ZEROF

Final Communication & Dissemination Plan

Deliverable D7.6

Version N°1

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Document information

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Project Acronym	ZeroF
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Contributing Partner(s)	/
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Summary

This document is the final version of the initial and updated Communication and Dissemination Plan. The Final Communication and Dissemination Plan outlines the strategy and actions that have been implemented to communicate about ZeroF and the project's results and the development of safe and sustainable coating alternatives to replace PFAS in the packaging and textile industry. It documents and explains the Communication and Dissemination efforts, and evaluates the improvements and adjustments that were implemented after the results collected in the updated Communication and Dissemination Plan (M18) and assesses if the objectives that had been set in the Grant Agreement have been met. This document also provides insights on the achievements of the Awareness Raising Campaign.

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 final efforts and results of ZeroF's communication and dissemination strategy over the lifetime of the project, outlining the actions undertaken by WP7 to disseminate ZeroF's work and evaluating whether these actions have successfully achieved the targets set at the outset of the project. Therefore, this document compiles the identified communication objectives, target groups and key messages, the tools and channels used to communicate and to disseminate project results, and then to conclude with the results of the project's C&D efforts.

The scope covers all internal and external actions related to knowledge dissemination and public communication about ZeroF and its progress. Communication activities have been continuously monitored, and this final report reflects the improvements and adjustments made during the second reporting period (M19–M36) of the project.

1.2 Partner contributions

LGI Sustainable Innovation leads the communication and dissemination activities for ZeroF. The communication and dissemination strategy outlined in this deliverable has been set up shortly after the project's kick off and was followed by all partners. A summary of the contributions to this strategy can be found in the table below.

PARTNER	CONTRIBUTION
8 - LGI	**Task 7.1 – Public Communication** • Designing a visual identity: logo & templates • Drafting a communication and dissemination plan • Deploying and managing the project website and social media accounts • Creating promotional materials: roll-ups & flyer • Creating engaging content on social media **Task 7.2 – Dissemination of project results** • Releasing an annual newsletter with project news • Communicating about partner's participation in conferences & events • Coordinating publications in open access journals • Organising two key stakeholder events, initially set for M18 (postponed to M22) & M35 **Task 7.3 – Awareness Campaign** • Creating an Awareness Campaign with visual elements and videos and a dedicated hashtag on social media • Coordinating LinkedIn campaigns/ads to engage specific audiences • Contacting related EU projects as a relay for the campaign
All other partners	**Dissemination of project results** • Translation Support: Translate communication, dissemination content, and promotional materials into key European languages as needed • News and Results Sharing: Distribute project news and results through publications, articles, and social media posts via partner organisation channels.

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	• Event Representation: Represent and disseminate project results at events and conferences.

Table 1: Contributions to the communication & dissemination strategy

1.3 Relation to other activities

The success of the overall communication and dissemination strategy depended on, and was linked to, the work undertaken in other WPs. **Communication and dissemination activities relied 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 were closely interrelated with WP7 and have primarily **enhanced 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, aimed 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.

1. **Relation with WP4: Concept Samples for Dissemination**
   One of the objectives of WP4 was to develop **concept samples** that WP7 used for dissemination purposes. These samples were essential in illustrating the **practical applications and benefits** of the new technology developed by ZeroF, which made it easier to communicate the **value proposition** to stakeholders. By studying relevant stakeholder interactions, WP4 ensured that the materials were tailored to the interests and needs of the target audience.

2. **Relation with WP6: Social Acceptance Study and Stakeholder Engagement**
   Task 6.6 was pivotal in gathering insights into **consumer attitudes and acceptance** of the new coating solutions developed by ZeroF. This task conducted a consumer study in Finland, France, Luxembourg, and Spain, focusing on the following objectives:
   - **Investigated Consumer Attitudes and Acceptance**: By understanding how consumers perceive the new coating solutions, WP6 identified key factors that influence acceptance and adoption.
   - **Assessed Consumer Awareness, Incentives, Opportunities, and Motivation**: These insights helped to tailor the awareness campaign to highlight the most compelling benefits and incentives for consumers.
   - **Conducted Semi-Structured Interviews with Key Stakeholders**: These interviews provided deeper insights into the incentives and barriers to technology adoption. They also helped to explore policy issues that could impact the implementation of the technology.

The semi-structured interviews have been conducted following the initial social acceptance study during the second reporting period of ZeroF. This approach ensured a **comprehensive understanding of both consumer and stakeholder perspectives**. Based on the findings of T6.6, the main target audience groups were identified. These insights were then used to develop the **Awareness Campaign** (T7.3), shaping the campaign **concept** and guiding the **creation of content** and **messaging tailored to effectively engage each audience** and encourage adoption of ZeroF's innovative technology.

The **synergy between WP4, WP6, and WP7** was essential for the successful dissemination and adoption of ZeroF's new coating solutions. By leveraging consumer insights from WP6 and prototype samples from WP4, the WP7 C&D team developed a strategic and compelling awareness campaign in year three. The campaign targeted specific stakeholder groups, effectively communicating the benefits of PFAS-free technology and showcasing the results and impact of ZeroF's research.

2 Objectives

The The main **communication and dissemination objectives** of the ZeroF project were as follows:

- 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), improved in the Updated C&D Plan (D7.5) and evaluated in the Final C&D Plan (D7.6)
- 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 **ECOSYSTEX**, the NoPFAS cluster and the sister project panel during the final public stakeholder event.

3 Communication and dissemination strategy

The overall ZeroF communication and dissemination strategy was 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 project's 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 throughout the project, with a more specific targeting for the awareness raising campaign.

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:

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TARGET AUDIENCE	RELEVANCE IN THE PROJECT CONTEXT
PFAS Manufacturers - Arkema, - Asahi, - BASF (Ciba), - Chemours - Clariant, - Daikin, - DuPont/Chemours - Dyneon/3M, - Solvay - etc.	• **Influence**: PFAS manufacturers have a significant impact on the chemical industry and affect the entire supply chain. • **Accountability**: As major producers of PFAS, these manufacturers bear a great responsibility for the environmental and public health impacts. • **Regulatory pressure**: They are under increasing pressure from the public, investors and regulatory authorities and have to find alternatives to sustain their business model. • **Collaboration**: In order to develop effective and scalable PFAS-free solutions, collaboration and cooperation between all stakeholders in the supply chain are essential.
Textile Industry Focus on **upholstery textile producers in Europe** Some examples of key players: - Kvadrat (Denmark) - Romo (UK) - Designers Guild (UK) - Christian Fischbacher (Switzerland) - JAB Anstoetz (Germany) - Casamance (France) - Aldeco Interior Fabrics (Portugal) - Gaston y Daniela (Spain) - Prestigious Textiles (UK) - etc. + Use the platform of ZeroF partner AEI Tèxtils Cluster with its 70+ European members across the textile supply chain	• **Responsibility:** PFAS contamination in the environment has been linked to adverse health effects, and the textile industry is a significant contributor to PFAS pollution accounting for about 50% of total global consumption (IPEN, 2022). • **Market demand**: Consumers are increasingly aware of the environmental impact of textile products and are looking for more sustainable alternatives. • **Regulatory pressure**: Governments around the world, including the European Union, are introducing regulations to restrict the use of PFAS in various industries, including textiles. By proactively adopting PFAS-free coating solutions, textile industry players can stay ahead of these regulations. • **Corporate responsibility**: As global citizens, players in the textile industry have a responsibility to reduce their impact on the environment and contribute to a more sustainable future.
Packaging Industry Focus on **food packaging** - Fast-food packaging, - Microwaveable bags, - Take-out paperboard containers, - Pet food bags Some examples of key players: - Tetra Pak (Switzerland) - Huhtamaki (Finland) - Mondi Group (Austria/UK) - Smurfit Kappa (Ireland) - DS Smith (UK) - RPC Group (UK)	• **Environmental and health concerns**: 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. • **Consumer demand**: Consumers are increasingly questioning materials and their impact and asking for safer and more sustainable packaging options. • **Regulatory pressure**: The European Union has introduced regulations to restrict the use of PFAS in food packaging. As more regulations are expected to be introduced globally, packaging industry players will need to adapt to these changes by transitioning to PFAS-free solutions. • **Corporate responsibility**: As global citizens, players in the packaging industry have a responsibility to

+ Stora Enso as advisory board member	reduce their impact on the environment and contribute to a more sustainable future.
EU Policymakers - European Food Safety Authority EFSA - European Chemicals Agency ECHA + RAC & SEAC - EEA European Environment Agency - OECD - Labels for textiles tested for harmful substances as OEKO-TEX - Composability labels for food packaging	• **Protecting public health and the environment:** EU policies are increasingly focused on reducing the use of hazardous substances, including PFAS, and promoting the development and use of safe and sustainable alternatives. • **Regulatory compliance and alignment:** ECHA is currently evaluating the risks of PFAS and may recommend restrictions or even bans on their use in the future. This could create a demand for safe and sustainable alternatives. • **Opportunity for innovation and economic growth:** EU policy makers can play a critical role in encouraging the adoption of PFAS-free alternatives by providing incentives, funding research and development, and implementing regulations and standards. • **Demonstrate leadership at the global level**: By promoting the use of PFAS-free alternatives, EU policymakers can demonstrate leadership and set an example for other regions and countries to follow.
Academic & Scientific Community - Universities - Student unions - Scientific institutions - Scientists' associations - Scientific magazines - etc. + Use network of ZeroF partner of University of Bologna	• **Research and development**: The scientific community can provide valuable insight and support in the development and refinement of PFAS-free coating formulations. • **Peer review and publication:** Scientific and academic journals provide a platform for peer review and publication of research on PFAS and PFAS-free alternatives, contributing to the dissemination of knowledge and findings to a wider audience. • **Policy and regulation:** Scientific research and academic findings can inform policy decisions and regulatory actions. • **Public awareness and education**: The scientific and academic community can play a vital role in educating the public. • **Collaboration and partnerships:** Engaging with the scientific and academic community can facilitate collaboration and partnerships.
NGOs/Charities - ECOS - ChemTrust - ChemSec - Safe Food Advocacy Europe - Plastic Soup Foundation - Fidra - Greenpeace - European Environmental Bureau EEB - etc.	• **Influence and Advocacy**: NGOs are influential organisations with the ability to advocate for change and drive public opinion on environmental issues. By engaging with NGOs, ZeroF can gain important support. • **Consumer Awareness**: NGOs play a key role in informing consumers about the potential environmental and health risks associated with certain products and chemicals. By working with NGOs, ZeroF can help increase consumer awareness of the need for safer, more sustainable alternatives to PFAS coatings. • **Collaboration and support**: NGOs often work with stakeholders from industry, academic institutions and government agencies to promote environmental and social sustainability. By working with NGOs, ZeroF

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	can draw on a network of experts and stakeholders who can provide support and advice. • **Regulatory Pressure:** NGOs play a significant role in shaping environmental policy and regulation at both the national and international level. By working with NGOs, ZeroF can help contribute to the growing momentum for more stringent regulation of PFAS and the development of safer alternatives.
Media - Innovation News Network - Horizon Europe Magazine - Forever Pollution project - Stéphane Horel from Le Monde - Watershed Investigations - Innovation in Textiles - Exotextile News - Emballages Magazine from l'Usine Nouvelle - Etc.	• **Public Awareness**: Media outlets can raise public awareness about the health and environmental risks associated with PFAS. • **Education**: Media can help educate the public on the risks of PFAS and should inform consumers about PFAS-free alternatives. • **Influence**: Media outlets can influence public opinion and consumer behaviour and by raising awareness about the need for PFAS-free alternatives, they can help drive demand for the new ZeroF solutions.
General Public Citizens/consumers	• **Public Awareness:** The public is becoming increasingly aware of the harmful effects of PFAS on the environment and public health. • **Education and Empowerment:** By educating the public about the risks associated with PFAS and the benefits of PFAS-free alternatives, ZeroF can empower consumers to make informed choices and advocate for safer and more sustainable products. • **Growing consumer demand for sustainable and safe products** as the availability of information and communication technologies has made it easier for consumers to research and compare products based on their sustainability and safety features.

Table 2: Relevance of ZeroF outcomes for each target audience

3.2 Key messages

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 performed efficiently, thus were reused throughout the whole duration of the project and are detailed below.

TARGET AUDIENCE	KEY MESSAGES
PFAS manufacturers	• ZeroF will develop and test cost-effective PFAS-free coating formulations which will be a solution to respond to the increasing pressure from investors, consumers and future EU legislation to ban PFAS. • The PFAS-free solutions developed by ZeroF can help PFAS manufacturers maintain their business activity and demonstrate their social and environmental responsibility, which can enhance their reputation with stakeholders.

Textile industry	• The new solutions developed by ZeroF will allow the textile industry to implement safe and sustainable PFAS-free coating formulations in upholstery textile materials. • This can help the textile industry reduce its contribution to PFAS pollution, improve its environmental and public health impact, meet growing consumer demand for environmentally friendly products and stay ahead of potential changes to EU regulations regarding PFAS.
Packaging industry	• The new solutions developed by ZeroF will allow to implement safe and sustainable PFAS-free coating formulations in food packaging. • The project will enable the packaging industry to reduce the environmental and health impacts of its products, meet increasing consumer demand for environmentally friendly options and stay ahead of potential EU regulatory changes related to PFAS.
Scientific community	• ZeroF will accelerate the replacement of PFAS in the upholstery textile and food packaging sectors by providing two new safe and sustainable PFAS-free hybrid coating formulations. • ZeroF will help to advance the scientific community's understanding of the risks associated with PFAS and to develop new solutions that can protect human health and the environment. • ZeroF will present its key findings at two ZeroF stakeholder events (M22 & M35) to encourage further research and contribute to the development of a network of experts in the field.
EU policymakers	• ZeroF will accelerate the replacement of PFAS in the upholstery textile and food packaging sectors by providing two new safe and sustainable PFAS-free hybrid coating formulations. • ZeroF's PFAS-free alternatives are sustainable and aligned with the EU's policy goals of achieving a circular economy, reducing waste, and decreasing the carbon footprint of the textile and packaging industries. • The EU has already taken steps to regulate PFAS, including restrictions under the REACH regulation. By promoting the use of PFAS-free alternatives, ZeroF can support EU policy goals and help companies comply with these regulations.
NGOs	• ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. • The solutions developed by ZeroF will be rigorously tested and scientifically proven to be effective, ensuring that they can be used as a safe and reliable replacement for traditional PFAS-based coatings. • By supporting ZeroF, NGOs can help reduce the use of PFAS in industries like textiles and packaging, which are major sources of PFAS pollution in the environment.

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Media	• ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. • The new PFAS-free alternatives developed by ZeroF will be rigorously tested, ensuring that they can be used as a safe and reliable replacement for traditional PFAS-based coatings. • ZeroF will present its key findings at two ZeroF stakeholder events (M22 & M35) to encourage further research and contribute to the development of a network of experts in the field.
General Public	• ZeroF is committed to protecting the environment and human health and aims to prevent further PFAS pollution by developing PFAS-free alternatives for the textile and packaging industries. • The new solutions will be backed by rigorous scientific research and testing to ensure they are effective, safe and sustainable. • Thanks to the PFAS-free solutions developed by ZeroF, consumers can make more informed choices about the products they buy and play an active role in promoting a healthier and more sustainable future for the planet.

Table 3: Key messages for each target audience

3.3 Timeline

A **timeline of all key communication and dissemination activities** was established in the initial C&D plan. In the updated plan, the **mid-term stakeholder event was rescheduled from Month 18 to Month 22**, following a decision by the consortium during the meeting in Luxembourg in March 2024. This adjustment was made to avoid the summer holiday period, the project's reporting deadlines, and to align the event with the upcoming consortium meeting in Month 22. Apart from this change, **all other project activities have been proceeding according to the original plan**, with minor adjustments: the Awareness Campaign concluded in M35 instead of M36, and Press Release 3 has been moved from M35 to M36 to be published at the projects end after the stakeholder event, highlighting results and outcomes.

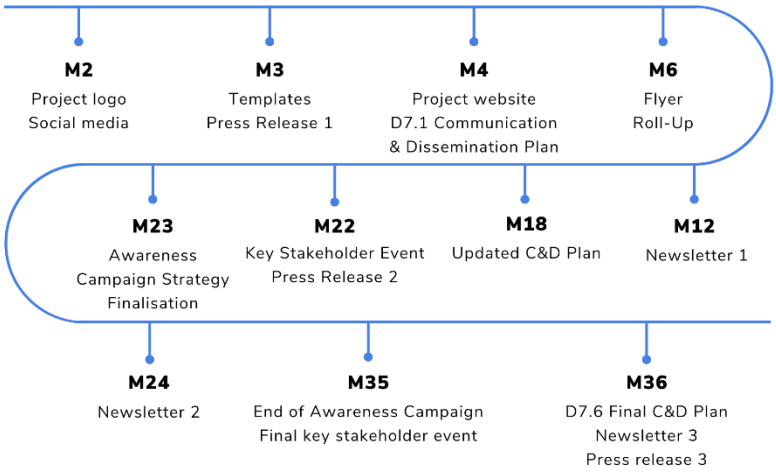

Figure 1: Updated Timeline

4 Management

4.1 Content flow

To facilitate the flow of information, an efficient process had been established to allow all partners to collaborate on content creation and relay the information shared through ZeroF communication channels. This flow of information showed to be efficient, as partners regularly provided content, such as their participation at events, with the C&D team.

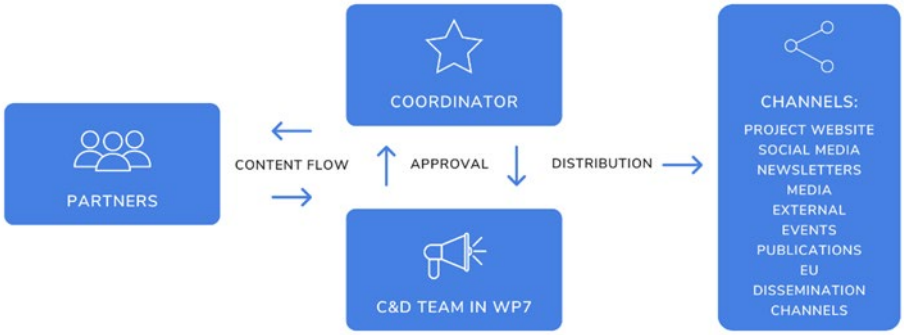

Figure 2: Content information flow

LGI Sustainable Innovation has set up a dedicated project **email address** 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 remained as an additional entry point for the project's partners and continued to be **mainly used as a contact point by external stakeholders and organisations**.

The external emails were filtered by WP7 according to their significance and were **forwarded to VTT**, the project coordinator, whenever a notable opportunity arises, or to other partners depending on relevance.

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 could fill out the form when they **participated in events**, attended a **conference** related to the ZeroF project or published an **article** about the project, as well as **scientific publications**. This also applied when the partner or the project is featured by a third party.

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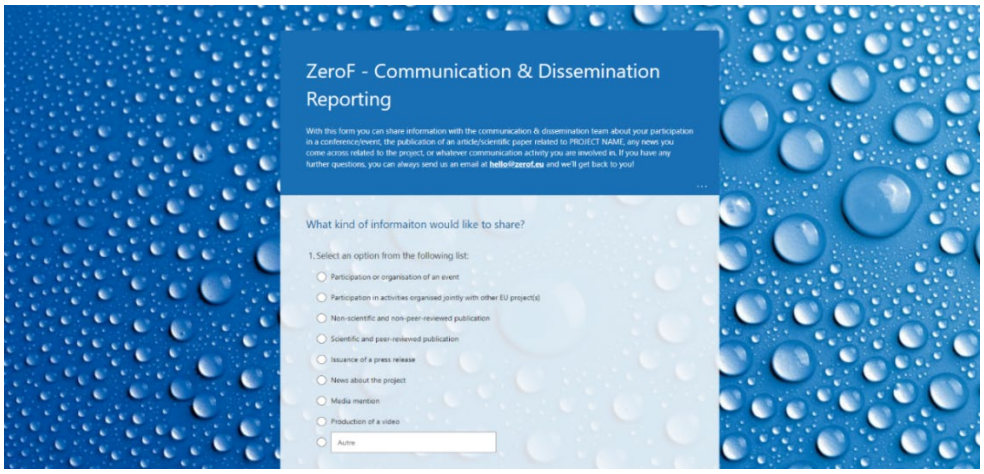

Figure 3: Screenshot of the reporting form

Partners were 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 streamlined collecting information for reporting periods, in addition to promoting the partners participation in an event through the project's C&D channels. **Regular reminders** were shared with partners during the monthly Management Committee meetings with all WPLs to ensure they completed the form for any C&D activity, including event participation or publications.

5 Communication channels and tools

5.1 Visual identity

All communication and dissemination tools described in this deliverable are consistent with the ZeroF project's **brand identity**. All materials, including scientific papers and publications, included the **mandatory EU emblem, acknowledgement, and required disclaimer** (Article 17). When displayed with other logos, the EU emblem had appropriate prominence (Article 17.2). For the ZeroF project, the EU statement is also complemented by the **SERI acknowledgement**, indicating co-financing by the Swiss State Secretariat for Education, Research and Innovation.

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Figure 4: EU Disclaimer

5.1.1 Logo

One of the first communication actions (Task 7.1) was to develop the project's **visual identity**. A logo was designed in time for the project's kick-off meeting end of February 2023 and has since been included in all paper and electronic documentation, as well as promotional materials. For the first in-person project meeting, several logo versions were created, reviewed, and refined to best represent ZeroF in a **simple and clear** way. During the kick-off meeting, the consortium selected the version that most effectively conveyed the project's identity and ensured strong brand recognition.

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 has also be used as a **stand-alone graphic** accompanying the official project logo on various communication materials. Additionally, an animated version of the logo had been created for the video materials, for example used for the awareness campaign. The

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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.

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 added value to the ZeroF brand and ensured the project's visibility when presented at events or conferences. Minor adjustments to the template have been made based on partners needs (e.g. update of partner's visual identity) over the course of the project.

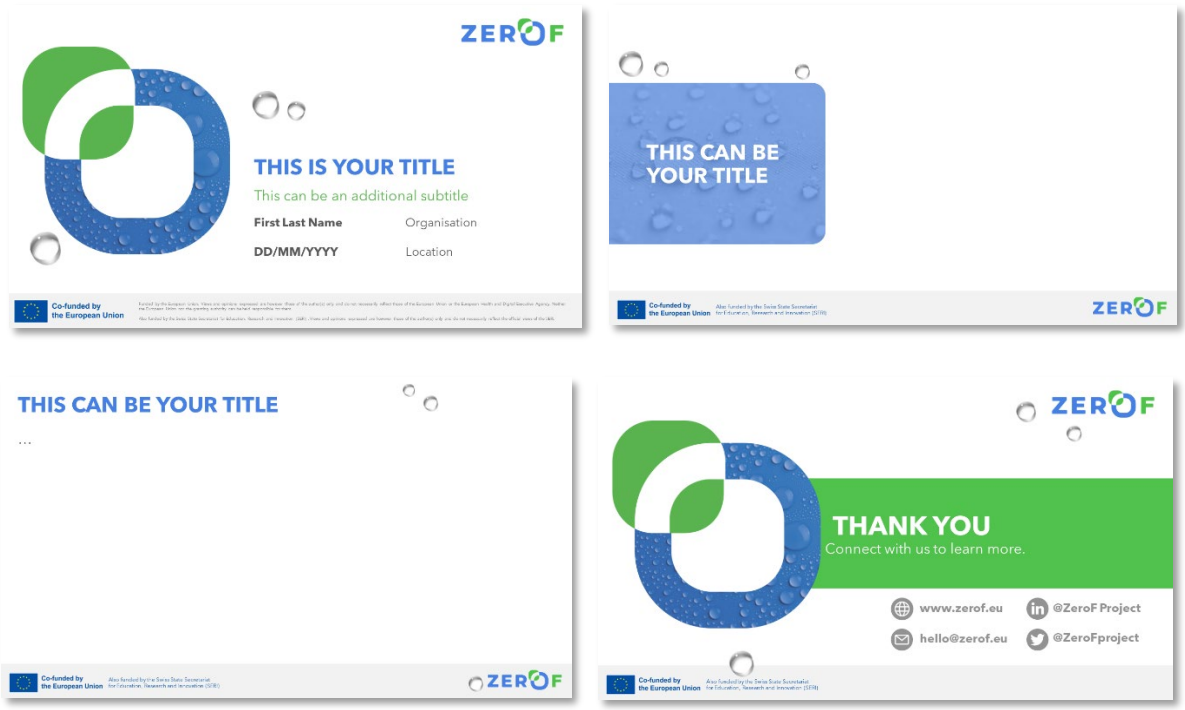

Figure 8: PowerPoint template

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 maked 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 included detailed instructions on the appropriate and inappropriate uses of the logo, along with specifications for visual elements and their applications. Additionally, the guidelines provided an overview of all available communication materials to ensure consistent and cohesive branding across all platforms.

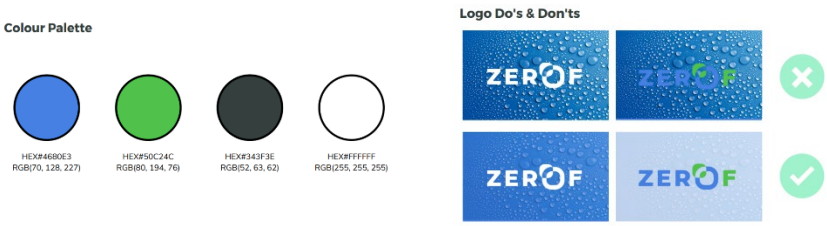

Figure 10: Design Guidelines for ZeroF's Visual Identity

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

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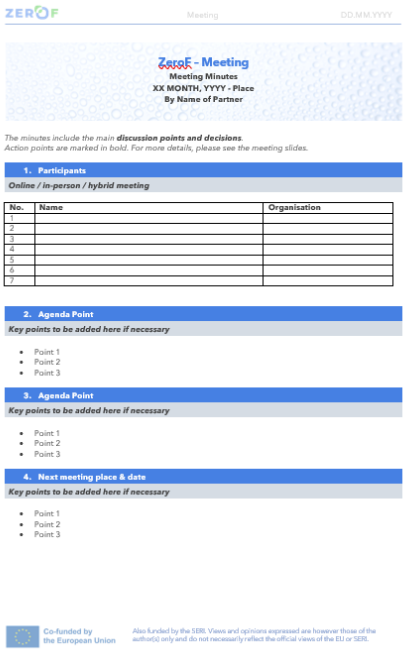

ZeroF – Meeting

Meeting Minutes

XX MONTH, YYYY - Place

By Name of Partner

*The minutes include the main **discussion points and decisions**.*
Action points are marked in bold. For more details, please see the meeting slides.

1. Participants

Online / in-person / hybrid meeting

No.	Name	Organisation
1		
2		
3		
4		
5		
6		
7		

2. Agenda Point

Key points to be added here if necessary

- Point 1
- Point 2
- Point 3

3. Agenda Point

Key points to be added here if necessary

- Point 1
- Point 2
- Point 3

4. Next meeting place & date

Key points to be added here if necessary

- Point 1
- Point 2
- Point 3

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Figure 11: Minutes Meeting template

Standard presentation: In M6, a standard project presentation was developed in English to **introduce the ZeroF project**. It has been used by the partners at conferences, events, workshops and stakeholder meetings. It served as a shared communication tool for short project introductions during joint online events such as the ECOSYSTEX and NoPFAS meetings, as well as during events with a specific PFAS, textile, or packaging focus that showcased various initiatives working on solutions. It also provided the basis for the ZeroF midterm stakeholder webinar in October 2024 and the final stakeholder event held in Barcelona on 20 November 2025. The presentation was regularly updated to reflect ongoing project results, and partners were able to adapt or translate it as needed.

The ZeroF Project - Agenda

- Project Summary
- Context & Problem
- Project Objectives
- Methodology
- Timeline
- Project Partners
- More about ZeroF

12 Partners, 9 Countries, 0 PFAS

About ZeroF
- EU Consortium of 12 partners from 9 countries
- Coordinated by VTT, Finland's leading research centre

Diverse Expertise
- Multi-disciplinary project
- Expertise and skills from academia, research organisations and industry
- Various fields:
  - Biology
  - Chemistry
  - Physics
  - Material Science
  - Textile Science
  - Nanoscience
  - Chemical Engineering
  - Papermaking
  - Design
  - Political Science
  - Economics

Figure 12: Project Presentation (ppt)

Figure 13: Project Presentation used during events

Standard factsheet / A4 event poster: A standard factsheet introducing the ZeroF project was developed in English and summarised key information such as the project description and partners. This document has been 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 allowed partners to display it in a poster holder at their booth. It included a **QR code linking to ZeroF's Linktree** menu that showcased all relevant resources about the ZeroF project. This format aligned with our sustainable policy by reducing the need for printed flyers.

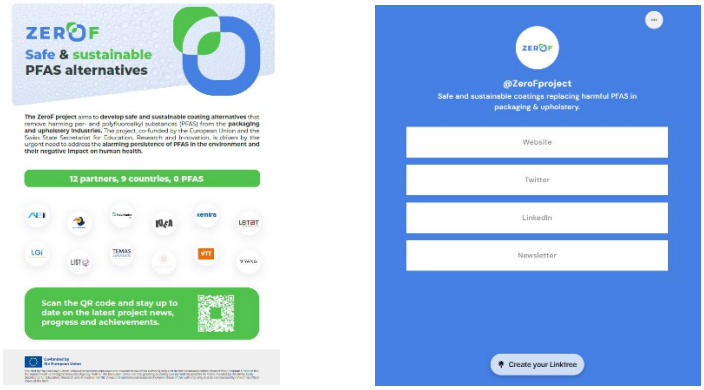

Figure 13: Factsheet and linktree accessible via QR code on factsheet

Flyer: A flyer was designed for workshops and events organised by ZeroF, as well as for external events. It included 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**. Over the project's lifetime is has been used by several partners, e.g. AEI Textiles at the Techtextil Event in Frankfurt in April 2024 or by all partners duing the final stakeholder event in Barcelona in M35.

Figure 14 Project Flyer at ZeroF Final Stakeholder Event in Barcelona in M35

Roll-up: a roll-up was designed for various events and conferences attended by project partners. It included visual elements that represent the project, a brief summary, consortium members and contact information. It has been **available digitally on the ZeroF's website**, but has only printed at the request of ZeroF partners, depending on the context and

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requirements of the events. This was decided by the consortium in line with the sustainable policy the project if following. So far, it has been printed by LGI for the midterm and final stakeholder event in France and transported respectively to Italy in 2024 and Spain in 2025.

Figure 15 ZeroF roll-up displayed at the Final Stakeholder event

Figure 16: ZeroF Roll-Up ZeroF and Double Sided Flyer at TechTextil 2024 & Textiles Recycling Expo 2025

Virtual Backgrounds: Two distinct versions of a virtual background were developed for use in digital meetings to represent the project externally. One version incorporated the original logo, while the other featured 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 served WP7 as the basis for creating engaging and coherent content for different social media platforms.

Other promotional materials: Additional visual materials were developed throughout the project to support events, publications, and news via ZeroF communication channels, including social media. One example is the **branded tote bags** created for the final stakeholder event, featuring several different mammals that had tested positive for PFAS. The bags carried the title: *"Invisible to the eye but everywhere: PFAS, Forever Chemicals, Hidden in All of Us"*, along with a QR code linking to ZeroF's Linktree. The Linktree provided an overview of studies demonstrating PFAS levels in mammal blood as proof of concept,

and also featured ZeroF's awareness campaign videos explaining PFAS and the project's research activities in more detail (see Chapter 6: Awareness Raising Campaign).

Figure 17: Additional visual materials

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

Coordinator: Miika Nikinmaa, VTT

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

Long version:

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

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leading research centre, ZeroF will develop PFAS-free alternatives over a 36-month period starting from January 2023.

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

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

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

Coordinator: Miika Nikinmaa, VTT

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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 was launched in April 2023 (M4): http://www.zerof.eu.

The website served as the primary information source for the project and allowed 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 continuously updated with news, events, communication items, deliverables and results** to keep frequent visitors and target audiences engaged. Since the last C&D plan update in M18 a new webpage for the awareness raising campaign has been added.

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.

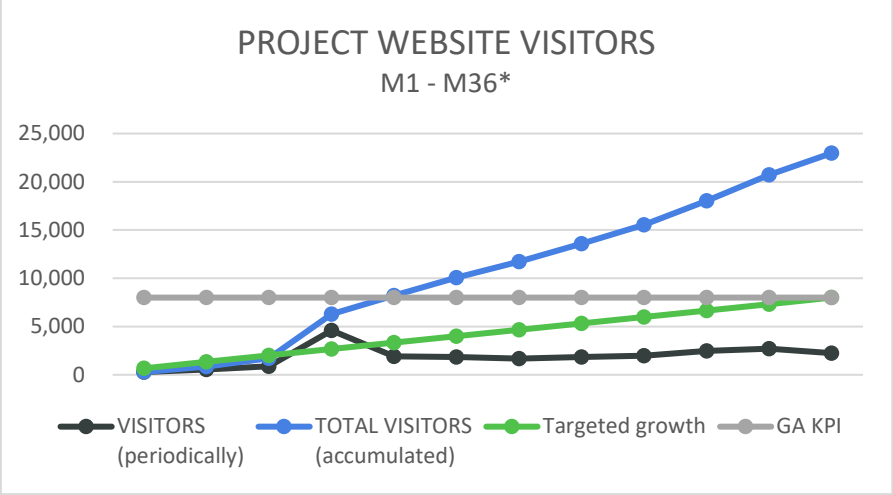

Figure 18: Website Visitors IONOS analytics

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*last data collected 26/11/2025

Looking at the amount of periodical and total visitors indicates that the initial communication and dissemination strategy has been performing well. While the **set KPI was 8,000 total visitors** by the end of the project, this **milestone was already reached around M13**. Remarkably, from the project launch until mid-December, the website has attracted **nearly 23,000 visitors**, almost three times the original target.

The **pages that receive the most visitors** are (in order from highest to lowests): 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 'Forever pollution': Explore the map of Europe's PFAS contamination.

In the final period of the project, an **additional page was created to host the all awareness raising campaign materials**, and to enable to easily share it on LinkedIn and X (twitter) with only two clicks.

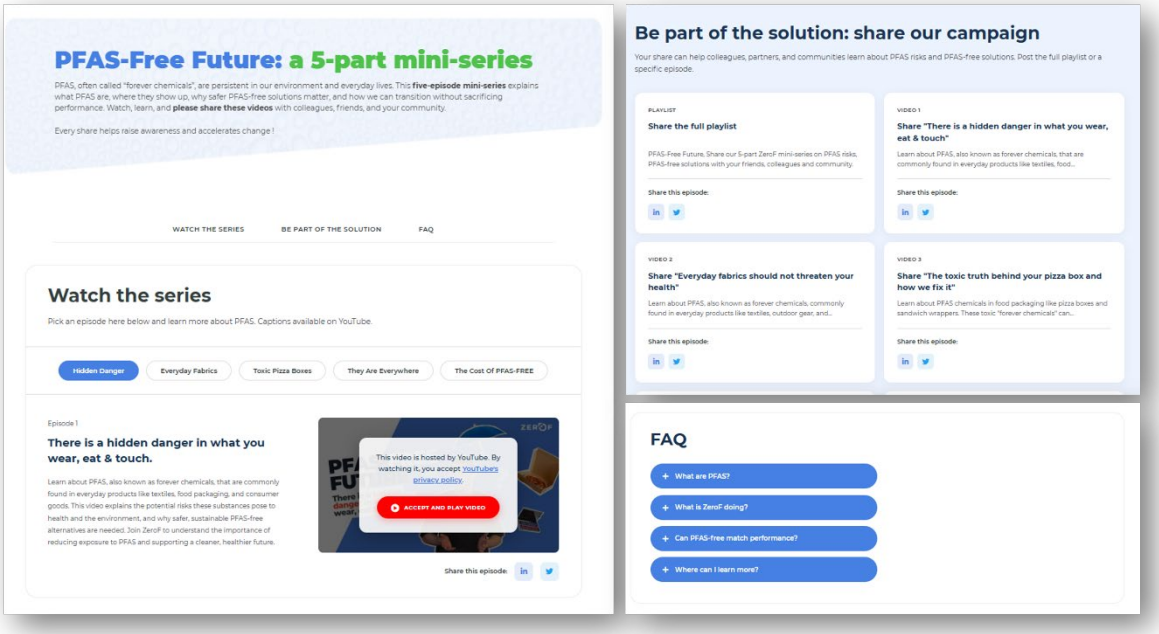

Figure 19: Screenshots Awareness Campaign page

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

The conclusion of the **website's impact is more than satisfactory**. It is also important to note that the project's website will be transformed into a single page layout after the project's closing, where visitors can find all major outputs, such as publications, approved public deliverables, press releases, released newsletters and the awareness raising campaign content. This reduced webpage will stay online for another five years after the project is ending.

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 also been set up and was mainly used for the awareness campaign videos.

The following audiences have been 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 highlighted in the Updated C&D plan, the list of hastags was relevant and thus has been used throughout the entire duration of the project.

GENERAL	SPECIFIC
#ZeroF #Innovation #Research #HorizonEurope #SustanableInnovations #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**.

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Figure 20: X (Twitter) account

X (Twitter) has 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) were 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 was managed on a weekly basis. In order to be as responsive, efficient and proactive on the channel as possible, the following actions have been 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 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 monitored related content posted by other social media accounts to share it on the ZeroF X (Twitter) account.

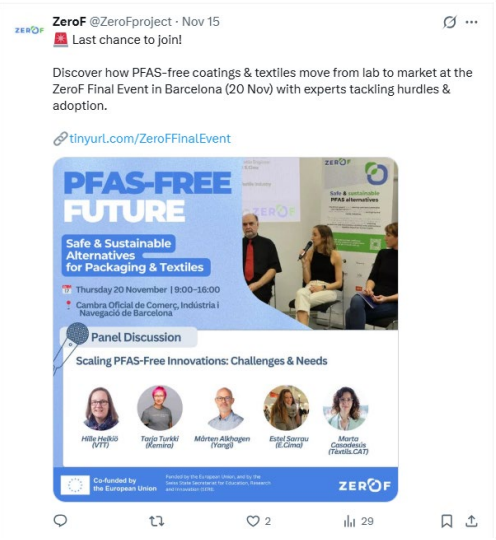

Figure 21: X posts promoting the final event & reposting @CORDIS_EU

Overall, the activities on the project's X (Twitter) account showed **significant progress** during the first 20 months of the project. Following this period, the C&D team observed a slight drop in the number of followers (see ***ZeroF X (Twitter) Followers KPI*** figure). While this was not a major concern, as the initial KPI had already been surpassed by M20, the team implemented targeted measures to prevent further loss and reverse the downward trend. These efforts included more consistent interactions with followers, sharing engaging content linked to relevant news updates, and participating in community conversations, fostering stronger connections with the audience.

It is important to note that this follower fluctuation occurred amidst a broader trend of declining engagement on X (Twitter). Despite this, by M36, the project had grown to **over 265 followers**, surpassing the set KPI of **250 followers**. This achievement is particularly notable given the challenging context of X as a communication platform over the past year, highlighting the project's **strong engagement, strategic community management, and consistent growth**.

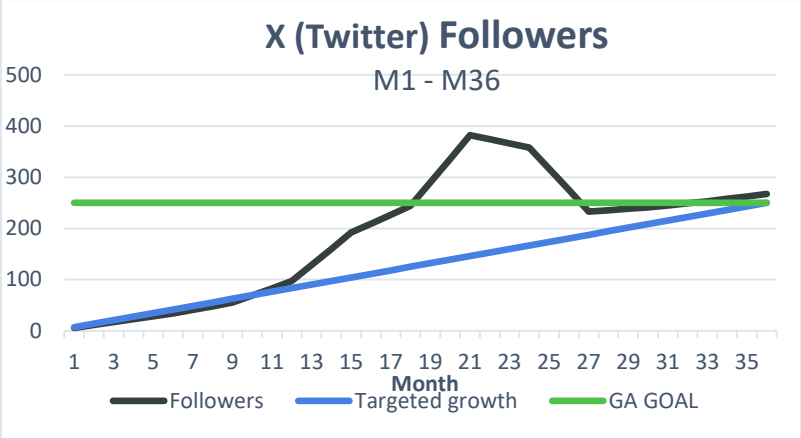

Figure 22: ZeroF X (Twitter) Followers KPI

By the end of the project, the ZeroF had posted 194 posts, thus going beyond the initially planned weekly post.

Figure 23: Twitter cover of ZeroF - indicating 194 posts

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5.4.2 LinkedIn

A LinkedIn page was created for ZeroF: www.linkedin.com/company/zerof-project/.

The ZeroF LinkedIn account has been actively managed, combining general posts to maximize reach with targeted campaigns designed to drive engagement. The following audience were part of a specific focus: the general public, researchers and project stakeholders (consortium members, advisory board members and end user group members) will be operated.

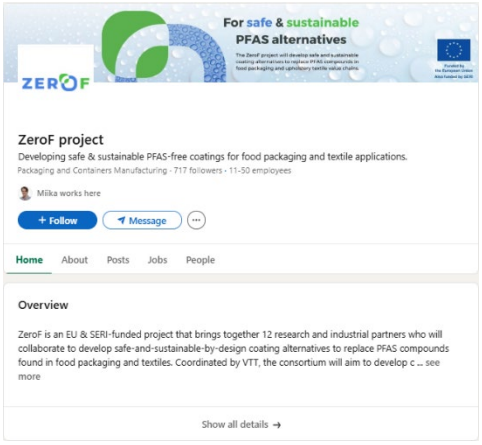

Figure 24: LinkedIn account

In order to be as responsive, efficient and proactive on the channel as possible, the following actions have been 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. At M18 **the follower count was 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 D7.5 Updated Communication and Dissemination plan "***Example of X (Twitter) Campaign to boost follower count"*** figure), as well as a "***quotes campaign***" to promote the project's partners.

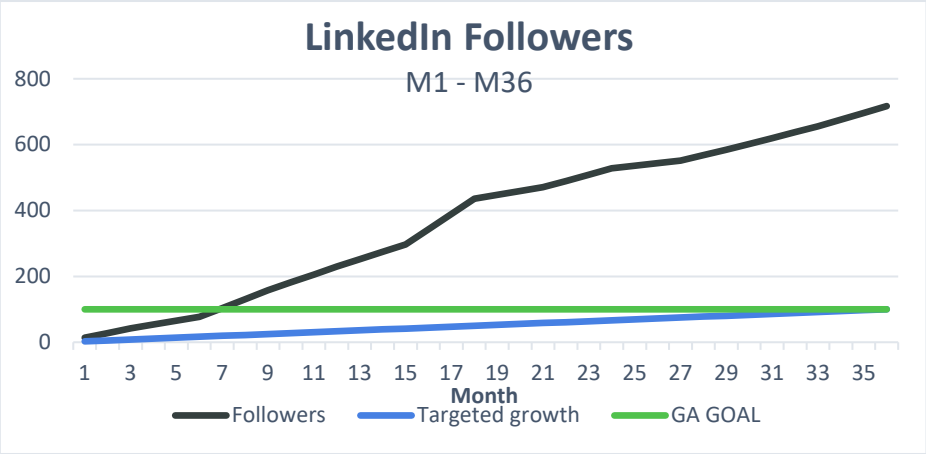

Figure 25: ZeroF LinkedIn Followers KPI

Figure 26: 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, four 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

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as the discovery of PFAS in the depths and on the tops of planet earth, like the Mount Everest.

The third 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.

The fourth campaign being the **Awareness Raising Campaign** which is **fully described** in Section 6. Awareness Raising Campaign.

An overview of the three first 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**.

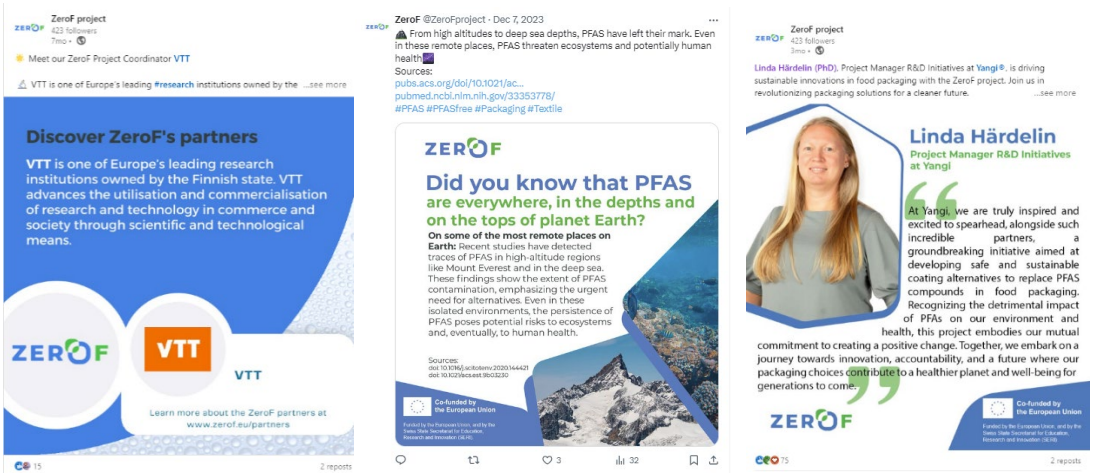

Figure 27: Campaigns Overview (Partner, PFAS-problem and Quotes Campaign)

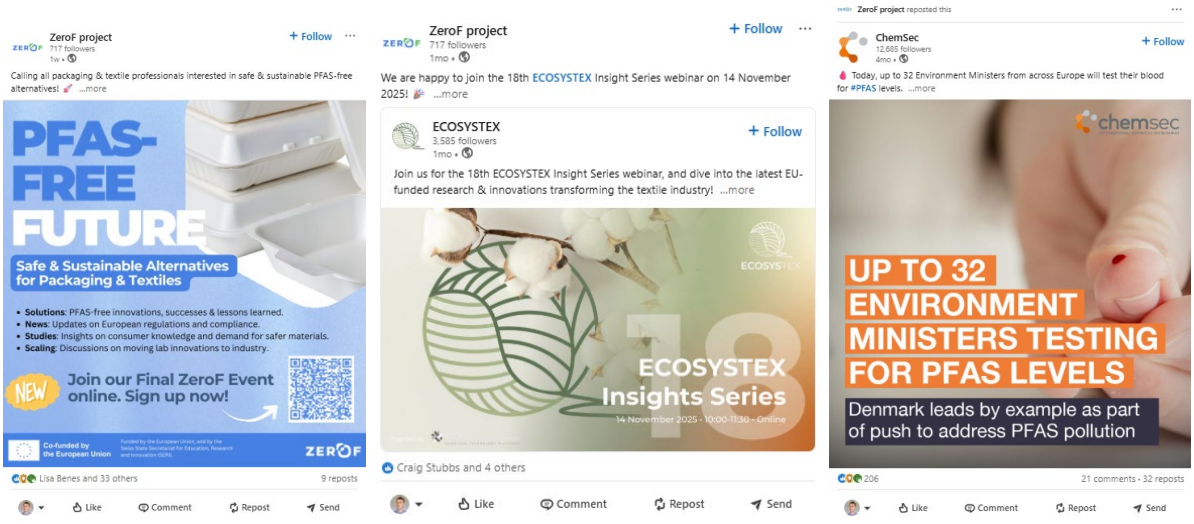

Figure 28: Examples of posts promoting events and sharing related news

5.4.4 YouTube

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

The primary objective of the channel was to support the small pre-video campaign and the big **Awareness Campaign (T7.3)**, enabling engagement with a **younger, broader, and more diverse audience** interested in PFAS-related topics. This demographic was more active on YouTube than on other platforms such as X (Twitter) or LinkedIn, making it an ideal channel to reach them. The content covered a range of subjects, from how PFAS affected human health and everyday products that contained them, to environmental impacts such as contamination of water and soil, innovative cleanup methods, and engaging science demonstrations..

The YouTube channel was **strategically activated and built up** in preparation for the Awareness Campaign. Even before the official launch, several very short explainer videos were produced and shared periodically to educate the audience on the risks of PFAS, introduce ZeroF, and highlight the benefits of PFAS-free solutions. The team also actively monitored relevant keywords and trends in environmental content to inform video topics, ensuring the channel was engaging, visible, and ready to reach a younger, broader audience once the campaign began.

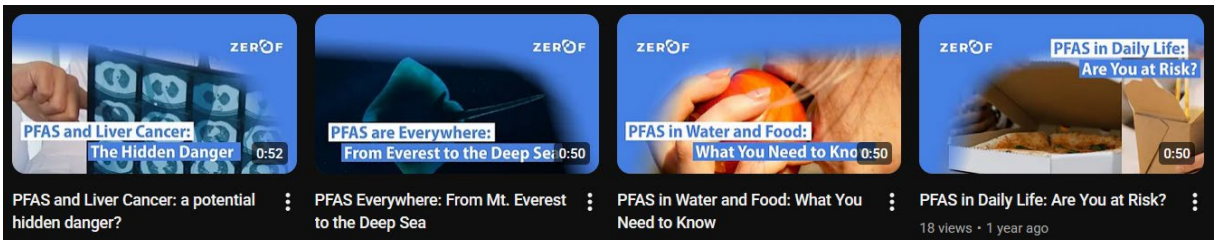

Figure 29: Examples of the videos published before the awareness raising campaign

5.5 Newsletters

Three electronic newsletters have been distributed over the course of the project, on an **annual basis**. The newsletters aimed to inform the ZeroF community on **the latest achievements of the project, progress, outcomes and relevant events**, conferences and workshops. To generate interest in the newsletters, partners were encouraged to share all relevant project information using a form accessible directly on the project's digital workplace, as described in section 4.2 of this document.

Each of the annual newsletter editions was built with a similar structure containing several different sections:

- 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 communication focus, featuring highlighted content
- A recap of the events attended and upcoming events of interest

The **first newsletter has been distributed in December 2023 (M12)**. The **second newsletter has been distributed in December 2024 (M24)**. And the **final newsletter has been distributed in December 2025 (M36)**. All newsletters have also been made available on the website on the **resources page**.

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Figure 30: 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. This same subscription Link has also been added to the project's Linktree, which is used on promotional materials and visuals, so that it is easy to discover for people that scan the QR code.

Figure 31: Newsletter Subscription Box

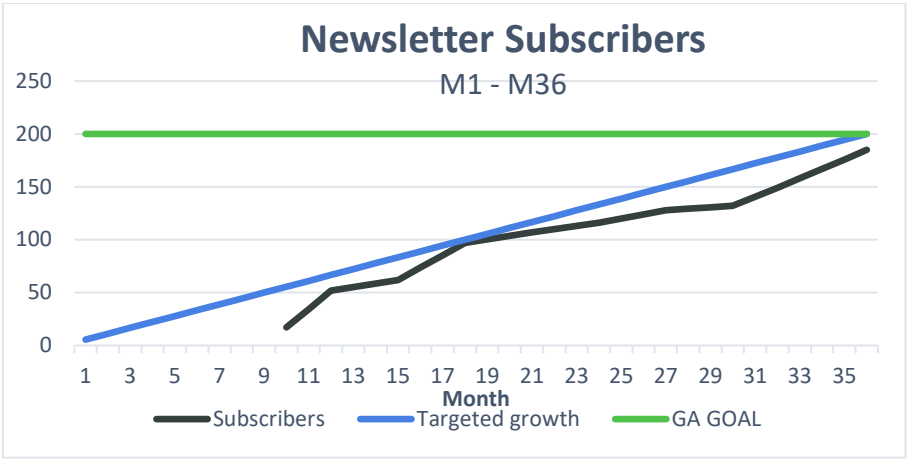

Figure 32: Newsletter Subscribers KPI

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 M10 on, coinciding with the preparation of the first project newsletter.

The first newsletter was sent to **52 subscribers** and achieved an **opening rate of 40 percent**, showing strong engagement from the outset. The second newsletter reached **105 subscribers** with an **opening rate of 52 percent**, reflecting increasing interest and active participation from the audience. The third newsletter was sent to **185 subscribers** and had an **opening rate of 45 percent**, demonstrating that even as the subscriber base grew, engagement remained consistently high.

Although the final subscriber count of **185** was slightly below the **KPI of 200**, the **high and stable opening rates** highlight the **quality and responsiveness of the audience**, indicating that engagement rather than just raw numbers was the key measure of success. To further strengthen both reach and engagement, partners were reminded to share the newsletter subscription link within their networks as the final project results were disseminated.

The newsletter distribution list was also used to send out **newsflashes** on key project activities, such as the Final Stakeholder Event, to promote registration and encourage online participation. This approach ensured that the audience received timely information, increasing the likelihood of engagement by reaching people at the right moment to act.

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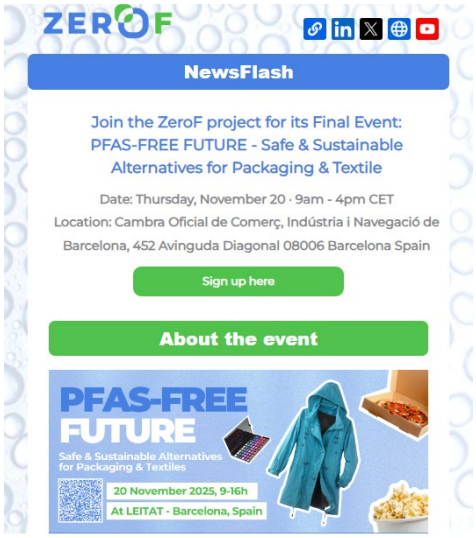

Figure 33: NewsFlash example

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".

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New project tackles "forever chemicals" by designing safe and sustainable PFAS alternatives

ZeroF will develop safe and sustainable coating alternatives to replace PFAS in the packaging and textile industry

For Immediate Release
13 March 2023

Espoo, Finland - The ZeroF project, funded by the EU and SERI, held its first General Assembly at VTT FutureHub on March 1-2, 2023, to address the overwhelming prevalence of per- and polyfluoroalkyl substances (PFAS), the poison of the century.

Bringing together 12 research and industry partners from 9 countries, the ZeroF project will develop safe and sustainable coating alternatives to replace PFAS compounds in food packaging and upholstery textile value chains. Coordinated by VTT, Finland's leading research center, ZeroF will innovate during a 36-month project period. The aim is to produce coatings with limited water absorption, high oil and grease resistance for packaging and high water and oil repellency for textiles.

The timing for the launch of the project could not be more appropriate. PFAS aren't just in the news, they're in our soils, rivers, lakes and bodies. Their negative impact on the environment and human health has raised serious concern. The chemical properties that make PFAS so appealing for industrial use are also what make them such a nuisance. Their indestructible nature, properties and pervasiveness have carried them far and wide, and if nothing is done, the European Chemicals Agency (ECHA) expects that about 4.4 million tons more PFAS will be released over the next 30 years. These new findings have prompted several European authorities to take action and submit a proposal to ECHA, which was published on 7 February 2023, to restrict the use of PFAS and make products and processes safer.

ZeroF aims to prevent further PFAS pollution by developing new coating technologies for the packaging and textile industries. The goal is to replace PFAS with renewable feedstock and non-toxic compounds. The developed materials are expected to meet the needed performance while eliminating the use of fluorochemicals. In this process, a Safe-and-Sustainable-by-Design (SSbD) framework is being developed to guide the material design. In addition, ZeroF solutions aim to cost no more than 20% more than current alternatives and reduce the environmental impact by more than 25%. To keep track on this, several analyses will be conducted, such as a life cycle analysis, life cycle costs and an environmental footprint assessment.

Project partners will collaborate to identify the technological, economic, socioeconomic, and regulatory incentives and barriers for new PFAS-free coating materials to facilitate their adoption in the textile and packaging industries. Finally, a certification and regulatory roadmap will be developed to anticipate future regulatory requirements and help other sectors outside the project scope transition to PFAS-free solutions.

Funded by the European Union

Partners
- Research organisations: Fraunhofer Institute for Silicate Research ISC, Leitat Technological Center, Luxemburg Institute of Science & Technology LIST, VTT Technical Research Centre of Finland Ltd,
- Universities: Alma Mater Studiorum – Universita di Bologna
- Industry players: Kemira
- SMEs: E.CIMA, IDEAconsult, LGI Sustainable Innovation , TEMAS Solutions, Yangi
- Cluster: AEI Tèxtils

Coordinator
Mika Nikinmaa
VTT Technical Research Centre of Finland Ltd

Press contact
Alina Giesler
LGI Sustainable Innovation
hello@zerof.eu

Contact & Social Media
https://zerof.eu/

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Figure 34: First Press Release

A **second press release** was issued and prepared by the **Fraunhofer Institute for Silicate Research ISC (Würzburg)** in close collaboration with WP7, providing insight into the project's objectives through their press contacts and network. This resulted in several media mentions in the German press, including **idw-online** in September 2023 and **biooekonomie.de** in October 2023 with the article *"Cellulose-based materials as PFAS substitutes."*The coordinated media work by the Fraunhofer ISC communication team, in close exchange with the WP7 C&D team, also led to further coverage in 2024 and 2025. The most impactful mention was an **interview in Der Spiegel from 27 September 2027**, a leading German news magazine, featuring Diana Lau discussing her work on **PFAS substitution within the ZeroF project** with a potential to reach millions of readers and online visitors.

PRESS RELEASE

EU project ZeroF aims to create substitutes for PFAS in food packaging and textiles

Ban on critical substances - where to get a substitute?

Zerof - environmentally friendly coatings for the packaging and textile industry

Support for affected companies

Project Information:

Figure 35: Second Press Release by Fraunhofer ISC

The third press release was issued in **October 2024** to announce and promote the **ZeroF Stakeholder Webinar** on **17 October 2024**, highlighting the urgent need for **PFAS-free solutions** in the textile and packaging industries. It aimed to inform stakeholders, industry experts, and researchers about the event and encourage their participation in discussions on sustainable alternatives. This press release resulted in several media mentions, including

coverage in **Packaging Forum & Innovation News Network** (link) and a listing on the **INERIS Substitution PFAS portal**, a French government-linked platform providing guidance and resources on chemical substitution and risk reduction (link). This ensured the webinar received broad visibility among stakeholders, regulators, and experts involved in chemical risk management and sustainable alternatives.

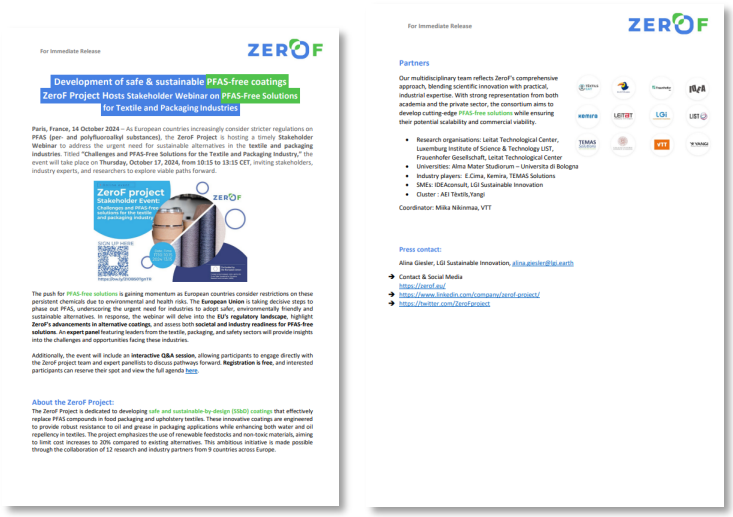

Figure 36 Third press release to promote the online Stakeholder Mid-term Event

A **fourth press release** is issued at the conclusion of the project in M36, following the Final Stakeholder Event, to report on ZeroF's final results and highlight the development of two PFAS-free prototypes completed during the project's final phase.

6 Awareness raising campaign

6.1 Creation of the Campaign

To engage the diverse target audiences identified in section 3.1, a targeted awareness campaign (T7.3) has been launched after the finalisation of the D7.2 **Awareness Campaign in M23.**

Strategy & Action Plan. The primary objective was to deliver tailored messages showcasing the benefits of the new ZeroF technology. The campaign employed 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 developed by ZeroF. Additionally, the campaign was designed based on the knowledge generated in the **social acceptance study of WP6**. Information on the percentage of people aware of PFAS and the **Personas/Consumer Segmentation** were key in shaping the **Awareness Raising Campaign**.

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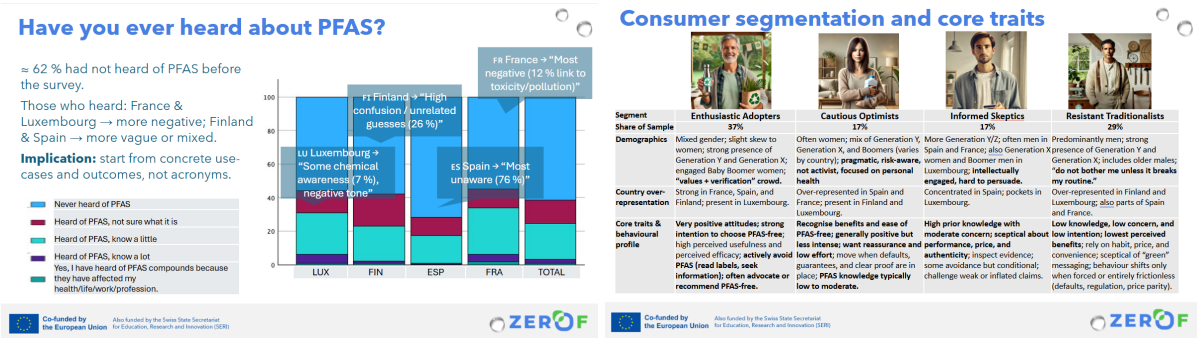

Figure 37: Key information from WP6 used for the Awareness Raising Campaign development

The campaign was released in the final year of the project, and aimed to craft simple and clear messages that resonate with consumers (according to the segmentation), leveraging the knowledge gained and the coating developments achieved in the project's first two years.

For a successful Awareness Campaigns the following **potential barriers and consumer concerns** were key aspects to share with the consumers according to their traits and behaviours, all linked to the consumer study outcomes of T6.6:

- **Knowledge about what PFAS are** (62% unaware of PFAS)
- For Enthusiastic Adopters: **performance & sustainability** → Message: "PFAS-free, high-quality, eco-friendly"
- For Cautious Optimists: **price & ease of adopting alternatives** → Message: "Affordable, easy to switch, no compromises"
- For Informed Sceptics: **Need proof & data** → Message: "Scientifically validated, safe, reliable"
- For Resistant Traditionalists: **Focus on simplicity of adopting new alternatives & minor price change** → Message: "Practical, cost-effective, ready to adopt"

These insights enabled the **tailoring of the key messages of the campaign to effectively convince** each target group of ZeroF's innovative solutions, through the following 5 videos:

Video	Main Target Focus
The hidden PFAS problem (Introduction to the Problem & ZeroF Project)	All and particularly unaware audience (to bring everyone on the same level)
PFAS in Textiles: The Performance Puzzle	Cautious Optimists
PFAS in Packaging: Safety and Beyond	Informed Sceptics
Ensuring Sustainable PFAS Alternatives	Enthusiastic Adopters
Cost-Effective PFAS Alternatives	Resistant Traditionalists

Table 5: Awareness Raising Campaign Video Topics

Additionally, the videos covered all key aspects of the different WPs, including **textile, packaging, SSbD, and price changes**. With a focus on **captivating and dynamic storytelling**, the campaign primarily used video content to effectively engage viewers. The videos were presented by the same moderator so that viewers were guided through the **"PFAS-free journey"** using a storytelling approach and included interviews with **ZeroF experts** to ensure credibility and scientific soundness.

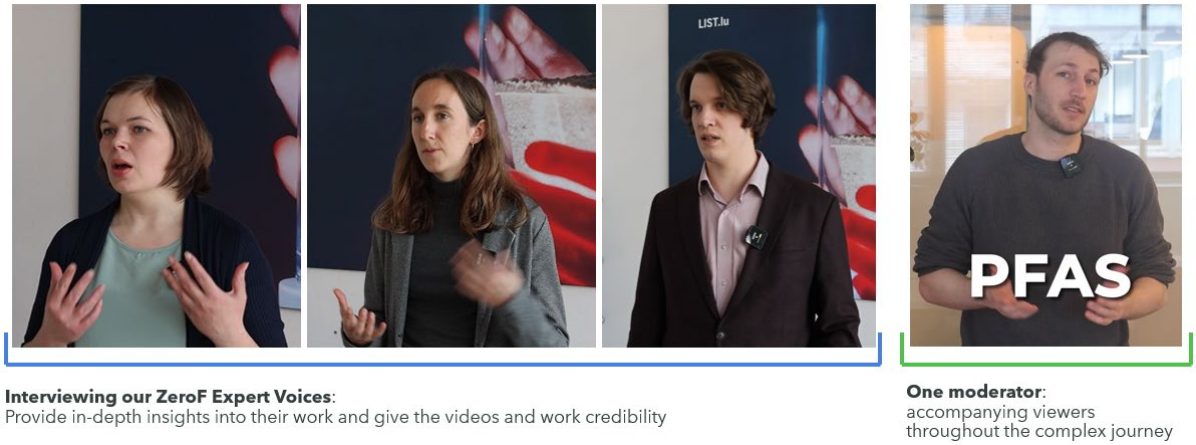

Figure 38: One moderator (WP7) and Expert voices from ZeroF

To ensure the success of the awareness raising campaign, the **communication channels** (described in section 5) have been heavily utilised for widespread dissemination:

1. **Social media**: The awareness campaign relied strongly on social media platforms such as **X (Twitter), LinkedIn, and YouTube as its primary communication channels** and has been bundled under a common hashtag - #PFASfreeFuture - for the entire campaign. These platforms have been utilised to engage with various target audiences, primarily focusing on the **general public (which includes the social acceptance study segmentation)**.

2. **Innovation News Network**, an external media outlet commissioned by WP1, has publish several **articles as part of the awareness campaign strategy**. These articles are based on the campaign methodology and themes and continue the discussion started on social media platforms. They expand on certain aspects or include additional references about partners' work or to sister projects collaboration. In addition, **the videos produced by WP7 for social media have been directly embedded into these web articles**.

   With a **website reach of 2.2 million views** per year and an **audience of 245,000 recipients for their quarterly journal issues**, this collaboration was identified as a key promotional lever to further extend the impact of the awareness campaign, further detailed in Section 6.3 "Campaign Multipliers."

3. On the **Project's Website** an additional page was created to host all the Awareness Raising campaign materials. Hosting all the videos as well as simple messages that could be shared (along with the link to the video) for on X (twitter) and LinkedIn. The page received over **250 visitors** in the short period it has been online. More information on this page has been provided in section 5.3.1 Website.

4. **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.

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6.2 Impact of the Campaign

To evaluate the impact of the Campaign, **the KPIs of the communication channels** used have been analysed:

- YouTube – gained subscribers: 15; impressions: over 24,000; views: over 390; Like Ratio: 100%
- LinkedIn – impressions: over 5,000; views: over 3,600; reposts: 41; engagement rate: 9%
- X (Twitter) – views: 160; likes: 10; other metrics are locked behind a pay wall

The **overall impact** of the awareness raising campaign can be considered **very positive**, particularly on **LinkedIn**, where results significantly exceeded expectations for a project account of this size. With over 5,000 impressions, more than 3,600 video views, 41 reposts, and a high engagement rate of 9%, the performance demonstrates that the content resonated strongly with the audience. The high engagement indicates that users interacted actively with the campaign, and that a large proportion of viewers who saw the videos in their feed chose to click and watch them, confirming the relevance and clarity of the tailored messages. This validates the effectiveness of the segmentation-based communication approach adopted in the campaign.

In contrast, performance on **X (Twitter)** is lower, which aligns with the general decline in the ZeroF account's follower base and visibility (as discussed in Section 5). The lower metrics on X should not be interpreted as a lack of success of the campaign content as they are more likely to be related to algorithmic changes in the recent years

On **YouTube**, the metrics show promising early traction, especially given that the ZeroF channel is relatively small and has limited longevity, which typically affects visibility on this platform. The high number of impressions proves that the videos were widely displayed to relevant users, but competition for attention on YouTube is significantly stronger, as viewers are exposed to many videos simultaneously. But the strong like ratio and evergreen nature of the campaign videos are important assets: unlike posts on most social media platforms (like LinkedIn), YouTube content can continue to grow in visibility over time, especially when linked to a topic such as PFAS, whose relevance is expected to increase. We can thus expect a long-term impact beyond the current reach.

Overall, we can consider the Awareness Raising Campaign results as a success, especially as the results of YouTube single handedly achieved the targeted KPIs provided in the Grant Agreement: "300 views of videos and visuals", and "20 000 impressions" by M36, compared to the +24 000 impressions and +390 views achieved by the 5 videos combined. With the results of the other platforms such as LinkedIn (+5 000 impressions, +3 600 views), the targeted KPIs have been surpassed.

It is important to highlight that one KPI has not been achieved (3000 interactions). This comes not as a surprise due to the fact that 3000 interactions for 300 views would mean that each individual viewer likes, shares or comments the content 10 times. However, with a 100% like ration (on YouTube), 41 reposts and 9% engagement rate (on LinkedIn) it is clear that the content of the campaign did create a strong engagement and was highly appreciated among viewers.

6.3 Campaign Multipliers

Beyond the performance achieved on ZeroF's own channels, the awareness campaign was significantly amplified by **high-value multipliers**. The **Innovation News Network** (INN) extended the campaign's visibility through multiple articles on ZeroF's work published on its website and LinkedIn. With ~125,000 monthly website sessions, a global readership across the USA, UK, and Canada, and a publication database of over 250,000 contacts for their quarterly issues, INN provided substantial additional reach. During reporting period two, **ZeroF content achieved a total reach of 291,761 and 208,507 engagements across all INN platforms and issues**, with actions including pageviews and video views. This broad exposure and high engagement enhanced campaign promotion by reaching audiences beyond ZeroF's immediate network, increasing awareness, credibility, and the likelihood that audiences actively engaged with campaign content.

From PFAS-free alternatives to public engagement: ZeroF's video campaign on risks and solutions of forever chemicals

The Horizon Europe project ZeroF has launched a video campaign to raise public awareness about the risks of PFAS and to highlight its efforts in developing safe, sustainable alternatives. The campaign is designed to support policy goals, inform citizens, and encourage the uptake of innovative PFAS-free alternatives across Europe

FEW PEOPLE pause to consider what makes their raincoat water-resistant, their frying pan non-stick, or their takeaway coffee cup leak-proof. The answer often lies with PFAS, per- and polyfluoroalkyl substances, a family of synthetic chemicals invented for convenience and durability. But the same qualities that make PFAS useful have also caused growing environmental and health problems in recent years.

Because of their extreme persistence, PFAS do not break down once released into the environment. Instead, they accumulate in soil, water, wildlife, and even in human bodies. Scientific studies, including the large-scale C8 Science Panel investigation in the US and reviews by the European Food Safety Authority (EFSA), have linked PFAS exposure to certain cancers (such as kidney and testicular cancer), immune system disorders, and hormone-related illnesses.

How the EU is taking action

In response, the European Union is strengthening PFAS oversight through the REACH Regulation, with the European Chemicals Agency and EFSA conducting broad risk assessments. A major group-wide restriction proposal covering over 10,000 PFAS substances, led by Denmark, Germany, the Netherlands, Norway, and Sweden, is underway, with final decisions expected after ECHA's evaluations. Meanwhile, some Member States have introduced national bans or tighter rules: Denmark restricts PFAS in clothing and food packaging, Sweden leads the EU-wide proposal, and Germany enforces stricter drinking water standards and penalties. Despite progress, many hazardous PFAS remain in products and supply chains, highlighting the complexity of phasing out these persistent chemicals. This coordinated effort supports the EU Green Deal and Chemicals Strategy goals to protect health and the environment while enabling industry transition to safer alternatives.

As a consequence, strong and sustained policy action is essential, alongside political commitment, investment in safer alternatives, and active public involvement. Providing transparent information is key to building public understanding of health and environmental decisions. To support this effort, the Horizon Europe project ZeroF recently launched a video campaign to highlight the risks of PFAS and demonstrate how its new alternatives deliver safe and sustainable performance.

ZeroF's work on safer alternatives

The ZeroF project, launched in 2023 and coordinated by VTT in Finland, brings together twelve European partners to develop safe and sustainable alternatives to PFAS chemicals. Its main objective is to create new coatings for upholstery textiles and food packaging that offer the same resistance to water, oil, and grease as PFAS, but without the associated risks to human health or the environment. The project takes a comprehensive approach, using the Safe and Sustainable by Design (SSbD) framework to guide the development, optimisation, and safety assessment of these coatings. In addition, ZeroF includes cost-benefit analysis, social acceptance studies, and life cycle assessments to ensure the new materials are economically viable, socially accepted, and environmentally responsible throughout their lifespan. Communication is a key part of the project, helping to ensure that ZeroF's results reach industry, policymakers, and the public. This outreach is led by LGI Sustainable Innovation.

Raising awareness through video

In June 2025, the ZeroF project launched a public engagement campaign aimed at raising awareness and encouraging acceptance of sustainable PFAS-free alternatives across Europe. Building on an internal social acceptance analysis led by VTT, which surveyed people in France, Finland, Spain, and Luxembourg, the campaign delivers tailored messages that address varying levels of awareness and concerns among different European audiences, including early adopters and cautious stakeholders who are worried about product performance, cost, and technical feasibility.

This evidence-based approach ensures that communication is transparent and includes all stakeholders, in line with the EU's aim for careful chemical regulation and the promotion of safer alternatives. The campaign serves as a bridge between the scientific research taking place in the lab and the consumers who will benefit from these innovations. At the heart of the campaign is a series of videos on the ZeroF YouTube channel. These videos address the concerns of consumers by clearly presenting a systematic approach that explains the risks of PFAS, the development and safety of new alternatives, the need to avoid unintended harmful replacements, and the ways to ensure these solutions are practical and cost-effective.

The PFAS-free future: A five-part educational series

The ZeroF campaign named 'PFAS-FREE FUTURE' is structured as a five-part video series, each guided by a moderator from ZeroF's communication team who introduces viewers to the scientists and experts driving the project. This educational journey begins with an accessible overview of PFAS and their widespread health and environmental risks, establishing the urgency behind seeking safer alternatives (video 1). The series then demonstrates through real examples how ZeroF's PFAS-free coatings match or surpass the performance of conventional PFAS products, particularly in textiles, addressing a key concern for both policymakers and industry (video 2). To establish trust in these innovations, the third video focuses on the rigorous safety evaluations carried out under the Safe and Sustainable by Design framework, with a special emphasis on the development of PFAS-free food packaging. The fourth video focuses on environmental evaluation, showing how ZeroF researchers use life cycle assessment and related methods to ensure that PFAS-free alternatives deliver real ecological benefits without introducing new harms. The final video concludes with a focus on affordability, illustrating that scalable, cost-effective PFAS-free solutions are achievable and within reach for European industry. This series has been made possible through the valuable contributions and collaboration of our key partners: Fraunhofer ISC, Leitat, Luxembourg Institute of Science and Technology, LGI Sustainable Innovation, TEMAS Solutions, and VTT.

A shared responsibility to tackle PFAS

ZeroF invites EU stakeholders to watch and share the campaign videos, integrate the content into PFAS policy discussions and training sessions, and join ZeroF for its final event on 20 November in Barcelona, where the project will present its results.

"Ending PFAS pollution is a shared responsibility," the ZeroF communication team affirms. "We believe policy can move faster when the public understands what's at stake." As Europe prepares to phase out harmful PFAS chemicals, ZeroF shows that change begins not only in the lab but also in the minds of consumers. By combining scientific research, social insights, and targeted outreach, the ZeroF campaign actively supports the EU Green Deal and Chemicals Strategy for Sustainability. It helps drive policy that protects human health and the environment while encouraging innovation and the adoption of safer chemical alternatives.

Alina Giesler
Communication Officer
ZeroF/LGI Sustainable Innovation

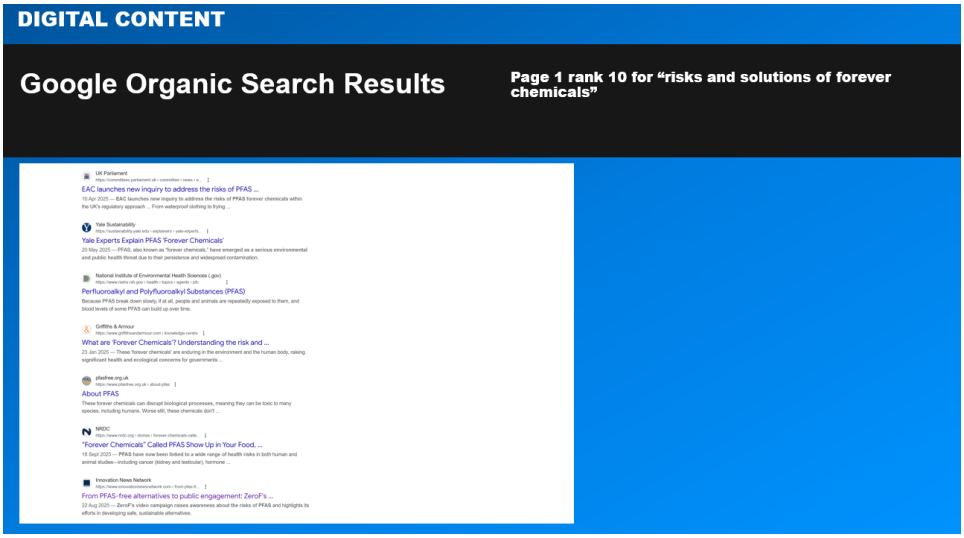

Figure 39 Innovation News Article promoting the awareness campaign in Issue 21 in April 2025 & Google Organic Search Results for this publication

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The campaign was further promoted via **ECOSYSTEX**, which shared the content across its LinkedIn community (+3,000 followers), on its website, and during its November 2025 webinar involving 60 participants, thus engaging a textile and sustainability community.

A **second major multiplier** emerged thanks to the **high quality and clarity of the campaign's content**: Euronews reached out to invite the project to its **podcast series "Tech Talks"**, one of their most watched podcasts. The resulting edition featured ZeroF's coordinator Miika Nikinmaa and Diana Lau from Fraunhofer ISC. It was published across Euronews' website, LinkedIn account (+84,000 followers), and YouTube channel (2.5 million subscribers and 1.5 billion total views). With over **1,100 YouTube views** in the first month, this appearance provided additional visibility and positioned ZeroF within a mainstream European media landscape.

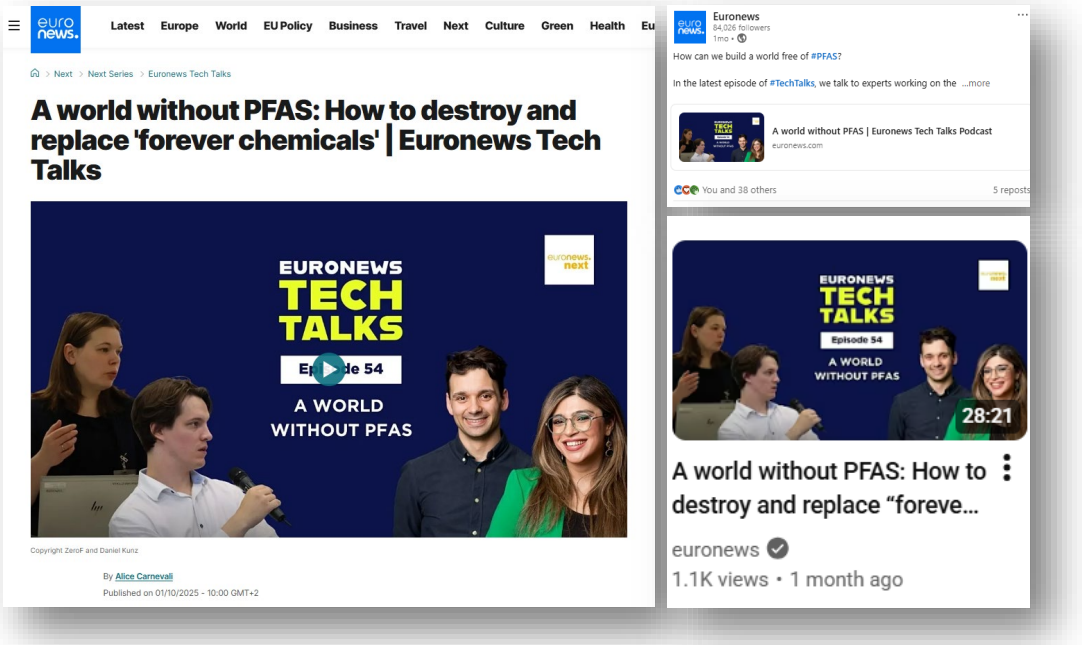

Figure 40: ZeroF featured on EURONEWS channels

Overall, these multipliers considerably extended the campaign's outreach and validated the project's communication strategy. They ensured that ZeroF's science-based messages on PFAS, sustainability, and innovation reached not only specialised stakeholders but also large international audiences and the general public, thus maximising the project's impact beyond its internal channels.

7 Dissemination channels and content

7.1 Interactions and exchange with other related projects

ZeroF worked with networks, clusters, and initiatives at European, national, and regional levels to exchange information and promote its dissemination. Since November 2023,

ZeroF had 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, aimes to create a community of practice and includes more than 80 EU-funded member projects as of December 2025. **WP7 lead had joined the ECOSYSTEX C&D working group** since becoming part of the community, to jointly boost the communication and dissemination of the projects in the textile sector. Beyond this, WP7 participated in all **Steering Committees and several ECOSYSTEX Insights Series webinars** over the entire ZeroF lifetime, in which there was a ZeroF presentation done by WP7.

ZeroF is also closely collaborating with its sister projects: **BIO-SUSHY**, **PROPLANET**, and **TORNADO**. Together, they form the **NoPFAS cluster**, which brings these initiatives together to share knowledge and coordinate actions for PFAS-free solutions in coatings and materials science. In May 2024, the **BIO-SUSHY** project organised the first cluster meeting, where all four sister projects came together to discuss current research and plan further actions, including joint dissemination activities. Since then, several joint meetings with different focuses, for example on Safe-and-Sustainable-by-Design (SSbD) or social acceptance, have been organised to deepen collaboration and exchange insights. In April 2025, a joint workshop **"Beyond PFAS"** was organised by all four projects as part of the **SICT 2025 Conference** in Portugal, bringing together experts from these projects to discuss broader challenges and opportunities in PFAS-free materials. Representatives of all three projects also participated in the mid-term stakeholder event online. For the ZeroF final event, a joint sister-project panel with the Tornado coordinator and a key PROPLANET partner was organised to highlight collaborative outcomes and future perspectives.

Additionally, ZeroF has established exchanges with other relevant EU-funded projects, such as the **SCIRT project**, which is part of the ECOSYSTEX platform and supports the transition towards a circular system for clothing. ZeroF also collaborates with PFAS-focused initiatives, including the SuperBark and SCENARIOS projects. The **SuperBark** project develops bio-based, PFAS-free barrier coatings derived from tree bark extracts for packaging applications, contributing to safer and more sustainable alternatives.

In parallel, the **SCENARIOS project** provides a comprehensive suite of technological solutions for PFAS detection, (bio)monitoring, long-term toxicity assessment, risk evaluation, pollution control, and remediation. This collaborations was highlighted in a **Horizon Magazine article**, underlining the shared commitment of the projects to the phase-out and replacement of PFAS.

7.2 Conferences and events

ZeroF Event Participation by Partners

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 second half of the project from M19 to M36, our consortium has **actively participated or organised 22 relevant events**, ensuring targeted representation of the ZeroF project. All the events are listed in table below. The list covering the previous reporting period from M1 to M18 can be found in the Annexe.

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Event	Date	Link	Partner(s)	Involvement	Location	Scope	Attendees
ATC Conference 2024	21-22/03/2024	Link	Fraunhofer ISC	Presentation on PFAS substitution	Würzburg	European	50+
PFAScon 2024	14/03/2024	Link	Fraunhofer ISC	Presentation on PFAS substitution	Kunststoff-Institut Lüdenscheid	European	50+
EUROTOX 2024	8-11/09/2024	Link	List	Participation in a conference	Copenhagen, Denmark	European-International	350
ZeroF Midterm Stakeholder Event (Webinar)	17/10/2024	Link	All	Organisation of the mid-term stakeholder event as a webinar on challenges & bets practices	Bologna, Italy / Online	European	65
LCA workshop with the SuperBark Project	04/12/2024	Link	LIST	Participation to webinar and ZeroF Presentation	Online	European	60+
SSbD Conference 24	10-15/11/2024	Link	LIST, TEMASOL, LGI, VTT	Participation in a conference	Switzerland	International	100
International Networking Event	13/11/2024	Link	E.Cima	Organisation of a workshop	Barcelona, Catalonia	National, international	40
ECO SYSTEX Steering Committee meeting	23/01/2025	/	LGI	ZeroF Participation	Online	European	43
Textile ETP on Tour	19/03/2025	Link	Tèxtils.CAT	Participation in a conference + ZeroF presentation	Tourcoing, France	European, regional, local	40
SICT 2025	23-25 April 2025	Link	VTT, FRA, LEITAT	Organisation of BEYOND PFAS Workshop with Sister Projects; Book of Abstracts	Albufeira, Portugal	European	~500
LCA workshop with SSbD sister projects	05/05/2025	Link	LIST	Participation & presentation ZeroF	online	European	10
SETAC 2025	11-15/05/2025	Link	TEMAS Solutions	Participation in a conference + ZeroF presentation	Vienna, Austria	European	3K
iTextile Summit	26-28/05/2025	Link	Tèxtils.CAT	Participation in a conference	Porto, Portugal	European	200
Textiles Recycling Expo	05/06/2025	Link	Tèxtils.CAT	Participation in an exhibition	Brussles, Belgium	European	3,000+

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Redefining Repellency: PFAS-Free Formulations That Work	02/07 /2025	Link	FRA	Participation in a conference	Online	European	20
11th EUROPEAN SILICON DAYS	14-16/07 /2025	Link	FRA	Participation in a conference	Salzburg, Austria	European & international	200
Tèxtils.CAT internal workshop	23-24/07 /2925	Link	Tèxtils.CAT	Organisation of a workshop	Berguedà, Cataonia	National	8
Dornbirn-GFC conference	11-12/09 /2025	Link	Tèxtils.CAT, Leitat	Participation in a conference	Dornbirn, Austria	Global	500
GCSM 2025	11-12/09 /2025	Link	LIST, TEMASOL, LGI, VTT, whole consortium	Participation in a conference + ZeroF Presentations	Bologna, Italy	International	250
JRC bootcamp	28-30/10 /2025	Link	IDEA	Poster presentation	Ispra, Italy	European	/
SSbD Conference 25	10-12/11 /2025	Link	LIST, TEMASOL, LGI, VTT and the whole consortium	Participation in a conference + ZeroF Presentations	International, mostly European	European	150
18th ECOSYSTEX Insight Series Webinar	14/11 /2025	Link	LGI & Leitat	ZeroF Presentation	online	European	40
ZeroF Final Stakeholder Event	20/11 /2025	Link	All partners	Organisation of Event	Barcelona, Spain	European	80
EC Conference | Understanding PFAS and Reformulating PFAS-free Coatings	03-04/12 /2025	Link	FRA	Participation in a conference	Cologne, germany	International	50

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, helped collect data by partners in order to track **partner participation in events at national, EU and global level**. Partners were regularly reminded via email and their WPL to complete the form and submit event photos. This helped increase online visibility through articles, posts, and event-specific hashtags, effectively reaching target audiences. An example of this can be seen in Figure 40 below, which shows photos provided by TEMAS Solutions from this year's SETAC poster exhibition were Blanca Suarez-Merino presented the work done in ZeroF and as well by Tèxtils.CAT from their intervention together with Leitat during the

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Dornbirn-GFC conference 2025. The third example shows TEMAS Solutions presentation, delivered by Elise Morel at the SSbD25 Conference in Switzerland this November.

Figure 41: TEMAS Solutions with ZeroF Poster at SETAC 2025 / Tèxtils.CAT at Dornbirn-GFC conference 2025 / TEMAS Solutions at SSbD25 conference

To keep all stakeholders informed, **ZeroF's news page has been used as a central repository for sector-relevant events** to inform about upcoming and past conferences, workshops and seminars relevant for ZeroF. This proactive approach ensured that stakeholders stayed up to date with important developments in the field.

In terms of project results dissemination and stakeholder engagement, the ZeroF project has organised two successful events: **an online mid-term stakeholder event (M22) and a final in-person stakeholder event (M35)**.

ZeroF Stakeholder Mid-term Event

The **mid-term stakeholder event**, planned as a fully online meeting in Month 18, was rescheduled to Month 22 in order to align with the next consortium meeting for organisation purposes and to avoid overlap with the M18 reporting period as well as the beginning of the summer holiday season in Northern countries. Finally, the event took place on **Thursday, October 17, 2024**, from 10:15 to 13:15 CET. It was organised **back-to-back with the 4th consortium meeting**, which took place in Bologna and was hosted by the Università di Bologna. Project partners and a limited number of external guests invited by the host attended the meeting in person at the Università di Bologna, while the majority of participants joined remotely. Consequently, the event was promoted as a **webinar** and

made accessible via Microsoft Teams, with the technical setup managed by LGI using their institutional accounts.

Figure 42 Registration Platform & Event key visual with QR

Titled "Challenges and PFAS-Free Solutions for the Textile and Packaging Industry," it aimed to **showcase the first project results** and progress of the ZeroF research at the halfway point of the project, allowing most of the work packages to present both **the challenges encountered and the advancements achieved**, including initial lessons learned. The event was actively promoted through dedicated social media communication, targeting both **researchers and industry stakeholders** and also asking for their expectations and questions beforehand in the registration form. Accordingly, the agenda was designed to address both audiences: **a technical segment focused on the scientific aspects**, presented as accessibly as possible, and an **industry-focused panel** at the end of the webinar to highlight the current **challenges and needs in the packaging and textile sectors**. This panel addressed the implications of upcoming policy changes by 2030, evolving consumer expectations, and the urgent need to identify replacement substances while managing the supply chain effectively. Beyond those content-driven parts, there were also interactive sessions animated via the free tool Slido, aiming to screen the room and participating stakeholders and asking them where they were geographically joining from, what they already knew beforehand about PFAS, their expectations for this webinar, etc. A screenshot of an example can be seen below.

Figure 43 Slido animation for stakeholder engagement

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TIME CET	SESSION TITLE	Speaker
10.15-10.25	**Welcome & Icebreaker** *Brief intro and agenda overview.*	Alina Giesler (LGI) & Eddo Da Silva Rosa (LGI)
10.25-10.35	**Coordinator Greetings & ZeroF Project Overview** *Project goals and significance for the textile and food packaging industries.*	Miika Nikinmaa (VTT)
10.35-10.45	**PFAS Challenges & EU Regulatory Landscape** *Overview of upcoming legal frameworks and industry impact.*	Blanca Suarez-Merino (TEMAS Solutions)
10.45-10.55	**Overcoming Challenges in Water and Grease Repellent Coatings for Textiles** Insights and project outcomes.	Diana Lau Fraunhofer) & Ruth Garcia (Leitat)
10.55- 11.05	**Overcoming Challenges in Water and Grease Repellent Coatings for Packaging** Insights and project outcomes.	Erno Karjalainen (VTT) & Mika Vähä-Nissi (VTT)
11.05-11.15	**Developing Safe and Sustainable Solutions** *Understanding the Safe-and-Sustainable-by-Design (SSbD) Framework for PFAS-free coating development.*	Panagiotis Isigonis (LIST) & Elise Morel (TEMAS Solutions)
11.15-11.25	**Social Acceptance Study of PFAS-Free Alternatives** *Evaluating readiness for societal adoption of PFAS-free solutions in Europe.*	Tom Tamlander (VTT)
11.25-11.45	**Q&A with all Speakers** Open forum for audience questions.	All involved speakers
11.45-12.00	**COFFEE BREAK**	
12.00-13.00	**PANEL DISCUSSION** ***PFAS-Free Solutions: Insights from ZeroF Experts*** *on Coating Formulation, Research Challenges, Safety Assessment, and Industry Adaptation in the Textile and Packaging Sectors.* ***Q&A with all Panellists*** *Open forum for audience questions.*	Ruth Garcia (Leitat) Mika Vähä-Nissi (VTT) Elise Morel (TEMAS Solutions) Estel Sarrau (E.Cima) Moderation by Hille Rautkoski (VTT)
13.00-13.05	**Concluding Remarks**	Miika Nikinmaa (VTT)
Buffer of 10min		

Figure 44 Mid-term Stakhodler Event Agenda

A total of 96 people registered for the event, with **65 attending, never dropping below 40 participants.** Engagement was good and question were asked in the Tems Q&A session but also on the chat. Of all attendees, **about 60% came from research** centres, academia, or related research projects, while the remaining **40% represented mid-to-large companies** interested in how lab solution can be scaled for industry, policy framing and hurdles, and the current status of PFAS-free research. To achieve this level of participation, the event was **promoted through multiple channels**: the communication networks of our three sister projects, the ECOSYSTEX community, our advisory board members, and a third press release issued in October. This press release was shared with a database of relevant journalists and resulted in several media mentions, including diverse coverage, for example in Packaging Forum and Innovation News Network, as well as a listing on the INERIS Substitution PFAS portal, a French government-linked platform providing guidance and resources on chemical substitution and risk reduction.

After the event, a **recap article** **was published** on the website. The **webinar recording** was uploaded to YouTube, and a Newsflash was sent to thank participants and share the recording with them. Since its upload the video had 114 views and 3 likes.

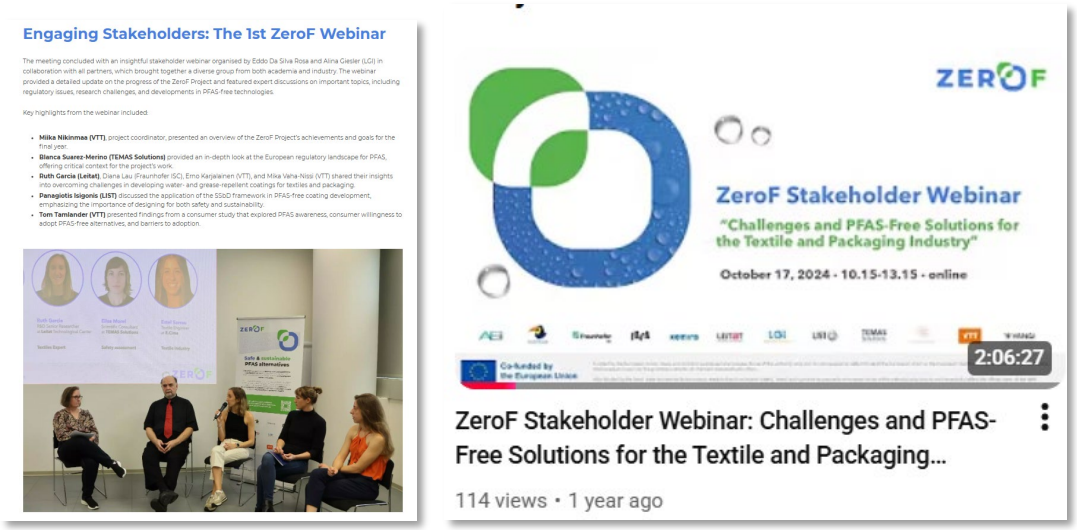

Figure 45 Recap article resuming the stakeholder webinar outcomes on the website & the webinar recording available on YouTube

ZeroF Stakeholder Final Event

The **ZeroF final stakeholder event** was planned as a physical meeting, scheduled back-to-back with the 6th consortium meeting held in Spain, hosted by Leitat. It took place on Thursday, 20 November, at the Cambra de Comerç de **Barcelona**. It was **hosted by Leitat and organised by LGI under WP7**. To accommodate broad participation and increase accessibility, the event was ultimately delivered in a **hybrid format and also streamed via a webinar on Microsoft Teams.**

Figure 46 ZeroF final stakeholder event key visual

The organisation of the event built on the successful approach used for the midterm meeting and included planning the agenda, briefing speakers, preparing communication materials, and managing printing and logistics. LGI also coordinated promotion, the registration platform, participant engagement, exchange with the technical support, and post-event communication. A **dedicated promotion campaign** was launched six weeks before the event, combining updates on **the project website**, two **newsflashes**, targeted **social media posts,** and dissemination through **consortium networks**. Registration was

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managed via Eventbrite, and the agenda and confirmed speakers were promoted gradually on a weekly basis to maintain visibility and engagement.

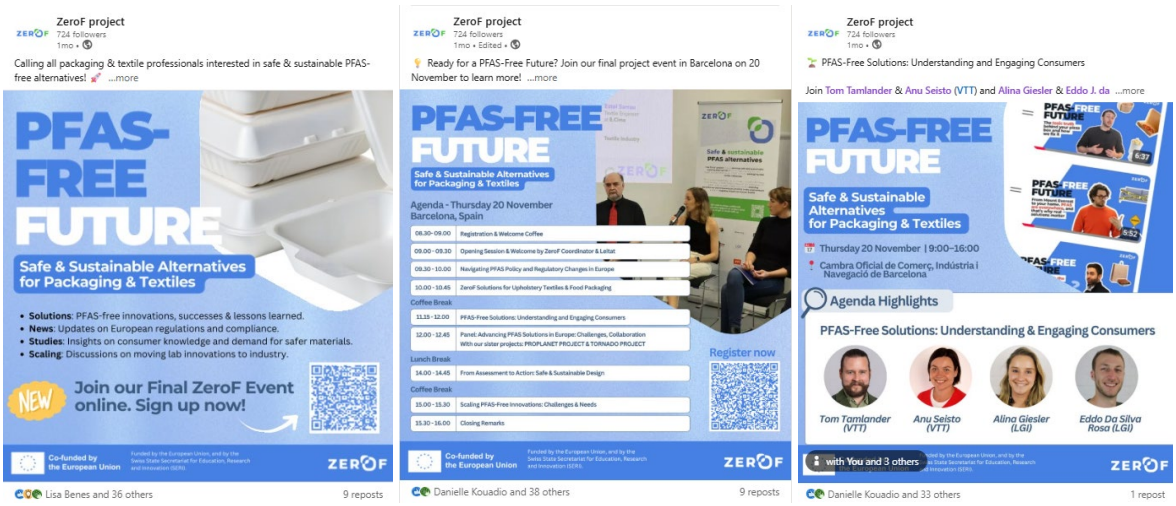

Figure 47 Event promotion on Social Media

Outreach was further **amplified through multipliers**. **Sister projects** who were invited to participate to a joint panel with ZeroF coordinator, promoted the event through their own networks, while **ECOSYSTEX shared it on their communication** channels and website. One week before the event, LGI and Leitat presented the final ZeroF results during a regular **ECOSYSTEX Insight Series webinar**, which also helped promote the stakeholder event. The hybrid format allowed prioritisation of in-person attendance during the first five weeks of promotion and opened to enable broader online participation a week before the event and in alignment to the Ecosystex webinar. Besides this a **website article** promoting the event was disseminated via Innovation News Network which counted 1,222 views. In the end, **52 participants attended in person and 34 joined online, for a total of 86 participants.**

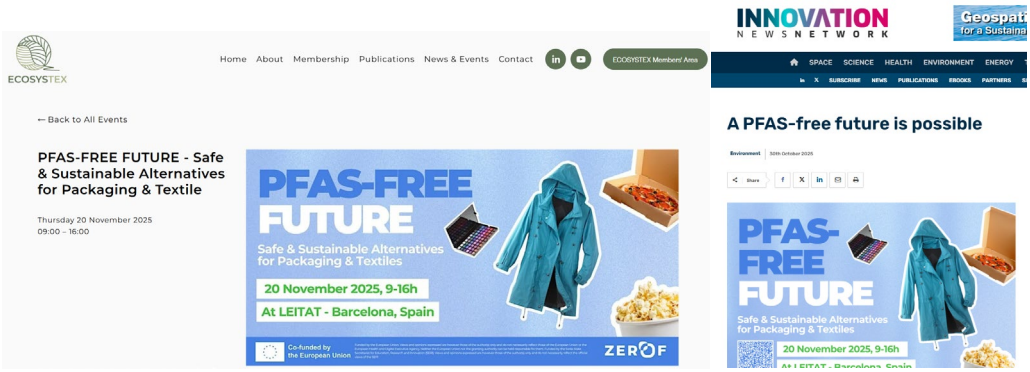

Figure 48 Event promotion via ECOSYSTEX Community and Innovation News Network

The **agenda** was designed to provide a balanced **mix of scientific results, industrial relevance, regulatory perspectives, and societal engagement**, creating a clear flow from research to impact, from science to policy, and from lab to market. The morning sessions framed the PFAS challenge and presented ZeroF's technical results on coatings, applications in Textiles and Packaging, and testing. The programme then shifted toward dialogue and impact, with a session on PFAS-free solutions and consumer engagement bringing in civil society perspectives and the work done regarding awareness raising. This

was followed by a European panel with sister projects, addressing collaboration, shared challenges, and policy alignment. After lunch, the focus moved from research to implementation, with a session on safe and sustainable design linking assessment tools to practical decision-making. The event concluded with an industry-led panel on scaling PFAS-free innovations, highlighting market needs, barriers, and pathways to uptake.

Agenda

Time	Session	Speaker
09:00–09:30	Welcome by ZeroF Coordinator & Leitat	Ruth Garcia (Leitat) Miika Nikinmaa (VTT)
09:30–10:00	Policy and Regulation Evolution in Europe	Blanca Suarez-Merino (TEMAS Solutions)
10:00–10:45	ZeroF Solutions for Upholstery Textiles & Food Packaging	**Textile:** Diana Lau (Fraunhofer ISC) & Ruth Garcia (Leitat) **Packaging:** Miika Nikinmaa (VTT) & Mika Vähä-Nissi (VTT)
Coffee Break (30 min)		
11:15–11:45	PFAS-Free Solutions: Understanding and Engaging Consumers	Tom Tamlander (VTT) Eddo Da Silva Rosa (LGI)
11:45–12:30	**PANEL DISCUSSION** Advancing PFAS Solutions in Europe: Challenges, Collaboration with PROPLANET PROJECT & TORNADO PROJECT	Miika Nikinmaa (VTT) Òscar Calvo (AITEX & PROPLANET) Raquel Rodríguez (Tecnalia & TORNADO) Moderator: Alina Giesler (LGI)
Lunch Break		
13:30 – 14:45	From Assessment to Action: Safe & Sustainable Design	Panagiotis Isigonis (LIST) Elise Morel (TEMAS Solutions) Federico Busio (LIST) Imad Audi (LGI)
Coffee Break (15 min)		
15:00–15:45	**PANEL DISCUSSION** Scaling PFAS-Free Innovations: Challenges & Needs	**Textile:** Estel Sarrau (E.Cima) & Marta Casadesús (Tèxtils.CAT) **Packaging** Mårten Alkhagen (Yangi) & Tarja Turkki (Kemira) **Moderator**: Hille Helkiö (VTT)
15:45–16:00	Closing Remarks	Miika Nikinmaa (VTT)

Figure 49 Final stakeholder event agenda

Participation during the event was highly engaging, with lively discussions, numerous questions submitted via the online chat, and additional feedback received by email afterward. The C&D Team (WP7) played an active role throughout the day, serving as moderator throughout the agenda, sharing **live updates on LinkedIn and X**, and capturing photos. To further encourage interaction, an **interactive board with post-its and pencils** was set up during the coffee breaks, inviting participants to brainstorm key questions related to the PFAS challenges, the responsibilities for driving change, and the main barriers preventing the implementation of solutions. Following the event, a **recap article** **and presentation slides were published** on the ZeroF website and were also shared through the final project newsletter, ensuring continued engagement with participants and the wider community.

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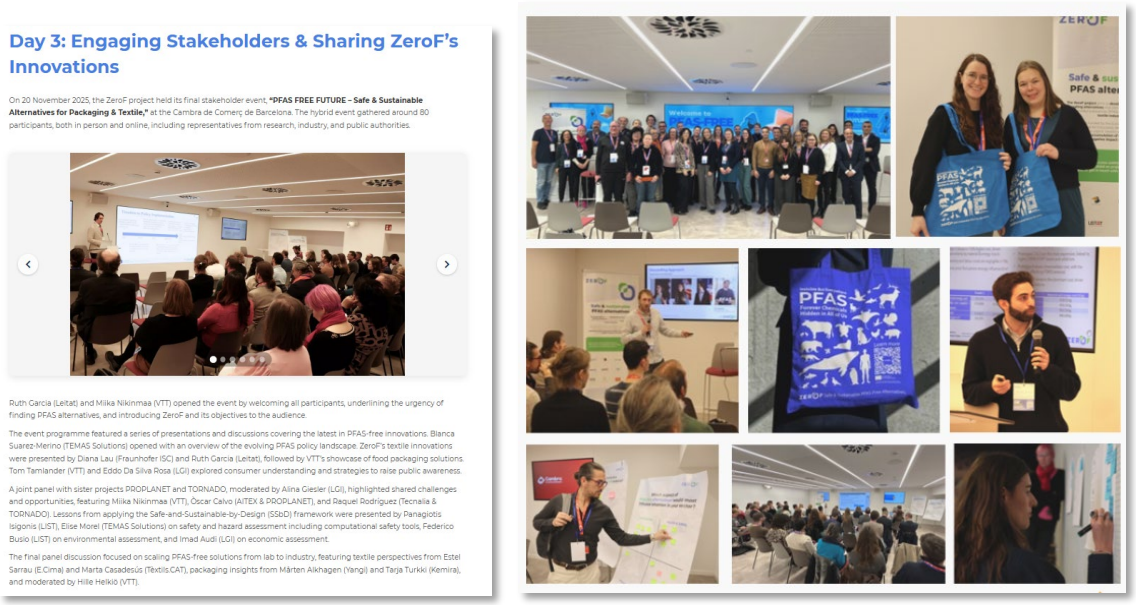

Figure 50 Final Event recap and photo selection

7.3 European dissemination channels

Since its beginning, the ZeroF project had been committed to exchanging results through all official channels established by EU institutions. Specifically, it targeted the following official EU dissemination channels:

Magazine	Horizon – The EU Research and Innovation Magazine	https://horizon-magazine.eu/
Platform	Open Research Europe	https://open-research-europe.ec.europa.eu/
Portal	CORDIS	www.cordis.europa.eu/home_fr.html

Table 6: EU dissemination channels

Notably, the project was already **featured in the Horizon magazine in May 2024 with a dedicated article**. In the second reporting period, a dedicated **article on the CORDIS portal was published in April 2025** following consultations with project partners. This piece highlights the EU-funded ZeroF project's development of safe, sustainable PFAS-free coatings for food packaging and textiles, emphasizing its scientific progress, collaborative efforts, regulatory alignment, and initiatives to promote real-world adoption of safer alternatives. Publication on CORDIS is particularly impactful as it provides wide visibility across the EU research community, policymakers, industry stakeholders, and the public.

7.4 Scientific and journal publications

Several scientific papers and publications have been prepared by technical and academic partners involved in the project. These publications include the main findings **mainly for conferences listed in section 7.2 of this document**. To track publications, project partners were regularly encouraged to share information about their scientific publications via the online form described in section 4.2.

ZeroF followed the Horizon Europe open access policy by providing online access to scientific information that was free of charge to the end-user. So far, ZeroF scientific outputs have primarily been shared with the ZeroF community via the project website and newsletter, and to a lesser extent through partner contributions on Zenodo. In preparation for the project review meeting, WP7 will take the lead in setting up and coordinating a dedicated Zenodo community for ZeroF. This community will serve as a central repository where all publicly available and freely accessible scientific publications can be found, ensuring open access, reuse, and long-term availability of the project results.

Table 7 below presents all scientific papers submitted, accepted, and presented at key conferences during Reporting Period 2, as well as those prepared at the conclusion of the project based on the final results. These works are now being formalised as peer-reviewed publications, either already published by the event organisers or scheduled for publication in Q1 2026.

N*	Publication	Date	Media	Type of publication	Partner
1	Hybrid Solid Surface Tension Modelling to Fill the Database Gap for Sustainable Textile Coatings	Accepted for for GCSM 2025, Publication early 2026 by event organiser in Springer media.	*"Lecture Notes in Mechanical Engineering"* edited by Springer	Scientific and peer-reviewed publication	VTT, FRA,LEITAT, UNIBO, IDEA
2	An Iterative Approach to Implement the Safe-and-Sustainable-by-Design Framework in Textile and Packaging Coating	Accepted for for GCSM 2025, Publication early 2026 by event organiser in Springer media..	*"Lecture Notes in Mechanical Engineering"* edited by Springer	Scientific and peer-reviewed publication	LIST, TEMASOL, VTT, FRA, LEITAT, UNIBO, IDEA, LGI
3	Towards Addressing Co-Creation Gaps: Automating Safe-and-Sustainable-by-Design Workflows with ElectronicLab Notebooks	Accepted for for GCSM 2025, Publication early 2026 by event organiser in Springer media.	*"Lecture Notes in Mechanical Engineering"* edited by Springer	Scientific and peer-reviewed publication	IDEA, UNIBO
4	Water and grease resistance of paperboard coated with long chain cellulose fatty acid esters using electrostatic powder coating.	Submitted in December 2025, publication 2026	TAPPI Journal	Scientific and peer-reviewed publication	VTT: Saleem Ullah, Tuomo Hjelt, Hille Helkiö, Atsushi Tanaka, Pia Willberg-Keyriläinen, Mika Vähä-Nissi
5	Per- and polyfluoroalkyl substances (PFAS) -free water-based, scalable inorganic- organic sol-gel coatings for hydrophobic and stain resistant textiles.	20/02/2026	J. Mater. Chem. A	Scientific and peer-reviewed publication	FRA: Tamara Piock, Diana Lau, Leitat: Carlos Gómez Arcos, Ruth Garcia Campà, E.Cima: Estel Sarrau
6	Application of Safe-and-Sustainable-by-Design framework for environmental sustainability assessment of upholstery textile and paper-based food packaging products made with ZeroF PFAS-free coatings	Abstract for presentation at SSbD Conference in Nov 2025	SSbD2025 Conference	Conference Presentation	LIST,TEMASOL, FRA, VTT, LEITAT, E.CIMA

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7	Early-stage innovation and the Safe and Sustainable by Design framework – The ZeroF experience on the development of textile coating	Abstract for presentation at SSbD Conference in Nov 2025	SSbD2025 Conference	Conference Presentation	LIST, TEMASOL, LGI
8	Advancing PFAS substitution through the Safe and Sustainable by Design Framework - a case study on food packaging	Abstract for presentation at SSbD Conference in Nov 2025	SSbD2025 Conference	Conference Presentation	TEMASOL, LIST, VTT, LGI, IDEA, KEM, YAN

Table 7: Conference papers & planned scientific peer-review publications

Besides those publications several journal article covering ZeroF's work have been published in different media.

Of particular note is the **collaboration with Innovation News Network**, a renowned publication platform specialising in science, research and innovation. In general, **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.

Since the start of the collaboration, a **dedicated partner page for the ZeroF** project has been established under which readers can find all information about ZeroF, as well as all published articles. **24,666 views have been counted for this partner page**. During reporting period two, ZeroF content achieved a total reach of 291,761 and 208,507 engagements across all Innovation News Network platforms and issues.

N*	Publication	Date	Media	Type of publication	Partner
1	Applying the Safe and Sustainable By Design (SSbD) framework to the ZeroF project	December 2024	The Innovation News Website	Industry/Science Magazine	LGI, LIST, TEMAS, IDEA, UNIBO, VTT
2	From your couch to your pizza box: ZeroF's mission to replace forever chemicals with PFAS-free coatings	April 2025	The Innovation Platform Issue 21	Industry/Science Magazine	LGI
3	Beyond PFAS: safer coatings for EU consumer products	April 2025	Cordis Portal	EU portal	VTT, LGI
4	From PFAS-free alternatives to public engagement: ZeroF's video campaign on risks and solutions of forever chemicals	September 2025	The Innovation Platform Issue 23	Industry/Science Magazine	LGI
5	ORMOCER®: Promising and sustainable PFAS-free surfaces developed by Fraunhofer ISC	September 2025	The Innovation Platform Issue 23	Industry/Science Magazine	Fraunhofer ISC
6	A world without PFAS: How to destroy and replace 'forever chemicals'	October 2025	EuroNews – Tech Talk Podcast	Website news & Tech Talk Podcast	VTT, Fraunhofer ISC, LGI

7	A PFAS-free future is possible	October 2025	The Innovation News Website	Industry/Science Magazine	LGI
8	Europe moves closer to a PFAS-Free Future for Packaging and Textiles	January 2026	The Innovation Platform Issue 25	Industry/Science Magazine	LGI, all partners

Table 6 Journal pulications in reporting period 2 (M19 – M36)

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8 Key performance indicators

ACTIVITY	DESCRIPTION	TARGET	Final result
Visual Identity: logo & templates	Endure brand consistency, recognition and visibility	• M3 • Used in all deliverables	• Delivered in time
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.	• M4-M36 • >8000 visits by the end of the project	• Online in M4 • Over 20 000 visits
Social Media: LinkedIn	To build an online community in the fields of textile and packaging, and to raise awareness among followers.	• M1-M36 • At least 100 followers by the end of the project	• Over 700 followers
Social Media: X (Twitter)	To build an online community in the fields of textile and packaging, and to raise awareness among followers.	• M1-M36 • At least 250 followers by the end of the project	• Over 250 followers
E-newsletters	At least three e-newsletters will be issued to subscribers to draw attention to the project and related news.	• M12, M24, M36 • At least 200 subscribers by the end of the project	• 3 Newsletters released (M12, 24 and 36) • 185 subscribers at M36
Campaign visuals	To raise awareness and present key messages in a visually pleasing and easy-to understand way.	• M24-M36 • >300 views of videos and visuals by M36 • *>20 000 impressions* • *>3000 interactions* 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 D7.2.	• 5 videos released • Over 390 views on YouTube and 3,600 on LinkedIn • Over 24,000 impressions on YouTube and over 5,000 on LinkedIn • 100% like ration on Youtube, and 9% engagement rate on LinkedIn

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Flyer and roll up	To be distributed at events, conferences, and/or workshops to promote and inform about ZeroF.	• M3-M6 • At least 5 events where the roll-up is displayed & 200 views for downloaded flyers	
Press releases	Press releases to be issued at strategic points, e.g., project launch, events, Awareness campaign launch	• To be issued at strategic points	• PR1: 28 September 2023 • PR2: 13 March 2023 • PR:3 14 October 2024 • PR4 Dec 2025
ZeroF events	To present project findings to key stakeholder groups and maximise the project's impact.	• M36 • At least 50 participants in total	• Mid-term event webinar: 66 particiapnts • Final event: 86 Participants (in person and online)
Participation in events	To disseminate the project's objectives and results.	• M1-M36 • 10 events and conferences where partners have participated by the end of the project	• RP1: 17 • RP2: 22 • Total of 39 events (participation or organisation)
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.	• M1-M36 • 8 journal and 10 conference publications by the end of the project	• RP1: • 3 Conference publications (abstracts) • 6 Articles • RP2: • 8 Journal Publications • 8 Conference / Scientific peer-review publications • TOTAL of 8 journal publications (+ 6 articles) • TOTAL of 11 Conference / Scientific peer-review publications

Table 8: KPIs

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9 Conclusion and Next Steps

The **ZeroF Communication & Dissemination (C&D) strategy**, launched in M4, has had a clear and measurable impact on raising awareness about PFAS and promoting the project's objectives. The **ZeroF website attracted over 20,000 visits by M36**, far exceeding the original target of 8,000 and demonstrating strong public interest in the project. After the project ends, the website will be maintained in a reduced form, keeping all essential information and resources accessible for users for another five years.

Social media significantly amplified visibility and engagement. Regular weekly activities and thematic campaigns helped **LinkedIn** followers grow to over 700, **more than seven times the initial target** of 100. While LinkedIn, YouTube, and X accounts will remain active after the project concludes, they will no longer be updated regularly. Newsletter subscriptions reached 185, approaching the KPI of 200, with opening rates around 50%, showing sustained interest and active participation from the audience.

A key highlight of the project is **the ZeroF Awareness Raising Campaign, which effectively engaged diverse audiences, and most importantly the general public,** through tailored messaging and video content. The campaign achieved over **3,600 views** and 5,000 impressions on **LinkedIn**, **390 views** and 24,000 impressions on **YouTube**, with **high engagement** (100% like ratio on YouTube, **9%** engagement on LinkedIn), surpassing key KPIs. **High-value multipliers** further extended the campaign's reach: the **Innovation News Network** contributed a total reach of **291,761 views**, **ECOSYSTEX** shared the campaign with over 3,000 LinkedIn followers and 60 webinar participants, and **Euronews** promoted ZeroF to over **84,000 LinkedIn followers and 2.5 million YouTube subscribers**, generating more than 1,100 additional YouTube views in the first month. These multipliers ensured that ZeroF's messages on PFAS and PFAS-free safe and sustainable alternatives reached both specialised stakeholders and the general public, maximising awareness, engagement, and project visibility across Europe.

Throughout the project, ZeroF strengthened **stakeholder engagement and networking** by **taking part in or hosting a total of 39 events**, presenting outcomes and final results throughout the three years. Strong **synergies** were built with **sister projects** and the **ECOSYSTEX platform**, expanding influence across the textile and packaging sectors. As a member of ECOSYSTEX, a European community of practice with over 80 EU-funded projects, ZeroF contributed to working groups, steering committees, and webinars, boosting communication and knowledge exchange in textile sustainability. Collaboration with sister projects **BIO-SUSHY, PROPLANET, and TORNADO,** as well as initiatives such as SCIRT, SuperBark, and SCENARIOS, **enabled joint workshops, coordinated dissemination, and shared innovation** on PFAS-free solutions, maximising the project's visibility and impact.

The ZeroF project received significant **media attention**, supported by four press releases, targeted outreach to PFAS-focused journalists, and active social media communication. A major highlight was the **Euronews "Tech Talks" podcast,** featuring ZeroF's coordinator Miika Nikinmaa and Diana Lau from Fraunhofer ISC. Building on this visibility, ZeroF's own events were highly successful, with the **mid-term webinar attracting 66 participants** and **the final event 86 participants both in person and online**. Dissemination efforts also included **eight journal publications, six media articles, and eleven conference or scientific peer-reviewed publications**, further enhancing the project's impact. Overall, the

C&D strategy successfully increased awareness, visibility, and active engagement, leaving a **lasting ZeroF legacy**. The project's communication resources, particularly the five campaign videos on YouTube, will continue to provide accessible, science-based information on PFAS and PFAS-free alternatives, ensuring long-term impact and supporting stakeholder engagement well beyond the project's completion.

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Annexe

List of events from M1 to M18: 17 in total

Event	Date	Link	Partner (s)	Involvement	Location	Scope	Attendees
ETP - Circular bio-based innovation hub	Regular webinars	Link	AEI Tèxtils	AEI is member for new PFOAs alternatives + project promotion using ZeroF leaflets	online and in-person events	European	33 hub members
ITMA 2023	8-14/06/23	Link	AEI Tèxtils	Project Promotion (ZeroF Leaftlet & AEI booth)	Milan, Italy	International	110K+
PFAS Dialogue Day 2023	12/10/23	Link	FRA	ZeroF Presentation	Würzburg, Germany	National	40+
ECOSYSTEX Insights Series #6 Webinar	17/11/23	Link	VTT	ZeroF Presentation	Online, recoding of the event https://www.youtube.com/watch?v=BC05zvsf6_4	European	50
ZeroF Webinar on sustainable coatings for AEI members	27/11/23	Link	AEI Tèxtils	Networking, Knowledge Exchange & Project Promotion	Online	National (in Catalan)	20-30
ECO SYSTEX Steering Committee meeting	26/01/24	Link	LGI	ZeroF Presentation	Online	European	40-50
AEQCT Jornada de Regulaciones en la Industria Química	05/03/24	Link	AEI Tèxtils	Networking (textile finishings and legislations) & Project Promotion	Online	National	/
PFAScon	14/03/24	Link	FRA	Project Promotion	Lüdenscheid, Germany	National	70-100
ATC Conference 2024: »Inorganic Chemistry Empowering	21-22/03/24	Link	FRA	Project Promotion	Würzburg, Germany	National	45

Sustainability«							
ISGATEC Forum PFAS Alternatives	17/04/24	Link	FRA	Project Representation	online	National	/
TechTextil 2024	23-26/04/24	Link	AEI Tèxtils	Booth & ZeroF Presentation	Frankfurt Messe, Germany	European-International	38K
Cluster Kick-Off Meeting by BIO-SUSHY Project	14/05/24	Link	VTT	ZeroF Presentation	online	European	
The 18th Textile ETP Annual Conference	14-15/05/24	Link	AEI Tèxtils	Project Promotion	Mechelen (Belgium)	European	/
53rd North American Silicon Symposium	10-12/06/24	Link	FRA	ZeroF Presentation	Ohio, US	International	50-70
ACHEMA	10-14/06/2024	Link	FRA	Project Promotion (FRA Flyer with ZeroF logo)	Frankfurt, Germany	European	/
Materials Week 2024	17-21/06/24	Link	LIST, TEMAS, LGI, VTT	Poster	Limassol, Cyprus	International -Global	350
Assamblea General AEI Tèxtils 2024	19/06/2024	Link	AEI Tèxtils	General assembly with the cluster members + ZeroF Presentation	Sallent (Barcelona)	Regional	34

List of publications from M1 to M18: 9 in total

Publication	Date	Media	Link	Type of publication	Partner	Scope
Focus on alternatives to per- and polyfluoroalkyl substances (PFAS)	01/01/23	FRA ISC website	Link	Article based on ZeroF Press Release	FRA	European / National
EU funds project to find PFAS alternatives	14/03/23	Ecotextile News	Link	Article based on PR	LGI	European + UK

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ZeroF project: Innovating sustainable PFAS-free coating technologies	15/02/23	Innovation News Network	Link	Article	VTT, LGI	European
Safe alternatives to PFAS in food packaging	08/04/24	Kemira Website	Link	Article	Kemira	European
PFAS-free coatings for safe and sustainable food packaging and textiles	22/04/24	Innovation News Network	Link	Article	VTT, LGI	European
Europe tackles tricky toxins with new technologies	20/05/24	Horizon Europe Magazine	Link	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	Link	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	Link	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	Link	Abstract for SSbD24 conference	TEMAS, LIST, FRA, LEITAT, IDEA, VTT	European