



Communication & Dissemination Plan

Deliverable D7.1

Version N°1

Authors: Alina Giesler (LGI)



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Summary

This Communication and Dissemination Plan outlines the strategy and actions that will be implemented to promote ZeroF and the development of safe and sustainable coating alternatives to replace PFAS in the packaging and textile industry during the 36 months of the project. This plan will be regularly updated and improved based on the monitoring results collected, to reach the objectives that have been set.

Keywords

ZeroF, PFAS, forever chemicals, health and environment dangers, awareness raising, PFAS-free coating, safe and sustainable-by-design approach, upholstery textile, food packaging, communication, dissemination

Abbreviations and acronyms

ACRONYM	DESCRIPTION
WP	Work package
C&D	Communication and dissemination
PFAS	Per- and polyfluoroalkyl substances
SSbD	Safe and sustainable-by-design
ECHA	European Chemicals Agency
EFSA	European Food Safety Agency

1 Introduction

1.1 Purpose and scope

Communication and dissemination activities are a top priority in European collaborative research projects funded under the European Union's Horizon Europe programme.

The purpose of this deliverable is to describe the communication and dissemination strategy of ZeroF, and to provide greater visibility of the process. This document identifies the communication objectives, target groups and key messages, and defines the tools and channels used to communicate with the audience and to disseminate project results.

The scope includes all actions taken internally and externally of the project in terms of knowledge dissemination and public communication regarding ZeroF and its results. Communication activities are continuously monitored and will be updated in D7.5 Updated Communication and Dissemination Plan (M18) and D7.6 Final Dissemination and Communication Plan (M36).

1.2 Partner contributions

LGI Sustainable Innovation leads the communication and dissemination activities for ZeroF. More specifically, it focuses on the global communication of the project and its results as well as the dissemination of results and progress to all key stakeholders. The communication and dissemination strategy outlined in this deliverable will be followed by all partners. A summary of the contributions to this strategy can be found in the table below.

PARTNER	CONTRIBUTION
8 - LGI	Task 7.1 - Public Communication <ul style="list-style-type: none"> Designing a visual identity: logo & templates Drafting a communication and dissemination plan Deploying and manage the project website and social media accounts Creating promotional materials: roll-ups & flyer Creating engaging content on social media Task 7.2 - Dissemination of project results <ul style="list-style-type: none"> Releasing an annual newsletter with project news Communicating about partner's participation in conferences & events Coordinating publications in open access journals Organising two key stakeholder events in M18 & M35 Task 7.3 - Awareness Campaign <ul style="list-style-type: none"> Creating an Awareness Campaign with visual elements and videos and a dedicated hashtag on social media Coordinating LinkedIn and Twitter ads to target specific audiences Contacting related EU projects as a relay for the campaign
All other partners	Dissemination of project results <ul style="list-style-type: none"> Support to translate in key European languages communication and dissemination content and promotional materials when needed Support to relay news and results produced in the ZeroF project

Table 1: Contributions to the communication & dissemination strategy

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depends on, and is linked to, the work undertaken in other WPs. Communication and dissemination activities will rely on the work of all partners and their collaboration in providing WP7 with information on their activities and in sharing relevant information about the project to their own contacts and networks.

The following tasks from other WPs will be particularly interrelated with the work of WP7:

Task 6.6 foresees a social acceptance study to be carried out in Finland, Luxembourg, as well as in Spain, to investigate **consumer attitudes and social acceptance of the new coating solutions developed by ZeroF**. In addition, consumer awareness, incentives and opportunities as well as the motivation to use products benefiting from this new technology will be studied.

To ensure a human-centred approach, Task 6.6 also assesses technology acceptance through **semi-structured** interviews with all key stakeholders to **identify incentives and barriers to technology adoption**. In addition, the same methodology will be used to explore policy issues that may pose a barrier, constraint or challenge to the adoption of the technology. A final workshop will validate the results of the task as a satellite event of a consortium/project meeting.

Based on the results of the study, the semi-structured interviews and the final workshop, the **Awareness Campaign** (T7.3) will **re-evaluate which stakeholders** to focus on when targeting ads on LinkedIn and Twitter and how to formulate the **different key messages** to convince each target group to use the new technology developed by ZeroF.

2 Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the Horizon Europe programme.

Based on the needs of the project, the ZeroF project's **main communication and dissemination objectives** include the following:

- Provide and implement an **effective communication strategy** to inform and engage a variety of different target audiences
- Promote and ensure the **visibility of ZeroF** through tailored communication tools and channels
- **Disseminate knowledge and findings** of ZeroF widely and efficiently to all stakeholder groups
- **Inform and educate citizens** about the risks of PFAS and the benefits of safer and sustainable PFAS-free alternatives developed by ZeroF
- **Provide resources** to impact the decision-making process of consumers and industries regarding PFAS-free alternatives
- **Form synergies** with other related EU projects & initiatives in the field

3 Communication and dissemination strategy

The overall ZeroF communication and dissemination strategy is based on a series of key messages tailored for specific audiences and comprehensive and consistent project description. Both will be implemented throughout the different channels and tools described in a dedicated section in this deliverable.

3.1 Target audiences

The ZeroF project aims to reach key target groups through its communication and dissemination strategy, including PFAS producers, the textile and packaging industry, EU policy makers, academics and researchers, NGOs and the general public. Each communication action will be targeted at different levels: local, nationwide, European and global. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The relevance and importance of communicating/disseminating to each stakeholder group is summarised in the table below.

TARGET AUDIENCE	RELEVANCE IN THE PROJECT CONTEXT
PFAS Manufacturers <ul style="list-style-type: none"> - Arkema, - Asahi, - BASF (Ciba), - Clariant, - Daikin, - DuPont/Chemours - Dyneon/3M, - Solvay - etc. 	<ul style="list-style-type: none"> • Influence: PFAS manufacturers have a significant impact on the chemical industry and affect the entire supply chain. • Accountability: As major producers of PFAS, these manufacturers bear a great responsibility for the environmental and public health impacts. • Regulatory pressure: They are under increasing pressure from the public, investors and regulatory authorities and have to find alternatives to sustain their business model. • Collaboration: In order to develop effective and scalable PFAS-free solutions, collaboration and cooperation between all stakeholders in the supply chain are essential.
Textile Industry Focus on upholstery textiles	<ul style="list-style-type: none"> • Responsibility: PFAS contamination in the environment has been linked to adverse health effects, and the textile industry is a significant contributor to PFAS pollution accounting for about 50% of total global consumption (IPEN, 2022). • Market demand: Consumers are increasingly aware of the environmental impact of textile products and are looking for more sustainable alternatives. • Regulatory pressure: Governments around the world, including the European Union, are introducing regulations to restrict the use of PFAS in various industries, including textiles. By proactively adopting PFAS-free coating solutions, textile industry players can stay ahead of these regulations. • Corporate responsibility: As global citizens, players in the textile industry have a responsibility to reduce their impact on the environment and contribute to a more sustainable future.
	<ul style="list-style-type: none"> • Environmental and health concerns: PFAS are often used in disposable greaseproof food packaging. Some PFAS may transfer from the

Packaging Industry

Focus on food packaging

- Fast-food packaging,
- Microwaveable bags,
- Take-out paperboard containers,
- Pet food bags

packaging into food and increase the overall exposure of the population to PFAS. There is scientific evidence that PFAS can have negative environmental and public health impacts.

- **Consumer demand:** Consumers are increasingly questioning materials and their impact and asking for safer and more sustainable packaging options.
- **Regulatory pressure:** The European Union has introduced regulations to restrict the use of PFAS in food packaging. As more regulations are expected to be introduced globally, packaging industry players will need to adapt to these changes by transitioning to PFAS-free solutions.
- **Corporate responsibility:** As global citizens, players in the packaging industry have a responsibility to reduce their impact on the environment and contribute to a more sustainable future.

EU Policymakers

- European Food Safety Authority EFSA
- European Chemicals Agency ECHA + RAC & SEAC
- EEA European Environment Agency
- OECD
- Labels for textiles tested for harmful substances as OEKO-TEX
- Composability labels for food packaging

- **Protecting public health and the environment:** EU policies are increasingly focused on reducing the use of hazardous substances, including PFAS, and promoting the development and use of safe and sustainable alternatives.
- **Regulatory compliance and alignment:** ECHA is currently evaluating the risks of PFAS and may recommend restrictions or even bans on their use in the future. This could create a demand for safe and sustainable alternatives.
- **Opportunity for innovation and economic growth:** EU policy makers can play a critical role in encouraging the adoption of PFAS-free alternatives by providing incentives, funding research and development, and implementing regulations and standards.
- **Demonstrate leadership at the global level:** By promoting the use of PFAS-free alternatives, EU policymakers can demonstrate leadership and set an example for other regions and countries to follow.

Academic & Scientific Community

- Universities
- Student unions
- Scientific institutions
- Scientists' associations
- Scientific magazines
- etc.

- **Research and development:** The scientific community can provide valuable insight and support in the development and refinement of PFAS-free coating formulations.
- **Peer review and publication:** Scientific and academic journals provide a platform for peer review and publication of research on PFAS and PFAS-free alternatives, contributing to the dissemination of knowledge and findings to a wider audience.
- **Policy and regulation:** Scientific research and academic findings can inform policy decisions and regulatory actions.
- **Public awareness and education:** The scientific and academic community can play a vital role in educating the public.
- **Collaboration and partnerships:** Engaging with the scientific and academic community can facilitate collaboration and partnerships.

<p>NGOs/Charities</p> <ul style="list-style-type: none"> - Greenpeace - European Environmental Bureau EEB - ChemTrust - ChemSec - Safe Food Advocacy Europe - Plastic Soup Foundation - Fidra - Etc. 	<ul style="list-style-type: none"> • Influence and Advocacy: NGOs are influential organisations with the ability to advocate for change and drive public opinion on environmental issues. By engaging with NGOs, ZeroF can gain important support. • Consumer Awareness: NGOs play a key role in informing consumers about the potential environmental and health risks associated with certain products and chemicals. By working with NGOs, ZeroF can help increase consumer awareness of the need for safer, more sustainable alternatives to PFAS coatings. • Collaboration and support: NGOs often work with stakeholders from industry, academic institutions and government agencies to promote environmental and social sustainability. By working with NGOs, ZeroF can draw on a network of experts and stakeholders who can provide support and advice. • Regulatory Pressure: NGOs play a significant role in shaping environmental policy and regulation at both the national and international level. By working with NGOs, ZeroF can help contribute to the growing momentum for more stringent regulation of PFAS and the development of safer alternatives.
<p>Media</p> <ul style="list-style-type: none"> - Forever Pollution project - Stéphane Horel from Le Monde - Watershed Investigations - Innovation in Textiles - Exotextile News - Emballages Magazine from l'Usine Nouvelle - Etc. 	<ul style="list-style-type: none"> • Public Awareness: Media outlets can raise public awareness about the health and environmental risks associated with PFAS. • Education: Media can help educate the public on the risks of PFAS and should inform consumers about PFAS-free alternatives. • Influence: Media outlets can influence public opinion and consumer behaviour and by raising awareness about the need for PFAS-free alternatives, they can help drive demand for the new ZeroF solutions.
<p>General Public Citizens/consumers</p>	<ul style="list-style-type: none"> • Public Awareness: The public is becoming increasingly aware of the harmful effects of PFAS on the environment and public health. • Education and Empowerment: By educating the public about the risks associated with PFAS and the benefits of PFAS-free alternatives, ZeroF can empower consumers to make informed choices and advocate for safer and more sustainable products. • Growing consumer demand for sustainable and safe products as the availability of information and communication technologies has made it easier for consumers to research and compare products based on their sustainability and safety features.

Table 2: Relevance of ZeroF outcomes for each target audience

3.2 Key messages

An initial set of tailored messages for ZeroF has been developed to promote the project in the most effective way. Based on the results and continuous analysis made throughout the project, the messages in the table below will be further refined and developed for each user type.

TARGET AUDIENCE	KEY MESSAGES
PFAS manufacturers	<ul style="list-style-type: none"> ZeroF will develop and test cost-effective PFAS-free coating formulations which will be a solution to respond to the increasing pressure from investors, consumers and future EU legislation to ban PFAS. The PFAS-free solutions developed by ZeroF can help PFAS manufacturers maintain their business activity and demonstrate their social and environmental responsibility, which can enhance their reputation with stakeholders.
Textile industry	<ul style="list-style-type: none"> The new solutions developed by ZeroF will allow the textile industry to implement safe and sustainable PFAS-free coating formulations in upholstery textile materials. This can help the textile industry reduce its contribution to PFAS pollution, improve its environmental and public health impact, meet growing consumer demand for environmentally friendly products and stay ahead of potential changes to EU regulations regarding PFAS.
Packaging industry	<ul style="list-style-type: none"> The new solutions developed by ZeroF will allow to implement safe and sustainable PFAS-free coating formulations in food packaging. The project will enable the packaging industry to reduce the environmental and health impacts of its products, meet increasing consumer demand for environmentally friendly options and stay ahead of potential EU regulatory changes related to PFAS.
Scientific community	<ul style="list-style-type: none"> ZeroF will accelerate the replacement of PFAS in the upholstery textile and food packaging sectors by providing two new safe and sustainable PFAS-free hybrid coating formulations. ZeroF will help to advance the scientific community's understanding of the risks associated with PFAS and to develop new solutions that can protect human health and the environment. ZeroF will present its key findings at two ZeroF stakeholder events (M18 & M35) to encourage further research and contribute to the development of a network of experts in the field.
EU policymakers	<ul style="list-style-type: none"> ZeroF will accelerate the replacement of PFAS in the upholstery textile and food packaging sectors by providing two new safe and sustainable PFAS-free hybrid coating formulations. ZeroF's PFAS-free alternatives are sustainable and aligned with the EU's policy goals of achieving a circular economy, reducing waste, and decreasing the carbon footprint of the textile and packaging industries. The EU has already taken steps to regulate PFAS, including restrictions under the REACH regulation. By promoting the use of PFAS-free alternatives, ZeroF can support EU policy goals and help companies comply with these regulations.

NGOs	<ul style="list-style-type: none"> ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. The solutions developed by ZeroF will be rigorously tested and scientifically proven to be effective, ensuring that they can be used as a safe and reliable replacement for traditional PFAS-based coatings. By supporting ZeroF, NGOs can help reduce the use of PFAS in industries like textiles and packaging, which are major sources of PFAS pollution in the environment.
Media	<ul style="list-style-type: none"> ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. The new PFAS-free alternatives developed by ZeroF will be rigorously tested, ensuring that they can be used as a safe and reliable replacement for traditional PFAS-based coatings. ZeroF will present its key findings at two ZeroF stakeholder events (M18 & M35) to encourage further research and contribute to the development of a network of experts in the field.
General Public	<ul style="list-style-type: none"> ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. The new solutions will be backed by rigorous scientific research and testing to ensure they are effective, safe and sustainable. Thanks to the PFAS-free solutions developed by ZeroF, consumers can make more informed choices about the products they buy and play an active role in promoting a healthier and more sustainable future for the planet.

Table 3: Key messages for each target audience

3.3 Timeline

A timeline gathering all key communication and dissemination activities throughout the project has been created and will be continuously updated.

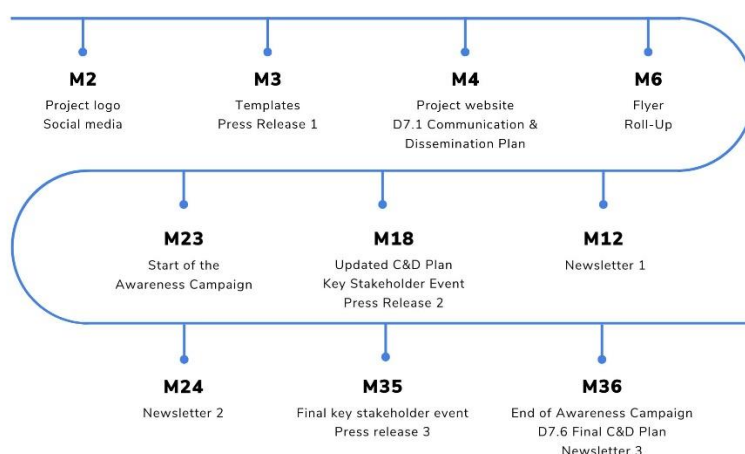


Figure 1: Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process has been established to allow all partners to collaborate on content creation and relay the information shared through ZeroF communication channels.

LGI Sustainable Innovation uses the email address <mailto:hello@zerof.eu> to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project.

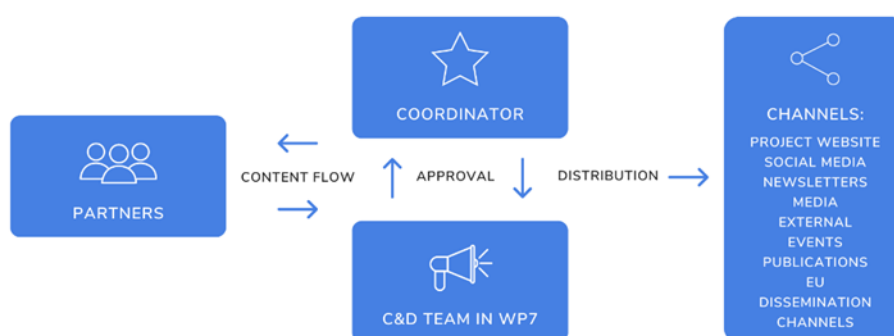
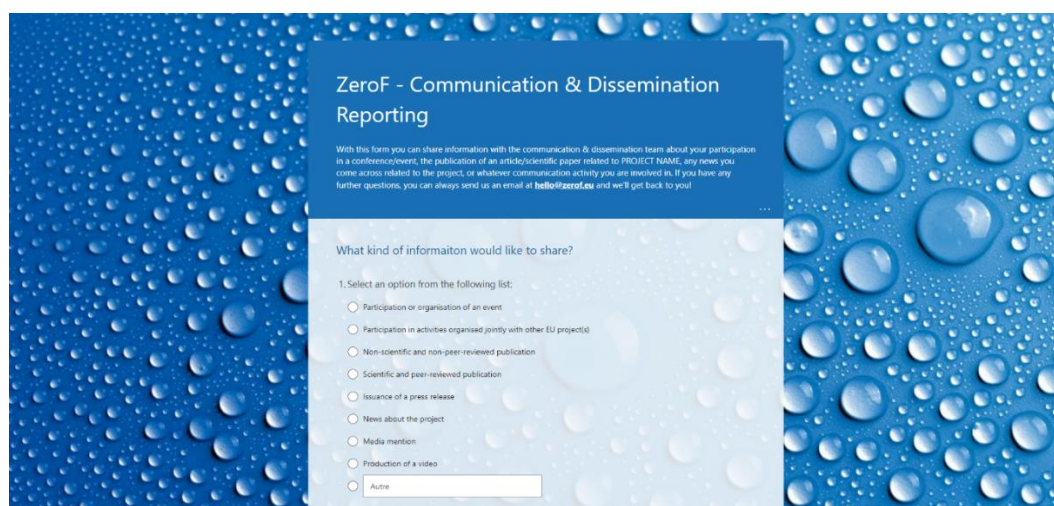


Figure 2: Content information flow

4.2 Role and responsibility of partners

To ease the flow of information and simplify the communication process between partners, an [online form](#) was created. Partners can fill out the form when they participate in an event, attend a conference related to the ZeroF project or publish an article about the project.



The screenshot shows the 'ZeroF - Communication & Dissemination Reporting' form. The form has a blue header with the title and a brief description: 'With this form you can share information with the communication & dissemination team about your participation in a conference/event, the publication of an article/scientific paper related to PROJECT NAME, any news you come across related to the project, or whatever communication activity you are involved in. If you have any further questions, you can always send us an email at hello@zerof.eu and we'll get back to you!'. Below the header, the form asks 'What kind of information would like to share?' and provides a list of options for selection:

- ☐ Participation or organisation of an event
- ☐ Participation in activities organised jointly with other EU project(s)
- ☐ Non-scientific and non-peer-reviewed publication
- ☐ Scientific and peer-reviewed publication
- ☐ Issuance of a press release
- ☐ News about the project
- ☐ Media mention
- ☐ Production of a video
- ☐ Autre

Figure 3: Screenshot of the reporting form

Partners are strongly encouraged to use this form frequently in order to provide communication and dissemination content to include in the project newsletters, website newsroom and social media channels. This form will also be used to collect information for reporting periods.

5 Communication channels and tools

5.1 Visual identity

All the communication and dissemination tools described in this deliverable are consistent with the ZeroF project's brand identity, which aligns with the image that the project wishes to convey. In addition, all materials, including scientific papers and publications produced by the project, will contain the mandatory EU emblem, acknowledgement and required disclaimer with the sentences below (Article 17). Moreover, it is important to note that "when displayed with another logo, the EU emblem must have appropriate prominence" (Article 17.2). For the ZeroF project, the EU statement must also be complemented by the SERI acknowledgement indicating co-financing by the Swiss State Secretariat for Education, Research and Innovation.



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Figure 4: EU emblem and acknowledgement and SERI acknowledgement

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Figure 5: EU Disclaimer

5.1.1 Logo

One of the first communications actions (Task 7.1) was to develop the project's visual identity. To build its brand recognition from the very beginning, a logo was designed on time for the kick-off meeting of the project. It is, and will be, associated and included in all paper and electronic documentation as well as promotional materials.

To ensure a strong project identity, several logo versions were designed, analysed and altered to best represent ZeroF in the simplest and clearest way possible.



Figure 6: Official logo

The logo is a wordmark and puts the name of the project "ZeroF" in a very distinctive, clear and sans-serif font in the foreground. The first four letters "Zero" are blue. A colour that expresses the professionalism, trust and authority behind the commitment that our ZeroF solution is safe and contains no fluorochemicals. The last letter "F" is green and underlines the sustainable claim of the project. The highlight of the logo is the letter "O", which integrates a visual symbol into the word mark. The blue "O" stands for a coating of any kind of product. The upper right quarter of the letter stands out because of its green colour. This creates a zoom on the coating, giving the impression that one can look inside. Here, of course, green was chosen to show that it is a safe and, above all, sustainable solution. The logo thus refers to the alternative PFAS-free coating that the ZeroF project wants to develop for the food packaging and upholstery industry.

Several other logo options have been designed to offer versatility. The "O" of the logo can also be used as a stand-alone graphic accompanying the official project logo on various communication materials.



Figure 7: Logo variations

In text, the project should be referred to as ZeroF.

5.1.2 Project presentation template

A PowerPoint presentation template was designed and distributed to all partners shortly after the start of the project. Easy to use and versatile, the template adds value to the ZeroF brand and ensures the project's visibility when presented at events or conferences. Minor adjustments to the template can be made as needed during the course of the project.

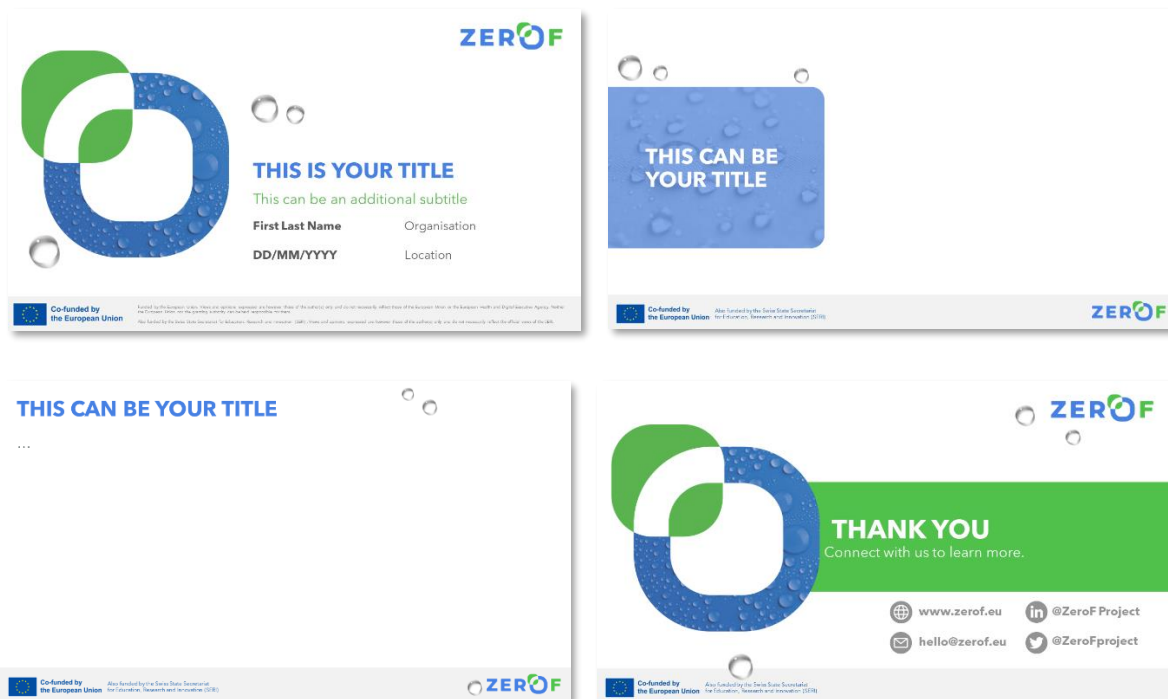


Figure 8: PowerPoint template

5.1.3 Deliverable template

A Word document template was also prepared and shared with all ZeroF partners shortly after the start of the project. Consistent with the ZeroF visual identity and streamlined for ease of use, the template makes it easy for partners to collaborate on deliverables.



Figure 9: Deliverable template cover

5.1.4 Other materials

Minutes template: a standardized word template will be developed to protocol all meetings in a consistent way.

Standard presentation: a standard presentation introducing the ZeroF project will be developed in English and continuously updated based on project achievements. Partners will be able to use this standard presentation at conferences, events, workshops and meetings with stakeholders, and will be free to adapt and translate it based on their needs.

Standard factsheet: a standard factsheet introducing the ZeroF project will be developed in English and continuously updated based on project achievements. Partners will be able to share this document with anyone who is interested in learning more about the project, such as potential stakeholders, press or other members of the public.

Flyer: a flyer will be designed for workshops and events organised by ZeroF, as well as for external events. It will include key messages, objectives, expected impacts and consortium members and contact information. The flyer will be available in digital form on ZeroF's website and printed only on demand to avoid waste.

Roll-up: a roll-up will be designed for various events and conferences attended by project partners. It will include visual elements that represent the project, a brief summary, consortium members and contact information. The roll-up will only be printed once when the first physical event is confirmed and ZeroF partners will be present.

Other promotional materials: visuals will be created to promote project events, publications and project news across the ZeroF communication channels including social media as needed.

5.2 Project description

A text describing ZeroF has been drafted in two versions (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions will be used by all partners in materials dedicated to promoting, communicating and disseminating the results of ZeroF – such as flyers, PowerPoint presentations, and articles published by the partners – and to present the project at events or conferences.

Short version:

ZeroF is a 36-month project funded by the EU and SERI to address the overwhelming prevalence of per- and polyfluoroalkyl substances (PFAS). The project, involving 12 research and industry partners from 9 countries, will develop safe and sustainable coating alternatives to replace PFAS compounds in the food packaging and upholstery industries. The materials developed are expected to be highly resistant to water, oil, and grease while eliminating the need for fluorochemicals. The final ZeroF alternatives are expected to cost no more than 20% more than current alternatives and reduce environmental impact by more than 25%.

Visit the project website for more information at www.zerof.eu

Coordinator: Miika Nikinmaa, VTT

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ZeroF is also funded by the Swiss State Secretariat for Education, Research and Innovation (SERI).

Long version:

ZeroF is an EU and SERI funded Horizon Europe project addressing the overwhelming prevalence of per- and polyfluoroalkyl substances (PFAS) and the associated environmental and health issues. The ZeroF project, involving 12 research and industry partners from 9 countries, will develop safe and sustainable coating alternatives to replace PFAS compounds in the food packaging and upholstery textiles value chain. Coordinated by VTT, Finland's leading research centre, ZeroF will develop PFAS-free alternatives over a 36-month period starting from January 2023.

The project's aim is to replace PFAS with renewable feedstock and non-toxic compounds. The materials developed are expected to be highly resistant to water, oil and grease, while eliminating the need for fluorochemicals and reducing environmental impact by at least 25%. The ZeroF project will take a comprehensive approach to achieving this goal, including a Safe and Sustainable by Design (SSbD) framework to guide material design, optimise coating formulations and evaluate their safety and performance. In addition, the project will assess the economic viability of these coatings through a cost-benefit analysis. A life cycle analysis will evaluate the environmental impact.

Project partners will work together to identify the technological, economic, socio-economic and regulatory incentives and barriers for new PFAS-free coating materials to facilitate their introduction in the textile and packaging industry. A certification and regulatory roadmap will eventually be developed to anticipate future regulatory requirements and facilitate the transition to PFAS-free solutions for other sectors outside the project scope.

Visit the project website for more information at www.zerof.eu

Coordinator: Miika Nikinmaa, VTT

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5.3 Online resources

5.3.1 Website

The ZeroF project website will be launched in April 2023 (M4): <http://www.zerof.eu>.

The website will serve as the primary information source for the project and will be where most stakeholders will go to find out more about its activities. The design will be intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. Once live, the website will be continuously updated with news, events, communication items, deliverables and results to keep frequent visitors and target audiences engaged.

To make useful and relevant information available for online visitors, it was decided that the website should address the needs and questions that would most likely be of interest including:

- What the project is about
- What the project is delivering and why
- Who the project partners are

- What the latest news and events of the project are
- Where to find more information on the topic or related topics

Monitoring: to understand how the website is used by visitors, Matomo, or a similar GDPR-compliant tool will be employed. Upcoming reports will provide insights regarding:

- How many users visit the website
- Which pages are viewed the most
- Where the majority of viewers are located

These results will enable the communication team to adapt its strategy to be more efficient and reach a wider audience.

Three main sections will be used to communicate and disseminate information:

- 1. Newsroom:** activities, milestones, results and news related to the project will be featured in articles and posts
- 2. Events calendar:** past and upcoming events internal and external to the project will be updated regularly
- 3. Resources:** public deliverables and reports, electronic newsletters and all promotional materials produced will be made available for download

5.4 Social media

Different social media channels, including Twitter, LinkedIn and YouTube, will be used throughout the project to communicate on the project and disseminate its results in an effective and impactful way.

The following audiences will be targeted and engaged with across all platforms:

- Other EU projects
- EU institutions
- Policymakers in the field of PFAS
- Media and journalists in the field of PFAS investigation
- Relevant universities, scientific institutes and research centres
- Industry players in the textile & packaging industry
- NGOs in the field of chemical & pollution action
- Influencers
- General public / consumers

A first list of hashtags related to ZeroF has been developed and will be used to maximise the project's visibility on all channels.

GENERAL	SPECIFIC
#ZeroF #Innovation #Research #HorizonEurope	#PFAS #PFASPollution #foreverchemicals #PFASfree #PFASalternatives #health #environmentalhealth #SSbD #Packaging #FoodPackaging #Textiles #UpholsteryTextiles

Table 4: Hashtags

5.4.1 Twitter

A Twitter account was created at the start of the project under the handle **@ZeroFproject**.

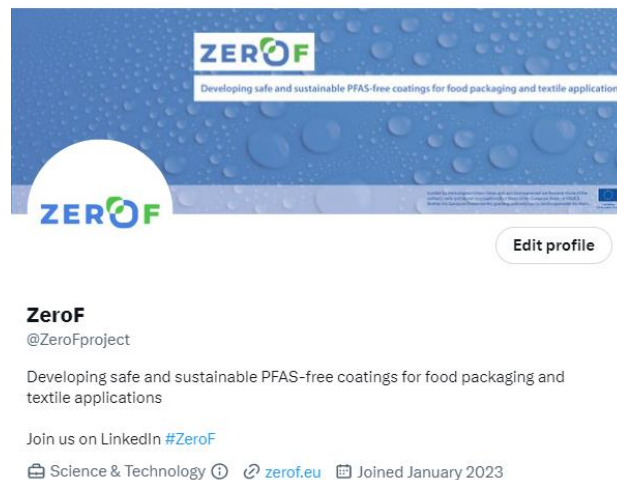


Figure 10: Twitter account

Twitter is used as one of the main channels to build the project's online community and to disseminate the results. The three main objectives set for Twitter are to:

- Build relationships and engage with target audiences
- Disseminate knowledge on the environmental & public health risks of PFAS and safe and sustainable PFAS-free alternatives as ZeroF
- Bring the ZeroF results closer to the general public, journalists and policymakers

The ZeroF Twitter account will be managed on a weekly basis. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one tweet/retweet on a bi-weekly basis
- Reply to users who tweet or mention **@ZeroFproject**
- Follow and engage users who tweet content related to ZeroF activities
- Track specific words, mentions and trending hashtags

Twitter will serve as a channel for the mass distribution of news published on the website, advertise events that will be attended by ZeroF partners and promote content generated by the project. Partners involved in communication activities will closely monitor related content posted by other social media accounts to share it on the ZeroF Twitter account.

5.4.2 LinkedIn

A LinkedIn page was created for ZeroF: **[www.linkedin.com/company/ZeroF project](https://www.linkedin.com/company/ZeroF-project)**

The ZeroF LinkedIn account will be managed on a weekly basis. In terms of audience, a specific focus on the general public, researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

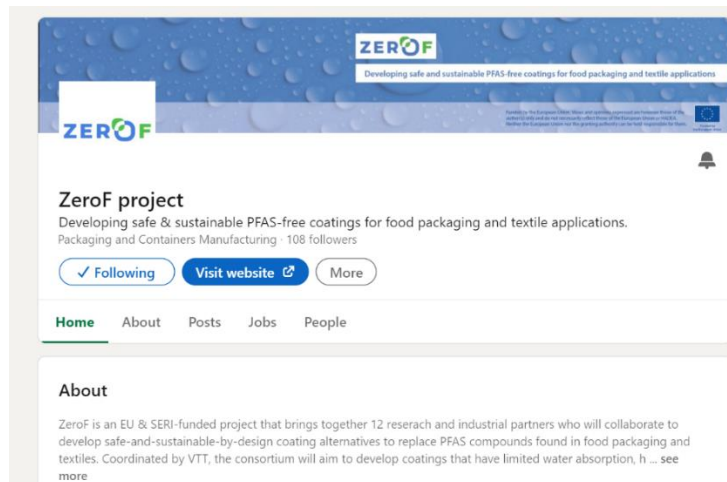


Figure 11: LinkedIn account

In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- Target at least one post or share on a bi-weekly basis
- Reply to users who mention **@ZeroF project**
- Follow and engage users who post content related to ZeroF activities
- Track specific words, mentions and trending hashtags

5.4.3 YouTube

A YouTube account was created for the ZeroF project under the handle **@ZeroF_EUPProject**.

Its main objective is to serve as a platform for the Awareness campaign (T7.3), allowing us to engage with influencers and a younger, wider audience interested in PFAS. This demographic is more active on YouTube than other social media platforms like Twitter or LinkedIn.

The ZeroF YouTube account will primarily be used as a channel for the Awareness campaign from M23 onwards. The channel will be used to target specific audiences through engaging video content. In order to be as responsive, efficient and proactive on the channel as possible, the following actions will be taken:

- With the start of the campaign, post videos on a regular basis to educate the audience on the risks of PFAS and inform them about ZeroF and the benefits of PFAS-free solutions
- Respond to comments and messages from users who engage with the channel.
- Engage with influencers and other content creators who produce videos related to PFAS or environmental issues
- Monitor and track relevant keywords and trends related to environmental video content

5.5 Newsletters

Three electronic newsletters will be distributed over the course of the project, on an annual basis. The newsletters will inform the ZeroF community on the latest achievements of the project, progress, outcomes and relevant events, conferences and workshops. To develop interest in the newsletter, partners are encouraged to share all relevant information related

to the project using a form accessible directly on the project's digital workplace as described in section 4.2 of this document.

The newsletter will contain different sections, including:

- An editorial written by the coordinator providing an overview of the previous year
- A feature on the results achieved
- A technical update from each work package leader on progress made
- A recap of the events attended and upcoming events of interest

Results and statistics will be analysed for each newsletter. Conclusions will be drawn, and possible areas of improvement will be discussed to optimise future editions.

The first newsletter will likely be distributed in December 2023 (M12), depending on the progress of the project.

A subscription pop-up box compliant with GDPR regulation will be added to the website to encourage visitors to subscribe to the newsletter to receive the latest project results and achievements.

5.6 Press releases

To ensure efficient communication and visibility in mainstream and specialised media in the field of PFAS pollution and PFAS-free alternatives press releases will be distributed. The first press release was shared on 13 March 2023 announcing the project's launch. It has been made publicly available on the project's social media platforms and website landing page and was distributed to several selected media and journalists.



Figure 12: First Press Release

Press releases will be shared whenever relevant depending on the achievements of the project. In particular, at least four additional press releases will be distributed during the project:

- For the first key stakeholder event in M18
- For the launch of the Awareness campaign in M23
- For the final key stakeholder event in M35

6 Awareness raising campaign

In order to engage with the diverse target audiences outlined in section 3.1, a targeted Awareness campaign (T7.3) will be implemented in M23. The primary objective of this campaign is to deliver targeted key messages that are tailored to each audience, presenting them with the benefits of ZeroF solutions. The campaign will employ two strategic approaches: firstly, it will educate and inform the general public about the environmental and health impacts of PFAS. Secondly, it will promote the adoption of safe and sustainable PFAS-free alternatives and thus the ZeroF solutions to the different target groups.

To ensure the effectiveness of the campaign, it will run for a period of one year, with a focus on crafting messages that are simple, clear, and directly relevant to the concerns of consumers. These messages will be developed in collaboration with Task 6.6, which will re-evaluate which stakeholders to focus on when targeting ads on LinkedIn and Twitter and how to formulate the different key messages to convince each target group of the new solution developed by ZeroF. The social acceptance study will also provide recommendations, address potential challenges, and identify key areas of interest where the different target audience are most likely to engage. Task 6.6's insights will be based on findings from a social acceptability study carried out in Finland, Luxembourg and Spain ensuring that the messages are relevant and resonate with the target audiences.

The communication channels previously described in this document will be heavily mobilised to make the Awareness campaign a success:

- **Media relations:** at least one press release will be shared at the launch of the general Awareness campaign. LGI Sustainable Innovation will ensure that the campaign is pushed in mainstream and specialised media (sectoral, environmental, professional press), such as newspapers, magazines, radio and/or television.
- **Social media:** the social media channels of the project (Twitter, LinkedIn, YouTube) will be used to connect with the general public and create a two-way dialogue. Different messages will be targeted according to audience profiles. As social media will be the main communication channel for the Awareness campaign, a dedicated hashtag will be created.
 - o Membership of relevant LinkedIn groups and the dedicated ZeroF LinkedIn page, will enable the project to contribute to discussions on the topic of PFAS pollution and PFAS-free alternatives, highlighting articles and events happening. This will enable the establishment of the ZeroF project as a credible, reliable voice in this area.
 - o Twitter will be used to create a follower base firstly by following similar projects, organisations and thought leaders in the field and then by sharing relevant information from the ZeroF project and beyond to establish it as an interesting, thought-provoking commentary on this topic.
 - o YouTube will be used to publish appealing explainer videos presenting ZeroF. This will be the opportunity to go deeper into the topic of PFAS, their risks for the general public but also into the different project stages of ZeroF.
- **Online media and influencers:** Social media influencers will be contacted to share the campaign messages with their online communities. Online

general/science/technical magazines and relevant blogs with a general audience will be contacted and targeted to act as relays to promote the campaign and the key messages of the project. NGOs will also be contacted to act as communication relays.

Success metrics will be followed to adjust the campaign, if necessary, to deliver traction, make the biggest impact and encourage audiences to advocate for PFAS-free solutions.

The outcome of this task will be reported in Deliverable 7.2 "Awareness campaign Strategy and Action Plan" (M23).

7 Dissemination channels and content

7.1 Interactions and exchange with other related projects

ZeroF will aim to foster a close collaboration with relevant networks, clusters, and initiatives at European and national/regional levels to share information and exploit synergies and additional dissemination channels. Several networks, clusters, initiatives, and platforms at the European and national/regional level to establish close collaboration with ZeroF have been identified: BIO-SUSHY Project, PROPLANET Project, Tornado Project and other projects to come.

7.2 Conferences and events

Presenting the ZeroF results at conferences and having a booth to disseminate the knowledge generated is key to maximising the project's impact. Attending conferences and events also creates the opportunity to engage closely with stakeholders.

The project consortium will attend events that are relevant to the topic and through which target groups can be reached. The interest and readiness of the consortium will be evaluated when determining whether to present at key international events as well as how best to present (public intervention and/or hosting a booth). The most relevant events taking place over a 12-month cycle will be identified and event organisers will be contacted to ensure the project is properly represented.

The ZeroF project has identified several events of interest including the following:

- PFAS Global 2023, a virtual conference on 25 April
- Safer Chemicals Conference (ECHA annual event)
- ACS annual meeting
- Dornbirn-GFC Global Fiber Congress
- AUTEX-21st World Textile Conference
- International Symposium on Food Packaging
- Sustainability In Packaging Europe 2023
- Life Cycle Management Conference

An online form (described in section 4.2) was created to track and monitor partner participation in international and national conferences.

The ZeroF project will hold at least 2 events: a mid-term event and a final event. Both will serve to disseminate project results to key stakeholders.

The format and logistics of the ZeroF events will depend on the situation surrounding COVID-19. The events are envisioned to be held physically but the partners will be ready to transform them into an online-only or hybrid version to ensure the safety and security of attendees.

7.3 European dissemination channels

All official channels established by EU institutions will be used to disseminate the project's results. The following official EU dissemination channels will be targeted:

Magazine	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Platform	Open Research Europe	https://open-research-europe.ec.europa.eu/
	Horizon Results Platform	https://ec.europa.eu/info/fundingtenders/opportunities/portal/screen/opportunities/horizon-results-platform
Portal	CORDIS	www.cordis.europa.eu/home_fr.html

Table 5: EU dissemination channels

7.4 Scientific publications

Several scientific publications will be prepared by lead academic partners involved in the project. These publications will include the main findings of the project's results and will primarily be presented in some of the conferences listed in section 7.2 of this document.

ZeroF will follow the Horizon Europe open access policy by providing online access to scientific information that is free of charge to the end-user and that is reusable via platforms such as Zenodo, Open Science Repository and Open Research Europe. In the context of this project, scientific information refers to peer-reviewed scientific research articles, articles, conference papers and research data. The ZeroF project will combine different measures to foster open access to knowledge as much as possible.

Project partners will be encouraged to regularly share information about their scientific publications when related to textile recycling via the online form described in section 4.2. Summaries of these publications will be disseminated on the project website, through the annual newsletter and on all social media channels.

The ZeroF project has identified several journals of interest:

- Royal Society of Chemistry Environmental Science: Processes & Impacts Journal
- Elsevier Journal of Hazardous Materials
- International Journal Environmental Science & Technology
- ACS Environmental Science & Technology
- Journal of Industrial Textiles

8 Key performance indicators

ACTIVITY	DESCRIPTION	TARGET
Visual Identity: logo & templates	Endure brand consistency, recognition and visibility	<ul style="list-style-type: none"> • M3 • Used in all deliverables
Public website	The main communication tool to promote ZeroF. It will provide information on the project objectives and expected impacts, announce events and make available the project public deliverables. Creation of a multiplier effect by linking websites of other related projects.	<ul style="list-style-type: none"> • M4-M36 • >8000 visits by the end of the project
Social Media: LinkedIn	To build an online community in the fields of textile and packaging, and to raise awareness among followers.	<ul style="list-style-type: none"> • M1-M36 • At least 100 followers by the end of the project
Social Media: Twitter	To build an online community in the fields of textile and packaging, and to raise awareness among followers.	<ul style="list-style-type: none"> • M1-M36 • At least 250 followers by the end of the project
E-newsletters	At least three e-newsletters will be issued to subscribers to draw attention to the project and related news.	<ul style="list-style-type: none"> • M12, M24, M36 • At least 200 subscribers • by the end of the project
Campaign visuals	To raise awareness and present key messages in a visually pleasing and easy-to-understand way.	<ul style="list-style-type: none"> • M24-M36 • >300 views of videos and visuals by M36 • >20 000 impressions • >3000 interactions
Flyer and roll up	To be distributed at events, conferences, and/or workshops to promote and inform about ZeroF.	<ul style="list-style-type: none"> • M3-M6 • At least 5 events where the roll-up is displayed & 200 views for downloaded flyers
Press releases	Press releases to be issued at strategic points, e.g., project launch, events, Awareness campaign launch	<ul style="list-style-type: none"> • To be issued at strategic points
ZeroF events	To present project findings to key stakeholder groups and maximise the project's impact.	<ul style="list-style-type: none"> • M36 • At least 50 participants

Participation in events	To disseminate the project's objectives and results.	<ul style="list-style-type: none"> • M1-M36 • events and conferences where partners have participated by the end of the project
Publications	Consortium partners will promote the project, its objectives and results by way of written publications such as blogs, articles in popular and specialist press, ensuring open access.	<ul style="list-style-type: none"> • M1-M36 • 8 journal and 10 conference publications by the end of the project

Table 6: Key performance indicators

9 Conclusion

The preliminary communication and dissemination plan set out in this document provides a detailed overview of the strategy and actions that will be implemented to promote the ZeroF project and its outcomes in an efficient and effective manner. The plan will be updated and improved based on the monitoring results collected and an interim report on the communication and dissemination activities (D7.5), which will be presented in the first half of the project presented at the M18.