



# Updated Communication & Dissemination Plan

Deliverable D7.5

Version N°2

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



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## Summary

This document is an updated version of the initial Communication and Dissemination Plan. The Updated Communication and Dissemination Plan outlines the strategy and actions that have been implemented to promote ZeroF and the development of safe and sustainable coating alternatives to replace PFAS in the packaging and textile industry during the first 18 months of the project. This plan evaluates the current Communication and Dissemination efforts, and outlines the improvements and adjustments that are needed based on the monitoring results collected, and to reach the objectives that have been set.

## Keywords

ZeroF, PFAS, PFAS-free, forever chemicals, health and environment dangers, awareness raising, PFAS-free coatings, safe and sustainable-by-design approach, upholstery textile, food packaging, communication, 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
ECHA	European Chemicals Agency
EFSA	European Food Safety Agency
FRA	Fraunhofer
TEMAS	TEMAS Solutions
AEI	AEI Tèxtils

# 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 initial efforts and results of the communication and dissemination strategy of ZeroF during its first 18 months, and to provide greater visibility of the upcoming actions to reach the initial set targets by the end of the project (M36). Therefore, this document evaluates the identified communication objectives, target groups and key messages, and the defined tools and channels used to communicate with the audience and to disseminate project results. It then assesses the current results, and what adjustments are required to further improve the project's C&D efforts.

The scope includes all actions taken both internally and externally concerning knowledge dissemination and public communication about ZeroF and its progress. Communication activities have been continuously monitored, and this updated plan incorporates improvements and adjustments based on the collected monitoring results. A final evaluation of the C&D efforts will be reflected in D7.6 Final Dissemination and Communication Plan (M36).

## 1.2 Partner contributions

LGI Sustainable Innovation leads the communication and dissemination activities for ZeroF. The communication and dissemination strategy outlined in this deliverable is followed by all partners. A summary of the contributions to this strategy can be found in the table below.

PARTNER	CONTRIBUTION
8 - LGI	<p><b>Task 7.1 - Public Communication</b></p> <ul style="list-style-type: none"> <li>Designing a visual identity: logo &amp; templates</li> <li>Drafting a communication and dissemination plan</li> <li>Deploying and managing the project website and social media accounts</li> <li>Creating promotional materials: roll-ups &amp; flyer</li> <li>Creating engaging content on social media</li> </ul> <p><b>Task 7.2 - Dissemination of project results</b></p> <ul style="list-style-type: none"> <li>Releasing an annual newsletter with project news</li> <li>Communicating about partner's participation in conferences &amp; events</li> <li>Coordinating publications in open access journals</li> <li>Organising two key stakeholder events, initially set for M18 (now to be held in M22) &amp; M35</li> </ul> <p><b>Task 7.3 - Awareness Campaign</b></p> <ul style="list-style-type: none"> <li>Creating an Awareness Campaign with visual elements and videos and a dedicated hashtag on social media</li> <li>Coordinating LinkedIn and X (Twitter) ads to target specific audiences</li> <li>Contacting related EU projects as a relay for the campaign</li> </ul>
All other partners	<p><b>Dissemination of project results</b></p> <ul style="list-style-type: none"> <li>Translation Support: Translate communication, dissemination content, and promotional materials into key European languages as needed.</li> </ul>

	<ul style="list-style-type: none"> <li>• News and Results Sharing: Distribute project news and results through publications, articles, and social media posts via partner organisation channels.</li> <li>• Event Representation: Represent and disseminate project results at events and conferences.</li> </ul>
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Table 1: Contributions to the communication &amp; 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 are closely interrelated with WP7 and will primarily **enhance the impact of T7.3 Awareness Campaign**, as detailed in Section 6. "Awareness raising campaign" of this deliverable. This campaign, conducted in the project's final year, aims to create clear messages about the dangers of PFAS, the need to eliminate them, and the development of safe, sustainable alternatives like ZeroF through rigorous evaluation, highlighting their safety, performance, and sustainability.

### Relation with WP4: Concept Samples for Dissemination

One of the objectives of WP4 is to develop **concept samples** that WP7 will use for dissemination purposes. These samples are essential in illustrating the **practical applications and benefits** of the new technology developed by ZeroF, making it easier to communicate the **value proposition** to stakeholders. By studying relevant stakeholder interactions, WP4 ensures that the materials are tailored to the interests and needs of the target audience, thereby enhancing the effectiveness of WP7's awareness campaign and its tailored key messages.

### Relation with WP6: Social Acceptance Study and Stakeholder Engagement

Task 6.6 is pivotal in gathering insights into **consumer attitudes and acceptance** of the new coating solutions developed by ZeroF. This task is currently being conducted in Finland, Luxembourg, and Spain. The social acceptance study aims to:

- **Investigate Consumer Attitudes and Acceptance:** By understanding how consumers perceive the new coating solutions, WP6 can identify key factors that influence acceptance and adoption.
- **Assess Consumer Awareness, Incentives, Opportunities, and Motivation:** These insights will help tailor the awareness campaign to highlight the most compelling benefits and incentives for consumers.
- **Semi-Structured Interviews with Key Stakeholders:** These interviews will provide deeper insights into the incentives and barriers to technology adoption. They will also help explore policy issues that could impact the implementation of the technology.



The semi-structured interviews will be conducted in a second phase, following the initial social acceptance study. This approach ensures a **comprehensive understanding of both consumer and stakeholder perspectives**. Based on the findings of T6.6, the Awareness Campaign (T7.3) will strategically **identify key stakeholders for targeted advertising on LinkedIn**. It will also **refine tailored messaging** to effectively persuade each target demographic to adopt ZeroF's innovative technology.

The **synergy between WP4, WP6, and WP7** is essential for the successful dissemination and adoption of ZeroF's new coating solutions. By leveraging the insights from WP6 and the concept samples from WP4, WP7's awareness campaign can be strategically targeted and highly effective, ensuring maximum impact and technology adoption.

## 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 – developed in the Initial C&D Plan (D7.1), and improved in the Updated C&D Plan (D7.5).
- Promote and ensure the **visibility of ZeroF** through tailored communication tools and channels – explained in depth in section 5. "Communication channels and tools".
- **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 – through the awareness campaign of the project, explained in depth in 6. "Awareness raising campaign".
- **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 [ECOSYSTEM](#).

## 3 Communication and dissemination strategy

The overall ZeroF communication and dissemination strategy is built around **key messages** tailored to **specific audiences** and a comprehensive, consistent **project description**. These elements have been consistently implemented across various channels and tools, as detailed in their respective sections in this deliverable. As evidenced by the KPIs in section 5, the ongoing communication and dissemination strategy has been highly effective, demonstrating a thorough and precise analysis of the target groups. Consequently, the original target groups from the C&D plan have been retained, with provisions for updates as the project and context evolves.

### 3.1 Target audiences

At the beginning of the ZeroF project, all relevant target groups for the communication and dissemination strategy were identified and analysed. These groups include PFAS manufacturers, the textile and packaging industry, EU policy makers, academics and

researchers, non-governmental organisations and the general public. Each communication activity was targeted at different levels and focussed on the local, national and European level. The relevance and importance of communication with each stakeholder group is summarised in the table below:

TARGET AUDIENCE	RELEVANCE IN THE PROJECT CONTEXT
<b>PFAS Manufacturers</b> <ul style="list-style-type: none"> <li>- Arkema,</li> <li>- Asahi,</li> <li>- BASF (Ciba),</li> <li>- Chemours</li> <li>- Clariant,</li> <li>- Daikin,</li> <li>- DuPont/Chemours</li> <li>- Dyneon/3M,</li> <li>- Solvay</li> <li>- etc.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Influence:</b> PFAS manufacturers have a significant impact on the chemical industry and affect the entire supply chain.</li> <li>• <b>Accountability:</b> As major producers of PFAS, these manufacturers bear a great responsibility for the environmental and public health impacts.</li> <li>• <b>Regulatory pressure:</b> They are under increasing pressure from the public, investors and regulatory authorities and have to find alternatives to sustain their business model.</li> <li>• <b>Collaboration:</b> In order to develop effective and scalable PFAS-free solutions, collaboration and cooperation between all stakeholders in the supply chain are essential.</li> </ul>
<b>Textile Industry</b> Focus on <b>upholstery textile producers in Europe</b>  <u>Some examples of key players:</u> <ul style="list-style-type: none"> <li>- Kvadrat (Denmark)</li> <li>- Romo (UK)</li> <li>- Designers Guild (UK)</li> <li>- Christian Fischbacher (Switzerland)</li> <li>- JAB Anstoetz (Germany)</li> <li>- Casamance (France)</li> <li>- Aldeco Interior Fabrics (Portugal)</li> <li>- Gaston y Daniela (Spain)</li> <li>- Prestigious Textiles (UK)</li> <li>- etc.</li> </ul> <p>+ Use the platform of ZeroF partner AEI Tèxtils Cluster with its 70+ European <a href="#">members</a> across the textile supply chain</p>	<ul style="list-style-type: none"> <li>• <b>Responsibility:</b> 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).</li> <li>• <b>Market demand:</b> Consumers are increasingly aware of the environmental impact of textile products and are looking for more sustainable alternatives.</li> <li>• <b>Regulatory pressure:</b> 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.</li> <li>• <b>Corporate responsibility:</b> 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.</li> </ul>
<b>Packaging Industry</b> Focus on <b>food packaging</b> <ul style="list-style-type: none"> <li>- Fast-food packaging,</li> <li>- Microwaveable bags,</li> <li>- Take-out paperboard containers,</li> <li>- Pet food bags</li> </ul> <u>Some examples of key players:</u> <ul style="list-style-type: none"> <li>- Tetra Pak (Switzerland)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Environmental and health concerns:</b> PFAS are often used in disposable greaseproof food packaging. Some PFAS may transfer from the 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.</li> <li>• <b>Consumer demand:</b> Consumers are increasingly questioning materials and their impact and asking for safer and more sustainable packaging options.</li> <li>• <b>Regulatory pressure:</b> The European Union has introduced regulations to restrict the use of PFAS in</li> </ul>

<ul style="list-style-type: none"> <li>- Huhtamaki (Finland)</li> <li>- Mondi Group (Austria/UK)</li> <li>- Smurfit Kappa (Ireland)</li> <li>- DS Smith (UK)</li> <li>- RPC Group (UK)</li> </ul> <p>+ <a href="#">Stora Enso</a> as advisory board member</p>	<p>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.</p> <ul style="list-style-type: none"> <li>• <b>Corporate responsibility:</b> 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.</li> </ul>
<p><b>EU Policymakers</b></p> <ul style="list-style-type: none"> <li>- European Food Safety Authority EFSA</li> <li>- European Chemicals Agency ECHA + RAC &amp; SEAC</li> <li>- EEA European Environment Agency</li> <li>- OECD</li> <li>- Labels for textiles tested for harmful substances as OEKO-TEX</li> <li>- Composability labels for food packaging</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Protecting public health and the environment:</b> 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.</li> <li>• <b>Regulatory compliance and alignment:</b> 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.</li> <li>• <b>Opportunity for innovation and economic growth:</b> 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.</li> <li>• <b>Demonstrate leadership at the global level:</b> By promoting the use of PFAS-free alternatives, EU policymakers can demonstrate leadership and set an example for other regions and countries to follow.</li> </ul>
<p><b>Academic &amp; Scientific Community</b></p> <ul style="list-style-type: none"> <li>- Universities</li> <li>- Student unions</li> <li>- Scientific institutions</li> <li>- Scientists' associations</li> <li>- Scientific magazines</li> <li>- etc.</li> </ul> <p>+ Use network of ZeroF partner of University of Bologna</p>	<ul style="list-style-type: none"> <li>• <b>Research and development:</b> The scientific community can provide valuable insight and support in the development and refinement of PFAS-free coating formulations.</li> <li>• <b>Peer review and publication:</b> 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.</li> <li>• <b>Policy and regulation:</b> Scientific research and academic findings can inform policy decisions and regulatory actions.</li> <li>• <b>Public awareness and education:</b> The scientific and academic community can play a vital role in educating the public.</li> <li>• <b>Collaboration and partnerships:</b> Engaging with the scientific and academic community can facilitate collaboration and partnerships.</li> </ul>
<p><b>NGOs/Charities</b></p> <ul style="list-style-type: none"> <li>- ECOS</li> <li>- ChemTrust</li> <li>- ChemSec</li> <li>- Safe Food Advocacy Europe</li> <li>- Plastic Soup Foundation</li> <li>- Fidra</li> <li>- Greenpeace</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Influence and Advocacy:</b> 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.</li> <li>• <b>Consumer Awareness:</b> 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</li> </ul>

<ul style="list-style-type: none"> <li>- European Environmental Bureau EEB</li> <li>- etc.</li> </ul>	<p>of the need for safer, more sustainable alternatives to PFAS coatings.</p> <ul style="list-style-type: none"> <li>• <b>Collaboration and support:</b> 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.</li> <li>• <b>Regulatory Pressure:</b> 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.</li> </ul>
<p><b>Media</b></p> <ul style="list-style-type: none"> <li>- Innovation News Network</li> <li>- Horizon Europe Magazine</li> <li>- Forever Pollution project</li> <li>- Stéphane Horel from Le Monde</li> <li>- Watershed Investigations</li> <li>- Innovation in Textiles</li> <li>- Exotextile News</li> <li>- Emballages Magazine from l'Usine Nouvelle</li> <li>- Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Public Awareness:</b> Media outlets can raise public awareness about the health and environmental risks associated with PFAS.</li> <li>• <b>Education:</b> Media can help educate the public on the risks of PFAS and should inform consumers about PFAS-free alternatives.</li> <li>• <b>Influence:</b> 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.</li> </ul>
<p><b>General Public</b> Citizens/consumers</p>	<ul style="list-style-type: none"> <li>• <b>Public Awareness:</b> The public is becoming increasingly aware of the harmful effects of PFAS on the environment and public health.</li> <li>• <b>Education and Empowerment:</b> 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.</li> <li>• <b>Growing consumer demand for sustainable and safe products</b> 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.</li> </ul>

Table 2: Relevance of ZeroF outcomes for each target audience

### 3.2 Key messages

As part of the initial C&D plan, a first set of customised messages was developed for ZeroF's target groups to promote the project in the most effective way. These still apply and perform efficiently, and are detailed below.

TARGET AUDIENCE	KEY MESSAGES
PFAS manufacturers	<ul style="list-style-type: none"> <li>• ZeroF will develop and test cost-effective PFAS-free coating formulations which will be a solution to respond to the</li> </ul>

	<p>increasing pressure from investors, consumers and future EU legislation to ban PFAS.</p> <ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Textile industry</b>	<ul style="list-style-type: none"> <li>The new solutions developed by ZeroF will allow the textile industry to implement safe and sustainable PFAS-free coating formulations in upholstery textile materials.</li> <li>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.</li> </ul>
<b>Packaging industry</b>	<ul style="list-style-type: none"> <li>The new solutions developed by ZeroF will allow to implement safe and sustainable PFAS-free coating formulations in food packaging.</li> <li>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.</li> </ul>
<b>Scientific community</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>ZeroF will present its key findings at two ZeroF stakeholder events (M22 &amp; M35) to encourage further research and contribute to the development of a network of experts in the field.</li> </ul>
<b>EU policymakers</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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.</li> </ul>
<b>NGOs</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The solutions developed by ZeroF will be rigorously tested and scientifically proven to be effective, ensuring that they can be</li> </ul>

	<p>used as a safe and reliable replacement for traditional PFAS-based coatings.</p> <ul style="list-style-type: none"><li>• 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.</li></ul>
Media	<ul style="list-style-type: none"><li>• 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.</li><li>• 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.</li><li>• ZeroF will present its key findings at two ZeroF stakeholder events (M22 &amp; M35) to encourage further research and contribute to the development of a network of experts in the field.</li></ul>
General Public	<ul style="list-style-type: none"><li>• 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.</li><li>• The new solutions will be backed by rigorous scientific research and testing to ensure they are effective, safe and sustainable.</li><li>• 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.</li></ul>

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 in the initial C&D plan. **Apart from rescheduling the "Key Stakeholder event" from Month 18 to Month 22, all other aspects of the project are proceeding according to the original plan** without any further updates. The consortium decided during the March 2024 meeting in Luxembourg to shift the stakeholder event from June 2024 to October 2024. This adjustment aims to avoid the summer holiday season and the project's reporting period, and to synchronize the event with the upcoming consortium meeting scheduled for Month 22. The updated plan can be viewed below in figure 1.

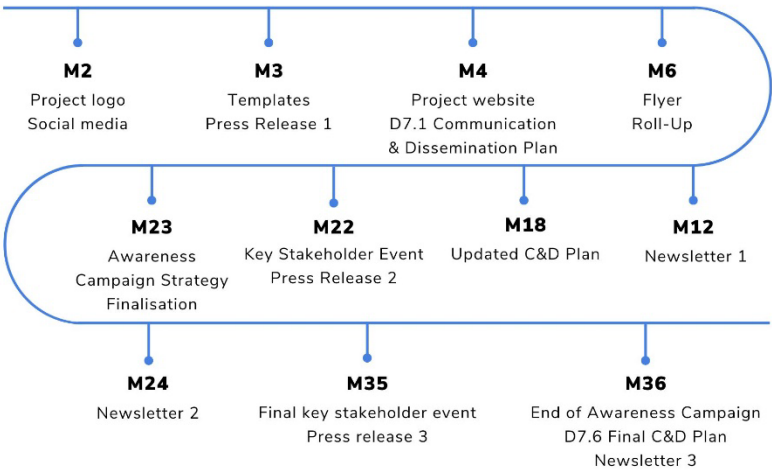


Figure 1: Timeline



## 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. This flow of information has been shown to be efficient, as partners regularly provide content, such as their participation at events, with the C&D team.

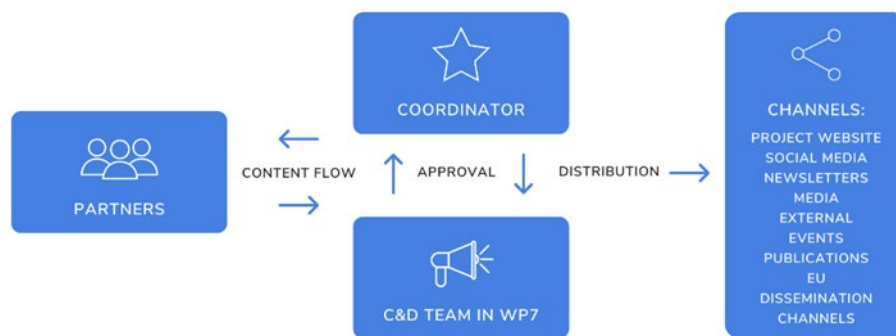


Figure 2: Content information flow

LGI Sustainable Innovation has set up a dedicated project **email address** <mailto:hello@zerof.eu> to receive news, announcements, scientific papers, pictures or information concerning partner participation in events related to the project. Overtime, partners have relied more heavily on internal contacts from within LGI and regular internal project meetings to provide their activities that are disseminated and communicated through the project's channels. The email address will remain as an additional entry point for the project's partners, and will continue to be **mainly used as a contact point by external stakeholders and organisations**.

It has been established and is currently in practice that **WP7 filters external emails** according to their significance and **forwards them to VTT**, the project coordinator, whenever a notable opportunity arises.

### 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, as well as **scientific publications**. This also applies when the partner or the project is featured by a third party.

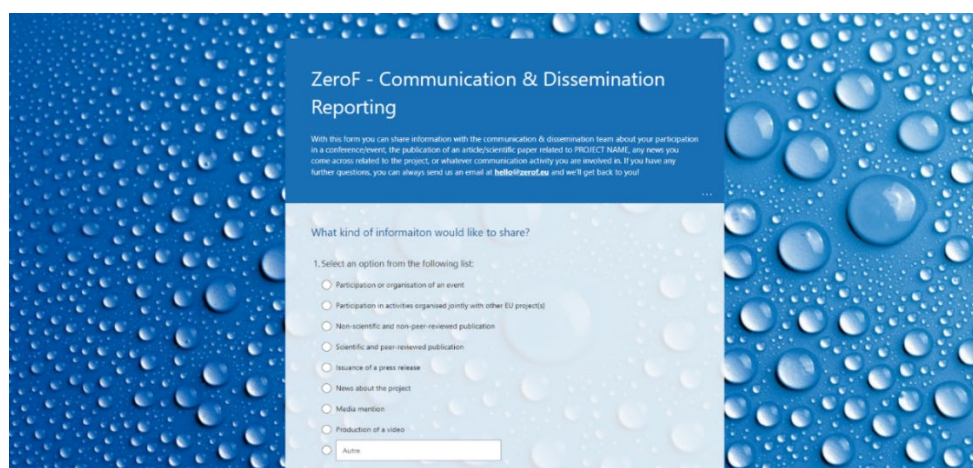


Figure 3: Screenshot of the reporting form

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 streamlines collecting information for reporting periods, in addition to promoting the partners participation in an event through the project's C&D channels. **Regular reminders** are communicated to partners to complete this form for any C&D activity, such as event participation or publications.

## 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.

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.*

Figure 4: EU Disclaimer





Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

Also funded by the Swiss State Secretariat for Education, Research and Innovation (SERI). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect the official views of the SERI.

Figure 5: EU emblem and acknowledgement and SERI acknowledgement

### 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.

**Several logo versions** were designed, analysed and altered to best represent ZeroF in the simplest and clearest way possible. During the ZeroF kick-off meeting, the **consortium voted for the logo** that conveys the project in the simplest and clearest way possible to ensure a strong project identity.



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 coatings that the ZeroF project wants to develop for the food packaging and upholstery industry.



Figure 7: Logo variations

**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. Additionally, an animated version of the logo has been created for upcoming video materials. The animation showcases the "O" filled with textures representing the various materials for which ZeroF is developing PFAS-free solutions, including different textile and paper fibers.

**Furthermore, it should be noted that in written 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 have been made, and other changes will be implemented as needed over 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.

Since the start of the project, this template has been consistently used by the projects partners for all their deliverables.



Figure 9: Deliverable template cover

### 5.1.4 Other materials

**Design guidelines:** Comprehensive design guidelines **for the visual identity** have been established, encompassing various logotypes, colour schemes, and typefaces. These guidelines include detailed instructions on the appropriate and inappropriate uses of the logo, along with specifications for visual elements and their applications. Additionally, the guidelines provide an overview of all available communication materials to ensure consistent and cohesive branding across all platforms.

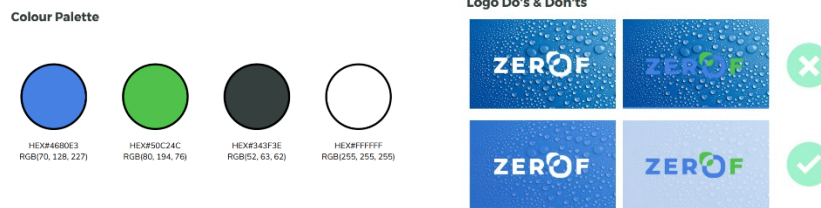


Figure 10: Design Guidelines for ZeroF's Visual Identity

**Minutes template:** a standardised word template for the project Minutes Meetings has been developed to protocol all meetings in a consistent way.

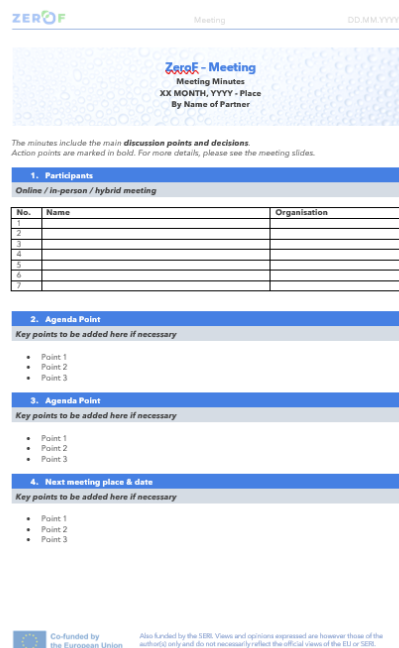


Figure 11: Minutes Meeting template

**Standard presentation:** In M6, a standard project presentation was developed in English to **introduce the ZeroF project**. It is used by the partners at conferences, events, workshops and stakeholder meetings. So far, VTT has used it for project presentations during the ECOSYSTEX and Sister project cluster meetings. Fraunhofer has used it during the PFAS Dialogue Day 2023 in Würzburg, Germany and AEI for diverse project presentations during events listed in section 7.2 "Conferences and events". The presentation is regularly updated to reflect the project results and partners can adapt and translate it as needed.



Figure 12: Project Presentation (ppt)

**Standard factsheet / A4 event poster:** A standard factsheet introducing the ZeroF project has been developed in English, summarizing key information such as the project description and partners. This document is shared by partners with potential stakeholders, the press, and the general public interested in learning more about the project. Primarily **designed for events and conferences**, the factsheet allows partners to display it in a poster holder at their booth. It includes a **QR code linking to a Linktree** menu that showcases all relevant resources about the ZeroF project. This format aligns with our sustainable policy by reducing the need for printed flyers.

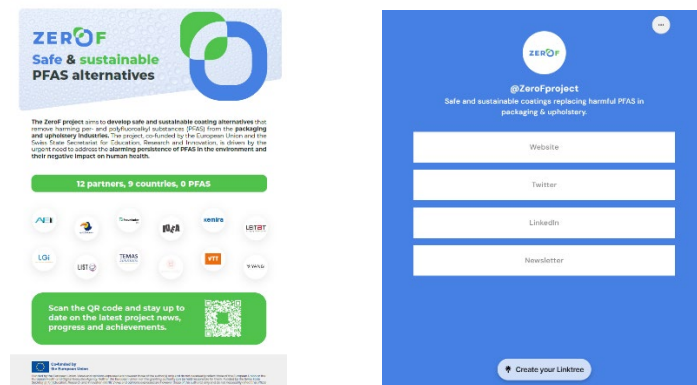


Figure 13: Factsheet and linktree accessible via QR code on factsheet

**Flyer:** A flyer has been designed for workshops and events organised by ZeroF, as well as for external events. It includes key messages, objectives, expected impacts and consortium members and contact information. The flyer has been made available in **digital form on the ZeroF's website**. It has already been used by AEI Textiles at the Techtextil Event in Frankfurt in April 2024.

**Roll-up:** a roll-up has been designed for various events and conferences attended by project partners. It includes visual elements that represent the project, a brief summary, consortium members and contact information. It is **available digitally on the ZeroF's website**, but is only printed at the request of ZeroF partners, depending on the context and requirements of the events. This was decided by the consortium in line with the sustainable policy the project is following. So far, the factsheet/poster and flyers have been prioritised for the attended events.



Figure 14: ZeroF Roll-Up ZeroF and Double Sided Flyer

**Virtual Backgrounds:** Two distinct versions of a virtual background have been developed for use in digital meetings to represent the project externally. One version incorporates the original logo, while the other features a white version of the logo.

**Visual Social Media card:** Adobe templates have been developed to ensure campaign consistency while allowing flexibility in design. These templates serve WP7 as the basis for creating engaging and coherent content for different social media platforms.

**Other promotional materials:** Additional visual materials may be needed in the coming months and will continue to be created to promote events, publications, and project news through ZeroF communication channels, including social media. These materials are carefully crafted to support campaign efforts and ensure a consistent, high-quality representation of the project as it progresses.

## 5.2 Project description

A text describing ZeroF has been created in two versions (short and long) **to ensure a comprehensive and consistent message about the project**. The project descriptions have been used by partners in materials dedicated to promoting, communicating and disseminating the results of ZeroF (such as flyers, PowerPoint presentations, and articles published by the partners), to present the project at events or conferences, and in the description section of the different social media channels of the project. Those project presentations have not been updated since their creation for the Initial Communication & Dissemination Plan (D7.1).

### 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](http://www.zerof.eu)*



Coordinator: Miika Nikinmaa, VTT

*ZeroF is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.*

*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](http://www.zerof.eu)*

Coordinator: Miika Nikinmaa, VTT

*ZeroF is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.*

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

## 5.3 Online resources

### 5.3.1 Website

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

The website serves as the primary information source for the project and allows most stakeholders to find out more about its activities. The design has been intentionally tailored to be accessible and appealing, and aligned with the project's communication objectives to engage stakeholders. The **website has been and 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

Three main sections have been used to communicate and disseminate information about the project results and activities on the website:

- 1. Newsroom:** activities, milestones, results and news related to the project are featured in articles and posts on the [news page](#).
- 2. Events calendar:** past and upcoming events internal and external to the project are updated regularly, and listed in a sidebar on the [news page](#).
- 3. Resources:** public deliverables and reports, electronic newsletters and all promotional materials produced are made easily available for download on a single page, the [resources page](#).

**Monitoring:** to understand how the website is used by visitors, IONOS, a GDPR-compliant tool has been employed.

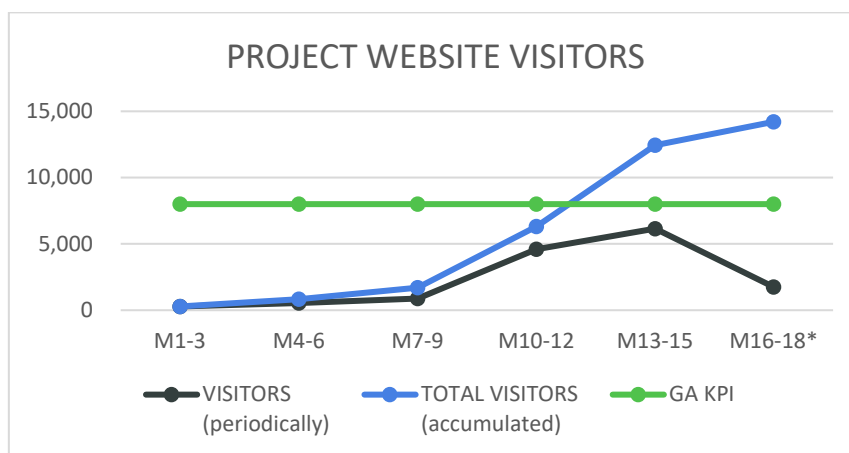


Figure 15: Website Visitors IONOS analytics

\*last data collected 25/06/2024



Looking at the amount of periodical and total visitors indicates that the initial communication and dissemination strategy has been performing well. The **8000 total visitors planned by the end of the project, has been reached near M13**.

The **pages that receive the most visitors** are (in order from highest to lowest): [the home page](#), [the project page](#) (describing ZeroF's objectives), [the partners page](#) (strongly promoted with a partners and quotes campaign on social media) [the resources page](#) (containing ZeroF's public deliverables, publications, newsletters, press releases, ...), [the news page](#) (containing the projects latest news and events related to ZeroF), followed by individual news posts, such as the post on [Pioneering PFAS-Free Solutions for Food Packaging and Textiles](#).

Most visitors come from Northern America (the USA) and Europe (France, Germany, Finland, Netherlands, ...). China and Singapore also rank highly among country of origin of the website visitors.

Initially these results should have enabled the communication team to adapt its strategy to be more efficient and reach a wider audience – in this case the **websites impact is more than satisfactory**, and the same efforts will be pursued. It is also important to note that the later period of the project, the website will be more active due to an increase in the project's publications and approved public deliverables.

## 5.4 Social media

Different social media channels, including **X** (Twitter) and **LinkedIn** have been used throughout the project to communicate on the project and disseminate its results in an effective and impactful way. A YouTube channel has been set up and will be used for the awareness campaign videos and any other videos that the project might create.

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

- Other EU projects
- EU institutions
- Policymakers in the field of chemistry/ advanced materials / 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 was developed in the initial C&D plan to maximise the project's visibility on all channels. As it can be demonstrated through the KPIs of the ZeroF social media accounts, the list of hashtags is relevant and will be used throughout the rest of the project. As the project continues, good performing hashtags might be added to the list.

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

Table 4: Hashtags

### 5.4.1X (Twitter)

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



Figure 16: X (Twitter) account

X (Twitter) is used as one of the main channels to build the project's online community and to disseminate results. The three main objectives set for X (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 X (Twitter) account will be continued to be managed on a weekly basis. In order to be as responsive, efficient and proactive on the channel as possible, the following actions have been and will continuously 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

X (Twitter) has been used and will continue to be used as a channel for the **mass distribution of news published on the website, advertise events** attended by ZeroF

partners and promote content generated by the project. Partners involved in communication activities will continue to closely monitor related content posted by other social media accounts to share it on the ZeroF X (Twitter) account.

Overall, the activities on the project's X (Twitter) account have shown **significant progress**. In the first year, the C&D team observed that the number of followers was slightly below the targeted growth to reach 250 followers by the end of the project (see M0 to M9 on the **ZeroF X (Twitter) Followers KPI** figure). While this was not a major concern, a **proactive communication campaign** about PFAS and the project's goals was launched to **boost follower numbers**. Although there was a slight slump in new followers at the end of the campaign, the combined efforts have positively impacted follower growth, indicating that ZeroF is on a good trajectory towards meeting its KPI. It's important to highlight that this growth has occurred amidst a broader trend of declining engagement on X (Twitter).

Obtaining more followers is a crucial part of reaching a widespread audience for the project's communication and dissemination activities, and having a strong follower count will play a key role in the upcoming awareness campaign.

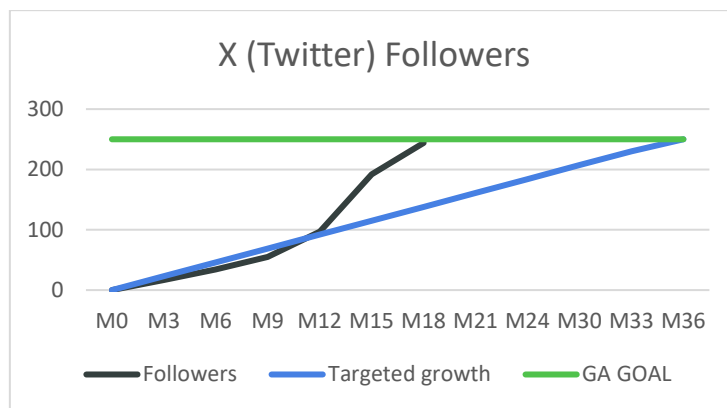


Figure 17: ZeroF X (Twitter) Followers KPI

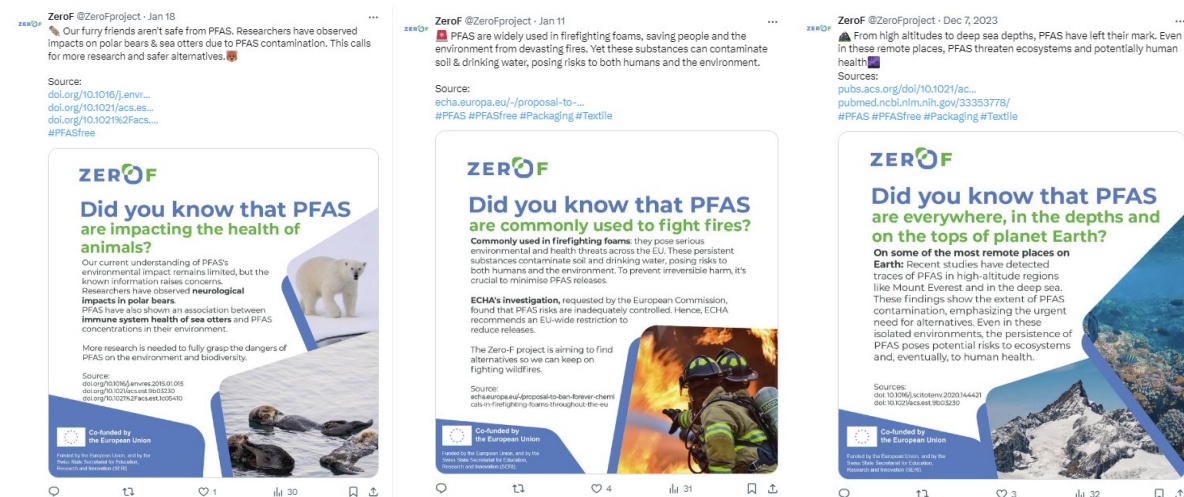


Figure 18: Example of X (Twitter) Campaign to boost follower count

This **social media campaign** has not only been used on X (Twitter), the same visuals and texts have been used to also **boost the LinkedIn followers count**, although this was not the focus of this campaign.

### 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 has been and will be continued to 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.

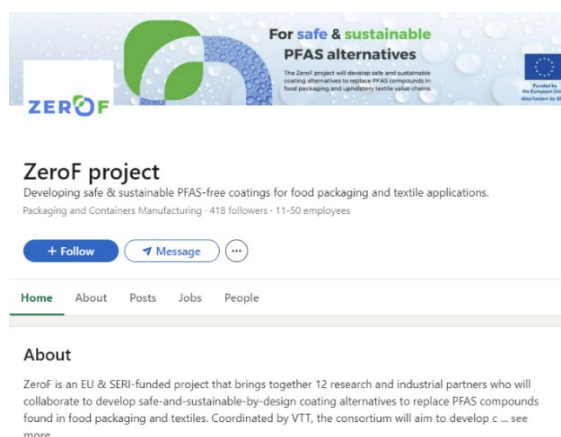


Figure 19: LinkedIn account

In order to be as responsive, efficient and proactive on the channel as possible, the following actions have been and will be continued to 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

Since the start of the project, the project's activity on LinkedIn has been received particularly well. In the first year of the project, the initially set KPI for LinkedIn followers had been reached. Currently **the follower count is 4 times over the initially set target**. This success can be attributed to a multitude of factors: the relevance of the topic and ZeroF's research, the project's partners collaboration in promoting the projects social media channels, a mini awareness campaign (see the **Example of X (Twitter) Campaign to boost follower count** figure), as well as a "**quotes campaign**" to promote the project's partners.

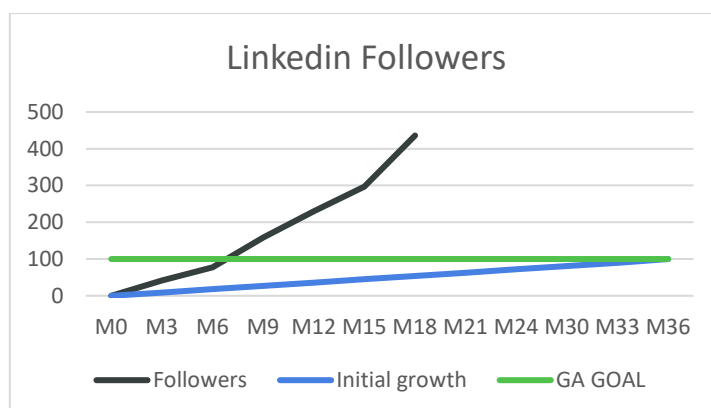


Figure 20: ZeroF LinkedIn Followers KPI

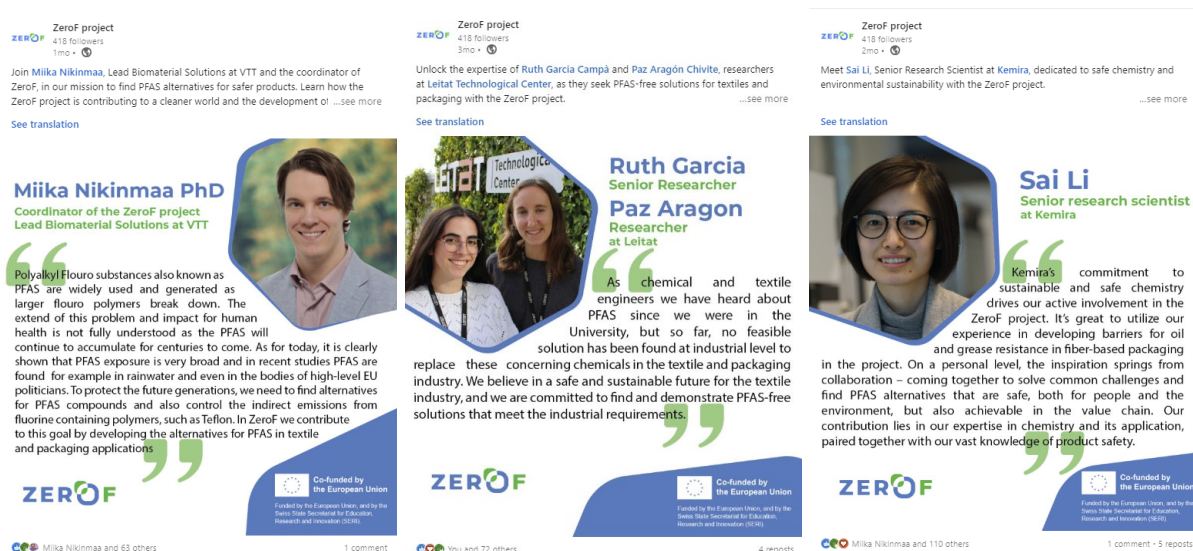


Figure 21: LinkedIn Quotes Campaign

The **quotes campaign** was specifically designed and planned for reaching a widespread audience on LinkedIn. However, the same visuals and texts have been used for X (Twitter).

### 5.4.3 Social Media Campaigns Overview

Since the project began, three dedicated campaigns have been created and implemented on LinkedIn and X (Twitter). The project's communication started with a **partner-focused campaign** introducing the 12 consortium members, their key competencies, and their roles within the ZeroF Project. This aimed to demonstrate project involvement and provide external stakeholders with an understanding of the project's structure. It also served as a means to engage partners in project communication and allow them to share their involvement.

The second **campaign targeted the core issue: PFAS**. It aimed to clearly explain what PFAS are and their detrimental effects on nature, ecosystems, and human health. The campaign sought to educate but also to engage a broad audience by presenting intriguing facts, such as the discovery of PFAS in the depths and on the tops of planet earth, like the Mount Everest.

The most recent campaign was the **quote campaign**, aiming to showcase not only partner organisations but also individuals involved in ZeroF, giving them a platform to share why they are motivated to work on the project. Participation was significant, with 11 posts representing nearly the entire consortium. This campaign also generated high engagement, as posts were shared within the participants' networks.

An overview of all three campaigns can be seen below. In addition to the campaigns, more traditional posts were made using visual social media cards to **promote news articles, newsletters, the website, and developed resources**.



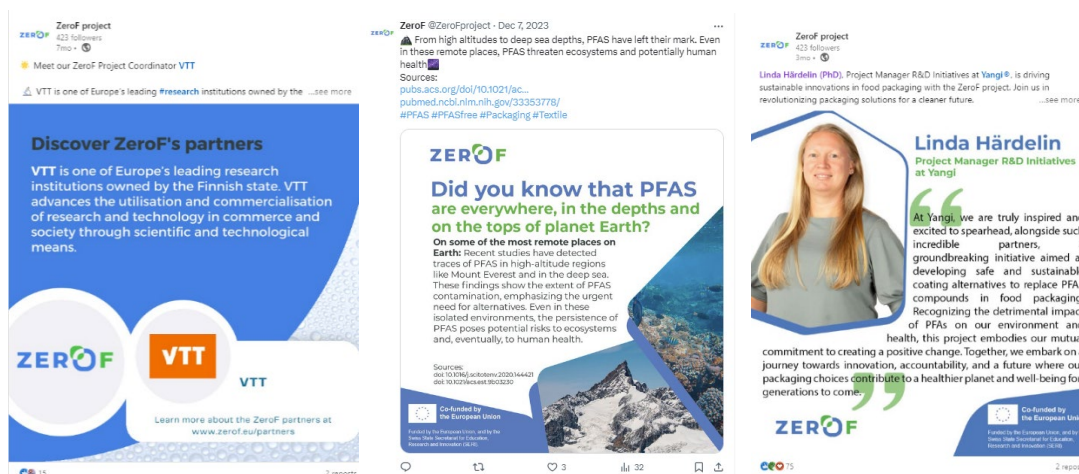


Figure 22: Campaign Overview

### 5.4.4 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)**, giving us the possibility 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 X (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 are planned to be taken:

- With the start of the campaign, post videos periodically 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 contains 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 has been distributed in December 2023 (M12)**, and has also been made available on the website on the [resources page](#).

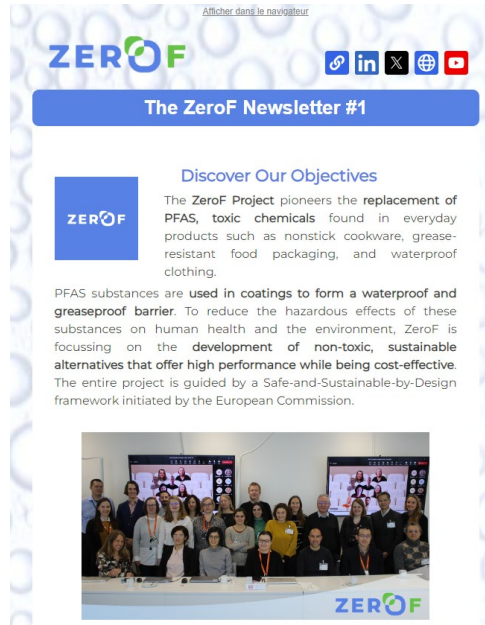


Figure 23: ZeroF first Newsletter

A **subscription box compliant with GDPR regulation** has been added to different sections of the website to encourage visitors to subscribe to the newsletter to receive the latest project results and achievements.



Figure 24: Newsletter Subscription Box

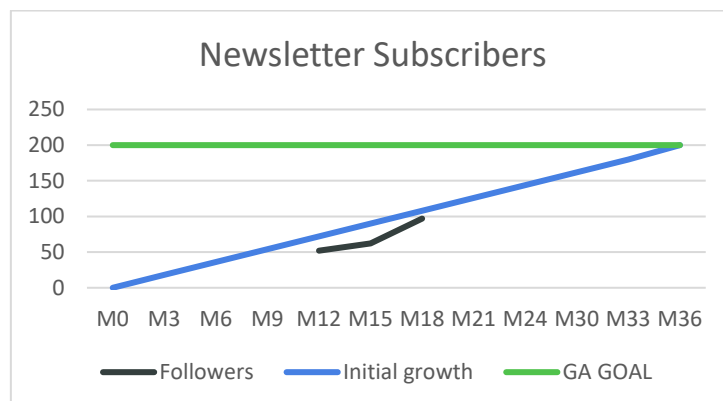


Figure 25: Newsletter Subscribers KPI

In the first year of the project, more focus was spent on tracking ZeroF's efforts on social media and the website. Therefore, relevant data on the **amount of the newsletter subscribers has only been measured from M12 on, coinciding with the sending of the first project newsletter.**

The first newsletter was sent to **52 subscribers** and had an **opening rate of 40%**. Currently, the newsletter has **89 subscribers**. These figures are slightly underneath our initial expectations – to increase both numbers, partners have been reminded to share the newsletter subscription link with their network, and extra efforts will be made on the project's social media channels to invite people to join the ZeroF newsletter subscription list.

## 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. Based on this press release, the media Ecotextile News has published and distributed the following [article](#) "EU funds project to find PFAS alternatives".



Figure 26: First Press Release

A **second Press Release** has been released and written by Fraunhofer Institute for Silicate Research ISC (Würzburg) in close collaboration with WP7, providing an insight into the project's objectives with their press contacts and network.





Figure 27: Second Press Release by Fraunhofer ISC

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

- For the first key stakeholder event in M22
- For the launch of the Awareness campaign
- For the final key stakeholder event in M35

## 6 Awareness raising campaign

To engage the diverse target audiences identified in section 3.1, a targeted awareness campaign (T7.3) will launch after the finalisation of the campaign strategy in M23. The primary objective is to deliver tailored messages **showcasing the benefits of the new ZeroF technology**. This campaign will employ two strategic approaches: first, to **educate and inform the general public** about the environmental and health impacts of PFAS; and second, to **promote** the adoption of safe and **sustainable PFAS-free alternatives by ZeroF**. The campaign is scheduled for the final year of the project, highlighting specific months and setting different angles to maximise engagement and impact and ensure that the campaign is strategically spread over time.

The campaign aims to craft simple and clear messages that resonate with consumers, leveraging the knowledge gained in the project's first two years. It is crucial for consumers to **understand the threat posed by PFAS**, the associated risks, and the actions they can take. Emphasising the importance of **eliminating PFAS and developing safe, sustainable alternatives** without compromising performance or economic viability is essential. Additionally, the campaign will communicate what makes ZeroF's alternatives safe and sustainable, introducing the iterative **SSbD framework**, where research findings from partners are rigorously evaluated to find optimal solutions.

To ensure the effectiveness of these messages, **potential barriers and consumer concerns** will be analysed. For this purpose, key insights from the **social acceptance** study conducted in Finland, Luxembourg, and Spain under task 6.6 will be pivotal. These studies provide recommendations and strategies to overcome challenges and identify critical engagement areas across diverse demographics. They will help **to reassess which stakeholders to**

**prioritise** in the awareness campaign and how to **tailor key messages to effectively convince** each target group of ZeroF's innovative solutions.

To ensure the success of the awareness raising campaign, the **communication channels** previously described in section 5 of this deliverable, will be heavily utilised for widespread dissemination:

1. **Media relations:** A **press release** will be issued at the launch of the general awareness campaign. LGI will facilitate its distribution across mainstream and specialised media, including sectoral, environmental, and professional press outlets.
2. **Social media:** The awareness campaign will heavily rely on social media platforms such as **X (Twitter), LinkedIn, and YouTube as its primary communication channels** and will be bundled under a common hashtag for the entire campaign. These platforms will be utilised to engage with various target audiences, primarily focusing on the **general public**. The key messages of the campaign will be tailored to resonate with the target audience. With a focus on captivating and dynamic storytelling, the campaign will **primarily utilise video content** to effectively engage viewers.

During the recent consortium meeting in M15, held in Luxembourg, WP7 conducted **interviews with almost all WPs**. These interviews focused on understanding each WP's work, milestones, and objectives while also addressing potential challenges in adopting the new ZeroF technology. Topics discussed included comparing the performance of PFAs-free ZeroF coatings with traditional PFAS, the use of ZeroF in textiles and packaging, safety requirements, and the methodology to measure the environmental and economic impact of the project. These interviews and quotes by partners will serve as valuable content for the awareness campaign videos.

The **final videos** which WP7 will develop for the campaign, **will focus on potential barriers to the adoption of ZeroF technology and questions that arise** when looking at new solutions to replace hazardous PFAS. Given the impending restrictions in Europe and the urgency for industry to quickly find alternative solutions, it is critical to **educate and reassure consumers about the value and benefits of ZeroF's work**. The aim is to clearly explain the ZeroF approach, introduce the reliable partners and emphasise the safety and sustainability of the innovative technology. To reach a broad audience, the videos will primarily be **shared on YouTube, targeting a younger demographic**. Additionally, they will be adapted and **shared on LinkedIn and X** platforms to maximise visibility and engagement.

3. **Innovation News Network**, an external media outlet commissioned by WP1, will publish several **articles as part of the awareness campaign strategy**. These articles will be based on the campaign themes and will continue the discussion started on social media platforms. They may expand on certain aspects or include additional formats, such as interviews with partners or references to sister projects or related policy issues. In addition, **the videos produced by WP7 for social media will also be directly embedded into these web articles**. With a website reach of 2.2 million views per year, this will further increase the reach of the initial awareness campaign and thus act as an additional promotional lever for more impact.

4. **Online media, influencers & LinkedIn ads:** To enhance the credibility and reach of the awareness campaign, two options exist: **Collaborating with a nano influencer** with a scientific or environmental background or using **targeted advertising on LinkedIn** to promote the campaign posts and videos. By working with influencers, authentic and engaging content can be created that resonates with their **highly engaged community** and acts as a catalyst for reach. On the other hand, targeted advertising on LinkedIn can be **tailored to specific audiences with personalised key messages** to **maximise visibility and impact** with professionals interested in technology and sustainability. These options will be selected depending on the context and budget once the campaign is prepared.

As PFAS are currently a hot topic, **relevant online magazines and blogs** that appeal to a wide audience will also be contacted to promote the campaign and spread the project's key messages. Furthermore, **NGOs** will be engaged to act as communication relays, enhancing the reach and impact of the campaign.

5. **Synergies with Sister Projects and Initiatives**, such as the [PROPLANET Project](#), [BIO-SUSHY Project](#), [Tornado Project](#), and [SCENARIOS Project](#), along with the [ECOSYSTEX platform](#), will be leveraged to relay the campaign message to their audiences through their available communication channels, thereby maximizing outreach and impact.

Throughout the campaign, performance reviews will be conducted to adjust the campaign as necessary to maximise its impact and encourage audiences to advocate for PFAS-free solutions.

The detailed strategy and action plan for the awareness campaign will be described 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 works with networks, clusters and initiatives at European, national and regional level to exchange information and promote its dissemination. Since November 2023, ZeroF has been a **member of ECOSYSTEX**, the European community of practice for sustainable textiles, which was founded in early 2023 to improve cooperation in the field of **textile sustainability and circular economy**. This initiative, supported by the European Commission's REA, HaDEA and the Circular-Biobased Europe Joint Undertaking and funded by Textile ETP, aims to create a community of practice and currently includes 34 EU-funded projects. WP7 has joined the ECOSYSTEX C&D working group to jointly **boost the communication and dissemination of the projects** in the textile sector.

ZeroF is also closely collaborating **with sister projects such as BIO-SUSHY, PROPLANET, and Tornado**. In May 2024, the BIO-SUSHY project organised its first cluster meeting, where all four sister projects came together to discuss current research and plan further actions, including joint dissemination activities. Additionally, ZeroF has established an exchange with other relevant EU-funded projects, such as the **SCIRT project**, which is also part of the ECOSYSTEX platform and facilitates the transition to a circular system for clothing.

ZeroF also collaborates with PFAS-focused projects such as **SCENARIOS project**, which provides a comprehensive package of technological solutions for PFAS detection, (bio)monitoring, long-term toxicity, risk assessment, pollution control, and remediation. This collaboration was highlighted in a Horizon Magazine article, emphasizing our joint commitment to the goal of phasing out and replacing PFAS.

## 7.2 Conferences and events

To increase the impact of the ZeroF project, we use conference presentations and exhibition stands to disseminate our findings and encourage collaboration with stakeholders. Over the last 18 months, our consortium has **actively participated or organised more than fifteen relevant events**, ensuring targeted representation of the ZeroF project. All the events are listed in table 5 below.

Event	Date	Link	Partner(s)	Involvement	Location	Scope	Attendees
<b>ETP - Circular bio-based innovation hub</b>	Regular webinars	<a href="#">Link</a>	AEI Tèxtils	AEI is member for new PFOAs alternatives + project promotion using ZeroF leaflets	online and in-person events	European	33 hub members
<b>ITMA 2023</b>	8-14/06/23	<a href="#">Link</a>	AEI Tèxtils	Project Promotion (ZeroF Leaflet & AEI booth)	Milan, Italy	International	110K+
<b>PFAS Dialogue Day 2023</b>	12/10/23	<a href="#">Link</a>	FRA	ZeroF Presentation	Würzburg, Germany	National	40+
<b>ECOSYST EX Insights Series #6 Webinar</b>	17/11/23	<a href="#">Link</a>	VTT	ZeroF Presentation	Online, recoding of the event <a href="https://www.youtube.com/watch?v=BC05zvsf6_4">https://www.youtube.com/watch?v=BC05zvsf6_4</a>	European	50
<b>ZeroF Webinar on sustainable coatings for AEI members</b>	27/11/23	<a href="#">Link</a>	AEI Tèxtils	Networking, Knowledge Exchange & Project Promotion	Online	National (in Catalan)	20-30
<b>ECO SYSTEX Steering Committee meeting</b>	26/01/24	<a href="#">Link</a>	LGI	ZeroF Presentation	Online	European	40-50
<b>AEQCT Jornada de Regulaciones en la Industria Química</b>	05/03/24	<a href="#">Link</a>	AEI Tèxtils	Networking (textile finishings and legislations) & Project Promotion	Online	National	/

<b>PFAScon</b>	14/03/24	<a href="#">Link</a>	FRA	Project Promotion	Lüdenscheid, Germany	National	70-100
<b>ATC Conference 2024: »Inorganic Chemistry Empowering Sustainability«</b>	21-22/03/24	<a href="#">Link</a>	FRA	Project Promotion	Würzburg, Germany	National	45
<b>ISGATEC Forum PFAS Alternatives</b>	17/04/24	<a href="#">Link</a>	FRA	Project Representation	online	National	/
<b>TechTextil 2024</b>	23-26/04/24	<a href="#">Link</a>	AEI Textils	Booth & ZeroF Presentation	Frankfurt Messe, Germany	European-International	38K
<b>Cluster Kick-Off Meeting by BIO-SUSHY Project</b>	14/05/24	<a href="#">Link</a>	VTT	ZeroF Presentation	online	European	
<b>The 18th Textile ETP Annual Conference</b>	14-15/05/24	<a href="#">Link</a>	AEI Textils	Project Promotion	Mechelen (Belgium)	European	/
<b>53rd North American Silicon Symposium</b>	10-12/06/24	<a href="#">Link</a>	FRA	ZeroF Presentation	Ohio, US	International	50-70
<b>ACHEMA</b>	10-14/06/2024	<a href="#">Link</a>	FRA	Project Promotion (FRA Flyer with ZeroF logo)	Frankfurt, Germany	European	/
<b>Materials Week 2024</b>	17-21/06/24	<a href="#">Link</a>	LIST, TEMAS, LGI, VTT	Poster	Limassol, Cyprus	International-Global	350

Table 5: Events

The selection and participation in these key events is a regular topic in our monthly Management Board meetings, which are attended by all WPL. This integration into our management process ensures alignment with project goals and optimised resource allocation. Our **online form**, which is explained in more detail in section 4.2, documents **partner participation in events at national, EU and global level**. Partners are reminded to complete the form and send photos from the event, which facilitates online visibility through articles or posts and the use of event-specific hashtags to reach target audiences. An example of this can be seen in Figure 28 below, which shows photos provided by AEI



Tèxtils from TechTextil in Frakfurt, Germany, which took place in April 2024, and the ZeroF post about our participation in this event.



Figure 28: AEI Tèxtils represents ZeroF at TechTextil 2024 & LinkedIn Post

To keep all stakeholders informed, **ZeroF's news page acts as a central repository for sector-relevant events** and informs about upcoming conferences, workshops and seminars relevant for ZeroF. This proactive approach ensures that stakeholders stay up to date with important developments in our field.

The ZeroF project will organise and host two events: **a mid-term stakeholder event and a final event**, both aimed at disseminating project results to key stakeholders.

The **mid-term stakeholder event**, originally planned as a fully online event in M18, will now **be rescheduled to Month 22** to align with the next consortium meeting and avoid coinciding with the reporting period in Month 18, as well as the onset of the summer holiday season in Northern countries. This event will enrich the 4th consortium meeting scheduled to take place in Bologna at the partner Università di Bologna. While initially envisioned as fully online, depending on partner participation at the in-person consortium meeting in Italy, it may be extended to a hybrid format. The event's objective is to **showcase the initial results and progress of the ZeroF research**, allowing relevant work packages to present their advancements. Invitations will be extended to interested **industry stakeholders** who have been in contact over the past 18 months, **sister projects**, the **ECOSYSTEX community**, our **advisory board members** and stakeholders from our **different target groups** (academia, policymakers, NGOs,...), inviting them to participate online, learn about ZeroF, and interact with project partners.

The **final event** represents an important milestone for the ZeroF project and provides an excellent opportunity to **showcase the extensive work, results and learnings**. As it is a pivotal moment in the journey of our project, it will be carefully planned to ensure maximum impact and engagement.

We will actively **promote the final event as part of our wider awareness campaign**, reaching out to a wide range of stakeholders. These include **industry contacts** looking for innovative solutions, **research organisations**, **sister projects**, **EU policy makers**, **European research initiatives** and **media representatives**. By inviting these stakeholders from different fields, we aim to foster meaningful dialogue, collaboration and knowledge sharing.

While the original plan foresees a **physical gathering** for the final event, we remain flexible in our approach to accommodate changing circumstances and prioritise the safety and comfort of all participants. This flexibility allows a seamlessly transition to online-only or hybrid formats as needed to ensure the event remains accessible and impactful regardless of the prevailing conditions.

### 7.3 European dissemination channels

The ZeroF project is committed to utilising all official channels established by EU institutions to disseminate its results effectively. Specifically, we will target the following official EU dissemination channels:

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

Table 6: EU dissemination channels

Notably, the project was already **featured in the Horizon magazine in May 2024 with a dedicated [article](#)**. As soon as more results can be disseminated, we will further analyse and address the other platforms. These platforms offer valuable opportunities to amplify the impact of our project, especially in conjunction with the planned awareness campaign during the last year of the project.

### 7.4 Scientific and journal 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 are 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 which will be contacted depending on the publications:

- 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

The table 7 below lists the first journal and scientific publications of the last 18 months highlighting the latest research progress. The first publications are primarily articles that appeared in the media and journals or were distributed via the partners' websites. More scientific publications by the ZeroF partners, especially for conference participation, are expected to be published in the second half of the project and will then be coordinated and disseminated respectively by WP7.

Of particular note is the collaboration with Innovation News Network, a renowned publication platform specialising in science, research and innovation. Innovation News Network's quarterly magazine reaches 245,000 recipients, specifically targeting an EU audience of policy makers, funding organisations and national governments. Their website receives an average of 2.2 million views annually, ensuring broad access to the content they publish. They have already published a dedicated partner page for the ZeroF project and an article highlighting ZeroF's efforts and consortium. As this partnership progresses, we anticipate publishing eight more articles that are precisely aligned with the project's evolving research direction and planned awareness campaign, continuously optimising the C&D strategy.

Moreover, several abstracts have been prepared by different partners for upcoming key events in the sector. These include the Materials Weeks 2024 happening in June 2024 in Limassol, Cyprus, Eurotox 2024 in September 2024 in Copenhagen, Denmark, and the SSbD24 conference organized by EMPA in November 2024 in Monte Verità, Switzerland. Find the full list of publications below.

Publication	Date	Media	Link	Type of publication	Partner	Scope
<b>Focus on alternatives to per- and polyfluoroalkyl substances (PFAS)</b>	01/01/23	FRA ISC website	<a href="#">Link</a>	Article based on ZeroF Press Release	FRA	European / National
<b>EU funds project to find PFAS alternatives</b>	14/03/23	Ecotextile News	<a href="#">Link</a>	Article based on PR	LGI	European + UK
<b>ZeroF project: Innovating sustainable PFAS-free coating technologies</b>	15/02/23	Innovation News Network	<a href="#">Link</a>	Article	VTT, LGI	European
<b>Safe alternatives to PFAS in food packaging</b>	08/04/24	Kemira Website	<a href="#">Link</a>	Article	Kemira	European
<b>PFAS-free coatings for safe and sustainable food</b>	22/04/24	Innovation News Network	<a href="#">Link</a>	Article	VTT, LGI	European



packaging and textiles						
Europe tackles tricky toxins with new technologies	20/05/24	Horizon Europe Magazine	<a href="#">Link</a>	Article based on Interview	VTT, FRA, LGI	European
Applying the SSbD framework for the development of bio-based PFAS-free alternatives for textile and packaging sectors - The ZeroF case study	03/04/24	Materials weeks 2024	<a href="#">Link</a>	Abstract for Materials weeks 2024	LIST, LGI, TEMAS, VTT	International-Global
The role of toxicologists in the Safe and Sustainable by Design framework	28/03/24	Eurotox 2024	<a href="#">Link</a>	Abstract for Eurotox 2024	LIST	European-International
Safety assessment in early phase of innovation of PFAS alternatives for textile and packaging	31/05/24	SSbD24 conference	<a href="#">Link</a>	Abstract for SSbD24 conference	TEMAS, LIST, FRA, LEITAT, IDEA, VTT	European

Table 7: Publications

## 8 Key performance indicators

ACTIVITY	DESCRIPTION	TARGET
Visual Identity: logo & templates	Endure brand consistency, recognition and visibility	<ul style="list-style-type: none"> <li>• M3</li> <li>• Used in all deliverables</li> </ul>
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"> <li>• M4-M36</li> <li>• &gt;8000 visits by the end of the project</li> </ul>
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"> <li>• M1-M36</li> <li>• At least 100 followers by the end of the project</li> </ul>
Social Media: X (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"> <li>• M1-M36</li> <li>• At least 250 followers by the end of the project</li> </ul>
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"> <li>• M12, M24, M36</li> <li>• At least 200 subscribers by the end of the project</li> </ul>
Campaign visuals	To raise awareness and present key messages in a visually pleasing and easy-to understand way.	<ul style="list-style-type: none"> <li>• M24-M36</li> <li>• &gt;300 views of videos and visuals by M36</li> <li>• &gt;20 000 impressions</li> <li>• &gt;3000 interactions</li> </ul> <p>Note: KPIs suggest a discrepancy: video views (300) contrast sharply with impressions (20,000) and interactions (3,000). Review and adjustment of KPIs needed in D7.4..</p>

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"> <li>• M3-M6</li> <li>• At least 5 events where the roll-up is displayed &amp; 200 views for downloaded flyers</li> </ul>
Press releases	Press releases to be issued at strategic points, e.g., project launch, events, Awareness campaign launch	<ul style="list-style-type: none"> <li>• To be issued at strategic points</li> </ul>
ZeroF events	To present project findings to key stakeholder groups and maximise the project's impact.	<ul style="list-style-type: none"> <li>• M36</li> <li>• At least 50 participants in total</li> </ul>
Participation in events	To disseminate the project's objectives and results.	<ul style="list-style-type: none"> <li>• M1-M36</li> <li>• 10 events and conferences where partners have participated by the end of the project</li> </ul>
Publications	Consortium partners will promote the project, its objectives and results by the way of written publications such as blogs, articles in popular and specialist press, ensuring open access.	<ul style="list-style-type: none"> <li>• M1-M36</li> <li>• 8 journal and 10 conference publications by the end of the project</li> </ul>

Table 8: KPIs

## 9 Conclusion

In conclusion, the ZeroF **C&D strategy, initiated in M4, has proven to be very effective** and has shown strong engagement with the selected target groups. The ZeroF **website** in particular saw a remarkable increase in traffic, **exceeding the target of 8,000 visitors** by M13. This indicates a **high level of interest** in the ZeroF project and its goals.

The social media presence has also grown significantly: **by M18 more than 430 followers were gained on LinkedIn**, four times more than the original target. Furthermore, the project is well on the way to reaching our target **for X with 242 in M18** out of 250 followers at the end of the project. These numbers reflect the success of the key messaging and the effectiveness of the overall engagement strategies.

In the future, WP7 will not only focus on increasing reach, but also **on further improving social media engagement**, which will be a particular goal of the awareness campaign. For T7.3 and for the implementation of the awareness campaign, YouTube will be used to capitalise on the popularity of video content and to communicate the various key messages to a wider audience. The existing **YouTube account must therefore be activated in advance** of using this channel in order to maximise the impact of the awareness campaign after the finalisation of the campaign strategy in M23.

In addition, the **number of newsletter subscribers** (currently ~90) **must be increased** to reach the set KPI of 200 subscribers by the end of the project. The most effective communication lever to achieve this KPI will be determined as part of further communication planning. ZeroF will also collaborate with its sister projects and make use of the ECOSYSTEX platform to enhance outreach efforts.

The positive interactions and exchanges with project partners, as well as the increasing participation in events, and first papers for conferences, demonstrate the **commitment of all consortium members to representing the project** and increasing its impact in combating PFAS. As of M18, the project has already participated (or organised) more than fifteen events and plans to participate in more as results become more concrete in the second half of the project's duration.

Another positive aspect is the **active inquiries from industry stakeholders via the website** to learn more about the project. All inquiries and contacts are logged and will aid in engaging an interested audience as the project continues. The expanding community within the textile sector through the **ECOSYSTEX platform and collaboration with sister projects** also enhances the dissemination of ZeroF's research accomplishments. This developing network will play a crucial role in the ZeroF stakeholder events.

A final evaluation of the C&D efforts will be reflected in **D7.6 Final Dissemination and Communication Plan (M36)**.