

HANDBOOK FOR TRANSNATIONAL USE OF THE **VERDE BUSSOLA**



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INTRODUCTION

The VERDE Bussola is a consolidated framework developed within the VERDEinMED project to support the transition of the textile and clothing (T/C) sector towards circular and sustainable practices. The Bussola is designed as a combined structure that brings together regional actors, shared knowledge resources, and targeted support services in order to strengthen decision-making, capacity building, and the implementation of circular solutions.

The Bussola is conceptualised as an integrated approach that connects regional evidence and stakeholder input with practical support and policy development processes. In this way, it serves as a framework for the establishment of knowledge and competence structures in the T/C domain, designed to operate as a “one-stop-shop” model in each region.

Through this model, policymakers and other stakeholder groups can access evidence, training, and guidance in a structured and usable manner, ensuring that regional transition pathways are supported by validated knowledge and practical experience.



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Purpose and Use of the Handbook

This Handbook is prepared within Activity 2.5 (“Learning interactions and evaluations to mainstream and disseminate the VERDE COMPASS”) and corresponds to Deliverable D.2.5.1: “Handbook for transnational use of the VERDE Bussola”.

The purpose of the Handbook is to provide a consolidated and transnational guide describing the core logic of the VERDE Bussola, the way its components function, and the methodological steps that can support its implementation beyond the project lifetime. It is intended to support the sustainability and transferability of the consolidated concept by offering structured guidance that may be replicated in other territorial contexts.

This Handbook is designed for transnational use and therefore focuses on the general methodological logic and architecture of the VERDE Bussola, rather than presenting country-specific implementation results.

How to use this Handbook

The Handbook is structured as a practical guide, meaning that it:

- explains the core logic of the VERDE Bussola and its components;
- presents the methodology of each component in a structured way;
- clarifies how the components connect and function as one integrated approach;
- provides guidance on replication and transferability in other regions.

Readers may consult the Handbook either sequentially or by focusing on the sections most relevant to their role (e.g., hubs, platform, support services, or policy processes).

The VERDE Bussola Framework: Concept and Logic

The VERDE Bussola serves as a framework that integrates three core elements into a single conceptual entity: VERDE Hubs, the Knowledge Platform, and the Support Service. Together, these components form a coherent approach that supports regional transition towards circular textiles by connecting local evidence, structured knowledge, targeted interventions, and policy development processes.

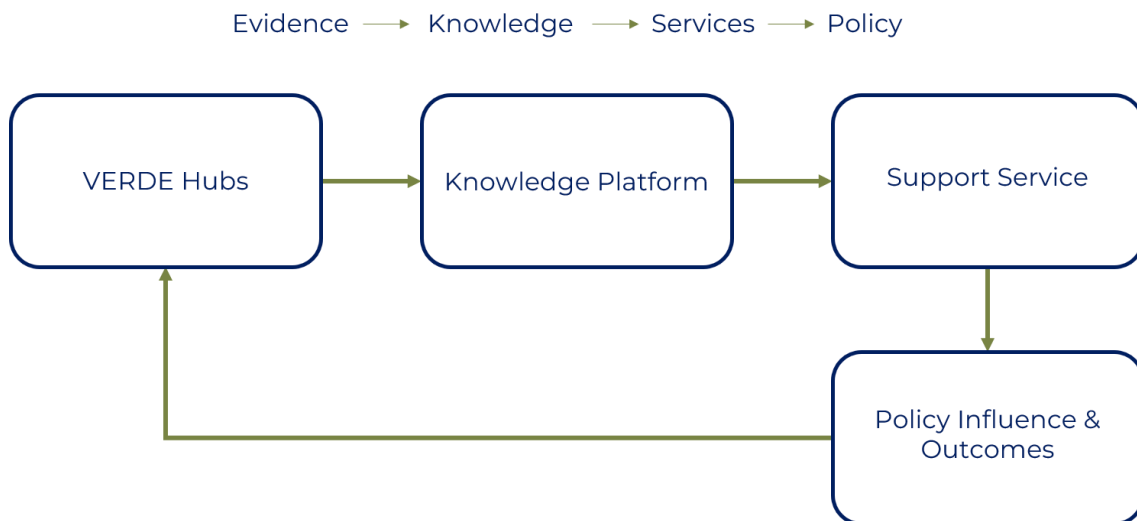


Figure 1 - VERDE Bussola system architecture and component interaction

The Bussola is designed to ensure a continuous and structured flow from evidence generation to action and policy influence. In practice, this means that the Bussola aims to collect and validate evidence through regional stakeholder engagement, consolidate and share it through the Knowledge Platform, and translate it into tailored interventions through the Support Service. The outputs and experience gained through these processes are then used to support the development of policy recommendations and strategic pathways.

How evidence → service → policy are connected

The Bussola functions as a learning framework, where knowledge does not remain isolated within individual activities. Instead, each component contributes to a continuous cycle:

- Evidence generation and validation is supported through VERDE Hubs and platform-based resources, ensuring local stakeholder input and contextualisation;
- Tailored services (Technical Assistance Service, Living Lab, and VERDE Academy) transform evidence and knowledge into structured action and capacity-building;
- Policy influence is strengthened by ensuring that policy processes draw on validated evidence, practice-based insights, and capacity-building outcomes;

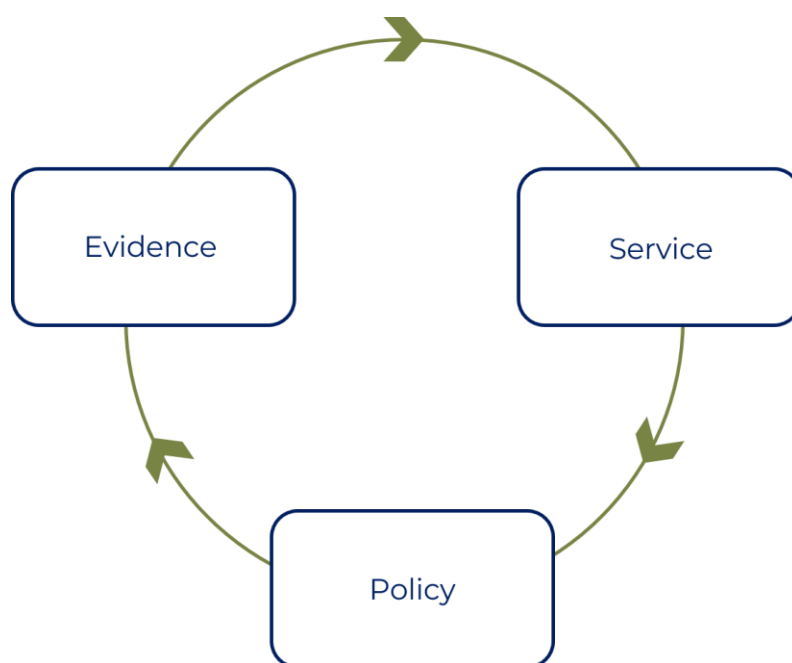


Figure 2 - Evidence-service-policy continuous learning cycle.

Within the VERDE Bussola, the connection between components is a central design principle. The framework is therefore intended to strengthen coherence across regional efforts, facilitate cross-regional learning, and support the establishment of competence structures that remain operational beyond the project lifecycle.

Core Components of the Bussola

The VERDE Bussola integrates three core components: (1) VERDE Hubs, (2) the Knowledge Platform, and (3) the Support Service, completing the Bussola's guiding cycle. Each component has a distinct role, while contributing to the integrated logic of the framework..

VERDE Hubs

HUB METHODOLOGY AND PURPOSE

The VERDE Hubs operate as regional networks established to facilitate the transition toward a circular economy model for textiles in participating territories. Their main purpose is to provide a space for exchange and dialogue through co-creation, enabling key stakeholder groups to actively interact and contribute to regional understanding of challenges, needs, and possible solutions.

The hubs function as the main mechanism for collecting regional feedback and evidence relevant to the circular transition in the T/C ecosystem. They also provide structured inputs that support the Support Service and the policy procedures within the wider Bussola framework.

CO-CREATION APPROACH AND FORMAT

The hubs employ a co-creation approach by establishing a collaborative space where different actors exchange knowledge and perspectives. Their operational format is flexible and may include virtual or in-person sessions, depending on regional needs and practical conditions. This flexibility is considered an important condition for ensuring relevance across diverse contexts.

Each hub is managed by a Hub Manager (or a managing team), who is responsible for coordination, stakeholder invitations, and documentation.

STAKEHOLDERS INVOLVED: THE QUADRIPLER HELIX

The hubs are designed to ensure active engagement of the Quadruple Helix actors in the textile and clothing ecosystem. These include:

- businesses and industry actors, such as manufacturers, clusters, and supporting organisations;
- consumers and civil society, including NGOs and community groups;
- policymakers and public authorities, including government agencies and waste management organisations;
- academia and research organisations contributing technical knowledge and evidence.

TYPICAL HUB OUTPUTS AND EXPECTED CONTRIBUTIONS

Hub outputs are mainly expressed through structured documentation, feedback, and formalised inputs. These outputs contribute to key project goals such as validation of results and supporting the development of services and policy processes. In particular, the hubs contribute by:

- validating results derived from the project work packages;
- providing inputs for the Support Service modules;
- supporting policy influence at local and regional level by increasing acceptance and relevance of deliverables.

RUNNING HUBS SMOOTHLY IN NEW REGIONS AND INTEGRATION INTO COMPETENCE STRUCTURES

The VERDE Hubs model is designed for transnational replication and integration into future competence structures. Successful implementation in new regions requires hub managers to apply a flexible design approach while maintaining clear objectives and ensuring active participation of relevant stakeholders.

Key considerations for smooth hub operation include defining the hub's thematic focus, recruiting a diverse stakeholder mix representing institutions and networks, and anticipating challenges linked to stakeholder diversity, such as competing priorities and different timelines.

The hubs form the foundational element of the VERDE Bussola and provide the basis for competence centres designed as one-stop-shops. Through their role in collecting evidence, validating outputs, and contributing to policy influence, hubs support durable regional structures that can remain active after project closure.

Knowledge Platform

PLATFORM ARCHITECTURE AND OVERALL STRUCTURE

The VERDEinMED Knowledge Platform is designed as a modular, user-oriented online hub supporting access to evidence, tools, and resources relevant to circular textiles. The platform integrates multiple functional areas, including a home and missions section, a structured knowledge repository, community and hub spaces, and a learning and academy area. The platform is supported by cross-cutting search and tagging functions to help users discover, access, and apply relevant resources.



Figure 3 - VERDEinMED Knowledge Platform entry interface.

The platform includes a “Resources” section that hosts a repository of tools and data designed to support circularity and sustainability in the T/C industry. Key categories include reports and documents, tools and data, policy and best practices, and expert-reviewed content that supports quality and reliability.

In addition, the platform hosts content and tools created through Support Service activities, organised around the three primary target groups: businesses, consumers, and policymakers.

CO-CREATION LOGIC FOR PLATFORM DEVELOPMENT

The Knowledge Platform was developed through a co-creation process involving national workshops among hubs and stakeholders, combined with transnational coordination among project partners. User needs and regional priorities guided the choice of content categories, platform functions, and navigation paths, ensuring that the platform reflects real practice and remains relevant beyond the project lifetime.

CONTENT TYPES HOSTED ON THE PLATFORM

The platform hosts a curated mix of resources, including tools, methodologies, reports, policy briefs, case studies, and learning materials. Resources are tagged by topic, mission (M1–M2–M3), country, and type, enabling targeted searches by different user groups and supporting both strategic policymaking and practical implementation.

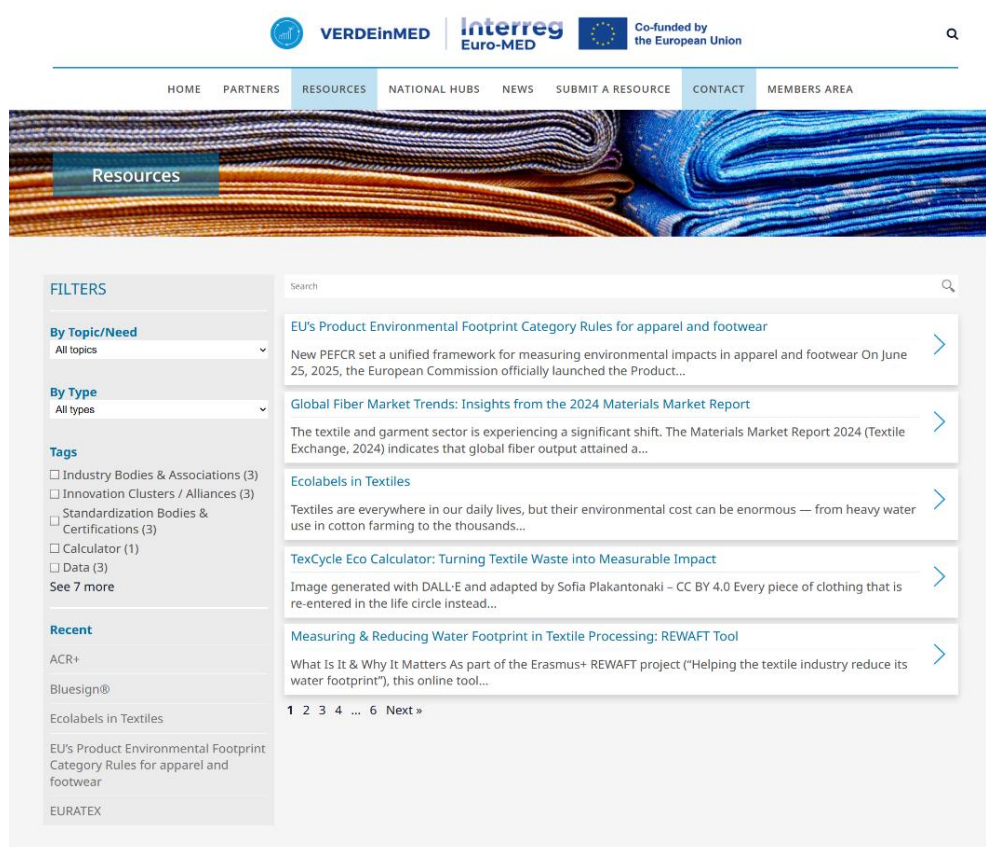


Figure 4 - Knowledge Platform resource repository and filtering interface.

LOCALISATION AND ACCESSIBILITY

To ensure regional relevance and accessibility, the platform includes localisation features such as language availability and national content. The platform is available in eight languages: English, Greek, Bulgarian, Spanish, Italian, Slovenian, North Macedonian, and Portuguese. It also includes findings from preparatory research on framework conditions, needs, and challenges in each region. Furthermore, it provides a virtual presence for hubs in their national languages and supports translation and proofreading activities by project partners.

INTERACTIVE AND COMMUNICATION FEATURES

The platform is designed not only as a repository but also as an interactive space supporting cooperation and communication. It hosts news and updates about project developments and includes spaces for interaction, such as forums and networking functions.

INTEGRATION OF THE PLATFORM INTO COMPETENCE STRUCTURES

In the post-project phase, the Knowledge Platform is intended to serve as a regional one-stop-shop for circular textiles. It can function as a digital backbone for VERDE Hubs and emerging competence centres, supporting evidence-based policymaking, capacity building, and cross-regional collaboration. In this way, it is positioned as a central element of the VERDEinMED legacy.

Support Service

The Support Service is designed to deliver tailored technical assistance to a diverse range of stakeholders, including SMEs, start-ups, research and technology organisations (RTOs), consumers, and policymakers. It is built upon tested methodologies and insights from three Proofs of Concept: the Technical Assistance Service, the B2C Living Lab, and the VERDE Academy for public authorities.

The Support Service is structured around three modules, corresponding to different stakeholder groups and intervention types:

- M1: Industry support (Technical Assistance Service);
- M2: Consumer engagement (B2C Living Lab);
- M3: Policymaker support (VERDE Academy).

Stakeholders access the Support Service through the Knowledge Platform, VERDE Hubs, and the VERDE Academy. They are guided to the relevant module based on their stakeholder profile and support needs.

The Support Service acts as a bridge between knowledge generation and real-world application, completing the Bussola's guiding cycle from evidence collection to practical impact. It draws on findings hosted in the Knowledge Platform related to framework conditions, needs, and challenges, and translates them into targeted interventions and capacity-building activities aligned with regional realities.

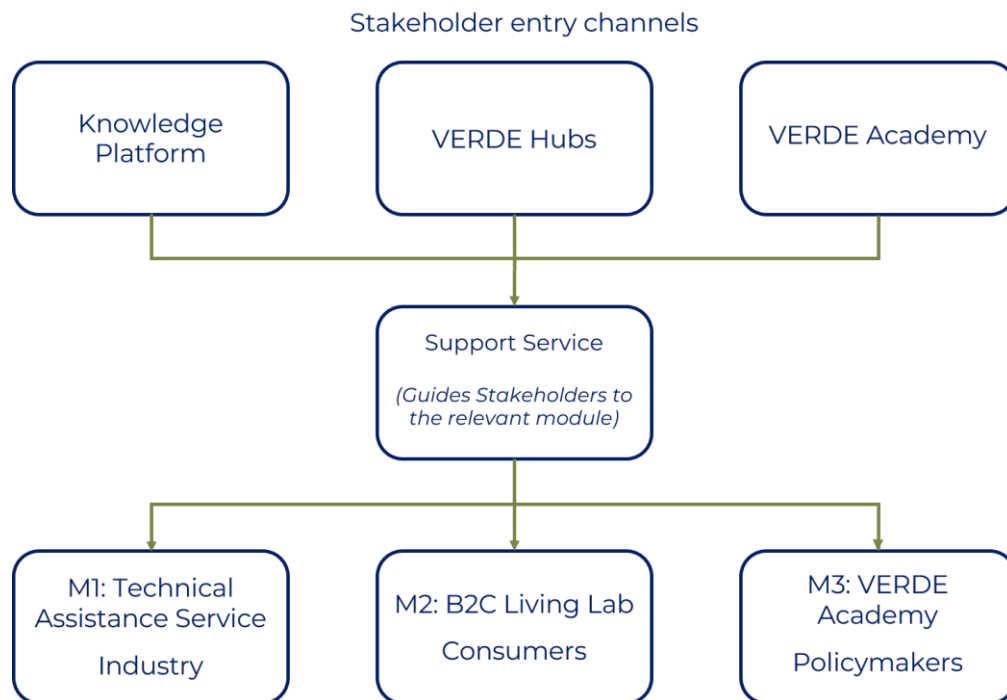


Figure 5 - Support Service modules and stakeholder access structure

TECHNICAL ASSISTANCE SERVICE (TAS) – INDUSTRY (M1)

Purpose and role within the Bussola

The Technical Assistance Service represents the operational component of the Bussola, translating orientations into practical actions tailored to the needs of companies and local actors in the textile value chain. It aims to enable businesses to adopt circular and sustainable practices, provide specialised knowledge through professional mentors, bridge regional innovation structures with industry needs, and generate tangible outcomes that can be fed back into the Knowledge Platform and the overall Bussola logic.

Expression and Interest workflow

The activation of the TAS relies on two sequential Calls for Expression of Interest, one targeting mentors and one targeting companies.

The Call for Local Mentors was centrally coordinated and publicly announced on the official project website on 18 March 2025. Candidate mentors submitted documentation via the project’s institutional email. The materials were archived and analysed, and an internal Excel-based matrix was used to summarise competencies and qualifications, supporting the creation of a shortlist of eligible mentors.

The Call for TAS Beneficiaries (companies) was decentralised. A standard template was prepared at project level, while each partner was responsible for adapting and disseminating the call at national level through their channels, in order to align with local business environments and stakeholder networks.

Evaluation and mentoring structure

The evaluation process differed depending on the target group. For mentors, the assessment focused on the completeness and correctness of the submitted documentation and alignment with the thematic support areas. Suitable candidates were included in the shortlist, unless the required documents were missing despite reminders.

For companies, evaluation was managed autonomously by each partner, using appropriate tools such as exploratory meetings, focus groups, or interviews. Project-level guidelines were then issued to harmonise the matching process between companies and mentors, ensuring methodological coherence while preserving flexibility.

Since partners managed the matching phases, roles and responsibilities within mentoring teams may vary across countries. Partners oversaw the interactions between selected mentors and beneficiary companies, ensuring that the support delivered corresponded to identified needs and the regional context.

Delivery formats

Delivery formats may differ from country to country and are defined by the combination of company needs and mentor availability. The service does not prescribe a fixed delivery model, allowing mentor–company pairs to select the most appropriate formats. These may include webinars, meetings, workshops, or remote sessions.

General workflow

Despite national variations, the general workflow follows a standard sequence:

1. A company expresses interest through the national Call for Expression of Interest.
2. A needs assessment is conducted through focus groups and/or one-to-one calls.

3. A matching phase is completed, including the proposal and definition of a work plan.
4. Mentoring activities are delivered according to the identified needs.
5. Continuous adaptation and monitoring may take place where required.
6. A mandatory final report documents the outcomes

Technical Assistance Service workflow



Figure 6 - Technical Assistance Service workflow

Integration into future regional support structures

The Technical Assistance model is designed to be replicable and scalable beyond the project duration. Once consolidated, it can be integrated into regional support structures such as innovation agencies, textile clusters, chambers of commerce, or public development bodies. Standardised procedures, such as call templates, evaluation approaches, and mentor profiles, support adoption with minimal adaptation, and periodic calls can support continuous demand-driven technical support.

B2C LIVING LAB – CONSUMER (M2)

Purpose and concept

The objective of the Living Lab is to actively involve citizens in processes of improvement and advancement of textile production, bringing fresh and innovative ideas to industries, while increasing awareness on the advantages of a sustainable chain. The Living Lab can be adapted to other contexts and replicated, according to different specific priorities and characteristics.

Methodology and workflow

The basic methodology for the development of the Living Lab foresees the involvement of both consumers and companies through the following steps:

1. Target group definition

Identification of a specific and clearly defined target group (e.g. university students, members of citizen committees, or other relevant stakeholder groups).

2. Initial consumer survey

Distribution of a first questionnaire aimed at assessing consumers' perceptions of the textile industry, as well as their level of awareness of key issues related to the sector's environmental and social impacts.

3. Targeted training on sustainable textiles

Analysis of the survey results to identify prevailing perceptions and knowledge gaps. Based on these findings, tailored training sessions are developed to address the most critical gaps related to sustainable textile production and consumption.

4. Study visits and experiential learning

Organisation of guided visits to relevant facilities, such as:

- Textile production plants, to understand production processes, resource use, and associated environmental challenges;
- Waste treatment facilities, to explore how textile waste is managed and where it ultimately ends up;
- Reuse and recycling cooperatives, ideally at the local level, to showcase alternative pathways to conventional textile waste disposal;
- Schools and design institutes, fostering closer links between academic research and industrial practice.

5. Follow-up survey and feedback collection

Implementation of a second survey to evaluate changes in participants' perceptions and awareness. Feedback, suggestions, and ideas are gathered to improve the visibility and recognition of sustainability within the textile value chain and to strengthen consumer awareness of available alternatives.

6. Additional capacity-building activities (if required)

Delivery of further training sessions where additional needs or knowledge gaps are identified.

7. Targeted training on sustainable textiles

Organisation of a concluding event to present survey results, exchange experiences and feedback, and share key findings and recommendations emerging from the Living Lab process.

Structure of communication campaigns

The Living Lab has been accompanied by a wider communication campaign aimed at informing consumers and civil society about the environmental costs of fashion choices. It is made of videos that are disseminated via social media through short clip versions. The videos are shot in different shopping contexts: big brands shops, fast fashion shops, second-hand shops or others and involve different target of consumers (youth, adults, families...). An interviewer can be involved to engage people, making them feel comfortable, interacting in a funny way, and informing them about the covered topics.

The general structure of the video's storyboard is as follows:

1. **Introduction:** Each video starts with the key concept, the aim of the project, and the description of the shopping context.
2. **Game: Quiz, data, solutions and discussion.** The core of the video is a quiz with three different answers where just one is correct. This is the occasion to discuss about data and the project's topics.
3. **Be pro-positive: What can consumers do?** The last step of involvement of interviewees is to bring out positive actions to reduce textile waste through both the interviewee's responses and the interviewer's suggestions.
4. **Call to Action (Link with Living lab).** The videos end with a call to follow the VERDEinMED project and actively participate through Living Labs.

Integration with other Bussola elements

The Living Labs can be linked to the support service addressed to companies, who can organize study visits in their premises and can benefit from the feedback and suggestions elaborated by consumers. The information and communication path of the Living Lab can also be connected to that of the Regional HUB. The mixing of the various stakeholders and the exchange of knowledge, ideas and issues that come from completely different points of view, helps the circulation of new ideas and the creation of networks that can last on the territory even beyond the life of the project. So, it is important to plan meetings

and events that bring together all the stakeholders involved.

Replication guidance

1. **Establish Core Conditions:** A Living Lab requires active participation from public sector (municipalities, regional authorities), private companies (startups, SMEs, large firms), civil society (citizens, NGOs, community groups), and academia / R&D (universities, research institutes).
2. Identify a **physical or hybrid-digital environment:** where experimentation is possible (district, campus, village, city block, public facilities, industrial/business parks, or a digital twin / virtual testbed).
3. **Conduct preliminary mapping:** identify and map local stakeholders; map local needs, challenges, and opportunities; identify existing initiatives, innovation hubs, networks; assess stakeholder motivations and resources.
4. **Define goals and objectives:** having collected the needs, challenges and opportunities of the territory with local stakeholders, define achievable, measurable and shared objectives.
5. **Engage and mobilize stakeholders:** to better engage people, involve them in the organization of the activities proposed (co-creation workshops, stakeholder interviews, roundtables with public authorities, businesses, and citizens, training sessions).
6. **Return to the territory:** organize moments of restitution of the activities carried out to the territory, emphasizing the results and positive contributions.

VERDE ACADEMY – POLICY (M3)

Purpose and role within the Bussola

The VERDE Academy constitutes the main capacity-building mechanism for public authorities. It functions as a structured process of learning, knowledge exchange and policy co-creation, embedded in the Bussola as the space where evidence, experience from pilots and research results are translated into policy understanding and

implementable options for policymakers. The Academy is delivered through successive regional, national and transnational activities, following a common methodological framework, while allowing adaptation to local and regional needs.

The core purpose of the VERDE Academy is to strengthen the capacity of public authorities to take informed, realistic and evidence-based decisions in the field of circular economy, with a particular focus on textile waste management. The Academy supports understanding of EU and national policy frameworks, bridges the gap between policy objectives, technical feasibility and social acceptance, enables policymakers to compare alternative approaches, and supports prioritisation and selection of implementable measures.

Structure and format

VERDE Academy sessions follow a blended and interactive format, including short context-setting presentations, facilitated workshops in small groups, use of structured tools (e.g. feasibility assessment, pros and cons analysis), and plenary discussion and synthesis of results. The focus is not on theoretical training, but on producing concrete, policy-relevant outputs.

Target groups and participating institutions

The VERDE Academy primarily targets local and regional public authorities, waste management organisations, ministries and public agencies. This multi-stakeholder composition ensures realistic and implementable policy discussions.

Inputs used from other Bussola components

VERDE Academy content systematically draws from results of needs assessment questionnaires addressed to public authorities, the VERDEinMED Knowledge Platform, Support Service modules, experiences from VERDE Hubs and pilot actions, and peer-review findings. The Academy therefore acts as a convergence point for all major project inputs.

Academy workflow and integration of peer-review results

The general workflow of a VERDE Academy action includes early

exchange of experience and identification of thematic priorities, structured needs assessment through questionnaires addressed to public authorities, design of thematic Academy events based on identified priorities, implementation of national and transnational workshops, presentation and exchange of good practices, and documentation and use of results to support policymaking processes.

Peer-review results are integrated into Academy sessions by informing discussions on feasibility and effectiveness of policy options, enabling comparison of experiences across regions, and supporting reflection and improvement of proposed measures. Peer learning strengthens the overall quality of policymaking.

Link to policymaking processes and replication guidance

Outputs of the VERDE Academy feed into policy recommendations, strategies and roadmaps by supporting alignment between evidence, stakeholder input and policymaking processes.

To replicate a VERDE Academy in other regions, minimum conditions include institutional commitment from public authorities, basic understanding of the policy and administrative context, and capacity to mobilise relevant stakeholders. Resources required include trained facilitators, standardised workshop tools, and capacity for documentation and follow-up. Recommended approaches include focusing on real policy needs, using participatory and interactive methods, and ensuring clear links to decision-making processes.

Train-The-Trainers Programme

The Train-the-Trainers programme was developed as a core capacity-building element within the VERDEinMED project, supporting the long-term implementation and transferability of the VERDE Bussola. The programme was structured as a modular sequence of seven thematic workshops covering the full textile value chain, addressing topics ranging from global industry dynamics to research and development (R&D) and sustainable consumption. Implemented under WP1, Activity 1.3, its main purpose was to equip project and associated partners with transferable knowledge and practical pedagogical tools, enabling them to act as multipliers within their regions.

Within the VERDE Bussola, the Train-the-Trainers programme functions as a foundational layer that strengthens coherence across regions and partners. By ensuring that common concepts, a shared language, and strategic orientations related to circularity are consistently disseminated across territories, it supports the harmonised development and application of the Bussola components.

Training design and methodology

The programme was designed collaboratively based on preparatory needs analysis and partner input. It followed an applied learning approach, combining expert-led presentations with case studies and interactive discussion. The training sessions were delivered in online formats, allowing accessibility across the transnational partnership.

Trainers played a dual role throughout the programme. They acted as both content experts and facilitators and contributed actively to the development of standardised training content, including manuals and practical tools. This ensured methodological coherence and conceptual consistency across all sessions, while maintaining flexibility for contextual adaptation at regional level and supporting future replicability and transferability.

How training materials support the Academy and the Support Service

The Train-the-Trainers workshops enabled project and associated partners to establish a shared baseline of knowledge, which served as a common conceptual and methodological foundation for further project activities. The programme supports the development and implementation of the VERDE Academy, the Support Service model, and related actions by providing structured and evidence-based content that contributes to awareness-raising, skills development, and advisory functions.

In this way, the programme reinforces coherence and alignment across multiple elements of the VERDE Bussola, including training actions, living lab activities, and policy-oriented capacity-building initiatives.

Recommendations for reuse and adaptation in new regions

The Train-the-Trainers programme is designed to be reusable in other regions, provided that certain minimum conditions are ensured. Replication requires access to the standardised training materials, availability of skilled local trainers, and basic digital or physical infrastructure to deliver the sessions effectively.

Adaptation in new contexts should focus on adjusting language, regulatory context, and the inclusion of relevant regional case studies, while maintaining the core learning objectives and conceptual framework. Modular formats—such as short workshops or webinars—are recommended to support practical delivery. Stakeholder engagement and access to the VERDEinMED Knowledge Platform are also considered minimum conditions to ensure that the training remains effective, transferable, and linked to the broader Bussola framework.

From Evidence to Policy

The policy development methodology in VERDEinMED follows a structured, evidence-based approach, starting with problem identification and stakeholder mapping, followed by evidence gathering using data from Hubs, case studies, and Knowledge Platform (KP) resources. Stakeholders' participatory processes providing data include VERDE Academy events (A2.4), National Hub events (A1.1), and the Green Living Areas Thematic Community project and the Institutional Dialogue Project (A3.4). The process includes co-designing policy options, impact assessments, and stakeholder consultations to ensure practical and sustainable solutions. The final step involves validation through participatory workshops and expert feedback to refine strategies and recommendations.



Figure 7 - Policy development framework

The Hubs in the VERDEinMED network collect regional and sectoral data, which is then structured and analysed on the Knowledge Platform. Public and private waste sector stakeholders contribute with their know-how to define a policy framework, economic instruments and soft measures to promote circularity. Technical Assistance Services (TAS) synthesise this data into policy recommendations and advisory notes. Through real interactions with SMEs, TAS provides practice-based insights and highlights regulatory bottlenecks, market constraints, and implementation challenges encountered on the ground. This contributes to policy advice that is conceptually sound and aligned with industrial realities, supporting the feasibility and applicability of future regulatory or strategic measures.

The Academy component supports the Bussola by strengthening the capacity of public authorities and policymakers and providing a structured process of learning, knowledge exchange and policy co-creation. VERDE Academy events contribute by identifying capacity gaps and providing training activities to support evidence-based policymaking. Peer-review results are integrated into Academy sessions by informing discussions on feasibility and effectiveness of policy options, enabling comparison of experiences across regions, and supporting reflection and improvement of proposed measures. Outputs of the VERDE Academy directly feed into WP3 activities and support the development of policy recommendations, strategies and roadmaps, ensuring alignment between evidence, stakeholder input and policymaking.

In VERDEinMED, policy instrument categories used in policy design include regulatory instruments, economic instruments, and soft instruments. Regulatory instruments include guidelines and regulations mandating waste prevention, reduction and recycling. Economic instruments use market-based tools such as taxes, subsidies, or incentives to promote sustainable textile practices. Soft instruments, such as voluntary agreements, informational campaigns, and educational programs, complement these by shaping behaviours and fostering cooperation among stakeholders.

The steps for developing local policy recommendations include identification of gaps, barriers and challenges extracted from regional and national needs assessments (A1.2), identifying key policy pillars through stakeholder consultations, reviewing existing regulations and best practices, collecting evidence from multi-stakeholder co-creation events and the Knowledge Platform, definition of preliminary local policy recommendations, impact screening and stakeholder validation, and drafting final recommendations with clear implementation steps. These recommendations are incorporated into regional strategies and frameworks.

Stakeholders involved in the policy and strategy development process include government bodies, private sector actors (SMEs, textile companies, and Quadruple Helix stakeholders), NGOs, research institutions, and civil society. Engagement methods range from surveys, workshops, and focus groups to consultation meetings and co-creation labs. Stakeholders are involved at multiple stages, including problem identification, solution design, and feedback on recommendations.

The strategy roadmap methodology includes defining strategic goals, milestones, and responsibilities across key thematic areas such as waste reduction, reuse, and circular business models. It outlines target outcomes, funding sources, and action timelines, ensuring alignment with national and EU-level objectives. Monitoring and evaluation are integrated to assess progress, and adjustments can be made based on feedback.

Replication considerations include establishing a coordinating body, access to data and evidence, and engagement from key stakeholders (governments, industry, academia). Regions should follow the core process of evidence collection, stakeholder involvement, co-creation of policy options, and development of actionable recommendations. The Knowledge Platform and VERDEinMED Academy provide tools and training to ensure the process is replicable and adaptable across contexts.

Testing, Localisation and Quality Assurance

To validate and adapt the Knowledge Platform, VERDEinMED applied a structured testing methodology involving key regional stakeholders. The validation followed a participatory approach designed to gather both qualitative and quantitative insights, combining hybrid interactive workshops (in-person and virtual) with structured tools.

Testing methodology

Testing assessed the platform through two main perspectives:

1. Current State Analysis using the Platform Assessment Canvas, enabling participants to evaluate the platform's functionality and identify what worked well, what was missing, what was confusing, and what would increase engagement.
2. Future State Vision using the User Journey Canvas, allowing stakeholders to map their ideal user experience, including how they prefer to find and use information, contribute knowledge, and what criteria ensure trust and quality.

In addition, an online questionnaire (MS Forms) was used to collect structured feedback between peer-review meetings..

Pilot settings: Quadriple Helix stakeholder groups

Testing was carried out with representatives of the Quadriple Helix, ensuring the platform meets the needs of the full textile circularity ecosystem:

- **Public Authorities:** policymakers and regional administrators, validating the platform's relevance for regulatory compliance, planning, and circular strategy implementation.
- **Industry (SMEs & Brands):** economic actors of the sector, validating the usefulness of market-relevant data, technical solutions, tools, and business cases supporting circular business models.
- **Academia & Research:** scientific and educational actors, validating technical accuracy, research-based methodologies, and the platform's value as a knowledge resource.
- **NGOs & Civil Society:** consumer and societal actors, validating the platform's ability to support awareness, social impact, and consumer behaviour change related to textile waste.

Feedback collection and peer-review process

Feedback was collected through a dual-channel process::

- **Interactive peer-review workshops:** During peer-review sessions, feedback was captured using collaborative canvases (e.g., sticky notes) to support discussion and collect qualitative insights.
- **Online questionnaires (MS Forms):** Feedback was complemented by MS Forms questionnaires distributed between meetings to collect structured and quantitative input from project partners and external experts.

This is an iterative process. A second phase of KP testing was conducted in February 2026 (online) to validate improvements and new features implemented based on initial feedback.

How testing supports localisation and quality assurance

Testing with local stakeholders ensured the Knowledge Platform becomes a practical tool for each region rather than a generic repository. By engaging the Quadruple Helix at local level, the testing process supports adaptation to regional requirements, such as local language interfaces, region-specific regulatory context, and targeted visibility for local textile ecosystems. This localized validation strengthens the effectiveness of the platform's national hub areas and supports quality assurance through continuous improvement.

Link to the Bussola workflow and thematic community projects

KP testing connects to the Bussola workflow and thematic community projects through:

- **Feedback integration:** testing provides iterative insights that refine the hubs, platform, and services, ensuring regional relevance and evidence-based policymaking.
- **Knowledge exchange:** thematic project results feed into the platform, enriching Bussola content with localized pilots and solutions shared across the network.
- **Dynamic stakeholder ecosystem:** continuous feedback loops foster collaboration among Quadruple Helix stakeholders and accelerate circular textile transitions across regions.

Replication and Transferability Guidance

The VERDE Bussola is designed for transnational use and replication. It integrates VERDE Hubs, the Knowledge Platform, the Support Service, and the VERDE Academy into a coherent framework supporting the establishment of regional knowledge and competence centres (“one-stop-shops”) in the textile and clothing sector.

Transnational implementation is supported through learning interactions under Act 2.5, which create structured spaces for reflection on the use of the VERDE Compass across countries. These interactions encourage cross-fertilisation of practices between partners and support the identification of enablers and barriers to adoption in different institutional and policy contexts. Learning interactions may take the form of transnational workshops or webinars, thematic peer-learning sessions, and communities of practice involving both project partners and external stakeholders. The emphasis is placed on active participation, dialogue, and co-creation rather than one-way knowledge transfer.

Replication requires minimum enabling conditions, including a coordinating structure, access to data and evidence, and the active engagement of key stakeholders such as public authorities, industry, academia, and civil society. Regions are encouraged to follow a core process based on evidence collection, stakeholder involvement, co-creation of solutions, and the development of actionable recommendations and support mechanisms.

Within Act 2.5, evaluation serves as a key mainstreaming tool with a dual function. Learning-oriented evaluation captures qualitative and quantitative feedback from users, identifies strengths, weaknesses, and areas for improvement, and supports the iterative refinement of the VERDE Compass. At the same time, evaluation generates credible evidence to demonstrate relevance and effectiveness, supporting dissemination, advocacy towards policy makers and institutions, and long-term adoption and scaling.

New regions may adopt a step-by-step approach, starting with stakeholder mapping and hub establishment, followed by localisation and population of the Knowledge Platform, capacity-building activities delivered through the VERDE Academy, and the implementation of tailored interventions via the Support Service. Continuous feedback loops between hubs, platform, academy, and services should be ensured to support iterative learning and continuous improvement.

In the post-project phase, the Knowledge Platform—supported by the VERDE Hubs and VERDE Academy—can function as a regional digital backbone and one-stop-shop for circular textiles, enabling evidence-based policymaking, skills development, and sustained cross-regional collaboration.



PreVEnting and ReDucing the tExtiles waste mountain in the MED area

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. VERDEinMED project brings together 10 partners and 15 associated entities from Greece, Spain, Portugal, Italy, Slovenia, North Macedonia, Bulgaria, Tunisia, Turkey, Belgium and Lebanon



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Coordinator

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Consortium

-CERTH – The Centre for Research & Technology, Hellas
-Bulgarian Fashion Association
-CITEVE
-Confindustria
-Consorti de la Ribera
-Corporación Tecnológica de Andalucá.



HANDBOOK FOR TRANSNATIONAL USE OF THE **VERDE BUSSOLA**



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