



Reshaping Basketball Organizations Using Circular Economy and New Developments

D4.1 Communication Materials

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Contents

- 1. Background. About REBOUND project4
- 2. Introduction5
 - 2.1 Purpose and Scope of the document5
 - 2.2 Methodology and Reporting Approach5
- 3 Communication Materials.....7
 - 3.1 Communication and Dissemination Strategy7
 - 3.2 Digital Tools and Online Presence8
 - 3.3 Communication and Visibility Activities 10
 - 3.4 Communication Materials Developed 11
 - 3.5 Evaluation of Dissemination Performance and Impact..... 13
- 4 Conclusions and Next Steps 15



1. Background. About REBOUND project

REBOUND addresses the objective of “promoting education in and through sports” by formulating and carrying out an educational training for staff and athletes of all ages of basketball clubs, focusing on the application of circular economy methods. The project works on two levels: integrating circular economy principles into everyday club activities and incorporating them into event organization.

REBOUND specific objectives are:

- Circular economy mapping and development: This objective will focus on analyzing the best practices in terms of circular economy in basketball sports clubs, already in place in Europe. These will be adopted to fit the needs of staff and athletes of all ages of basketball clubs.

This objective will practically target to frame the intervention and describe the process, the tools and the practical advices for sports organizations to try different operational models to benefit them as well as the environment.

The educational manual for trainers will be developed describing the details of the training for circular economy methods, on 2 (two) levels of application:

- Everyday activities of the clubs
- During the organization of events / games

to achieve: Environmental sustainability, Economic viability, Social Responsibility and Attract more people in basketball.

- Implementation of REBOUND interventions: The REBOUND interventions will consist of actions related with training staff and athletes of all ages of basketball clubs, on circular economy methods.
- Dissemination and engagement: This objective will focus on achieving a wide dissemination of the project’s results. Social media will be extensively used along with information provision on events, workshops, meetings where the partners will participate.

REBOUND will work on three levels by supporting the community (by developing circular economy training programs), influencing the social aspect by involving staff and athletes of all ages of basketball clubs in the process, for immediate application of knowledge influencing on a personal level by increasing circular economy beliefs and building skills to equip learners for successful and active action in implementing circular economy methods.



2. Introduction

2.1 Purpose and Scope of the document

The purpose of this document is to present and describe all communication materials, tools, and dissemination activities developed within the framework of the REBOUND project up to Month 9. The report summarises the means, channels, and actions implemented by the consortium to raise awareness, engage stakeholders, and promote the project's objectives, activities, and results at both European and local levels.

The project's dissemination and communication strategy, as described in this document, forms an integral part of the Communication Materials and defines the framework, approaches, and tools used to promote and disseminate the project's outcomes. The document reflects the implementation of this strategy through specific actions such as the development of digital tools, online presence, social media activities, publications, and public events.

The report aims to ensure transparency and consistency in how project information is communicated to the target audiences, including basketball clubs, athletes, coaches, sports organisations, policymakers, and the general public. All materials have been designed to promote circular economy principles and to support knowledge sharing among partners and stakeholders.

All communication materials and related resources are publicly available through the project's official website and social media channels.

2.2 Methodology and Reporting Approach

The preparation of this report followed a structured and collaborative approach to ensure accuracy, consistency, and transparency in presenting the communication and dissemination activities implemented by the REBOUND consortium up to Month 9.

Information and data were collected through:

- regular coordination meetings held during the reporting period,
- updates provided by each partner on their communication and dissemination actions,
- continuous monitoring of the project's communication channels (website, social media, and repository), and
- review of supporting materials such as event documentation, publications, and media posts.



All partners contributed to the preparation of the report by providing qualitative and quantitative information on their respective activities, ensuring that the presented outcomes reflect the collective effort of the consortium. The project coordinator, Tero PC, was responsible for the overall supervision, consolidation, and verification of the report, while Evnikos Sports Club, as the lead partner of Work Package 4 (WP4 – Dissemination & Communication), coordinated the collection, assessment, and presentation of all communication and promotional activities.

TERO was responsible for the development and technical support of the project's online tools (website, social media, and repository), ensuring visual and functional coherence, while Evnikos Sports Club provided the content and oversaw the dissemination strategy, strengthening the project's online presence and visibility.

The reporting process was carried out in accordance with the project's internal management procedures, ensuring a consistent format and structure across all deliverables. All content was reviewed to guarantee compliance with ethical standards and data protection requirements under the General Data Protection Regulation (GDPR) and the Erasmus+ communication guidelines.



3 Communication Materials

During the first nine months of implementation, the **REBOUND** consortium developed and applied a comprehensive communication and dissemination framework aimed at enhancing the project's visibility, promoting its objectives, and engaging key target groups across Europe. The actions carried out during this period focused on establishing a strong digital presence, producing clear and appealing communication materials, and sharing the project's vision and achievements at both European and local levels.

All activities were guided by the Dissemination & Communication Plan, developed in Month 2 under the coordination of Evnikos Sports Club. The plan defined the strategic objectives, target audiences, communication channels, and performance indicators for outreach and visibility. Throughout the reporting period, it served as a reference framework ensuring consistency, coherence, and alignment with the project's overall goals. Minor updates were made where necessary to reflect evolving communication needs, particularly regarding social media engagement and event promotion.

The communication strategy was designed to reflect the core values of the REBOUND project — sustainability, circular economy, and social inclusion through sport — while encouraging the active participation of sports clubs, coaches, athletes, and sport-related organisations in adopting environmentally responsible practices.

This section provides an overview of the key communication tools, channels, and activities implemented up to Month 9, as well as the main results achieved. The analysis is structured around four main areas:

- the overall communication and dissemination strategy,
- the digital tools and online presence,
- the publications and communication activities, and
- the multimedia and visual materials supporting outreach and engagement.

3.1 Communication and Dissemination Strategy

The communication and dissemination strategy of the REBOUND project was designed to promote the principles of the circular economy through sport, raise awareness on sustainable resource management, and ensure the wide dissemination of project results at both European and local levels. This strategy was consistently applied by all partners, following the principles and guidelines defined in the project's dissemination and communication framework.



The Evnikos Sports Club, as the lead partner of Work Package 4 (WP4 – Dissemination & Communication), coordinated all related activities, ensuring coherence of messages and proper use of the project’s visual identity. The project coordinator, Tero P.C., provided technical support for the development and management of online tools, including the project website, social media channels, and the REBOUND Repository Portal.

The strategy was structured around four main pillars:

1. Creation of a unified visual identity, through a common logo, deliverable templates, and consistent communication style.
2. Development of digital tools and communication channels, to maximise visibility and engagement with the project’s target groups.
3. Production of communication and informational content (articles, posts, presentations), aligned with the project’s messages and objectives.
4. Continuous promotion and participation in events, strengthening connections with the sports community, local authorities, and policy makers.

The implementation of this strategy has been successful, with all planned actions carried out on time and in line with the consortium’s quality standards. During the first nine months, the project’s online presence grew significantly — the official website became a key hub for information and dissemination, while social media channels attracted more than 650 followers, representing approximately 50% of the overall project target.

The content shared through social media enhanced engagement and visibility, showcasing both project results and local partner initiatives, such as participation in conferences, meetings with stakeholders, and awareness-raising activities promoting sustainability in sports.

This communication strategy will continue to evolve throughout the project’s implementation, with the introduction of new tools and initiatives aimed at strengthening outreach, visibility, and the long-term sustainability of the REBOUND results.

3.2 Digital Tools and Online Presence

The online presence of the REBOUND project has been a key pillar of its communication and dissemination strategy, contributing to the promotion of its objectives, results, and activities at both European and local levels. From the early stages of implementation, the consortium invested in the creation of modern and functional digital tools to support dissemination efforts and encourage the active involvement of stakeholders.



The official project website (<https://rebound-project.eu/>) was developed by Tero P.C. and became operational in Month 2. It serves as the central reference point for information about the project's goals, activities, and deliverables, providing access to both partners and the general public. The website is regularly updated with news, publications, and dissemination actions, ensuring transparency and continuous visibility.

In parallel, dedicated social media profiles were established and actively maintained on Facebook ("REBOUND Project EU"), Instagram ("rebound.project.eu"), and LinkedIn ("REBOUND Erasmus+ Sport Project"). These channels are used to share updates, visual and informational material, and to enhance interaction with the public. By the end of the first nine months, the project's social media had achieved steady growth in engagement and visibility, strengthening REBOUND's recognition and its connection with the broader sports community.

Particular emphasis was placed on the development of the REBOUND Repository Portal, which was finalised by the end of September and integrated into the main project website in October 2025 (Month 10). Throughout the first nine months, partners collected materials in the shared Google Drive project folder, which served as the foundation for the initial content of the repository. As a result, when the portal went live, it already contained rich and diverse material, significantly increasing its value and usefulness for project stakeholders.

The repository serves as a digital library providing access to educational and support materials, including the REBOUND Manual and the collection of good practices identified within the project framework. Its content is gradually enriched by the partners to promote further use and dissemination of project outcomes.

The development and management of all digital tools were carried out collaboratively under the coordination of Evnikos Sports Club, with Tero PC providing technical support and ensuring visual and functional consistency across all online environments. All digital platforms follow the project's visual identity guidelines and comply with accessibility and data protection regulations.

Overall, the project's digital presence has played a crucial role in enhancing REBOUND's visibility and outreach, fostering engagement within the sports community and promoting the values of circular economy and sustainability in sport.



3.3 Communication and Visibility Activities

During the first nine months of implementation, the REBOUND consortium developed and carried out a comprehensive set of communication and visibility activities aimed at disseminating project results, increasing recognition of the project, and raising awareness within the sports community about the principles of the circular economy. These actions were implemented at both international and local levels, targeting sports professionals, coaches, athletes, educators, and policy makers.

Participation in scientific conferences and public events

Tero P.C. participated in the 28th International Conference on Physical Education and Sports (Thessaloniki, Greece, May 2025), presenting the REBOUND project, its core objectives, and the perspectives for integrating circular economy principles into sports practice. The presentation focused on sustainability through sports and attracted the interest of academics, physical education instructors, and sports professionals, fostering dialogue on the topic.

Evnikos Sports Club took part in the 33rd International Physical Education Conference (Komotini, Greece, June 2025), where the methodological approach and expected results of REBOUND were presented. The discussion highlighted how small basketball clubs can contribute to sustainable development through innovative practices.

Local meeting with policy makers and sports organisations

Within the framework of the same conference in Thessaloniki, Tero P.C. organised a local meeting involving public authorities, sports clubs, and cultural organisations to discuss practical ways of applying circular economy principles in sport. The meeting served as a valuable platform for knowledge exchange and networking, leading to new collaborations and joint future initiatives.

Awareness-raising and good practice exchange activities

Evnikos Sports Club organised an action in cooperation with the Fuz'Ellipse team from Mayotte, presenting the REBOUND project and good practices in recycling and reusing sports equipment. The initiative included a collection of sports clothing and shoes in Athens, which were donated to communities in need. This activity strengthened the project's connection to social networks and demonstrated the practical dimension of REBOUND's sustainability values.

ASD Borgomanero Sporting Club organised the "Swap & Smile" event in August 2025, encouraging families and young athletes to exchange sportswear and equipment. The initiative



had a strong social and environmental impact, promoting community spirit and reducing waste. In parallel, during summer sports activities in Sardinia, the club carried out the “Education on the Responsible Use of Water” campaign, promoting sustainable water consumption through the use of reusable bottles and educational workshops for children.

Publications and multimedia content

During the reporting period, Evnikos Sports Club published an article highlighting the project’s activities and its role in promoting circular economy principles in sports, contributing to the project’s visibility in Greece.

Similarly, ASD Borgomanero Sporting Club published an article describing its local initiatives and experiences in applying circular economy principles within community-based sports environments.

Additional articles and posts have already been prepared and will be shared via the project’s social media and website in the coming months.

Furthermore, the multimedia presentation of the REBOUND project was completed and integrated into the official website in early October 2025, enriching the available information and improving the project’s visual communication and outreach.

The above actions have played a key role in strengthening the visibility and public recognition of the REBOUND project. They enhanced cooperation among partners, expanded networking opportunities with local and international stakeholders, and established a strong foundation for continued dissemination and communication beyond the project’s lifetime.

Further visual documentation, photos, and event highlights are publicly available through the project’s official website and social media channels.

3.4 Communication Materials Developed

During the first nine months of implementation, the REBOUND consortium developed and disseminated a comprehensive set of digital communication and dissemination materials designed to support the project’s visibility and outreach strategy. These materials aimed to effectively communicate the project’s objectives, activities, and results, while strengthening its identity and public recognition at both European and local levels.



Visual identity and core promotional material

From the early stages of the project, a unified visual identity was created, including the project logo, color scheme, graphic templates, and usage guidelines. This visual identity has been consistently applied across all project documents, presentations, online publications, and events, ensuring coherence and a professional appearance.

Digital information material

All communication materials were produced in digital format and disseminated through the project's online channels. Electronic information sheets, online banners, and promotional visuals were created, along with PowerPoint presentations and infographics summarizing the project's goals and outcomes. In addition, visually engaging graphics for social media platforms were designed to enhance visibility and encourage user interaction.

Multimedia and online content

The consortium produced multimedia content for use on the project website and social media channels. This content strengthened the project's online presence, attracted audiences from different countries and professional backgrounds, and fostered engagement with sports and education communities.

Presentations and conference support material

For participation in conferences and public events, customized PowerPoint presentations and supporting materials were prepared to highlight the project's activities and achievements. Tailored posters were also designed and displayed during scientific and local conferences to promote the project's mission and visibility.

Online presence and visibility tools

The project website served as the central hub of communication, hosting all major news, articles, and multimedia material. In parallel, social media channels (Facebook, Instagram, LinkedIn) were used systematically to promote project activities, results, and events. The REBOUND project's social media presence grew steadily during the reporting period, achieving high levels of engagement and recognition among its target audiences.

These materials collectively support consistent, attractive, and accessible communication, ensuring that the REBOUND project's messages are conveyed clearly, effectively, and professionally to all stakeholder groups.



3.5 Evaluation of Dissemination Performance and Impact

The evaluation of the dissemination and communication activities of the REBOUND project was carried out continuously throughout the reporting period (Months 1–9). The aim was to ensure that all actions remained aligned with the project’s strategic objectives and achieved measurable results in terms of visibility, engagement, and outreach.

Qualitative and quantitative monitoring

The consortium systematically monitored a set of qualitative and quantitative indicators, including:

- the number and frequency of social media posts,
- audience reach and engagement,
- visits to the official website,
- participation in conferences and public events,
- and the dissemination of key project messages at local and European levels.

During the reporting period, more than 65 posts were published across the project’s social media channels (Facebook, Instagram, and LinkedIn), showcasing project activities, deliverables, and dissemination actions. These publications contributed to the project’s continuous visibility, maintained audience engagement, and strengthened REBOUND’s recognition within the partners’ networks.

Monitoring data were collected regularly by the WP4 leader (Evnikos Sports Club) and analysed jointly with the Project Coordinator (Tero P.C.) to identify strong aspects of the communication strategy as well as potential areas for improvement.

Results and impact

During the first nine months, dissemination and communication activities demonstrated significant progress and effectiveness.



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- The project’s online presence, through both its website and social media, expanded steadily, achieving high visibility and sustained engagement with its target audiences.
- Participation in conferences and public events enhanced the project’s credibility and created new opportunities for collaboration with organisations in sports, education, and local governance.
- The development of multimedia and visual materials effectively supported the understanding and acceptance of the project’s values, establishing REBOUND as a recognizable brand within the sports and circular economy community.



4 Conclusions and Next Steps

During the first nine months of implementation, the REBOUND project achieved substantial results in the field of communication and dissemination, establishing a strong and consistent public presence. The consortium developed a comprehensive set of communication tools and materials, ensuring visual coherence, timely dissemination of results, and active engagement of the target audiences.

The dissemination strategy has proven effective, combining a dynamic online presence (through the official website and social media platforms) with targeted outreach activities, participation in conferences and local events, and the production of multimedia content. These actions have significantly enhanced the project's visibility and contributed to promoting the principles of circular economy in sports, in full alignment with the objectives set in the Grant Agreement.

The progress achieved so far reflects the partners' commitment to a high-quality and consistent implementation of the communication strategy, strengthening collaboration and knowledge exchange both within and beyond the consortium.

For the next phase (Months 10–18), communication efforts will focus on:

- continuously updating and enriching the project website and the REBOUND Repository with new content and results,
- further enhancing the project's presence on social media, with emphasis on training activities and the dissemination of good practices,
- promoting the project's final outcomes and impact at both European and local levels, and
- preparing the final dissemination phase to ensure the sustainability and long-term use of project results beyond the project's lifetime.

Overall, the progress achieved so far demonstrates that REBOUND has established a solid foundation for the long-term dissemination and exploitation of its outcomes, reinforcing the role of sport as a driver for awareness-raising and sustainable development.