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Communication and dissemination strategies in circular economy projects: BIVALIA as a case study

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Circular Economy; Agri-food Waste Management; Open Science; Responsible Research and Innovation (RRI); Strategic Science Communication

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Communication and dissemination strategies in circular economy projects: BIVALIA as a case study

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Keywords: *Circular Economy; Agri-food Waste Management; Open Science; Responsible Research and Innovation (RRI); Strategic Science Communication*

The development of circular economy solutions in agri-food waste management requires not only technological innovation but also effective communication strategies that foster understanding, acceptance, and adoption among diverse stakeholders [1]. In this context, the BIVALIA-CM project implements an integrated communication and dissemination system aligned with the principles of Open Science [2] and Responsible Research and Innovation (RRI), aimed at maximizing its scientific, social, and economic impact [3].

This paper presents the project's communication architecture, structured around a multichannel strategy that combines digital environments, in-person actions, and multimedia production. The project website functions as a central open-access hub for information, results, and resources, complemented by an active social media strategy (LinkedIn, X, Bluesky) designed to engage both specialized and general audiences. At the same time, email marketing campaigns—via quarterly newsletters—foster stakeholder engagement and ensure the regular dissemination of project updates.

In terms of audiovisual communication, the project includes the production of dissemination-oriented content such as videos, infographics, interviews, and recordings with companies in real operational environments. These are distributed through dedicated video channels and podcast formats, facilitating knowledge transfer through accessible and engaging narratives. These actions are reinforced by the organization of scientific workshops, participation in conferences, and the development of training activities, thus creating a dynamic interaction ecosystem among academia, industry, policymakers, and citizens.

The system is supported by a structured activity plan and strategic collaborations with sectoral associations and specialized media, enhancing both visibility and credibility. Finally, a robust monitoring and evaluation framework is presented, based on key performance indicators (KPIs), including metrics related to scientific dissemination (publications, conference participation), digital communication (social media interactions, website traffic, multimedia outputs), and media impact and stakeholder engagement. This framework enables both performance assessment and iterative optimization of communication strategies.

Overall, BIVALIA proposes a replicable model for strategic communication in circular economy projects, integrating dissemination, participation, and systematic impact evaluation.

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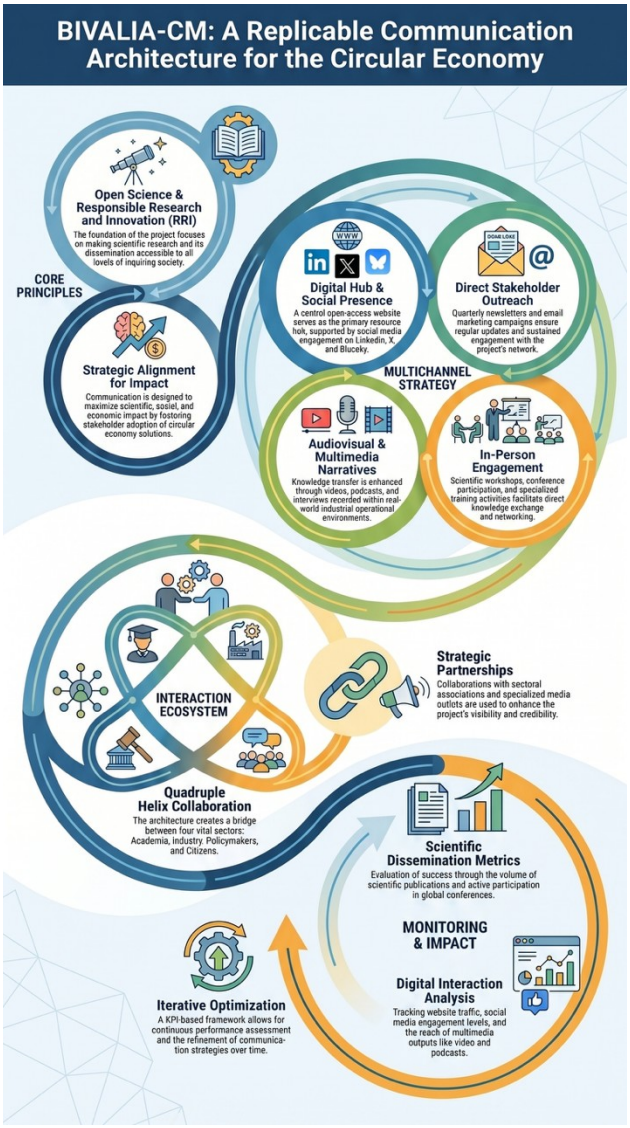


Figure 1. Replicable Communication Architecture for the Circular Economy

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