



D1.3.1 TRAINING ACTIVITIES, TOOLS AND MATERIAL

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**PreVENTing and
ReDucing the
tEXtiles waste mountain
in the MED area**



Document information

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Acronyms

APs	Associated Partners
B2C	Business-to-Consumer
M	Month
PoC	Proof of Concept
PPs	Project Partners
T/C	Textile and Clothing
WET	Western European Time
WP	Work Package

1. Summary

This document provides a comprehensive report on the preparation, development, implementation, and evaluation of Activity 1.3 – Thematic - train the trainer - workshops, which was integrated into WP1 - Reforming the industry by using sustainable and circular practices. The activity aimed to address the need for sustainability in the Textile and Clothing (T/C) sector by focusing on equipping partners and associated partners with the skills and knowledge required to drive the adoption of circular strategies and effective textile waste management practices in the Mediterranean area.

The report outlines the structured approach adopted for this activity, highlighting the key phases from planning and resource development to execution and evaluation.

It also provides an analysis of the training outcomes and insights gained to inform future actions regarding the training to be applied within WP1 – A1.2 Definition of the core elements of Knowledge Platform and fine tuning of subtopics, WP2 – A2.3 Proof of Concept (POC) – B2C Living Lab, and A2.4 Proof of Concept (PoC) – Capacity Building for Public Authorities (VERDE Academy).

1.1. Description of the train the trainer activity

The training program, developed under Activity 1.3, focused on building a skilled workforce through the education and training of project partners (PPs) and associated partners (APs). These trained partners were then expected to cascade their knowledge by training workers in the T/C sector. The activity emphasized sustainability, circular economy strategies, and effective textile waste management to support the sector's transition towards more sustainable practices.

The implementation of this activity comprised three main phases, which are presented in Figure 1:

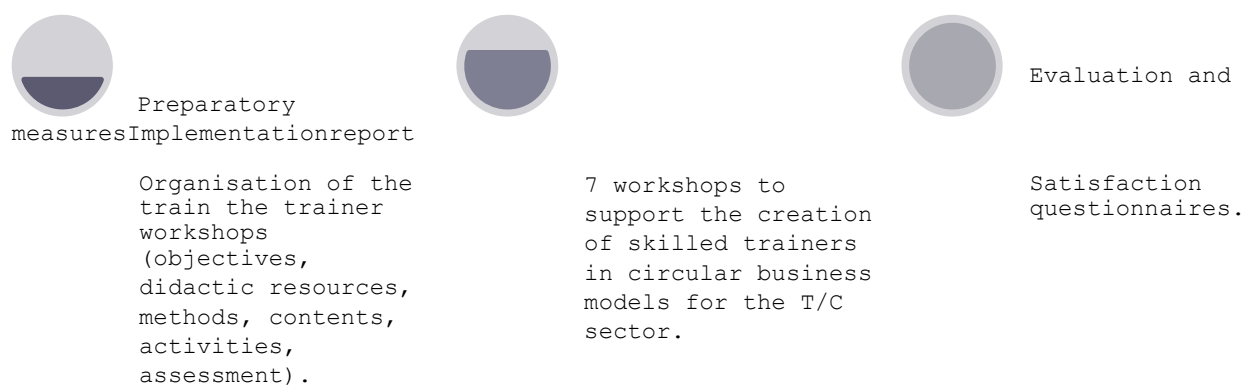


Figure 1 Implementation methodology



2. Technical report of the train the trainer activity

This section provides a detailed account of the phases involved in the implementation methodology, focusing on the preparation, execution, and evaluation of the activity. It highlights the key steps taken to ensure the successful delivery of the training workshops and their alignment with the project's goals.

2.1. Preparatory measures

The preparatory phase focused on defining and creating the training strategy, setting timelines, and aligning resources to ensure the effective implementation of the workshops.

Planning and Coordination

CITEVE was designated as the responsible partner to design, organize, and deliver the 7 train-the-trainer workshops. This process involved collaboration with all partners to identify specific needs, set priorities, and refine the approach outlined in the application document.

Following the brainstorming session conducted during the project's kick-off meeting, the initial plan for the workshops was revised to address emerging priorities and reflect the most current needs of the textile and clothing sector. Adjustments were made to ensure the content aligned with sustainable and circular strategies, reinforcing the objectives of the project.

The finalized themes of the revised train-the-trainer workshops were structured as follows:

Workshop 1 – Global Dimension of Textiles – Examining the global impact, trends, and challenges within the textile industry;

Workshop 2 – Eco-design Strategies – Introducing design approaches that minimize environmental impact;

Workshop 3 – Circular Business Models – Exploring business strategies that promote circularity and sustainability;

Workshop 4 – Strategies for Textile Waste Management – Providing methods for managing and reducing textile waste effectively;

Workshop 5 – Innovations in Digital Solutions and Traceability – Highlighting technological advancements for improving transparency and tracking in the supply chain;

Workshop 6 – Promoting Sustainable Consumption Practices – Encouraging behaviours and systems that support sustainability;

Workshop 7 – R&D+I for Sustainable Development – Fostering research, development, and innovation to advance sustainable practices.

It is important to note that there were changes in the order of the workshops due to logistical considerations. Since the project's general meeting was held on September 17 and 18, it was scheduled to hold the workshop about Strategies for Textile Waste Management beforehand to take advantage of the visit and showcase real-life recycling cases in Portugal. So, the workshop about Circular Business Models was changed to Workshop 4 and the workshop about the Strategies for Textile Waste Management was changed to Workshop 3.

Partner Contributions and Content Development

For the definition of the training activities, partners' contributions were carefully considered, starting with a brainstorming exercise conducted during the kick-off meeting. Following this initial input, the workshops were revised and aligned with the most current needs. A guidelines document was subsequently made available to collect additional feedback and comments, ensuring relevance and adaptability.



All pedagogical materials were carefully prepared by the CITEVE team in collaboration with the respective speakers, with the intention of making a range of materials accessible through the Knowledge Platform.

To support the delivery of these sessions, CITEVE developed instructional materials, including PowerPoint presentations, a train-the-trainer manual for each workshop theme, and other didactic resources such as activity tools and collaborative boards. The resources were produced in English language, promoting consistency, and ensuring that the intended outcomes could be effectively delivered across all partners.

Timeline and Phases

A detailed timeline was established to outline the preparation, development, implementation, and reporting phases of the activity. Key milestones were set to monitor progress, enabling timely adjustments where necessary. The timeline (Table 1) included the following phases:

Preparation Phase

- Planning: Organizing meetings among partners to align goals and expectations;
- Content Development: Refining training sessions based on partners' inputs, identifying key themes, and tailoring content to address specific needs;
- Resource Creation: Developing strategies, presentations, manuals, activity tools, and collaborative resources;
- Material Review: Validating the content and ensuring consistency, accessibility, and alignment with project objectives;
- Logistics and Scheduling: Establishing timeline, assigning roles, and finalizing workshop schedule.

Implementation Phase

- Workshop Delivery: Conducting the 7 train-the-trainer workshops as outlined in the training plan;
- Engagement and Interaction: Facilitating discussions, hands-on activities, and collaborative exercises to enhance learning outcomes;
- Feedback Collection: Distributing satisfaction questionnaires and conducting assessments to evaluate participant experiences and learning;
- Toolkit Finalization: Refining workshop toolkits based on initial feedback and observations during the implementation.

Reporting Phase

- Data Analysis: Reviewing survey results, participant feedback, and attendance records;
- Findings Documentation: Compiling insights, best practices, challenges, and lessons learned;
- Report Preparation: Generating a comprehensive report detailing the activity's progress, outcomes, and recommendations for future actions;
- Resource Accessibility: Uploading finalized materials and reports to the Knowledge Platform for partners' access and dissemination.

Table 1 Activities timeline

	Year 1										Year 2		
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13
1. Preparatory measures													
a. Planning			□										
b. Content Development				□									
c. Resource Creation					□		□	□		□	□	□□	



d. Material Review									
e. Logistics and Scheduling									

2. Implementation

a. Workshop Delivery									
b. Engagement and Interaction									
c. Feedback Collection									
d. Toolkit Finalization									

3. Reporting

a. Data Analysis									
b. Findings Documentation									
c. Report Preparation									
d. Resource Accessibility									

2.2. Implementation

This section provides a comprehensive overview of the implementation phase of the 7 train-the-trainer workshops. It details the training plan for each session, including the date, time, speakers, and content covered. The report also highlights key aspects of the workshops, such as attendance records. Supporting materials, including presentations, manuals, and other resources, are also documented to ensure a clear understanding of the training delivery process and its outcomes.

Workshop 1 – Global Dimension of Textiles

Workshop Details

This workshop, the first of seven planned sessions, provided a foundational introduction to the textile and clothing sector, addressing the limited prior knowledge of many partners. The session established a shared knowledge base, fostering collaboration and preparing participants for subsequent specialized workshops.

The Table 2 outlines the training plan for the referenced session.

Table 2 Workshop 1 training plan

Workshop 1 – Global Dimension of Textiles			
Target public	PP and AP	Workshop Mode	☐ Face-to face ☒ Online
Date / Time	29/05/2024 from 9:00 hours to 13:00 hours (WET)	Trainer/speaker	Raquel Santos Catarina Guise



Topic	Understanding the interconnectedness and impact of the textile industry on a global scale, including trends, challenges, and opportunities.
Contents	1. Overview of the global textile industry: Key players, market trends, and emerging economies; 2. Global supply chain dynamics: Raw material sourcing, manufacturing, distribution, and consumption patterns; 3. Environmental and social implications: Environmental footprint, labour practices, and ethical considerations; 4. Global regulations and standards: Compliance requirements, sustainability initiatives, and international agreements; 5. Case studies and best practices: Examples of successful global textile initiatives and collaborations.
Comments	Emphasis will be placed on fostering a holistic understanding of the textile industry's role in the global economy and its impact on environmental and social sustainability.

Attendance and Participation

A total number of 33 attendees participated actively in the event, engaging in discussions, and contributing to the activities.

Supporting Material

For this workshop, a comprehensive set of supporting materials was developed to ensure effective delivery and enhance participant engagement. These included a detailed PowerPoint presentation for visual support and key concepts, along with a trainer's manual offering thematic guidelines and step-by-step instructions. Supplementary resources, such as infographics and case studies, were prepared to reinforce learning and provide practical insights. The materials were made available in English. PPs and APs can access these resources anytime through the project's shared drive, ensuring availability and usability.

Workshop 2 – Eco-design Strategies

Workshop Details

The training plan for the mentioned session is detailed in Table 3.

Table 3 Workshop 2 training plan

Workshop 2 – Eco-design Strategies			
Target public	PP and AP	Workshop Mode	☐ Face-to face ☐ Online ☒
Date / Time	8/07/2024 from 9:30 hours to 11:30 hours (WET)	Trainer/speaker	Raquel Santos Flávio Ferreira



Topic	Exploring innovative design approaches and strategies to minimize environmental impact and promote sustainability throughout the product lifecycle.
Contents	1. Introduction to eco-design principles: Cradle-to-cradle design, biomimicry, and circular economy concepts; 2. Sustainable material selection: Evaluation criteria, renewable resources, and biodegradable alternatives; 3. Design for durability and longevity: Strategies to extend product lifespan and reduce waste generation; 4. Eco-friendly manufacturing processes: Energy efficiency, water conservation, and pollution prevention measures; 5. Life cycle assessment (LCA) and eco-labelling: Tools for assessing environmental impact and communicating sustainability credentials.
Comments	Practical exercises and case studies will be incorporated to encourage participants to apply eco-design principles in their own projects, companies and/or initiatives.

Attendance and Participation

33 participants were present and engaged actively throughout the session.

Supporting Material

For this workshop, a presentation and a trainer's manual were developed to provide structured guidance and support for facilitators. These materials included key concepts, practical examples, and step-by-step instructions to ensure effective understanding of the theme. They are accessible to PPs and APs in the project's shared drive, enabling partners to easily download and use them as needed.



Workshop 3 – Strategies for Textile Waste Management

Workshop Details

Table 4 provides an overview of the training plan for the specified session.

Table 4 Workshop 3 training plan

Workshop 3 – Strategies for Textile Waste Management			
Target public	PP and AP	Workshop Mode	Face-to face
			Online
	11/09/2024		☐
			☒ Catarina Guise
Date / Time	from 9:30 hours to 11:00 hours (WET)	Trainer/speaker	Ana Tavares, RDD Textiles
Topic	Examining innovative approaches and best practices for managing textile waste across the product lifecycle, from production to end-of-life.		
Contents	1. Textile waste generation and composition: Understanding the sources, types, and characteristics of textile waste; 2. Waste reduction and prevention strategies: Design for disassembly, waste minimization techniques, and lean manufacturing principles; 3. Recycling and upcycling technologies: Mechanical, chemical, and biological processes for textile recycling and reuse; 4. Extended producer responsibility (EPR) and product stewardship programs: Legal frameworks, producer obligations, and industry initiatives; 5. Circular waste management systems: Collaborative approaches, stakeholder engagement, and closing the loop on textile waste.		
Comments	Case studies and site visits may be incorporated to illustrate successful waste management initiatives and inspire practical solutions.		

This workshop benefited from the first general meeting in CITEVE, Vila Nova de Famalicão, Portugal, as it provided an opportunity to explore real-life case studies directly related to the topics discussed during the session.

Attendance and Participation

25 individuals were involved and participated actively in the event.

Supporting Material

Supporting materials for this workshop included a structured presentation and a comprehensive trainer's handbook. These resources provided trainers with visual aids, topic overviews, and practical guidelines to deliver the session. The materials have been uploaded to the project's shared drive, where they can be accessed by PPs and APs for reference and further adaptation.

Workshop 4 – Circular Business Models

The training plan for the mentioned session is detailed in Table 5.

Table 5 Workshop 4 training plan

Target public	PP and AP	Workshop Mode	☐ Face-to face ☒ Online
Date / Time	4/10/2024 from 9:30 hours to 11:00 hours (WET)	Trainer/speaker	Raquel Santos Maria José Carvalho
Topic	Exploring innovative business strategies that prioritize resource efficiency, waste reduction, and closed-loop systems.		
Contents	1. Introduction to circular economy principles: Rethinking linear business models, principles of circularity, and value chain optimization; 2. Circular business model archetypes: Product-as-a-Service (PaaS), sharing platforms, remanufacturing, and closed-loop systems; 3. Collaborative partnerships and ecosystem development: Engaging stakeholders, fostering industry collaboration, and creating shared value; 4. Business case development and implementation strategies: Assessing economic viability, overcoming barriers, and scaling circular initiatives.		
Comments	Participants will have the opportunity to develop action plans and explore potential collaborations to advance circular business practices within their organizations and/or		

Workshop 4 – Circular Business Models

Attendance and Participation

33 attendees attended and contributed meaningfully to the event’s activities and discussions.

Supporting Material

A presentation and a detailed thematic handbook were created for this workshop to support facilitators with clear instructions, session plans, and supplementary resources. These materials were designed to enhance participant engagement and learning outcomes. All materials are available to PPs and APs through the shared drive of the project, ensuring easy access and usability.

Workshop 5 – Innovations in Digital Solutions and Traceability

Workshop Details

Details of the training plan for the referred session are shown in Table 6.

Table 6 Workshop 5 training plan



Workshop 5 – Innovations in Digital Solutions and Traceability

Target public	PP and AP	Workshop Mode	☐ Face-to face ☒ Online
Date / Time	29/10/2024 from 9:30 hours to 11:00 hours (WET)	Trainer/speaker	Catarina Guise Paula Rodrigues
Topic	Examining cutting-edge technologies and digital tools to enhance transparency, traceability, and accountability across the textile supply chain.		
Contents	1. Overview of digital transformation in textiles: Industry 4.0 trends, Internet of Things (IoT), block chain, and big data analytics; 2. Traceability systems and data management: Implementing track-and-trace technologies, data standards, and interoperability protocols; 3. Transparency and consumer engagement: Communicating product information, authenticity verification, and storytelling; 4. Supply chain risk management: Identifying vulnerabilities, mitigating supply chain disruptions, and ensuring ethical sourcing; 5. Case studies and emerging trends: Examples of successful digital solutions and innovations in textile traceability and transparency, such as DPP – Digital Product Passport.		
Comments	Practical demonstrations and interactive sessions will provide hands-on experience with digital tools and traceability platforms.		

Attendance and Participation

21 attendees joined the event and demonstrated active involvement in discussions and tasks.

Supporting Material

The workshop was supported by a presentation and a trainer's manual, both of which were developed to guide facilitators through the session content. The materials covered key topics, learning objectives, and practical strategies. PPs and APs can access these resources anytime through the shared drive of the project, ensuring widespread availability and usability.

Workshop 6 – Promoting Sustainable Consumption Practices

Workshop Details

Table 7 displays the training plan corresponding to the referenced session.

Table 7 Workshop 6 training plan

Workshop 6 – Promoting Sustainable Consumption Practices

Target public	PP and AP	Workshop Mode	☐ Face-to face ☒ Online
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Date / Time	<u>22/11/2024</u> from <u>9:30</u> hours to <u>11:00</u> hours (WET)	Trainer/speaker	Raquel Santos Rosa Maia Teresa Silva
Topic	Exploring strategies to educate, empower, and encourage consumers to make sustainable choices throughout the textile product lifecycle.		
Contents	1. Understanding consumer behaviour: Psychological insights, values, attitudes, and motivations influencing purchasing decisions; 2. Sustainable product labelling and certification: Eco-labels, certifications, and product transparency initiatives; 3. Communication and marketing strategies: Storytelling, greenwashing prevention, and effective messaging to promote sustainability; 4. Consumer engagement and education campaigns: Interactive experiences, social media outreach, and community-building initiatives; 5. Circular consumption models: Rental, resale, repair, and upcycling initiatives to extend product lifespan and reduce waste.		
Comments	Participants will explore collaborative opportunities to implement consumer centric sustainability initiatives and campaigns within their organizations and communities.		

Attendance and Participation

23 attendees took part in the event, engaging in meaningful interactions and group activities.

Supporting Material

To support this workshop, a presentation and a thematic manual were prepared to assist facilitators in delivering the content effectively. These resources featured structured content, discussion prompts, and visual aids to reinforce learning. All materials are stored in the project's shared drive, providing PPs and APs with continuous access for review and adaptation.

Workshop 7 – R&D+I for Sustainable Development

Workshop Details

An outline of the training plan for the noted session can be found in Table 8.

Table 8 Workshop 6 training plan

Workshop 7 – R&D+I For Sustainable Development			
Target public	PP and AP	Workshop Mode	☐ Face-to face ☐ Online ☒ Online
Date / Time	<u>19/12/2024</u> from <u>9:30</u> hours to <u>10:30</u> hours (WET)	Trainer/speaker	Raquel Santos Carla Silva



Topic	Exploring the role of research and innovation in driving sustainable development within the textile industry, with a focus on emerging trends and opportunities.
Contents	1. The importance of R&D in sustainability: Leveraging research to address environmental, social, and economic challenges in textiles; 2. Sustainable material innovation: Bio-based materials, recycled fibers, and advanced textiles with reduced environmental footprint; 3. Process innovation for sustainability: Cleaner production methods, energy-efficient technologies, and water-saving processes; 4. Collaborative R&D partnerships: Industry-academia collaborations, cross-sector partnerships, and funding opportunities for sustainable innovation; 5. Scaling up sustainable solutions: Overcoming barriers to adoption, commercialization strategies, and market penetration for sustainable products.
Comments	Interactive discussions and brainstorming sessions will facilitate knowledge exchange and collaboration among participants to advance R&D efforts for sustainable development in the textile sector.

Attendance and Participation

A total number of 19 participants attended and provided valuable input during the event.

Supporting Material

A set of supporting materials was prepared for this workshop, including a PowerPoint presentation and a trainer's manual. These materials focused on delivering clear explanations, examples, and hands-on activities to facilitate learning. They are readily available in the shared drive of the project, allowing PPs and APs to download and utilize them as required.

2.3. Reporting

To assess the results of the training actions' implementation, a satisfaction questionnaire with closed questions, using a Likert scale, and open questions was used. A survey was created with the objective of collecting the PPs' and APs' opinions on the training actions they attended. The questionnaire was administered at the end of each workshop to measure acquired knowledge, assess improved skills, and gather feedback for enhancing the available materials (Annex I).

The VERDEinMED Train the Trainer Assessment report captured feedback from 30 participants, including partners (76.7%) and associated partners (23.3%), as presented in Figure 2.

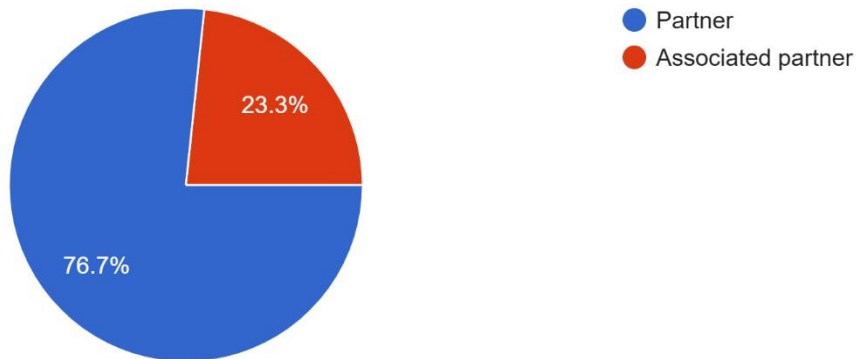


Figure 2 Partners and associate partners in attendance at train the trainer workshops

Participants overwhelmingly found the training sessions useful and applicable in their regions. Specifically, 93.3% of respondents believed the training content provided valuable insights and could be replicated in their local contexts (Figure 3).

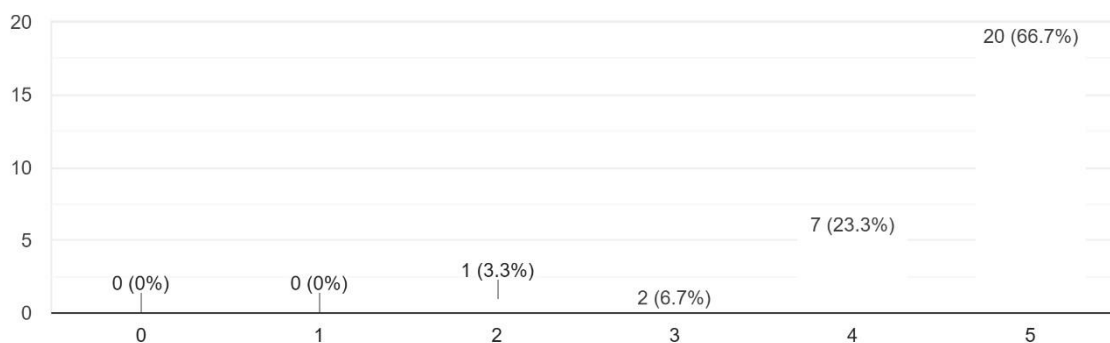


Figure 3 Usefulness of training content in the local context of PPs and APs

Furthermore, 56.7% agreed that the knowledge gained was directly applicable to their regional context (Figure 4), while 93.3% expressed willingness to implement similar workshops in their regions (Figure 5).

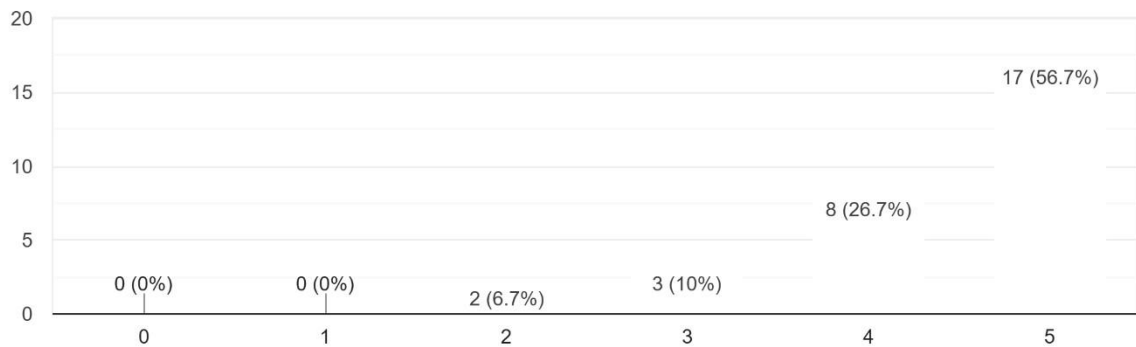


Figure 4 Application of training content in the local context of PPs and APs

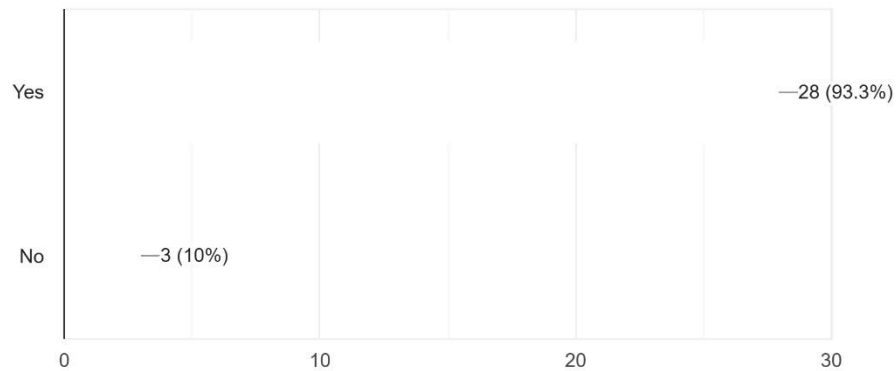


Figure 5 Interest in regional implementation of the workshop

Attendees particularly appreciated the practical focus of the sessions, which included case studies, eco-labelling strategies, and real-world examples to demonstrate sustainability practices. They also valued the emphasis on global regulations, collaborative partnerships, and circular economy strategies, which offered actionable insights for promoting sustainable practices.

While the feedback was predominantly positive, participants suggested some improvements to enhance future training sessions. These included adding more interactive activities, such as quizzes, group exercises, and roleplaying to boost engagement. They also recommended providing additional case studies, pilot project examples, and multimedia resources to reinforce learning and make the content more dynamic.

Overall, the workshops met expectations, delivering relevant knowledge and practical tools for advancing sustainability in the textile sector. Recommendations will be used to enhance future sessions and develop followup activities.

3. Other training activities



This section outlines the development of additional training activities designed to promote circularity and sustainability in the textile and clothing (T/C) sector under the VERDEinMED project. These activities will be carried out within the framework of WP1 – A1.2 Knowledge Platform, WP2 – A2.3 Proof of Concept (PoC) – B2C Living Lab, and A2.4 Proof of Concept (PoC) – Capacity Building for Public Authorities (VERDE Academy).

3.1. Knowledge platform

Activity A1.2 aims to engage stakeholders from the quadruple helix model (academia, industry, government, and civil society) in identifying challenges and solutions to foster circularity and sustainability in the T/C sector. To this end, National VERDE Hubs were established in each participating countries, organizing co-creation workshops that may require components related not only to the sharing of information but also to the passing on of knowledge and therefore training through various sources. These workshops involved two iterative sessions to define the core elements of the Knowledge Platform and refine its subtopics. This collaborative approach ensured solutions were tailored to regional needs, supporting economic operators, policymakers, and consumers with targeted and practical resources. Therefore, the Knowledge Platform serves as a central hub to share training materials such as information and tools regarding the T/C sector.

In parallel with defining the platform, its development was also built on the insights from the state-of-the-art analysis conducted during the first period, as well as from the train-the-trainer workshops. Activity A1.3 will contribute with valuable resources such as thematic manuals and strategic tools.

The platform was designed to align with EU sustainability initiatives, such as the Green Deal and the Circular Economy Action Plan, promoting a circular economy. The following key features have already been established:

- Resource Library: A database of housing laws, regulations, policies, best practices, and SWOT analyses specific to the T/C sector;
- Member Area: A dedicated space for stakeholders to network, share ideas, and collaborate through discussion forums and profiles;
- Regional/National Hubs: National hubs offering localised content in multiple languages;
- Additional material: A dedicated space for key stakeholders, funding, initiatives and projects and relevant authorities.

Furthermore, the knowledge Platform will continuously serve as a dynamic hub that facilitates the capacity building of the T/C industry stakeholders, by foster collaboration, knowledge exchange, and skill development. Key benefits include:

Networking opportunities by connecting with other professionals, experts, and organisations in the textile's ecosystem;

- Knowledge sharing by accessing a wealth of knowledge, resources, and best practices shared by community members to stay informed and improve own practices;
- Keeping up-to-date with the latest news, trends, and developments in the textiles ecosystem through community updates and discussions;
- Collaboration on projects by finding partners for joint projects, initiatives, and funding opportunities, fostering collaboration and innovation;
- Professional development by engaging in discussions, webinars, and training sessions to enhance skills;
- Recognition and visibility by increasing the project and partners' visibility in the field, contributing to discussions, sharing owns work, and being recognised as an active member of the community;

Community support, being part of a supportive community that shares its values and commitment to the textiles ecosystem, provides a sense of belonging and mutual encouragement.



3.2. B2C living lab

Living labs

Living labs, led by CERTH, CONF, and CTA, will engage consumers and companies in awareness-raising and training activities to highlight the environmental impact of the T/C sector and explore sustainable practices.

Methodology

The methodology includes:

First questionnaire;

Training;

- Study visits;
- Second questionnaire;
- Other trainings (if necessary);
- Report;
- Final event.

Implementation

The implementation methodology will be detailed based on the aforementioned activities.

First questionnaire

Legambiente, together with Confindustria Umbria, will prepare a questionnaire to be disseminated among consumers. The aims of this questionnaire are to assess consumers' knowledge about the sustainability of textile industries, understand their key behaviours, provide valuable insights to the textile and clothing (T/C) sector, and foster a connection between consumers and industry as essential players within a circular system.

The questionnaire will be provided in English. Each partner will be responsible for translating it into their own language. In order to provide meaningful results, approximately 100 answers per participating country are required (300 in total). The call to action will be initiated during period 3 (M13), and responses will be collected until M15.

Following the regional analysis of data collected from the consumer questionnaire, PPs will gain insights into consumer perceptions of the issues facing the textile sector, as well as identify significant knowledge gaps that need to be addressed.

Training

Based on the questionnaire findings, PPs will develop and propose targeted training sessions, leveraging the tools and materials prepared during the train-the-trainer activity.

These training sessions will be tailored to address specific areas of concern or interest, potentially covering various aspects and segments of the textile ecosystem value chain. Depending on the identified needs, multiple training sessions may be organized to address different aspects and segments of the textiles ecosystem value chain, addressing sectoral or horizontal problems.

It is expected that 40 out of the 100 consumers who participated in the initial questionnaire will be selected to take part in the training. The purpose of these sessions is to prepare participants as thoroughly as possible for the subsequent study visits, equipping them with the necessary knowledge to maximize their learning and engagement during these visits.

The training will be done within M16.



Study visits

- As part of the strategy to foster knowledge creation and raise awareness about sustainability in the textile and clothing sector, guided tours and/or study visits at industrial plants will be carried out, also visits of the industries inside school and design institutes will take place. These tours aim to provide participants with first-hand insights into industry practices, highlighting production processes, waste management, and innovative reuse and recycling strategies. On the other hand, bring industries inside specific institutes can help bring the world of academic research closer to the world of work.

Each participating partner is responsible for organizing at least 1 guided tour or study visit. These tours will engage 40 consumers who participated in the initial training sessions. To accommodate logistical and management needs, participants may be divided into smaller groups to ensure effective interaction and learning during the visits.

The guided tours will include the following types of facilities:

Production Industries: These visits will focus on providing participants with an understanding of production processes, the resources utilized, and the potential environmental challenges associated with the textile and clothing industry;

Waste Treatment Plants: Participants will observe the specific processes used to treat textile waste, gaining insights into how waste is managed and where it ultimately ends up;

Reuse and Recycling Cooperatives: These visits will showcase alternative approaches to managing textile waste, such as reuse and repair. Whenever possible, visits will prioritize local cooperatives to emphasize community-based sustainability initiatives;

Schools and design institutes: bringing the world of academic research closer to that of work.

The visit will be done from month 19 to month 21, at least 1 per month.

Second questionnaire

A second questionnaire will be proposed to consumers who participated in the visits to ascertain if their perceptions have changed. PPs will also collect feedback, suggestions and ideas to make the sustainability of this supply chain more recognized and recognizable, and to raise consumer awareness of their purchases and the alternatives that exist.

Other training

After the second questionnaire, if needed, other training and awareness-raising meetings with the visited companies can be proposed, also with respect to what comes out from the analysis of the questionnaire data.

Report

These activities (second questionnaire and other meetings) will be done within M30. A report per each country will be realized, with the analysis of the questionnaire and the feedback from the industries.

Final event

A final event will be organized, within month 30, to exchange feedback and to present the report.

Communication campaign

A collaborative communication campaign will be implemented by several project partners across participating countries, namely:

- Legambiente – Italy;
- Diadyma – Greece;
- Ribera – Spain;
- CITEVE – Portugal;



- E-zavod – Slovenia;
- Bulgarian Fashion Association – Bulgaria;
- Textile Trade Association, Ct - North Macedonia.

Each partner will produce three videos tailored to different consumer groups (e.g., youth, families) and set in diverse contexts such as shopping environments, fairs, or other clothing-related locations. These videos will highlight the environmental impact of fashion choices and promote sustainable alternatives. The videos will be shared across various social media platforms, including YouTube, LinkedIn, Facebook, and Instagram, through the accounts of the partners involved in the activity and subsequently amplified through the project's official channels. These videos not only aim to raise awareness but also serve as a form of training for consumers, incorporating data on the environmental and social impacts of the textile and clothing sector to educate and empower viewers to make informed decisions.

Implementation will start in M7 and end in M24.

3.3. Info days

A series of info days will be organized to raise awareness about the project's free-of-charge services and provide hands-on support through technical assistance for selected Proof of Concepts (PoC). These sessions will serve to inform stakeholders about the PoC call conditions and offer tailored presentations to address the specific interests of different target groups. For instance, industrial applicants will receive detailed information about technical assistance and the opportunities available to them, while authorities and policymakers will be informed about key results, such as outcomes from the VERDE Academy and peer review meetings. This approach ensures that the content resonates with the diverse audiences across all partner countries.

Additionally, a comprehensive handbook will be prepared to guide the transnational use of the VERDE Bussola tool, functioning as both a sustainability and transferability plan for the consolidated concept. The tool will be adapted for transnational application, including translation into relevant languages, to maximize accessibility and usability. To further expand outreach, the main target groups will be engaged through info sessions, held across all participating countries, ensuring effective dissemination and adoption of project outcomes. These activities collectively aim to enhance the understanding and utility of the VERDE Bussola tool while fostering cross-border collaboration and knowledge sharing. Implementation will start in M13 and end in M30.

4. General assessment

Overall, the workshops performed (e.g. train the trainer activities) met expectations, delivering relevant knowledge and practical tools for advancing sustainability in the textile sector:

- Foster synergies between activities so as to maximize impact (e.g., knowledge platform based on webinar content, promotion during info days);
- Continuously evaluate the effectiveness of each initiative using metrics like attendance, engagement, and behaviour change (e.g. through surveys);
- Encourage feedback from participants to improve and tailor activities. Maximize adaptability: Use modular and flexible content in training materials to maximize adaptability;
- Streamline replicability: by creating and using standardized templates and guidelines;
- Enhance transferability: by building frameworks for localization, language translation, and stakeholder engagement (see VERDE Bussola).

As the webinars have been already implemented, the assessment below will be considered as an ex-post assessment, while all other activities will be evaluated in ex ante form. Therefore, recommendations are provided



below, which will be used to enhance future sessions and develop follow-up activities. Each activity has distinct strengths and potential areas for improvement. More particular:

Webinars / Train the Trainer purpose

Strengths:

- Cost-effective and accessible to a wide audience;
- Can be recorded for future use, expanding reach and impact;
- Interactive features (e.g. Q&A sessions) enhance engagement;
- Enables impact by enabling trained individuals to educate others;
- Promotes sustainable knowledge transfer;
- Supports localized and contextualized training delivery.

Challenges:

- Limited interactivity compared to in-person sessions;
- Engagement can drop if content lacks visual appeal or if participants multitask;
- Requires skilled trainers who can adapt content effectively;
- Risk of dilution or misinterpretation of the original material.

Recommendations:

- Incorporate polls, quizzes, and collaborative tools (e.g. Miro) to boost engagement;
- Ensure content is concise, targeted, and visually engaging;
- Standardize training materials and conduct regular follow-ups;
- Provide ongoing support and resources for trainers.

Knowledge Platform

Strengths:

- A centralised repository ensures easy access to information;
- Promotes self-paced learning and resource sharing;
- It can be continually updated to stay relevant.

Challenges:

- Risk of low usage without proper promotion;
- Requires regular maintenance and a user-friendly design.
- Recommendations:
- Promote the platform through newsletters, events, and social media.

Consumer Campaigns

Strengths:

- Directly targets end-users, influencing behaviour at scale;
- Effective for raising awareness and driving action on specific issues;
- Creative campaigns can generate widespread attention.

Challenges:

- Measuring impact can be difficult;
- Requires significant investment for wide reach.

Recommendations:

- Use multi-channel approaches (social media, print, events);
- Include measurable KPIs (e.g., survey participation, behaviour change rates if possible).

Living Labs

Strengths:

- Encourages practical, hands-on experimentation;
- Fosters collaboration among stakeholders;



- Provides real-world insights for scaling solutions.

Challenges:

- Requires significant resources (space, facilitators, participants);
- May face resistance to change or low participation.

Recommendations:

- Prioritize co-creation with active stakeholder engagement;
- Share case studies and results to inspire broader adoption.

Info Days**Strengths:**

- Offers a focused opportunity to share detailed information;
- Promotes networking among participants;
- Helps clarify complex topics through direct interaction.

Challenges:

- Limited to those who can attend in person;
- Risk of information overload if not well-structured.

Recommendations:

- Combine with online dissemination of key takeaways;
- Structure sessions to allow for Q&A and interactive components.

4.1. Adaptability / Replicability / Transferability potential

Below is an analysis of the adaptability, replicability, and transferability potential of the training activities already performed (train the trainer and knowledge platform) and those to be performed in the future (consumer campaigns, living labs and info days):

Webinars / Train the Trainer purpose

- Adaptability: High – Content can be tailored to specific audiences, industries/sectors, or regions. It can be customized to meet local needs, provided trainers are skilled in adapting material;
- Replicability: Medium / High – Webinars can be reused or modified with minimal effort, and recorded sessions help extend reach. The quality of replication depends on trainer competence and resource availability;
- Transferability: High – Easily deployable across diverse contexts with the right platform and language localization. Effective across industries and sectors when using standardized core training materials.

Knowledge Platform

- Adaptability: Medium – Requires upfront customization for specific audiences or fields;
- Replicability: High – Easily scalable across different regions or industries once developed, though effectiveness depends on local infrastructure and stakeholder engagement;
- Transferability: Medium – Success depends on local (digital) infrastructure and user familiarity with online platforms. It requires significant adjustments to local economic and cultural conditions, which, in the case of VERDEinMED, have been taken into account, as the platform features several national minisites with a customised approach to local needs and dynamics.

Consumer Campaigns

- Adaptability: High – Campaigns can be tailored to cultural, demographic, or geographic contexts;
- Replicability: Medium – Creative aspects may need significant modification for new audiences;
- Transferability: High – Widely applicable across regions, especially when addressing universal issues like sustainability.



Living Labs

- Adaptability: Medium – Requires specific setups and stakeholder alignment for different contexts;
- Replicability: Medium – Replication can be challenging due to resource and participant variations;
- Transferability: Medium – Best suited to contexts where collaboration and infrastructure are feasible.

Info Days

- Adaptability: High – Easily adjusted to focus on local priorities or emerging issues;
- Replicability: High – Can be repeated with consistent formats and themes;
- Transferability: High – Can be organized in various locations with minimal adaptation.

4.2. Reliance on data / methodology

The effectiveness of training activities often depends on the quality of data and methodology employed. The establishment of partnerships with relevant research institutions (e.g. Citeve) and the coordination of VERDEinMED by CERTH as RTO, ensure data access and methodological guidance. Further collaboration with industry partners (e.g. CONF, BFA, TTA-TC) enhances data availability and methodological rigor.

Capitalizing on the project's and partners' extended project portfolio, provides often already consolidated or streamlined datasets such as data on waste generation, recycling rates, consumer behaviour, and industry practices, which are already known. Continuous monitoring of data is performed and helps track progress and inform strategies. The methodology applied is a combination of environmental and lifecycle assessments (LCA), circular economy principles, and community-driven approaches.

An assessment of the reliance and integration of data and methodologies for each type of activity, is presented below:

Webinars / train the trainer

The webinars use relevant data to provide up-to-date, impactful content. Success depends on comprehensive baseline data to identify training needs and skill gaps, which have been identified in section C2.6 but also in the KoM, where the multidisciplinary approach of the project partnership has been highlighted. Regular assessments of trainer effectiveness and learner outcomes are crucial and have been performed after each webinar. Further relevant data include examples such case studies, industry reports, and real-time statistics for engagement.

Methodology: Relies on well-structured presentations, interactive formats (e.g., Q&A, polls), and multimedia support. Requires robust frameworks (e.g., standardized training manuals) and continuous evaluation cycles.

Knowledge Platform

The Knowledge Platform is based on curated, high-quality, and regularly updated content sourced from reliable data repositories, while analytics data on platform usage informs about any improvements.

Methodology: Depends on user-centred design methodologies for accessibility and usability. Content is categorized using logical taxonomies for efficient navigation.

Consumer Campaigns

Campaigns are informed by audience demographics, behavioral studies, and cultural insights, based on Workshops 4 and 6, described above. Impact measurement relies heavily on quantitative and qualitative data



(e.g., surveys, engagement metrics, which are foreseen).

Methodology: Behavioral science principles which guide campaign design to drive desired actions. Iterative testing (e.g., first participation in survey and afterwards relevant study visit for a proof of concept, as described above) ensures effectiveness.

Living Labs

Based on robust baseline data to identify focus areas and measure interventions (as presented in workshop 3). Data from experiments as presented in workshop X, are critical for iterative improvement and scaling.

Methodology: Relies on co-creation and participatory approaches involving stakeholders in the design, implementation, and evaluation.

Info Days

Requires background data to tailor content to participant interests and emerging topics, as discussed during the VERDE hub meetings or VERDE Academy events. Evaluation data (e.g., attendee feedback) is used for future improvements.

Methodology: A clear agenda, structured sessions, and follow-up surveys to enhance learning outcomes. Accompanied by pre-registration data to understand participant profiles and expectations.

Annex I

Satisfaction questionnaire sent to the PPs and APs is below:



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VERDEinMED | Train the Trainer Assessment

Please submit feedback regarding the training you have attended.

Email *

Name *

Are you a partner or associated partner? *

☐

Partner

☐

Associated partner



Organization *

Training Attended *

- ☐ Workshop 1 – Global Dimension of Textiles
- ☐ Workshop 2 – EcoDesign Strategies
- ☐ Workshop 3 – Strategies for Textile Waste Management
- ☐ Workshop 4 – Circular Business Model
- ☐ Workshop 5 – Innovations in Digital Solutions and Traceability
- ☐ Workshop 6 – Promoting Sustainable Consumption Practices
- ☐ Workshop 7 – R&D+I For Sustainable Development

Do you think that what you have learned in the training is useful for your region? *

	0	1	2	3	4	5	
Totally useless	☐	☐	☐	☐	☐	☐	Totally useful

The knowledge acquired is applied to your regional context? *

	0	1	2	3	4	5	
Never/Rarely	☐	☐	☐	☐	☐	☐	Frequently



Training *

	1	2	3	4	5
Objective	☐	☐	☐	☐	☐
Content	☐	☐	☐	☐	☐
Clarity	☐	☐	☐	☐	☐

Would you conduct this workshop in your region? *

☐ Yes

☐ No

What aspects of this training were most useful or valuable?

How would you improve this training?



PreVEnting and ReDucing the tExtiles waste mountain in the MED area



Consortium

- Centre for Research & Technology, Hellas (CERTH)
- Bulgarian Fashion Association
- CITEVE
- Confindustria
- Consorci de la Ribera
- Corporación Tecnológica de Andalucía
- Diadyma S.A.
- e-Zavod
- Legambiente
- Textile Trade Association Textile Cluster (TTA-TC)

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DOCUMENT INFORMATION

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PreVEnting and ReDucing the tExtiles waste mountain the MED area

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2.848.602,00 €

Coordinator

Chrysovalantis Ketikidis
Centre for Research and Technology-Hellas,
Greece

Project overview

The VERDEinMED project is an initiative funded by the Interreg Euro-MED programme to promote the circular economy in the textile sector. VERDEinMED is a thematic project that will provide a support service to boost circularity in the textile value chain for businesses, consumers, policy makers and academia.

The project is part of the Innovative Sustainable Economy mission of the Euro -MED programme, which seeks cooperation between Mediterranean countries to promote smarter and greener business models. It brings together 10 partners and 15 associated entities from Greece, Spain, Portugal, Italy, Slovenia, North Macedonia, Bulgaria, Tunisia, Turkey, Belgium and Lebanon.