

Output 1.1 Factsheet

Pilot Action 2: Textile Sector, Austria

Output title: O 1.1 Transnational Circular Economy Pilots in the Areas of Food, Battery, Textile, Packaging and Smart City

Summary of the output (max. 2500 characters)

Output 1.1 refers to the implementation of pilots that demonstrate and validate circular economy practices with the DECIDE toolbox in the areas of food, battery, textile, packaging and smart city (A1.4). These pilots serve as real-world experiments and practical demonstrations of CEBMs. The output showcases the feasibility and benefits of adopting circular economy approaches in diverse sectors, fostering innovation and sustainability, resource efficiency, and economic growth. It is scheduled for delivery in Period 4, and has a target value of five pilot actions.

The pilot actions were jointly developed through a structured transnational co-creation process ("Tandem Approach"). For each of the five pilot actions, and based on best practice cases (A2.1) and partner exchanges (meetings and calls), the DECIDE Steering Committee selected and approved one real-life pilot case from the DR. In line with the AF, they represent transnational pilots addressing circular economy approaches in the sectors of food, batteries, textiles, packaging, and smart cities, as presented in the table below.

		Food	Smart City	Batteries	Textile	Packaging
EU	Germany		Pilot			
	Croatia					
	Slovenia					
	Bulgaria					
	Hungary					
	Romania	Pilot				
	Austria				Pilot	
Non-EU	Moldova			Pilot		
	Serbia					
	BiH					Pilot

Further key characteristics of the jointly developed concept and implementation by the project partnership include the application of a common methodology with defined KPIs, supported by a centralised data system (MS Teams) and standardised data collection. These ensure continuous monitoring and iterative review, enable cross-dimensional analysis, and provide a validated basis

for transfer, replication, and future recommendations.

The implementation was supported by two onsite Train-the-Trainer sessions (May and July 2025), in which all project partners actively participated, contributed their expertise, and ensured knowledge exchange and consistent application across all pilot actions.

This factsheet presents the joint pilot action for the Austrian pilot case in the textile sector. It was implemented by applying the jointly developed DECIDE Toolbox tools and methods (A1.2) to the real-life business model “Making Flags from Old Textiles”. The pilot delivers a structured documentation package, including a poster, presentation, BM20D description, DECIDE Service Catalogue entry, and Business Model Canvas, complemented by an impact assessment with KPI-based evaluation and qualitative expert inputs, providing a consistent basis for comparison, validation and transfer.

Contribution to the programme and project objectives, output and result indicator, as well as to the targets set for the Priority Area concerned (max. 2000 characters)

The pilot action for the pilot case “Making Flags from Old Textiles” contributes significantly to Programme Output Indicator RCO84 “Pilot actions developed jointly and implemented in projects” by fulfilling both key requirements of the indicator. It was jointly developed through a structured transnational co-creation process involving all project partners, including the collaborative identification and selection of pilot cases, the development of a common methodological framework, and the application of the tandem approach and Train-the-Trainer Sessions. The pilot was implemented within the project by applying the jointly developed DECIDE Toolbox tools and methods to a real-life case in Austria, ensuring full implementation within the project duration.

The pilot action contributes to the Result Indicator ISI “Organisations with increased institutional capacity due to their participation in cooperation activities across borders”. The organisation beyond the project partnership strengthens its capacities through the modelling of its business model within its own organisational and regional context. The outputs enable the development and deepening of an understanding of the circular economy. In addition, new insights into the analysis and further development of circular business models are gained, and practical experience in using business model tools and methodologies is provided.

As a result, the pilot action supports innovation and technology transfer in the Danube Region by translating jointly developed tools and methodologies into practical applications. The integration of results into the DECIDE Service Catalogue and their dissemination through project meetings and public conferences further enhances their accessibility and uptake. Thus, the pilot action is linked to the result indicator RCR 104 “Solutions taken up or upscaled by organisations”. This contributes to strengthening a more competitive and smarter Danube Region by enabling organisations to adopt innovative, resource-efficient and sustainable business models.

How can the output be used and by whom (target group), what is the benefit and the impact for these target groups and the target area / Danube Region? (max. 1500 characters)

The output targets SMEs, business support organisations, policymakers, and actors from research and education across the Danube Region. It demonstrates how old textiles can be transformed into new products such as flags, providing a practical and transferable circular economy approach.

SMEs and start-ups can use the output to identify new applications for textile waste, reduce material disposal, and implement resource-efficient production methods. Business support organisations can apply it in advisory services, training, and capacity-building activities focused on sustainable craftsmanship. Policymakers can use the results to support frameworks that promote textile reuse and circular practices. Research and education institutions can integrate the approach into curricula, workshops, and applied research on sustainable materials.

The key benefit is the strengthened capacity of target groups to recognise the value of discarded textiles, apply upcycling techniques, and develop sustainable, craft-based business models. The approach reduces textile waste, extends material lifecycles, and creates new value from existing resources.

At regional level, the output contributes to the wider adoption of circular economy practices in the textile and craft sector. It supports local knowledge, encourages sustainable production, and promotes more efficient use of resources across the Danube Region.

How can the sustainability of the output be ensured and where and to whom is it going to be transferred? (max. 1500 characters)

The sustainability of Q.1.1 is ensured through its integration into the DECIDE Service Catalogue, which provides long-term access to the developed tools, methodologies and pilot results. In addition, the Digital Learning Concept and training materials enable continued use and capacity building beyond the project duration.

O.1.1 will be transferred through PPs, who act as multipliers in their regions, including business support organisations, clusters, and regional development agencies. Furthermore, the results will be disseminated to SMEs, start-ups, policymakers, and actors from research and education through training activities, workshops, advisory services, study visits, and integration into curricula and applied research. To ensure the effective transfer, uptake and long-term use of outputs beyond the project duration, each partner has defined specific measures within dedicated implementation plans ("DECIDE Sustainability & Transferability Implementation Plan" attached).

The practical and modular structure of the DECIDE Toolbox enables its adaptation to different sectors and regional contexts, ensuring a high level of transferability and scalability across the DR. The results are further disseminated through project meetings, public conferences and networks, enhancing visibility, facilitating uptake and supporting the wider application of the outputs.

Overall, these measures contribute to long-term sustainability and ensure a lasting impact beyond the project duration.