



- https://www.linkedin.com/feed/update/urn:li:activity:7267186373269336064?utm_source=share&utm_medium=member_desktop&rcm=ACoAADg1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

2.5. Piloting activities

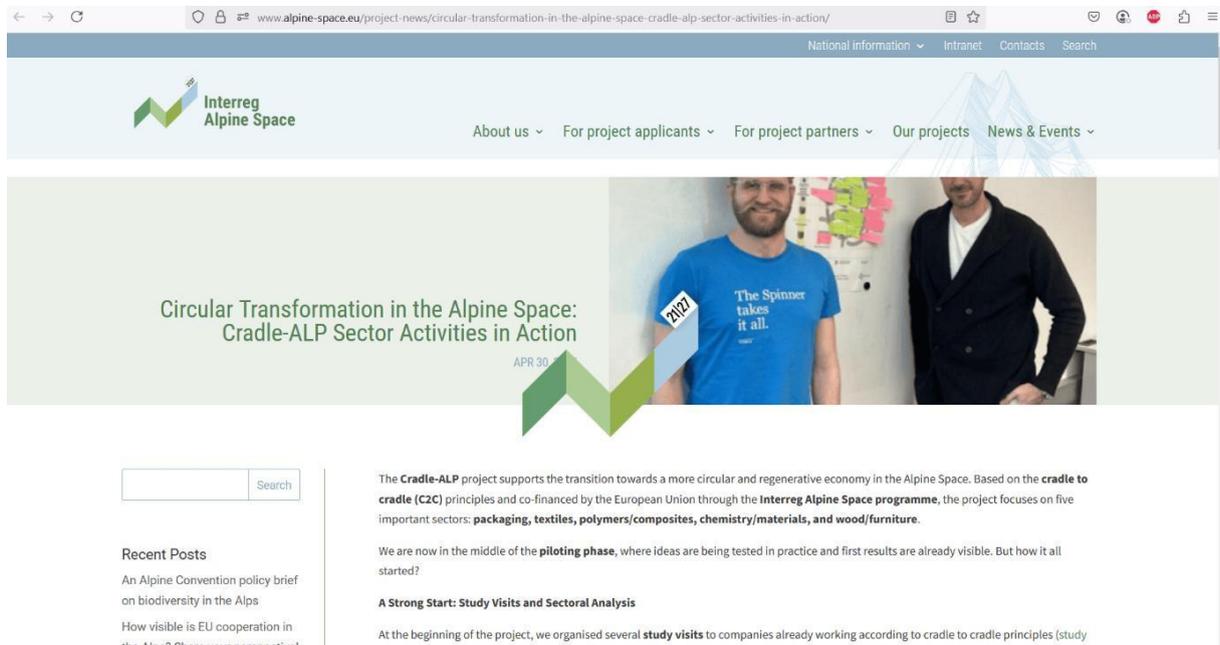
Since mid-2024, Cradle-ALP has been testing tools and methods in real company environments. These include the Circularity Compass, the Sustainable Business Model Canvas, Lego Serious Play, Life Cycle Analysis (LCA), QuickScan, and the Value Chain Generator. We have published about our journey both on our website and in our LinkedIn group:

Alpine Space Website:

- <https://www.alpine-space.eu/project-news/closing-the-loop-sustainable-plastic-packaging-in-the-alpine-region/>
- <https://www.alpine-space.eu/project-news/cradle-alp-composites-recycling-and-circularity-event-a-cross-border-push-toward-circular-innovation-in-the-alpine-space/>
- <https://www.alpine-space.eu/project-news/new-life-cycle-assessment-lca-guide-released/>
- <https://www.alpine-space.eu/project-news/circular-transformation-in-the-alpine-space-cradle-alp-sector-activities-in-action/>

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- <https://www.alpine-space.eu/project-news/sustainable-synergies-how-grune-erde-and-rottal-hanf-are-joining-forces-for-a-circular-economy/>
- [Piloting Circular Economy in the Alpine Region: Lessons from Cradle ALP - Alpine Space Programme](#)



The screenshot shows a web browser displaying the website www.alpine-space.eu/project-news/circular-transformation-in-the-alpine-space-cradle-alp-sector-activities-in-action/. The page features the Interreg Alpine Space logo and navigation menus. The main content area displays a news article with the title "Circular Transformation in the Alpine Space: Cradle-ALP Sector Activities in Action" dated APR 30, 2017. The article includes a photo of two men, one wearing a blue t-shirt that says "The Spinner takes it all." and a date stamp "2017". The text describes the Cradle-ALP project's focus on five sectors: packaging, textiles, polymers/composites, chemistry/materials, and wood/furniture. It mentions the project is in a "piloting phase" and highlights a "Strong Start: Study Visits and Sectoral Analysis".

LinkedIn:

- https://www.linkedin.com/feed/update/urn:li:activity:7333614360054939649?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7323293282959028224?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7320309692692348929?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7317448481630019585?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
- https://www.linkedin.com/feed/update/urn:li:activity:7345735401346629632?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

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2.6. Second Cradle-ALP video

During our piloting activities, we have produced our second video, which focused on SMEs and the concept of cradle-to-cradle – explaining what it means and why SMEs should adopt it. It was produced to inspire companies to participate at our piloting activities. This video is also available on our project website and in our LinkedIn group:



- https://www.linkedin.com/feed/update/urn:li:activity:7325126738890371074?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

3. Pilot action communication campaign – partner level

In addition to the joint communication efforts at the project level, each Cradle-ALP partner played an active role in promoting the pilot action within their own regions and networks. This section presents an overview of communication activities carried out by each partner individually, highlighting how they supported the visibility of the project, shared key outputs, and engaged with local stakeholders. The following summaries include examples of published articles, social media activities², event participation, and contributions to sector-specific campaigns. These actions demonstrate the strong regional involvement and underline the importance of partner-level engagement in achieving the overall goals of the Cradle-ALP communication campaign.³

LP CCIAA

LINKEDIN

- https://www.linkedin.com/feed/update/urn:li:activity:7193524120335040512/?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/feed/update/urn:li:activity:7193523884212572160/?utm_source=share&utm_medium=member_desktop
- <https://www.linkedin.com/feed/update/urn:li:activity:7329116592955408385/>
- <https://www.linkedin.com/feed/update/urn:li:activity:7326168414526296064>
- <https://www.linkedin.com/feed/update/urn:li:activity:7321163171187122177>

YOUTUBE

- [Progetto Cradle ALP - per un futuro sostenibile](#)

WEBSITE (More project news is available at one link)

- [Progetto Cradle-ALP - CCIAA Padova](#)
- <https://www.t2i.it/cat-ricerca-e-sviluppo/evento-online-conessioni-circolari-per-il-legno-arredo-idee-innovazioni-e-matchmaking-26-maggio/>

² Reposts of news shared on social media are included, as everyone brings their own network and thereby influences the project's visibility.

³ Despite consistent tracking and documentation throughout the project, not all links are necessarily included. In particular, there were many post shares on social media that may not be captured below. Nevertheless, we believe the list is comprehensive enough to demonstrate the overall effort of the partners in disseminating news and communicating about the Cradle-ALP project and its related pilot activities.

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NEWSLETTER

Campagna Progetto Cradle-ALP

Visualizzando da 1 a 5 di 5

Nome Newsletter	Data programmazione	Ora programmazione (UTC+1)	Assegnato a
Aviso di selezione per l'individuazione...	25-10-2024	18:00	Alberta Saccetti (Alberta Saccetti)
Comunicazione circolare per il Legno-Arredo	24-04-2025	15:00	Alberta Saccetti (Alberta Saccetti)
Comunicazione circolare per il Legno-Arredo	15-02-2025	17:30	Alberta Saccetti (Alberta Saccetti)
Cradle-ALP soluzioni innovative di eco...	09-03-2025	13:31	Alberta Saccetti (Alberta Saccetti)
La trasformazione sostenibile per il settore...	13-02-2024	09:42	Alberta Saccetti (Alberta Saccetti)

Avviso di selezione per individuare 15 aziende settore legno-arredo interessate a partecipare al progetto europeo Cradle-ALP

La Camera di Commercio di Padova, capofila del progetto europeo Cradle-ALP, offre un servizio gratuito di supporto nei processi di innovazione nell'ottica dell'economia circolare, con particolare attenzione alle linee della certificazione Cradle to Cradle. Lo scopo è individuare 15 imprese del settore legno-arredo interessate a partecipare all'azione pilota. Manifestazioni di interesse entro il 28 febbraio 2025.

Progetti europei Cradle-ALP - Cirevalc | Avviso di selezione aziende [Pubblica il tuo avviso](#) [Credite al 2024](#)

CCIAA PADOVA - Uff. Progetti | [progetti@pd.camcom.it](#)

16/21 Feb, 15:56

Newsletter Progetti

Partecipa al Progetto Europeo Cradle-ALP. Opportunità per le Imprese del Settore Legno-Arredo

La Camera di Padova offre un servizio gratuito di supporto nei processi di innovazione nell'ottica dell'economia circolare, con particolare attenzione alle linee della certificazione **Cradle to Cradle**. Lo scopo è individuare **15 imprese del settore legno-arredo** interessate a partecipare all'azione pilota. Manifestazioni di interesse entro il **28 febbraio 2025**.

[Vai all'avviso per tutti i dettagli e modalicata](#)

Progetto Cradle-ALP | Avviso selezione aziende settori legno-arredo [Pubblica il tuo avviso](#) [Credite al 2024](#)

CCIAA PADOVA - Uff. Progetti | [progetti@pd.camcom.it](#)

16/21 Nov, 15:26

Newsletter Progetti

Progetto europeo Cradle-ALP

Avviso di selezione per l'individuazione di 15 aziende dei settori legno-arredo interessate a partecipare al Progetto europeo Cradle-ALP

Progetto europeo Cradle-ALP | supporto ad iniziative di economia circolare e **cradle to cradle**

Manifestazioni di interesse entro il 15 novembre 2024

La Camera di Commercio di Padova, capofila del progetto Cradle-ALP, cofinanziato dal programma Interreg Alpine Space, offre un servizio gratuito di supporto nei processi di innovazione nell'ottica dell'economia circolare, con particolare attenzione alle linee della certificazione **Cradle to Cradle**. Lo scopo è individuare **15 imprese del settore legno-arredo** interessate a partecipare all'azione pilota. Nello specifico l'azione prevede le seguenti attività gratuite:

- partecipazione a workshops tematici di sensibilizzazione e informazione;

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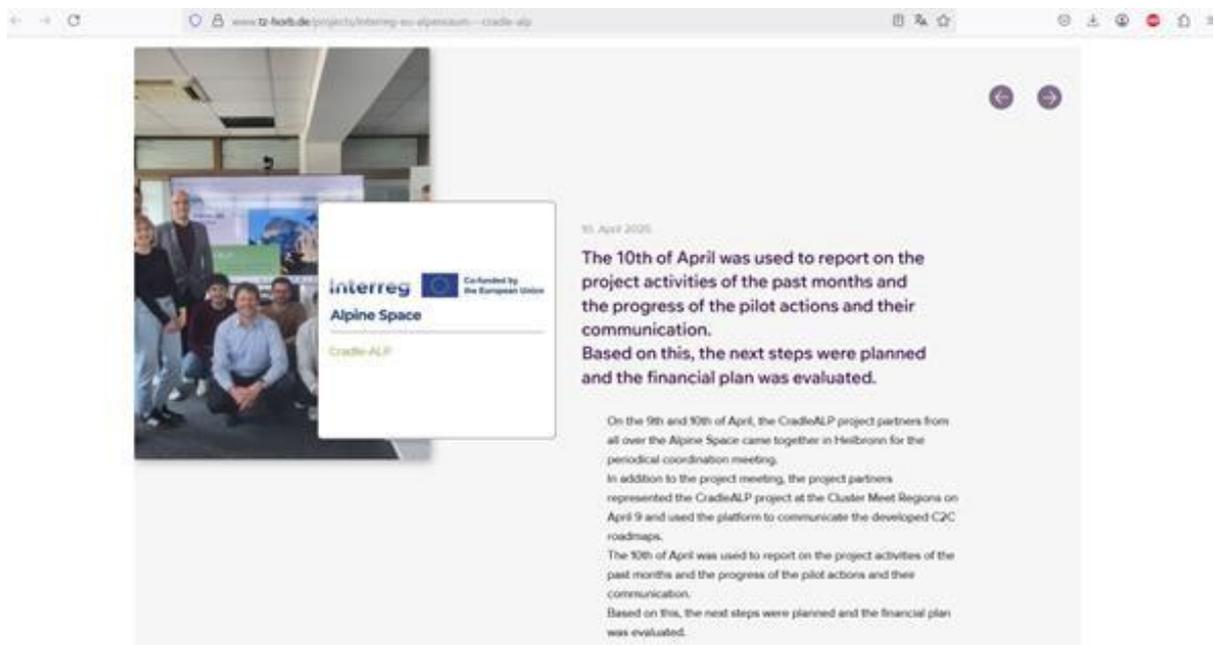
PP2 – TZ HORB

LINKEDIN

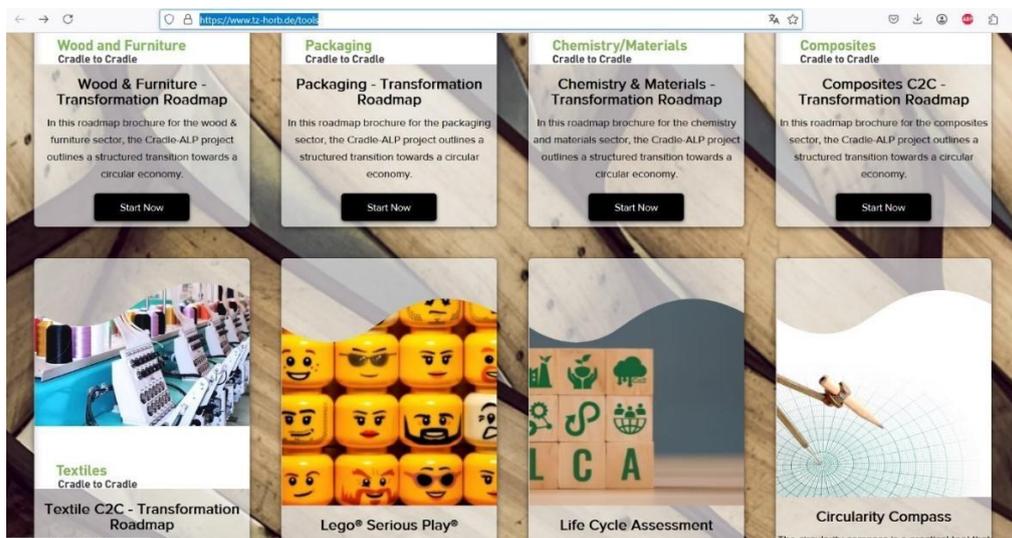
- https://www.linkedin.com/posts/tz-horb_innonet-tzh-tools-activity-7321463481222795266-yyOS?utm_source=share&utm_medium=member_desktop&rcm=ACoAADI56tMBOJHY6cKi3ZjMMtmKU6HQaoDRgfM

WEBSITE (More project news is available at one link)

- <https://www.tz-horb.de/projects/interreg-eu-alpenraum---cradle-alp>



- <https://www.tz-horb.de/tools>



Cradle-ALP – Pilot action communication campaign

PP3 – CCB

LINKEDIN

- https://www.linkedin.com/feed/update/urn:li:activity:7237510065178513408?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/feed/update/urn:li:activity:7267186373269336064/?utm_source=share&utm_medium=member_desktop
- <https://www.linkedin.com/feed/update/urn:li:activity:7297545328927424512/?actorCompanyId=7391353>
- <https://www.linkedin.com/feed/update/urn:li:activity:7297545328927424512>
- <https://www.linkedin.com/feed/update/urn:li:activity:7305521376612814848>
- <https://www.linkedin.com/feed/update/urn:li:activity:7305879063858962432>
- <https://www.linkedin.com/feed/update/urn:li:activity:7307404876668366849>
- <https://www.linkedin.com/feed/update/urn:li:activity:7313109537937367040>
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- <https://www.linkedin.com/feed/update/urn:li:activity:7328756234038239232>



LCA workshop for Bavarian SMEs in Nuremberg, May 2025

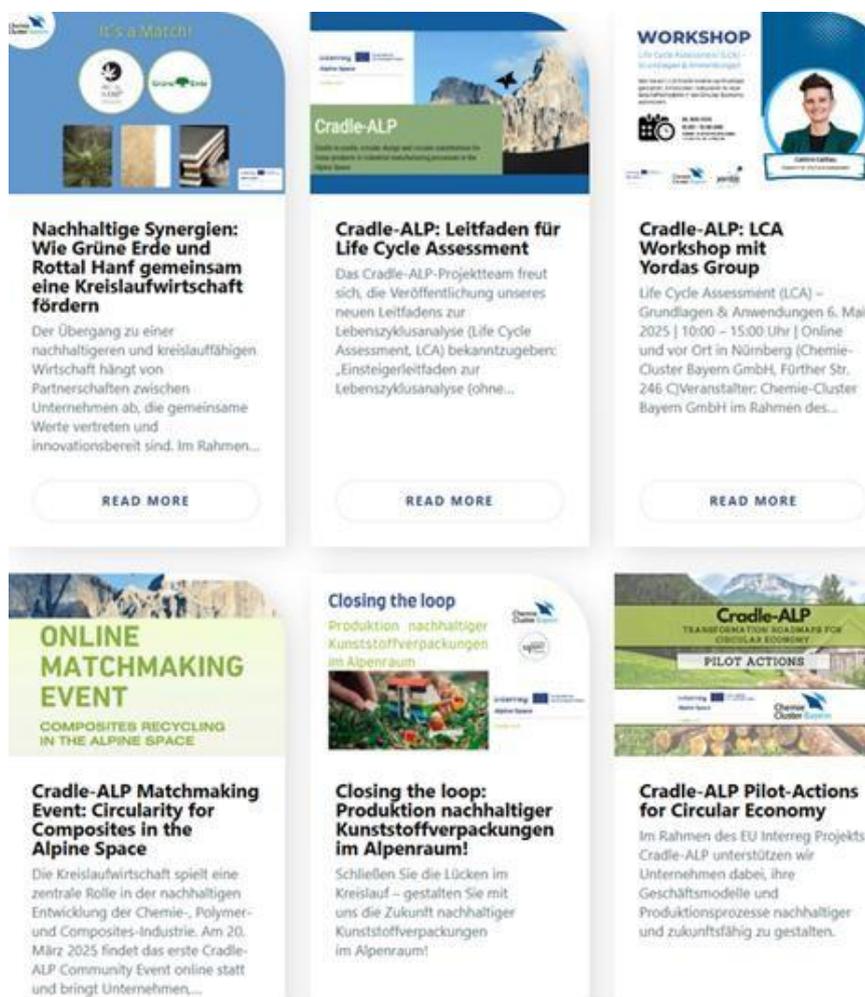
Cradle-ALP – Pilot action communication campaign

WEBSITE

- <https://chemiecluster-bayern.de/news/cradle-alp-roadmap-fuer-polymere-und-verbundwerkstoffe/>
- <https://chemiecluster-bayern.de/news/https-www-alpine-space-eu-wp-content-uploads-2024-09-roadmap-textiles-pdf/>
- https://chemiecluster-bayern.de/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzE3MiwYTY5ZTJjZDliNmFiliwzMTI1LCJiMzMwYzZiYzk2OGUyOWE0ZjVhMTImZjhmY2MyNmYxNilsMTY0LDBd
- <https://chemiecluster-bayern.de/news/cradle-alp-pilot-actions-for-circular-economy/>
- <https://chemiecluster-bayern.de/events/closing-the-loop-produktion-nachhaltiger-kunststoffverpackungen-im-alpenraum/>
- https://chemiecluster-bayern.de/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzE3NywiZWQ3MTc0MDQzOThkliwzMTI1LCJiMzMwYzZiYzk2OGUyOWE0ZjVhMTImZjhmY2MyNmYxNilsMTY5LDBd
- https://chemiecluster-bayern.de/?mailpoet_router&endpoint=view_in_browser&action=view&data=WzE3NywiZWQ3MTc0MDQzOThkliwzMTI1LCJiMzMwYzZiYzk2OGUyOWE0ZjVhMTImZjhmY2MyNmYxNilsMTY5LDBd
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- <https://chemiecluster-bayern.de/projects/cradle-alp/>
- <https://chemiecluster-bayern.de/news/tebice-forum-conference-programme/>
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- <https://chemiecluster-bayern.de/events/online-matchmaking-event-composites-recycling-and-circularity-in-the-alpine-space/>
- <https://chemiecluster-bayern.de/news/cradle-alp-matchmaking-event-circularity-for-composites-in-the-alpine-space/>
- <https://chemiecluster-bayern.de/news/cradle-alp-lca-workshop-mit-yordas-group/>

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- https://chemiecluster-bayern.de/events/cirplex-circular-plastics-experience-summit/?utm_source=mailpoet&utm_medium=email&utm_source_platform=mailpoet&utm_campaign=newsletter_3
- <https://chemiecluster-bayern.de/news/cradle-alp-roadmap-fuer-life-cycle-assessment/>
- https://chemiecluster-bayern.de/events/cirplex-circular-plastics-experience-summit/?utm_source=mailpoet&utm_medium=email&utm_source_platform=mailpoet&utm_campaign=newsletter_3
- https://chemiecluster-bayern.de/events/online-matchmaking-event-wood-furniture-innovation-circularity/?utm_source=mailpoet&utm_medium=email&utm_source_platform=mailpoet&utm_campaign=newsletter_3



Screenshot of CCB website showing various CradleAlp activities.

PP4 – BOKU

LINKEDIN

- https://www.linkedin.com/feed/update/urn:li:activity:7303462115082698752?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD_JjPkBeV-SQCsXRGaSUaIJJMaaiZmEjKw
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- https://www.linkedin.com/feed/update/urn:li:activity:7328368879972384768?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD_JjPkBeV-SQCsXRGaSUaIJJMaaiZmEjKw
- https://www.linkedin.com/feed/update/urn:li:activity:7328756674469531648?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD_JjPkBeV-SQCsXRGaSUaIJJMaaiZmEjKw
- https://www.linkedin.com/posts/activity-7329074727921119232-X_nj?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD_JjPkBeV-SQCsXRGaSUaIJJMaaiZmEjKw
- <https://www.linkedin.com/feed/update/urn:li:share:7329116589436432384/?actorCompanyId=126615>
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WEBSITE

- <https://short.boku.ac.at/5v5xev>

PP5 – BIZ UP

LINKEDIN

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- https://www.linkedin.com/feed/update/urn:li:activity:7256672727732772864?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/activity-7274341926584090624-WyUI?utm_source=share&utm_medium=member_desktop
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- https://www.linkedin.com/feed/update/urn:li:activity:7285255765605425152?utm_source=share&utm_medium=member_desktop&rcm=ACoAADBZTiUBkBP9OtMDfEuS0GoISOK56o9nPQ
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- https://www.linkedin.com/posts/lebensmittel-cluster_lebensmittelbranche-kreislaufwirtschaft-activity-7295471738480435200-PhaY?utm_source=share&utm_medium=member_desktop&rcm=ACoAADBZTiUBkBP9OtMDfEuS0GoISOK56o9nPQ
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- https://www.linkedin.com/posts/kunststoff-cluster_branche-news-kunststoff-activity-7312786633680953345-Hy5u?utm_source=share&utm_medium=member_desktop&rcm=ACoAADBZTiUBkBP9OtMDfEuS0GoISOK56o9nPQ
- <https://www.linkedin.com/in/iris-reingruber-77346518/recent-activity/all/>

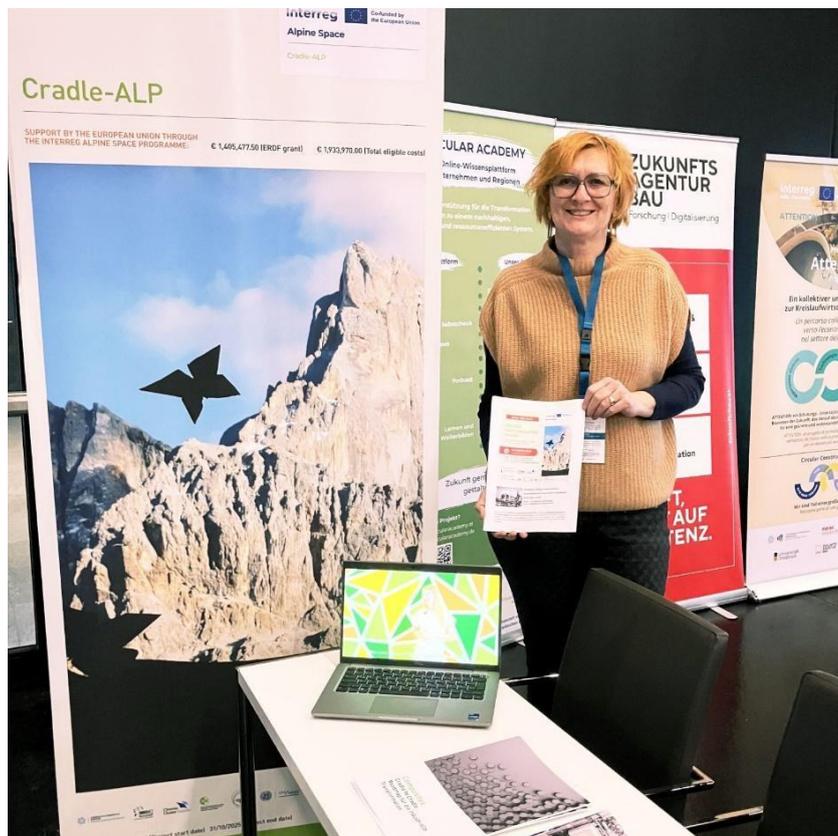
Cradle-ALP – Pilot action communication campaign

WEBSITE

- <https://www.europaregion.at/themen/netzwerktreffen-kreislaufwirtschaft-in-linz-1515.html>

EVENTS

- salz21 – Home of Innovation, March 5th 2025: salz21 Salz 21 – one of Austria’s leading innovation fairs – provided the perfect stage to present Cradle-ALP project. Visitors had the chance to explore the Cradle-ALP Toolbox, Roadmaps, Video and key project insights.

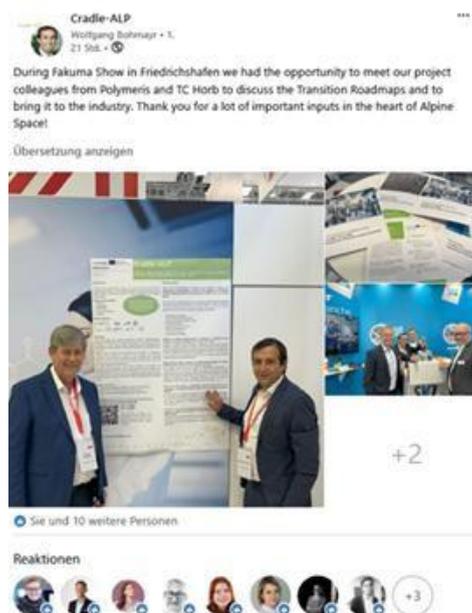


- Circular Economy Summit Austria 2024: The Circular Economy Summit Austria 2024, taking place on 28. May in Vienna and hosted by the Federal Ministry for Climate Action, Energy, Mobility, Innovation and Technology (BMK) aimed to discuss best practice policies from European countries and facilitate the exchange between decision makers. Cradle-ALP focused on raising awareness for cradle to cradle approaches, circular design and the circular economy in the Alpine region among the public, relevant industries and political stakeholders.

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- Fakuma 2025 – Fakuma, held from 15-19 October in Friedrichshafen, is one of the world's leading trade fairs for industrial plastic processing. The event focused on innovative technologies, sustainable materials, and efficient production processes. Circular economy played a key role, with exhibitors and panels highlighting solutions for recycling, resource efficiency, and closed-loop systems in the plastics industry. Cradle-ALP contributed by showcasing approaches for cradle to cradle design and circular value chains tailored to the Alpine Region's industries and policy frameworks.



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PP6 – UniSMART

- <https://unismart.emailsp.com/frontend/forms/Subscription.aspx?idList=2&idForm=2&guid=ba31ecb1-7536-4e05-9568-65a416ac6e87>
- https://www.unismart.it/unismart2024/content/wp-content/uploads/2024/11/Avviso-reclutamento-aziende-Cradle-ALP.pdf?_gl=1*1ulxcc6*_up*MQ..*_ga*MTcyMzE3OTMzNS4xNzMxOTI4MjAx*_ga_EJOVS6MKPW*MTczMTkyODIwMS4xLjEuMTczMTkyODMyNC4wLjAuMA..
- https://www.linkedin.com/posts/unismart-fondazione-unipd_sono-disponibili-online-le-roadmap-per-una-activity-7270755897230983169-1dXG?utm_source=share&utm_medium=member_desktop&rcm=ACoAACSwMTkBgkGJpoxUVV35IKTdcxSAongouo4
- https://www.linkedin.com/posts/unismart-fondazione-unipd_unismart-offre-un-servizio-di-supporto-a-activity-7260315062890876928-p23h?utm_source=share&utm_medium=member_desktop&rcm=ACoAACOodLMBf7u5bP8uOehDrdfJZ4MfUxjNYnw

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Sono disponibili online le roadmap per una transizione da un modello di economia lineare ad approcci più circolari "cradle to cradle" sviluppate nell'ambito del progetto **Interreg Alpine Space Cradle-ALP**, di cui UniSMART è partner.

Le 5 roadmap realizzate dal consorzio comprendono strumenti, modelli, strategie e azioni per il settore tessile, quello chimico, del packaging, del legno e dell'arredamento e dei materiali compositi a base polimerica.

Scopri di più nel video di presentazione e nella sezione news del sito dedicato: <https://lnkd.in/eFFPWhQw>

Show translation



the indications of the United Nations, invite us,

GREEN BITS

- <https://www.youtube.com/watch?v=EYdK05HzEew&list=PL0XOB6Qwr6Of2DWM4BfIQwK2udGea1eC5&index=1>
- https://www.linkedin.com/posts/unismart-fondazione-unipd_si-chiude-per-questanno-green-bits-il-ciclo-activity-7341811651085488128-F-

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[29?utm_source=share&utm_medium=member_desktop&rcm=ACoAACOodLMBy7u5bP8uOehDrdfJZ4MfUxjNYnw](https://www.facebook.com/unismartpd/posts/pfbid02m31ZstBFn2c28T4JfKrVWLtZB4SVJUSNvrTvSbmD9ccjsYTTGrxKa2WfKbDnxxa2l?_cft__[0]=AZUrJgHTcx8CDiBDvREozc-EwGBNQbQglYFLuU8Up3v_b6QORQlw-gDXPZyBGJwMAQcmYmlKDkHWtrILzLur8kFJyzR1nHiiHFylJGftdnI7GyZ61dJpI5r7PKUurTEEiWTcNQ3Hejl_gQA2XZEy5&_tn_=%2CO%2CP-R)

FACEBOOK

- [https://www.facebook.com/unismartpd/posts/pfbid02m31ZstBFn2c28T4JfKrVWLtZB4SVJUSNvrTvSbmD9ccjsYTTGrxKa2WfKbDnxxa2l?_cft__\[0\]=AZUrJgHTcx8CDiBDvREozc-EwGBNQbQglYFLuU8Up3v_b6QORQlw-gDXPZyBGJwMAQcmYmlKDkHWtrILzLur8kFJyzR1nHiiHFylJGftdnI7GyZ61dJpI5r7PKUurTEEiWTcNQ3Hejl_gQA2XZEy5&_tn_=%2CO%2CP-R](https://www.facebook.com/unismartpd/posts/pfbid02m31ZstBFn2c28T4JfKrVWLtZB4SVJUSNvrTvSbmD9ccjsYTTGrxKa2WfKbDnxxa2l?_cft__[0]=AZUrJgHTcx8CDiBDvREozc-EwGBNQbQglYFLuU8Up3v_b6QORQlw-gDXPZyBGJwMAQcmYmlKDkHWtrILzLur8kFJyzR1nHiiHFylJGftdnI7GyZ61dJpI5r7PKUurTEEiWTcNQ3Hejl_gQA2XZEy5&_tn_=%2CO%2CP-R)

PP7 – CCIS

LINKEDIN

- https://www.linkedin.com/posts/chamber-of-commerce-and-industry-of-slovenia-trajnost-kroahsnogospodarstvo-cradlealp-activity-7267432889322029056-8yqz?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o
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- https://www.linkedin.com/feed/update/urn:li:activity:7200843336750903296?utm_source=share&utm_medium=member_desktop

FACEBOOK:

- [Video | Facebook](#)
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- [Additio - 🗨️ Kako lahko razmišljanje po načelih "cradle-to-cradle"... | Facebook](#)
- [Alen Šapek | Facebook](#)

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YOUTUBE:

- [\(95\) C2C Roadmaps RC 6 - YouTube](#)
- [\(95\) Cradle to cradle in the Alpine Space - YouTube](#)

CCIS shared news about the project and its accomplishments on its website:

- [Gospodarska zbornica Slovenije | Od zibelke do zibelke v alpskem prostoru - pogled podjetnikov](#)
- <https://www.gzs.si/projektnopovezovanje/Novice/ArticleId/88823/cradle-alp-na-dnevu-inovativnosti>
- <https://www.gzs.si/projektnopovezovanje/Novice/ArticleId/89208/pot-do-trajnostne-preobrazbe-v-petih-razlicnih-sektorjih>
- [Gospodarska zbornica Slovenije | Transformacija MSP-jev s pristopom od zibelke do zibelke](#)

ARTICLES

CCIS used its magazine Glas gospodarstva (The Voice of Economy) to promote the project, examples of good practices (through the companies that have collaborated with Cradle-ALP project) and individual piloting activities (together with invitation + contact). The articles were published in a paper magazine and online:

- <https://glasgospodarstva.gzs.si/cradle-alp-trajne-resitve-za-trajnostne-izzive/>
- [Transformacija MSP-jev s pristopom od zibelke do zibelke - Glas gospodarstva](#)

EVENTS

- WIRETEX & Srečanje tekstilcev (WIRETEX & Textile Industry Meeting)(24. 9. 2024): Petra Prebil, Director of the Association for the Textile, Clothing and Leather Processing Industry at the Chamber of Commerce and Industry of Slovenia, took the opportunity as a guest speaker to promote the Cradle-ALP project to textile companies. She presented the sector-specific roadmap and invited companies to participate in the upcoming pilot activities.

Cradle-ALP – Pilot action communication campaign



- DAN INOVATIVNOSTI (10. 9. 2024): At the Innovation Day conference organized by the Chamber of Commerce and Industry of Slovenia, we had the honour of presenting our project, Cradle-ALP. This largest national event dedicated to innovation and innovators was themed "We Chose Sustainability" this year. The event was utilized for promoting piloting activities among the entrepreneurs.



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- SHARED GREEN DEAL (5. 6. 2024): The event was conducted as part of the SAHERD GREEN DEAL project and under the auspices of Slovenia's presidency of the EU Strategy for the Alpine Region. It featured a presentation of the Cradle-ALP project, with a focus on the transformation of the textile industry.



PP8 – POLYMERIS

LINKEDIN

- https://www.linkedin.com/posts/polymeris_cradlealp-activity-7254386095872688131-h-3b?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/marine-olacia_recyclage-innovation-durabilitaez-activity-7260277368542367744-D8BL?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/polymeris_cradlealp-polymeris-activity-7262811547368919041-Orzt?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/feed/update/urn:li:activity:7262481443065356288?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/polymeris_sustainability-circulareconomy-innovation-activity-7300133695074484224-aYnu?utm_source=share&utm_medium=member_desktop&rcm=ACoAABigPxQBudD7qZRij7XW1cRsqD2o8CarTqc

Cradle-ALP – Pilot action communication campaign

WEBSITE

- <https://www.polymeris.fr/event/composites-recycling-and-circularity-in-the-alpine-space.html>

PP9 – HEIA-FR

LINKEDIN

- https://www.linkedin.com/posts/regiosuisse_wie-sieht-kreislaufwirtschaft-in-der-praxis-activity-7312836147112480769-2wWJ?utm_source=share&utm_medium=member_desktop&rcm=ACoAADq1htsB6YXa1Rf4nBL6-AIsJVMIZrRvk3o

WEBSITE

- [Podcast: «Cradle-Alp» – Schritte hin zu einer erfolgreichen Kreislaufwirtschaft – regioS](#)

SPOTIFY

- [«Cradle-Alp» – Schritte hin zu einer erfolgreichen Kreislaufwirtschaft - Region am Mikrophon | Podcast on Spotify](#)



4. Conclusion

The Cradle-ALP Pilot Action Communication Campaign has proven to be a strategic pillar in fostering awareness and engagement around circular economy transformation across the Alpine Space. Through a combination of centralized project-level dissemination and partner-specific outreach, the campaign effectively conveyed the project's objectives, shared sector-specific insights, and built a compelling narrative around cradle to cradle principles and practices.

By leveraging diverse communication channels, such as the Cradle-ALP website, LinkedIn group, regional partner networks, and public events, the project ensured a wide and targeted outreach. The development and timely promotion of roadmap brochures, videos, and interactive tools significantly contributed to raising the profile of circular innovation opportunities among businesses and stakeholders.

One key lesson learned is the critical importance of early, targeted, and narrative-driven communication in building trust and interest among SMEs. Initial feedback from stakeholders indicated limited familiarity with cradle to cradle concepts, which posed a challenge for pilot recruitment. In response, the consortium decided early on to put a greater emphasis on showcasing real examples, explaining benefits clearly, and tailoring messages to sector-specific contexts. This approach proved essential in overcoming hesitation, generating engagement, and ensuring active SME participation in the piloting phase.

Another important lesson was the value of combining centralized communication tools with decentralized, region-specific outreach. While the jointly developed materials ensured coherence and alignment with project goals, giving partners the flexibility to adapt and disseminate content locally proved crucial for building credibility and engaging stakeholders in diverse Alpine contexts.

Together, these insights demonstrate that the campaign was not a static dissemination effort, but rather an evolving, interactive dialogue with stakeholders. The early and sustained engagement of partners and external actors was instrumental in setting the stage for successful pilot actions.

In conclusion, the Cradle-ALP communication campaign has not only amplified the project's message but has also laid a durable foundation for future cooperation, knowledge sharing, and scaling of circular economy solutions within and beyond the Alpine region.