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Awareness Campaign Strategy & Action Plan

Deliverable D7.2

Version N°2

Authors: Alina Giesler (LGI), Eddo Da Silva Rosa (LGI)



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Table of Contents

1	Introduction	7
1.1	Context and Campaign Purpose	7
1.2	Partner Contributions.....	7
1.3	Relation to other Activities.....	8
2	Campaign Objectives and Goals.....	8
2.1	Key Objectives	8
2.2	Key Performance Indicators (KPIs).....	9
3	Target Audience Analysis	9
3.1	Audience Demographics.....	9
3.2	Targeted Key Messages.....	11
4	Campaign Strategy & Tactics	12
4.1	Pre-Campaign on YouTube.....	12
4.2	Campaign Concept.....	14
4.3	Tone and Visual Consistency.....	16
4.4	Communication Channels	16
4.5	Content and Video Formats	17
4.6	Dissemination Plan and Campaign Multipliers.....	19
5	Action Plan and Timeline Suggestion.....	22
6	Conclusion.....	23

List of Figures

Figure 1 - Social acceptance segments (T6.5, VTT)	11
Figure 1 - Example of Thumbnails created for the videos.....	13
Figure 2 - YouTube Short Video Example	14
Figure 1 - Video interviews with partners at LIST in Luxembourg.....	18

List of Tables

Table 1: Contributions to the awareness campaign	7
Table 2: Sub target groups	10
Table 3: Key Messages per sub target group.....	12

Summary

This deliverable outlines the strategy for the ZeroF awareness campaign, which aims to inform the public about the importance of PFAS-free alternatives and highlight the ongoing work of the ZeroF project in developing these solutions. The campaign will focus on demonstrating that these alternatives are not only as effective as PFAS but also safer, more ecological, and economically accessible. By providing clear information on the benefits of transitioning to PFAS-free options, the campaign seeks to address public concerns and foster broader acceptance of safer alternatives.

Building on insights from previous smaller campaigns created by WP7 inbetween M1 and M23, which raised awareness about the harmful impacts of PFAS, this new initiative expands the conversation. It moves beyond simply informing the public about the risks of PFAS to actively educating them about practical, sustainable alternatives. This approach reinforces the importance of adopting safer solutions for both health and the environment.

The campaign strategy incorporates insights from the consumer study conducted in Finland, France, Luxembourg, and Spain as part of T6.6 under WP6. These findings deepen the understanding of public awareness of PFAS, along with concerns, motivations, and barriers to adopting PFAS-free alternatives. Based on this data, the campaign targets specific audience personas with a tailored approach to engage a broad public. This approach will be further detailed in the deliverable. The strategy also includes a comprehensive action plan, outlining the campaign concept, structure, and a potential timeline for content creation and social media publication in the project's final year. Additionally, it presents a dissemination plan with various tactics to enhance stakeholder engagement, visibility, and reach, including media and strategic collaborations to maximize impact.

Keywords

PFAS Awareness, Public Education, PFAS-free Alternatives, Health Impact, Environmental Persistence, Social Acceptance, Stakeholder Engagement, Campaign Strategy, Social Media, Dissemination

Abbreviations and Acronyms

ACRONYM	DESCRIPTION
WP	Work package
WPL	Work package Leader
C&D	Communication and dissemination
PFAS	Per- and polyfluoroalkyl substances
SSbD	Safe and sustainable-by-design

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1 Introduction

1.1 Context and Campaign Purpose

This deliverable outlines the strategy for Task 7.3 of WP7, which will implement an awareness campaign in the final year of the ZeroF project. The campaign aims to inform the general public about the harmful effects of PFAS and promote safer, more sustainable alternatives. It will raise awareness of PFAS in everyday products, emphasize their environmental and health risks, showcase safer PFAS-free options, and, most importantly, present the research outcomes of the ZeroF project in a clear and accessible manner.

The purpose of this deliverable is to provide a detailed strategy for running the PFAS awareness campaign on ZeroF's communication channels. It includes an analysis of the target audiences to understand their current knowledge about PFAS and how willing they are to adopt PFAS-free alternatives. Based on the information extracted from the consumer study carried out as part of WP6 T6.6, the strategy will suggest tailored key messages to communicate effectively with each sub-group and address their motivations and concerns about PFAS-free alternatives.

Additionally, the deliverable outlines the formats that will be used to convey these messages across various communication channels. It includes a proposed timeline and a strategic dissemination plan, identifying multipliers who can help amplify the campaign. These efforts will range from media outreach and advertising of social media posts to the preparation of a communication toolkit aimed at informing sister projects, key platforms, NGOs, and partners, encouraging them to share the campaign. These elements will work in synergy to ensure the campaign achieves its objectives and effectively engages the public.

1.2 Partner Contributions

As the lead for WP7 and TL for T7.3, LGI will take charge of planning and executing the awareness campaign. To ensure that all project partners are represented and that the campaign effectively disseminates information about the project's work, collaboration will be key. Each partner will play an active role in enhancing and promoting the campaign, contributing their expertise and networks to broaden its reach.

To facilitate this collaboration whilst developing the campaign content set out in this deliverable, as well as when disseminating the campaign, LGI will use the regular management committee meetings to consult and encourage all partners through their WPL. If necessary, WP7 meetings will be organised.

PARTNER	CONTRIBUTION
LGI	Lead, plan and develop the awareness campaign
All other partners	<ul style="list-style-type: none"> Technical feedback etc. Translation Support: Translate communication, dissemination content, and promotional materials into key European languages if needed. Dissemination via institution channels or proper communication channels (no obligation) or officially at events etc;

Table 1: Contributions to the awareness campaign

1.3 Relation to other Activities

The awareness campaign in WP7 is closely aligned with all activities within the ZeroF project. Its goal is to inform the public about the work of ZeroF partners, explain why our alternatives are PFAS-free, highlight their safety and sustainability, and present the roadmap to a PFAS-free future. This ensures a cohesive and unified approach to disseminating information about the project's PFAS-free solutions.

One important link is with the social acceptance study in WP6, which builds a basis for the awareness campaign in WP7. This study provides valuable insights into people's perceptions, motivations, and barriers to adopting PFAS-free products. It explores how consumers perceive these alternatives, what drives them to choose PFAS-free options, and what obstacles they face in making the switch. The findings from the study help shape the campaign's messaging, ensuring it addresses the specific concerns and motivations of different target groups. By using these insights, WP7 can develop a more effective communication strategy that resonates with the public and encourages behaviour change, leading to wider adoption of ZeroF's PFAS-free solutions across Europe.

Additionally, WP4's work on developing concept samples plays a key role in enhancing the campaign, though these materials are still under development and not yet finalized. While they are not yet available, these samples will provide practical examples of ZeroF's technology in action, which will be essential for effectively communicating the benefits to stakeholders. As the campaign progresses, WP7 will need to remain flexible in its approach, assessing the best ways to integrate these samples, along with other project results such as ongoing research and new findings, into its messaging and outreach efforts. This flexibility is crucial, as it allows WP7 to adapt to emerging developments and incorporate new materials as they become available, ensuring the campaign remains relevant and impactful throughout its duration.

2 Campaign Objectives and Goals

2.1 Key Objectives

The goal of the awareness campaign is to educate the public about the importance of switching to PFAS-free alternatives, highlighting their safety, environmental benefits, and performance. The campaign will focus on raising awareness of the risks of PFAS contamination and bioaccumulation, while promoting the alternatives developed by the ZeroF project as reliable, eco-friendly solutions for consumers.

Alongside spreading information, the campaign aims to address concerns about adopting PFAS-free products, such as doubts about effectiveness, cost, and availability. It will provide clear, straightforward details to help consumers understand why PFAS-free alternatives are a smart and safe choice. By doing so, the campaign hopes to build trust in these products and encourage more people to make the switch.

Ultimately, the campaign aims to encourage widespread acceptance and behavior change. By targeting different audience segments and addressing their specific concerns and motivations, the campaign will promote PFAS-free products as not only a safer option but a practical one as well. This will help reduce PFAS usage and contamination on a larger scale.

The awareness campaign deliverable D7.2 aims to achieve several key objectives:

- Based on the communication strategy established in D7.1 and D7.5, this deliverable aims to **develop a clear and targeted strategy for the awareness campaign focused on the general public**, outlining specific objectives, key messages, and engagement methods to effectively communicate information about PFAS risks and safer alternatives.
- Promote and ensure the **visibility of ZeroF**
- **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 – as demonstrated through ZeroF’s participation in the joint initiative [ECOSYSTEX](#).

2.2 Key Performance Indicators (KPIs)

The suggested KPIs from the DoA for the campaign visuals are:

1. **300+ views of videos and visuals:** This tracks how often the campaign's videos and visuals are viewed across different platforms, helping us see how well the content grabs attention.
2. **20,000+ impressions:** Impressions show how many times the campaign content is displayed on users' screens, giving us an idea of its overall reach and visibility.
3. **3,000+ interactions:** Interactions include likes, shares, and comments. This measures how engaged the audience is with the campaign content.

We will monitor these KPIs across various channels, including the website, X, LinkedIn, YouTube, and any other platforms as needed. This will allow us to track performance and make adjustments to the campaign throughout its implementation to ensure its meeting its goals.

3 Target Audience Analysis

3.1 Audience Demographics

The awareness campaign focuses on engaging the general public across Europe. While it will also reach other groups through various channels, its primary goal is to inform and engage a broad audience. Insights from a consumer study conducted in France, Finland, Spain, and Luxembourg as part of T6.6 inform the campaign, providing valuable data to shape its broader European reach. The target audience spans multiple demographics, including men and women across generations (Baby Boomers, Generation X, Y, and Z), each with varying levels of awareness and concern about PFAS, as well as different attitudes toward adopting PFAS-free alternatives.

The study highlights key differences in public perceptions and motivations. Some segments are highly receptive to PFAS-free products, driven by strong environmental and health concerns. Others, however, are more sceptical and cautious, often due to worries about product performance, cost, and technical feasibility. These insights allow us to understand the unique needs and concerns of each group, enabling us to tailor our messaging

effectively. By addressing specific barriers and emphasizing the benefits that resonate most with each demographic, the campaign can engage a wide range of individuals across Europe, promoting greater acceptance of PFAS-free alternatives.

The following table summarises the key motivations and concerns of each sub-target group, which were developed based on the personas identified in the consumer study conducted by WP6 (VTT). The aim was to divide the general public into smaller, more defined sub-target groups, as the broader audience consists of a wide range of demographics with varying attitudes and concerns. By using the insights from the consumer study and the four developed personas, which capture different levels of social acceptance, we can better tailor the campaign's messaging and strategies to effectively engage each subgroup.

SUB TARGET GROUP / STUDY CLUSTER	CHARACTERISTICS	MOTIVATIONS & CONCERNS	GAME CHANGER
Enthusiastic Adopters	Mainly Baby Boomers and Generation X, with a balanced gender distribution, including diverse age groups, especially in France.	Strongly motivated by health/environmental concerns, already willing to adopt PFAS-free alternatives, but may still have moderate concerns about price or product availability.	Clear evidence of cost-effectiveness and availability of PFAS-free products.
Cautious Optimists	Mainly women from Generations Y, X, and Baby Boomers, with a focus on Finnish women.	Motivated by the potential for safer products, but concerned about the reliability and long-term effects of PFAS-free alternatives.	Trusted endorsements, positive long-term user experiences, and proof of product safety.
Informed Sceptics	Mostly men from Generations Y and Z.	Knowledgeable about the risks of PFAS but concerned about the practicality and effectiveness of PFAS-free products compared to traditional options. Motivated by scientific evidence.	Demonstration of scientific evidence and practical, high-performance alternatives.
Resistant Traditionalists	Predominantly from Generations Y and X, with a mixed gender distribution.	Motivated by familiarity and convenience of current products. Concerned about the perceived need for change and the disruption of established habits.	Convenience, ease of transition, and reassurance about the reliability and performance of PFAS-free alternatives.

Table 2: Sub target groups

TAM segments (All countries)				
Cluster	Cluster 1: Enthusiastic Adopters (37.1%)	Cluster 2: Cautious Optimists (17.3%)	Cluster 3: Informed Skeptics (16.6%)	Cluster 4: Resistant Traditionalists (29.0%)
Characteristics	Predominantly Baby Boomers and Generation X, mixed gender. FRA includes different generations	Entirely women from Generations Y, X and B (finnish women)	Predominantly Generation Y and Z, mostly men	Predominantly Generation Y and X, mostly men
Country Presence	France (71.8%), Spain (50.8%), Luxembourg (16%)	Finland (48.8%), Luxembourg (16%)	Luxembourg (32%), Spain (20.8%), France (28.2%)	Finland (51.2%), Luxembourg (38%), Spain (28.6%)
TAM Insights	Highly positive attitudes toward PFAS-free products, high proactive behavior, and strong future behavioral intention	Perceive high value and ease of use of PFAS-free products, but negative proactive attitudes and future intention	Negative attitudes toward PFAS-free products, slight proactive tendencies	Strongly negative across all TAM factors, least perceived value and future intention to adopt PFAS-free products
Pre-knowledge of PFAS	Moderate pre-knowledge	Low	High, but does not translate into positive adoption behavior	Low
Perceived Benefits of PFAS-free Products	High confidence in safety, environmental benefits, sustainability, and green toxicology alignment.	Strong belief in benefits, slightly less than Enthusiastic Adopters; trust in environmental and health advantages.	Moderate support for benefits; skeptical about performance but acknowledge some environmental advantages.	Lowest perceived benefits; minimal belief in environmental or health benefits.
Perceived Concerns of PFAS-free Products	Moderate concerns about technical challenges and pricing; low concern about product effectiveness and safety.	Higher concern about pricing and potential price hikes; moderate concerns about authenticity.	Consistent concerns about technical feasibility, pricing, and performance; higher skepticism about effectiveness.	Least concerned overall, but still wary of costs and counterfeit products; most skeptical of PFAS-free product performance.
Level of Concern about PFAS	Highest concern about bioaccumulation, environmental persistence, and difficulty of PFAS removal.	Fairly high concern about PFAS persistence and health risks, though slightly less intense than Enthusiastic Adopters.	Moderate concern about bioaccumulation and environmental persistence; less alarmed than more optimistic clusters.	Lowest concern about PFAS; minimal worry about accumulation or persistence, aligning with overall resistance to environmental risk awareness.

Figure 1 – Social acceptance segments (T6.5, VTT)

3.2 Targeted Key Messages

The methodology for developing the key messages involved analysing the results of the consumer study conducted in T6.6, which segmented the target audience based on their attitudes, motivations, and concerns regarding PFAS and PFAS-free products. By understanding the different levels of awareness and specific concerns of each sub-target group, such as health, environmental impact, cost, and product performance, we were able to tailor the messages accordingly. For more enthusiastic groups, the messages highlighted the positive benefits of PFAS-free products, while for cautious or sceptical groups, the messages reassured them about the reliability and affordability of these alternatives. The key messages were crafted to be simple, practical, and directly address the concerns of each group, ensuring they felt relevant and compelling to the audience.

TARGET AUDIENCE	HOW TO DRIVE CHANGE?	KEY MESSAGE	POSSIBLE COM STRATEGY
Enthusiastic Adopters	Reinforce positive behaviour and community impact.	"Choose PFAS-free products with the same great performance, and help protect the planet and future generations."	Success stories and testimonials. Regular, positive content to maintain engagement.
Cautious Optimists	Reassure that alternatives are affordable, accessible, and just as effective as conventional options.	"PFAS-free products perform just as well, are more sustainable, and with the EU phasing out PFAS, supporting these options is an investment in a safer future."	Comparisons, cost-saving facts, and expert endorsements.
Informed Sceptics	Address performance concerns with evidence-based content and expert opinions.	"Each component of our PFAS-free products is carefully assessed for safety, sustainability, and performance,	Detailed articles or case studies, and studies to build credibility.

		ensuring no compromises."	
Resistant Traditionalists	Directly address fears about cost and performance, using relatable, simple language.	"99% of people have harmful PFAS chemicals in their blood, linked to serious health risks. Switching to PFAS-free products protects your health without compromising on quality."	Clear and simple messaging. Emphasize the risks of PFAS exposure and reliability of alternatives.

Table 3: Key Messages per sub target group

4 Campaign Strategy & Tactics

4.1 Pre-Campaign on YouTube

As part of the ZeroF project's awareness campaign, a targeted pre-campaign on YouTube was launched end of October 2024 to prepare the [ZeroF YouTube channel](#) for broader dissemination efforts. This pre-campaign, running for nine weeks, has multiple goals:

1. **Engage initial audience:** The pre-campaign serves as an early engagement initiative to attract initial subscribers and views interested in the ZeroF project's YouTube content.
2. **Build familiarity with PFAS topics:** through these short and informative videos, the pre-campaign gradually educates viewers on key aspects of PFAS, raising awareness about the risks associated with these chemicals and developing curiosity for ZeroF, and thus allowing the real campaign videos to go more in depth on PFAS and ZeroF's mission.
3. **Optimise channel visibility:** Through regular, consistent posting, the pre-campaign aims to warm up YouTube's algorithm to ZeroF's content. Which is likely to enhance the channel's visibility and to expand its organic reach by the time of the main awareness campaign.
4. **Creating a first positive impression:** By making sure that the channel has a range of informative content ahead of the main campaign launch, we can mitigate any negative perception that an empty channel might create among new visitors during the actual campaign. And thus fostering a positive first impression.

Content Strategy and Video Topics

Each video in the pre-campaign follows a structured format designed to quickly capture viewer interest and convey critical PFAS information in an engaging and accessible manner. The videos, each 1-2 minutes in length, incorporate a branded intro and outro, providing a consistent look and feel that aligns with the ZeroF project's visual identity. This branding element serves to reinforce the project's credibility and recognition across all video materials.

The topics covered in these initial videos have been developed and co-created in the beginning of the project for a Social Media Campaign on LinkedIn and X to make some captivating visuals - each visual address a core concern related to PFAS. The content of these visuals have been used to write the scripts for the pre-campaign videos.

The pre-campaign includes the following video topics:

- **The Hidden Threat of PFAS to Our Environment:** This video explores how PFAS, known as "forever chemicals," persist in ecosystems, contaminating wildlife and natural resources.
- **Health Risks of PFAS: What You Need to Know:** The video addresses the significant health risks posed by PFAS, including hormonal disruptions and potential carcinogenic effects.
- **PFAS in Daily Life: Are You at Risk?** This content educates viewers on PFAS presence in common products like food packaging and textiles and highlights safer alternatives.
- **PFAS in Water and Food: What You Need to Know:** This video discusses the risks associated with PFAS contamination in drinking water and food supplies and offers potential solutions.
- **PFAS Everywhere: From Mt. Everest to the Deep Sea:** By showcasing PFAS detection in remote places, this video highlights the pervasive spread of these chemicals.
- **PFAS and Liver Cancer: A Potential Hidden Danger?** The video presents research linking PFAS exposure to an increased risk of liver cancer and offers tips on reducing exposure.
- **PFAS in Firefighting: A Double-Edged Sword:** This content outlines the environmental risks of PFAS in firefighting foams and explores safer alternatives.
- **The Impact of PFAS on Animals:** This video highlights the health effects of PFAS on animals, particularly in polar bears and sea otters, and its broader environmental impact.
- **PFAS Contamination Across Europe:** This video provides an overview of PFAS contamination in Europe, encouraging viewers to learn about affected areas and necessary actions.

The titles and thumbnails are tailored to capture viewer interest, making each video approachable and clickable, which is essential to maximising viewer engagement.



Figure 2 - Example of Thumbnails created for the videos

The pre-campaign videos are being released weekly since late October.

Production and Delivery

The videos are produced with an AI-generated voiceover and incorporate visually engaging footage related to each topic. This approach enables efficient production while maintaining a high-quality viewing experience. By leveraging AI voiceover technology, the ZeroF team ensures that each video maintains a professional tone, with consistent audio quality and clarity.

Use of YouTube Shorts for Enhanced Engagement



In addition to the standard video format, each pre-campaign video has also been adapted into a **YouTube Shorts** version. These Shorts are shorter (under a minute), vertically formatted videos (optimised for mobile viewing). By leveraging the YouTube Shorts feature, which has become popular for its high engagement rates and reach among mobile users, ZeroF aims to further maximise the channel's exposure. The YouTube Shorts approach also serves as a test to measure the impact of both video formats on subscriber growth and overall channel performance. The goal remains the same as the original video format: fostering greater awareness and anticipation for the main campaign.

Figure 3 - YouTube Short Video Example

4.2 Campaign Concept

The pre-campaign introduced the negative impacts of PFAS, such as health risks, bioaccumulation in the environment, and their persistence in our bodies and soils. Building on this, the awareness campaign will recap these risks in the introduction, then shift focus to ZeroF and its PFAS-free alternatives. The campaign will revolve around six key topics designed to provide a comprehensive understanding of the ZeroF project and its impact. It will begin with an introduction to the project, highlighting its objectives and the importance of developing PFAS-free alternatives. The subsequent videos will cover key aspects such as the performance of the PFAS-free alternatives, their safety assessments, and their environmental sustainability. The campaign will also address the economic feasibility, discussing the price, scalability, and accessibility of the new materials. Finally, an interactive conclusion will summarize the main points, reinforcing the benefits of adopting PFAS-free alternatives and inviting the audience to engage with the project's progress.

Each campaign topic will be addressed in two parts:

- **Week A (Video):** A short, engaging video (maximum 4 minutes) will highlight the key message for each topic.
- **Week B (Article):** A follow-up article or equivalent format will provide a deeper dive into the topic, featuring expert opinions, case studies, or interviews to explore the subject further. Articles will also embed the video to boost reach and engagement.

The campaign will feature a total of five videos, each published every two weeks, followed by an article or post expanding on the video's content (e.g., articles, interviews, quizzes). At the end of the campaign, there will be an interactive visual post that closes the entire campaign. The articles are set to be published by Innovation News Network and also shared through ZeroF's website.

Topics Breakdown:

- **Introduction to ZeroF & Campaign:** Overview of PFAS and their negative impacts (health risks, bioaccumulation, persistence). Introduction to ZeroF and its research work on developing PFAS-free alternatives.
- **Performance:** Show that PFAS-free products perform just as well (or better) than traditional alternatives. The article could include examples or testimonials.
- **Safety:** Discuss the health risks associated with PFAS and how switching to PFAS-free products can help mitigate these dangers. Provide an accessible explanation of the SSbD (Safety and Sustainability by Design) work carried out within ZeroF, emphasizing the thorough safety assessment process that accompanies the research. The article could aim to present these concepts in a clear and accessible way, highlighting more information on the framework and its context.
- **Sustainability:** Discuss the environmental harm caused by PFAS and the ecological benefits of switching to alternatives. The article could delve into the environmental impact, exploring how ZeroF is working towards more sustainable alternatives while highlighting the scientific methods and expertise driving these efforts.
- **Affordability:** Demonstrate how PFAS-free products can be cost-effective. The article could explore long-term savings, price comparisons and inputs from the impact study carried out in WP7.
- **Quiz/Interactive Conclusion:** The final publication should be interactive, wrapping up the campaign and boosting engagement. A fun quiz could recap key points, encouraging audience participation. The post would include a summary article highlighting the main takeaways, providing a clear and engaging conclusion to the campaign.

Adapting to Target Groups:

Each sub target group (Enthusiastic Adopters, Cautious Optimists, Informed Sceptics, and Resistant Traditionalists) has distinct concerns that will be addressed through tailored messaging for each campaign topic:

- **Enthusiastic Adopters** will be drawn to messages highlighting performance and **sustainability**, emphasising how ZeroF's PFAS-free alternatives deliver on quality while benefiting the environment.
- **Cautious Optimists** will respond to content that focuses on price and the ease of transition, reassuring them that PFAS-free alternatives are affordable and accessible, without compromising on quality.
- **Informed Sceptics** will require evidence-based content, so the campaign will focus on scientific validation and data that demonstrate the reliability and safety of PFAS-free products.

- **Resistant Traditionalists** will be more engaged by messages that highlight cost savings and simple solutions, providing clear, practical information on how PFAS-free alternatives can be easily incorporated into their existing lifestyles.

Each topic in the campaign will reflect these priorities, ensuring that the messaging resonates with the concerns and motivations of each group. The key messages, as outlined in section 3.2, will be carefully evaluated and integrated into each topic to ensure they are relevant, engaging, and directly address the needs and interests of the audience. This approach will help each group connect with the campaign, fostering greater awareness and encouraging positive behaviour change.

4.3 Tone and Visual Consistency

The tone of the ZeroF awareness campaign will be designed to connect with a wide audience in a clear, approachable, and trustworthy way. The goal is for the campaign to feel personal, helping people see how adopting PFAS-free alternatives can benefit their everyday lives. The messaging will reflect real situations that people can relate to, making them feel understood and encouraging them to take action. By addressing their concerns and offering practical solutions, the campaign will build trust and demonstrate the positive impact of choosing PFAS-free products. The focus will be on showing how this choice aligns with their values and lifestyle, motivating a shift towards healthier, more sustainable habits.

The campaign will keep a consistent core message while adjusting the tone to connect with different groups. For those who are more cautious or sceptical, the tone will be reassuring, focusing on performance and cost, backed by scientific research and expert support. For the more enthusiastic audience, the tone will be positive, highlighting the innovation and benefits of PFAS-free alternatives, showing that they are reliable and practical. By adapting the tone to address the concerns of each group, the campaign will stay clear and trustworthy, while encouraging action and building confidence across all audiences.

On social media platforms like Instagram and X, the content will be engaging and visually appealing, using catchy headlines, infographics, and expert statements to catch the audience attention. Research-backed facts will be highlighted in a digestible format to maintain credibility while making it easy for users to share and engage. On more formal platforms like LinkedIn, the website but also for all sorts of external representations, the tone will be more professional and informative, offering detailed data and insights that demonstrate the scientific validity of the PFAS-free alternatives.

To ensure visual consistency, all video materials will use the branded intros and outros created during the pre-campaign, which reflect the ZeroF project's identity. Consistent colours, logos, and design elements, following ZeroF's guidelines, will be used throughout all materials. This will make the campaign easily recognisable, professional, and help strengthen ZeroF's credibility, ensuring the message is clear and memorable across all channels.

4.4 Communication Channels

For the ZeroF awareness campaign, we will leverage our established communication channels, including X, LinkedIn, YouTube, and the ZeroF website, to effectively promote and drive engagement. Below is an overview of how each of these platforms will be used to maximize the campaign's reach and impact. This analysis is based on the current perception

of these channels and may be adjusted during the rollout and implementation of the campaign strategy.

X will be used for quick, engaging content such as short videos, polls, and discussion threads, making it ideal for reaching a broad audience, sparking conversations, and raising awareness about PFAS-free alternatives. This platform is particularly effective for engaging both enthusiastic adopters, who are eager for sustainable solutions, and cautious optimists, who are seeking affordable options. X allows us to capture the attention of both groups, addressing the needs of those looking for innovation and those concerned about cost.

LinkedIn is an ideal platform for sharing in-depth content such as articles, research findings, and expert insights. Its professional audience makes it a perfect space to engage informed skeptics, who seek evidence-based, scientifically backed content. By sharing detailed studies, research outcomes, and expert opinions, we can address concerns about the safety and effectiveness of PFAS-free products, providing the kind of reliable information this group values. Additionally, LinkedIn allows us to build credibility with professionals, industry leaders, and stakeholders who are focused on sustainability, environmental responsibility, and regulatory compliance. This platform offers an opportunity to establish ZeroF as a trusted voice in the conversation about PFAS alternatives.

As we did for the pre-campaign, we will use **YouTube** to feature a mix of longer videos and Shorts, each lasting 60 seconds or less. YouTube Shorts, much like TikTok or Instagram Reels, provide a vertical video format that encourages fast engagement and sharing, making it an excellent tool for reaching a broad, digitally engaged audience. The longer videos will offer in-depth exploration of PFAS-free alternatives, while the Shorts will provide quick, attention-grabbing content, perfect for younger viewers. This approach will help us connect with enthusiastic adopters, cautious optimists, and resistant traditionalists, tailoring the message to their specific interests and showcasing the benefits and practicality of PFAS-free solutions.

We will create a **dedicated campaign webpage on the ZeroF website** to serve as the main source of all campaign-related content. This page will give visitors easy access to videos, articles, and case studies, depending on the results of the project, all focused on PFAS-free alternatives and the problem of PFAS contamination. The page will guide visitors through the campaign's key messages, offering clear information about ZeroF's technology, its environmental and health benefits, and the science behind it. By bringing all the content together in one place, we want to create a simple, user-friendly experience that makes it easy for people to find and engage with the information they need.

4.5 Content and Video Formats

The awareness campaign will leverage a range of visual formats to effectively communicate key messages and engage the target audience. A primary focus will be on using video as a key visual language to convey information in an engaging and impactful way.

Core Content: Pre-filmed Videos

The core content of our campaign will focus on the production of five campaign videos, using several sources of material. The main source will be the pre-filmed content created during the consortium meeting in Luxembourg in March 2024, in collaboration with our project partners. During this meeting, we had the opportunity to interview key experts, including Miika Nikinmaa from VTT and coordinator of ZeroF, Diana Lau and Tamara Piock

from Fraunhofer ISC, Ruth Garcia from Leitat, as well as Panagiotis Isigonis and Federico Busio from LIST. These video interviews addressed key topics such as the first challenges faced during the project, the main objectives, lessons learned in the early stages, and the motivations behind adopting PFAS-free alternatives.

The interviews were conducted to better understand the work each partner is doing and to provide a clearer, more accessible overview of the overall research. These insights will serve as the scientific foundation for the expert statements used throughout the campaign. As outlined in section 4.2, *Campaign Concept*, the interviews will help translate complex scientific concepts into engaging and understandable content, highlighting the sustainability of zero-PFAS alternatives, how safety is assessed, and the broader impact of the research. Ultimately, the videos will combine expert insights with practical examples, demonstrating the progress and results of the project.



Figure 4 – Video interviews with partners at LIST in Luxembourg

Complementary Content: Supporting Materials

To further reinforce the campaign's key messages, we will produce a variety of complementary materials. These will include:

- **Shorter videos:** Concise, engaging clips that capture key points from the longer interviews, designed for quick consumption and sharing across social platforms.
- **Infographics:** Visually appealing content that simplifies complex data and highlights the environmental and health benefits of PFAS-free alternatives.

- **Articles:** In-depth pieces that provide more detailed information about the scientific, health, and economic benefits of PFAS-free solutions.
- **Interactive content:** Quizzes and polls to actively engage the audience and test their understanding of PFAS-related issues, further fostering interaction with the campaign.

The variety of formats will cater to different preferences and learning styles, ensuring that the message of PFAS-free solutions resonates across all audience segments. By using expert insights, real-life examples, and visually engaging materials, we aim to make the campaign's content both accessible and compelling. This multi-format approach will strengthen the campaign's impact, driving greater understanding and encouraging the adoption of PFAS-free alternatives.

4.6 Dissemination Plan and Campaign Multipliers

As part of the campaign strategy, we explore several options for increasing the campaign's reach and impact, considering various methods for amplifying visibility. These options will include strategic partnerships, media collaborations, paid advertisements, and influencer marketing. We will evaluate each approach carefully and decide on the most effective mix to use when we roll out the strategy and action plan. This flexible approach allows us to adapt to different needs and opportunities as the campaign progresses, ensuring we maximize engagement and reach across multiple channels.

Strategic partnerships

To maximize the reach and impact of the campaign, we will begin by leveraging our already established partnerships, including ECOSYSTEM, the Innovation News Network, and our sister projects such as BIO-SUSHY, Tornado, Proplanet, IRIS, SCENARIOS and SuperBark. These organizations share ZeroF's commitment to sustainability and environmental protection and will play a key role in amplifying the campaign's message. By engaging these partners, we can leverage their networks to broaden the reach of our campaign and connect with a larger, more diverse audience.

To facilitate this, we will develop a short communication toolkit that will be made available on the ZeroF website and shared with our project partners and strategic collaborators. The toolkit will provide an overview of the campaign's objectives and key messages, as well as sample social media posts and text for newsletters. This will make it easy for our partners to promote the campaign within their own communications, ensuring broad exposure across multiple channels.

Media collaboration and key-players

To enhance the visibility of our campaign, we will draft a press release that highlights the core messages and the importance of PFAS-free alternatives. This release will be shared with a selected group of journalists across Europe who cover topics related to PFAS, sustainability, and environmental health. This includes journalists from outlets that have previously featured ZeroF's work. By targeting these media professionals, we aim to secure coverage and raise awareness about the campaign.

Engagement with key stakeholders

Beyond media outreach, we will engage key industry players and influential organizations to amplify the campaign's message. These groups, central to sustainability, public health, and PFAS-free alternatives, add credibility and help extend our reach. Environmental NGOs and public health advocates are trusted voices in their communities, and their involvement will educate the public, shift perceptions, and raise awareness of PFAS risks. By partnering with these organizations or getting them engaged with one of our campaign posts, we can align the campaign with credible sources, strengthening the message and encouraging broader adoption of PFAS-free alternatives across industries and communities. Below are examples of potential partners, which will be tailored based on the campaign's evolving content.

- **Environmental NGOs and public health organisations:** These groups play a pivotal role in driving awareness and policy discussions around environmental and health issues. We will try to contact organisations such as:
 - European Public Health Alliance (EPHA)
 - European Environment Agency (EEA)
 - ChemSec
 - Natural Resources Defense Council (NRDC)
 - US Environmental Protection Agency (EPA)
- **Industry associations and experts:** In addition to NGOs, we will collaborate with key stakeholders from sectors directly impacted by PFAS contamination, such as textiles and packaging. These include:
 - Food Packaging Forum
 - Oxyle
 - Water Environment Federation
 - Water Online
- **Government and policy makers:** Engaging with regulatory bodies and policy experts might help us ensure that PFAS-free alternatives are prioritized at the policy level. Key players include:
 - European Environmental Bureau
 - European Commission officials
 - Policy groups focused on water quality, public health, and environmental safety.

By engaging these key players across different sectors, we aim to build a strong network of supporters who can amplify the campaign's reach, credibility, and impact.

Boosting posts on LinkedIn and YouTube with ads

Given that LinkedIn and YouTube are the primary social media channels for the project, we plan to use targeted ads to boost content and ensure it reaches the right audience. LinkedIn, as a professional network, allows us to target specific job titles, industries, and geographic

regions, making it effective for reaching stakeholders, policymakers, and professionals in the environmental and sustainability sectors. YouTube, with its broad appeal and visual format, is ideal for promoting video content that educates the public on PFAS and PFAS-free alternatives.

If choosing this multiplier option for the promotion of the awareness campaign, we will tailor our paid ad strategy to align with the campaign's timeline, ensuring that we use the most suitable tools available at this moment to maximize visibility. By investing in ads on both platforms, we can drive engagement and ensure key campaign content, such as videos and articles, reaches the widest possible audience.

Leveraging nano and micro-influencers

Collaborating with nano and micro-influencers in Finland, Luxembourg, Spain, and/or France presents a unique opportunity to engage audiences that traditional advertising or large-scale campaigns may not effectively reach. These influencers often have smaller but highly loyal and niche followings, which makes their audiences more engaged and receptive to messages that align with their values. By partnering with influencers who focus on topics like sustainability, health, textiles, cosmetics, and lifestyle, we can tap into communities that are already interested in issues related to PFAS, yet may not be exposed to the campaign through conventional media channels.

Nano and micro-influencers are known for creating authentic and relatable content. This authenticity is key to fostering trust, and their ability to share personal stories and real-life experiences about topics like PFAS-free alternatives helps the message resonate deeply with their followers. Whether it's through a blog post, Instagram story, or video, the message about the importance of making safer, healthier choices feels genuine and impactful, enhancing the likelihood that followers will take action.

In addition, collaborating with influencers allows for multiple points of entry depending on the country. Different countries may have different cultural touchpoints, and influencers are well-positioned to connect with audiences through lifestyle channels such as beauty, health, fashion, or environmental activism. In France, for example, where PFAS is part of ongoing law discussions, influencers focusing on sustainability and legal issues could amplify the conversation in a timely and relevant way. This creates a unique opportunity to engage with local communities in a way that is both culturally relevant and contextually significant.

Many influencers also have a more scientific or health-conscious approach to their content, which is ideal for educating their followers on the risks of PFAS and how to make safer choices. By discussing the science behind PFAS, as well as its link to everyday consumer products like textiles and cosmetics, they can raise awareness in a way that feels informative and credible, while still remaining accessible and engaging for their audience.

Ultimately, these influencers offer a highly interactive and community-driven space on social media, where engagement is often more personal and authentic. This direct connection fosters a sense of belonging among their followers, encouraging them to take action on issues that matter. By leveraging this deep engagement, we can extend the reach of the campaign's message and significantly enhance its impact, helping to create a ripple effect that drives real change across local communities.

5 Action Plan and Timeline Suggestion

The awareness campaign is structured around a clear action plan to ensure effective execution over a 12-month period. Each core topic, performance, safety, sustainability, and affordability, will be addressed through targeted content released during a dedicated week. This content will include a mix of videos, articles, and visuals, all designed to explore and explain the key concerns related to each topic. The campaign will focus on educating the audience, answering questions, and providing relevant information, ensuring that each theme is thoroughly understood and discussed. By dedicating one week to each subject, the campaign will maintain a steady flow of engaging, relevant content that fosters sustained audience engagement and offers a comprehensive exploration of each theme throughout the campaign.

The timeline includes:

- **Content development (Months 1-3):** During this phase, we focus on creating the core materials for the campaign, such as videos, articles, and visuals. This period will also include collaboration with stakeholders and project partners to gather insights and refine messaging. Once the campaign content is validated the toolkit will be created and multipliers will be contacted.
- **Campaign launch (Month 4):** The campaign kicks off with the release of a first introduction video and article showcasing ZeroF's work, then addressing the topic of performance, followed by safety in the next week, sustainability and price the following weeks. Each topic will be promoted through both video content and most probably written articles.
- **Ongoing engagement (Months 5-9):** Each of the core topics will be promoted weekly, with additional strategic partnerships and media collaborations to increase visibility. Social media outreach and engagement will also be a key component during this phase.
- **Final ZeroF Stakeholder Workshop/Event (Month 10):** To culminate the campaign, a final event will be probably organised in month 10 linked to a consortium meeting. This event will serve as a key opportunity to gather all key stakeholders to present the final results of the project but also to reflect on the campaign's impact, share insights, and discuss the ongoing importance of the core themes. It will also help to reinforce the message and drive sustained engagement moving forward until the project's end.
- **Boosting of visibility (Months 6-12):** Based on audience feedback and campaign performance, additional efforts will be made to boost reach through post boosts on LinkedIn, YouTube, or through influencer marketing in countries from the social acceptance study.

The action plan will be monitored closely using KPIs (views, impressions, interactions), which will help adjust strategies and content based on the audience's response. The focus on boosting strategies as mentioned in in section 4.6. will be adapted throughout the campaign based on the results and feedback, allowing flexibility to ensure maximum engagement.

6 Conclusion

The awareness campaign for the ZeroF project aims to effectively communicate the importance of **transitioning to PFAS-free solutions**, addressing key concerns and motivations across different target audiences in Europe and present the research work by ZeroF in developing **safe and sustainable alternatives**. The campaign will focus on **educating the public** about four core topics: the **performance** of PFAS-free solutions, their **safety** for both health and the environment, their **ecological benefits**, and **their cost-effectiveness in comparison** to traditional alternatives. These topics have been carefully selected to resonate with the specific concerns of the audience and encourage the adoption of the new ZeroF alternatives. To engage with various segments of the public, the campaign will use a combination of **video content, articles, and strategic media partnerships**, ensuring that the messages are conveyed in formats that are both appealing and accessible to diverse demographics.

The campaign is planned to roll out content on a **bi-weekly basis**, with each topic being covered over a two-week period. Every two-week period will feature a **video** (max. 4 minutes) and an **accompanying article**. The video will be published and promoted by WP7, while the article is most likely set to be published under coordination of WP7 through the media outlet *Innovation News Network*. The video will provide a concise, engaging overview of the topic, while the article will offer a more detailed exploration, ensuring the content is both informative and accessible. This approach allows for a balanced combination of visual and written content, keeping the **audience engaged and reinforcing key messages**.

The strategy for boosting the **visibility** of the campaign has explored several options, including **paid advertising** and **influencer collaborations**, to maximise reach and engagement. These methods will be further assessed once the content is developed, allowing for a tailored approach that strikes a good balance between the different tactics. Depending on the content and target audience, the campaign may incorporate paid ads, such as post boosts on LinkedIn and YouTube, or collaborate with nano- or micro-influencers in countries like Finland, Luxembourg, Spain, and France to engage niche groups. By considering the timing and nature of the content, these options will be optimised to align with the campaign's goals, ensuring flexibility to adapt to real-time results and maximise visibility across platforms where the project does not have a direct presence.

To measure the effectiveness of the campaign, **KPIs** will be closely monitored. These will include tracking metrics such as **views, interactions, and impressions** on LinkedIn, YouTube, and other relevant platforms used for campaign amplification. These insights will enable real-time optimisation of the campaign's content and approach, ensuring that it reaches the intended audiences effectively while maintaining flexibility for adjustments as necessary. The impact of the awareness campaign, as well as the effectiveness of its messaging and engagement strategies, will be analysed in Deliverable **D7.6 - Final Dissemination & Communication Plan** at the end of the project (M36). This deliverable will provide a detailed **summary of the campaign's outcomes**, assessing which strategies worked well, where improvements can be made, and how the overall campaign contributed to increasing public awareness and adoption of PFAS-free solutions. It will also serve as a key document for assessing the success of the campaign in meeting the ZeroF project's long-term communication objectives and fostering a broader societal shift towards safer, more sustainable products.