

D6.4 Communication, Dissemination & Stakeholder engagement

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DISCLAIMER FOR METHODOLOGY

The drafting of D6.4 has been inspired by D6.1 and D6.3 Those were inspired by similar deliverables of the project Long COVID (Grant agreement ID 1010557553), TOXBOX (Grant Agreement No. 101138387) and CAPTUS (Grant agreement No. 101118265). This project has comparable parameters such as number of partners, variety of partners (scientific, industrial and consultancies) and pose therefore similar challenges in terms of CD. Please note that Steinbeis Innovation gGmbH (SIG) and Steinbeis 2i (S2i) are the authors of the aforementioned deliverables within the projects Long COVID, TOXBOX and CAPTUS.

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LIST OF ABBREVIATIONS

ACRONYM	DESCRIPTION
AB	Advisory Board
CA	Consortium Agreement
CD	Communication and Dissemination Multi-Stakeholder Engagement Plan
EC	European Commission
EU	European Union
GA	Grant Agreement
MEP	Multi-Stakeholder Engagement Plan
MS	Microsoft
WP	Work package

SUMMARY

This deliverable provides the first comprehensive update on the Communication and Dissemination (CD) Plan and the Multi-Stakeholder Engagement Plan (MEP) for the BioFibreLoop project. It reviews the current status, strategies, and key activities related to communication, dissemination, and stakeholder engagement, ensuring a holistic and adaptive approach to project outreach and impact.

Communication

- Clear messaging to public, industry, media, NGOs, and policymakers.
- Main channels: project website, LinkedIn, e-newsletters, press releases, blog articles, and events.
- Key figures: Website launched Dec 2024, 555+ LinkedIn followers, regular content and campaigns.
- KPIs track engagement and content output.

Dissemination

- Sharing results with scientific, technical, industrial, and policy audiences.
- Activities: Publications, participation in 16+ events, collaboration with EU projects and networks.
- Open-access channels and policy-relevant formats are used.
- KPIs monitor outputs like publications and events.

Stakeholder Engagement

- Over 500 stakeholders mapped and categorised by influence and interest.
- Engagement via communication, advocacy, consultation (surveys, interviews, advisory board, AB), and co-creation (workshops).
- First co-creation workshop held at ECOSYSTEMEX conference, focusing on lignin applications
- Continuous monitoring and feedback ensure effectiveness.

1. Introduction

D6.4 brings together three essential pillars of outreach and impact within the BioFibreLoop project: Communication, Dissemination and Stakeholder Engagement. These elements are not standalone activities but interconnected strategies that must be conceived and implemented together.

Communication ensured that the project's identity, objectives and progress are clearly conveyed to a broad audience (target and stakeholder groups). It is also aimed to highlight problems in the textile industry, educate the general public about them and present alternatives to the textile industry itself. Stakeholder groups should be made aware of the project through targeted communication in order to spark their interest in the BioFibreLoop solution and encourage them to rethink their approach towards the principles of the circular economy and sustainable end-of-life strategies.

Dissemination focuses on the strategic sharing of project results and insights. It targets specific groups (scientific, technical, industrial and policy-related) to maximise uptake, replication and policy influence. Dissemination activities are designed to foster knowledge transfer and long-term impact by promoting project outcomes through open access channels, collaborative networks, and policy-relevant formats.

Stakeholder Engagement goes a step further by actively involving relevant actors into the BioFibreLoop project. Through mapping, evaluation and tailored engagement approaches, stakeholders are not only informed but also empowered to contribute by consulting on the project, advocating for it and co-creating outcomes.


The synergy of these three dimensions maximises the project's outreach and impact by ensuring that BioFibreLoop is not only seen and understood, but also actively supported, replicated, and embedded into broader sustainability and circular economy efforts.






2. Communication

2.1. (Targeted) communication approaches

For effective communication of BioFibreLoop, target groups and key messages must be clearly identified. Both have been defined in D6.1, no changes have been made. Therefore, the section on target groups focuses on the activities through which the individual target groups were addressed so far and what is planned for the remaining project period. All activities are presented in Table 1.

Table 1: Communication measures. Duplicate entries are possible.

TARGET GROUP		COMMUNICATION MEASURES	DONE	ONGOING	PLANNED
TG1 	General public (focus on young adults and children)	Girl's Day (awareness-raising event)	✓		
		LinkedIn campaign short videos 'female professionals'		✓	
		News articles on website		✓	
		LinkedIn campaign (partners of BioFibreLoop)	✓		
		Public events			✓
		Press releases		✓	
		E-newsletter (on LinkedIn)		✓	
		Blogs/ short articles		✓	
		Appearances in TV shows/documentaries/podcasts			✓
		Awareness raising events		✓	
		Further tools and material for communication		✓	
		LinkedIn campaign introducing sister projects		✓	
		Explanatory video on YouTube		✓	
		Instagram			✓
		Success stories			✓
		Promoting website		✓	
		Professional athletes	LinkedIn campaign "Sustainable activewear"		
Outdoor & sport interested people	LinkedIn campaign: "Sustainable activewear", "Sustainable outdoor wear"			✓	

TARGET GROUP		COMMUNICATION MEASURES	DONE	ONGOING	PLANNED
	Sustainable fashion interested people	LinkedIn campaign: "Rethink Fashion"			✓
TG2 	General media representatives (non-scientific, non-industrial)	IDW journalist distribution list Publications in public journals: Innovationnetwork.com , ingenieur.de		✓	
		Press releases		✓	
TG3 	Environmental and health/Safety NGOs associations or initiatives targeting citizens and policy makers	Publications in public journals: Bioökonomie.de , renewable-carbon.eu , ecotextile.com , Worldbiomarketinsights.com		✓	
TG4 	School teachers (to reach young people)	Girl's Day (awareness raising event) Publishing on educational platforms	✓		✓
		provide teaching materials, interviews with teachers			✓
TG5 	European local/regional authorities	Publications in public journals: Bioregio-stern.de , Kooperation-international.de		✓	
TG6 	Companies needing to provide workwear for workers	Publications in public journals: international fiber journal , textilwirtschaft.de , Kunststoff.de		✓	

2.2. Project identity

A [flyer](#) has been designed with the help of the design agency [DT Media](#) in M5. It consists of 6 pages and contains key facts, main goal, the principle of the functionalisation method, partners and contact information. Flyers were printed and sent out to all partners for distribution.

A [roll-up](#) was designed with the help of the design agency DT Media in M7. One exemplar was printed which remains at DITF. It can be loaned by other partners as well, if asked. If necessary, another copy might be printed.

Roll-up and flyers are available for download on the project website.

2.3. Project website

The [project website](#) is online since the beginning of December 2024. Whereas the previous D6.1 described only a preliminary structure, the website's layout has since been finalised (see Figure 1). Please note that the figure does not display the subcategories under "News & Events" (news, events and blogs) or those under "Communication Material" (media, press releases, newsletters).

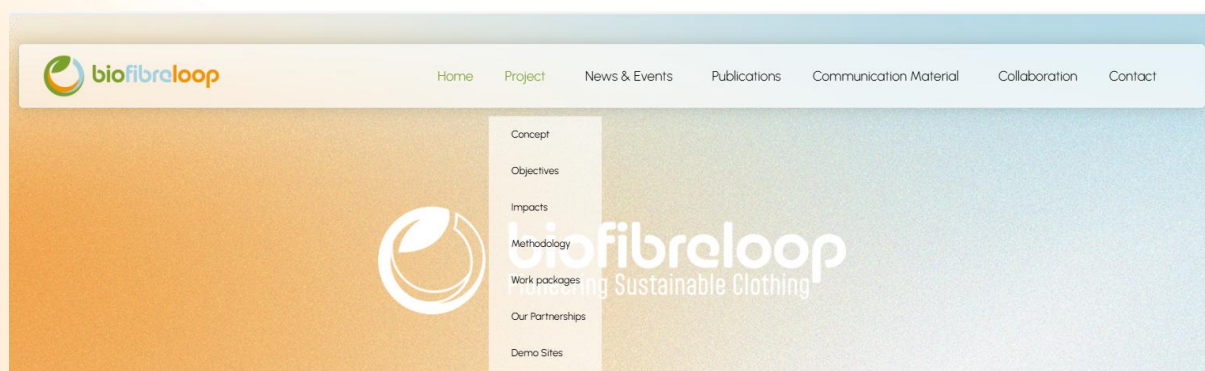


Figure 1: Excerpt from the website showing its structure

The content of the website is continuously updated by Steinbeis (especially with regard to information on project publications, events, newsletters and blog articles) but also on demand (e.g. when important news can be published).

Since the website is online, the performance is automatically monitored using Matomo Analytics. The most relevant key figures tracked are listed and interpreted in Table 2.

Table 2: Evaluation of website statistics. Status: 14 November 2025

REACH AND USER ENGAGEMENT	
Total Visits	1.772
Pageviews	6.913 (4.154 unique)
Average Actions per Visit	3.2
Average Visit Duration	2.5 min (2min 35 s)
Bounce Rate	48%

The figures show a solid number of visitors with moderate engagement. The bounce rate indicates there is potential to further encourage visitors to explore more content.

The bounce rate could be reduced by improving internal linking and more prominent calls-to-action, guiding visitors to explore additional content. Standard measures such as highlighted news, blogs and events are already featured on the home page.

CONTENT INTERACTION

Downloads	78 (73 unique)
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Download activity indicates that provided resources are relevant and support dissemination goals.

GEOGRAPHICAL DISTRIBUTION

Top Countries	Germany (685), France (148), USA (142), Spain (101)
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The website reaches a broad international audience with strong engagement in Germany, reflecting the presence of three active German partners. Nearly all involved partner countries are represented in the top 10 country visits. This demonstrates strong engagement from across the consortium.

DEVICE USAGE

Desktop	1,840 visits
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Smartphone	211 visits
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The majority of visitors access the website via desktop, suggesting a professional or research-oriented visitor base. Mobile visits are expected to increase as QR codes on communication materials guide more users to the website during events.

ENTRY AND EXIT PAGE

Main Entry Page	Home (1,494 entrances)
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TRAFFIC SOURCES AND CAMPAIGNS

Key Referrers	LinkedIn (77 visits), Ecosystex.eu (71) Email campaigns (40)
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Successful LinkedIn campaign and engagement via ECOSYSTEEX conference / workshop.

EXTERNAL ENGAGEMENT

Top Outlinks	LinkedIn (40 clicks), Instagram (22), ECOSYSTEEX (17)
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Cross-platform engagement supports broader dissemination.

2.4. Social network and social media strategy

A LinkedIn account was set up in July 2024 (M2), followed by first postings in September 2024 (M4) to provide information about the project and publish news and updates. Since then, the account has shown steady growth, reaching over 500 followers (555, as on 12th November 2025). Followers are distributed across key regions, with the highest numbers in the partners countries and UK. The audience is professionally diverse with significant representation in research, business development, project management, engineering, education and media/communication. It spans a wide range of sectors, including textiles, manufacturing, consulting, chemicals and materials, technology, fashion and public policy. This reflects a broad mix of expertise and perspectives, covering the entire spectrum

of the BioFibreLoop value chain. Followers include both senior and entry-level professionals working for very small (1 employee) to large (>5,000 employees) enterprises.

Impressions per post range from 200 and 1,500, with a peak above 1,000 for major events, partner presentations and campaign highlights. The KPI set in the GA is 312 (two posts per week from M6 on). A total number of 66 posts have been published by the BioFibreLoop account (status: 26.11.2025). Most likely, the total number of posts exceeds the KPI set in the GA if one includes reposts and posts from partners. However, the posting frequency does not consistently follow the originally intended rhythm. Project activities and results do not necessarily take place in a regular frequency, that's why there are time periods with less posts (e.g. August as most common summer holiday) and time periods with more posts (e.g. November 2025 with many conferences).

Many partners actively post about BioFibreLoop on their own LinkedIn accounts, which further boosts visibility across various sectors. However, LinkedIn's analytics do not directly aggregate partner posts under the main project account (as stated above), so partner activity can be tracked via hashtags and shared content. Recent highlights include 164 search appearances in the last week (3rd – 9th of November 2025). Visitors and engagement figures show consistent activity, with spiked during major campaigns and events.

Ongoing and planned LinkedIn campaigns are listed in Table 3.

Table 3: LinkedIn campaigns.

CAMPAIGN	CONTENT OF POSTS	STATUS
Education	Background of the project in easy-to-understand words (e.g. 'What is Lignin', 'Girl's Day')	done
Partner presentations	General partner introduction and main role in the project	done
Events/conferences	Announcements or recaps of events in which partners have participated	ongoing
Project updates	Milestone achievements, progress highlights	ongoing
Communication measures (PRs, blogs, news)	Announcing new content on website or other channels	ongoing
Women/ female professionals in science	Highlighting female researchers in BioFibreLoop	ongoing
Collaboration and stakeholder involvements	<ul style="list-style-type: none"> Introducing sister projects and sharing their activities Co-creation workshops 	ongoing
Sustainable outdoor and active wear	Posts on bio-based coatings and circular design concepts for outdoor and active wear	planned

CAMPAIGN	CONTENT OF POSTS	STATUS
Rethink fashion	Inspiring examples of circular fashion, fibre-to-fibre recycling, consumer awareness tips	planned

2.5. E-Newsletter

Originally, the newsletter was distributed via email following registration on the website. However, the number of subscriptions remained relatively low. To achieve a broader reach, the decision was made to move the newsletter to LinkedIn. Starting with the second issue (Figure 2), from now on all newsletters will be published on LinkedIn. The newsletter currently has 251 subscribers and until now 3/12 newsletters were published (as on 27th of November 2025). The content of the newsletter issues summarises the main recent activities of the BioFibreLoop. The newsletter is also uploaded onto the website.



Figure 2: BioFibreLoop Project Newsletter on LinkedIn

2.6. Press releases

The following table (Table 4) shows an updated schedule of published and planned press releases. So far, 3 out of 8 press releases have been published. The next press release is planned for June/July 2026, once additional results are available for publication.

All press releases are distributed via the idw (*Informationsdienst Wissenschaft*) network, which ensures high visibility, as each press release reaches 11,920 recipients, including journalists who often republish the content through additional channels. In order to further expand reach, some partners will also publish the press releases in their own organisational newsletter in future, and, if necessary, translate them into the respective national language.

Table 4: Update of the planned press releases. Already published press releases are marked with a bold publication date.

NUMBER OF PRESS RELEASE	TOPIC/MILESTONE/OCCASION	(ESTIMATED) PUBLICATION DATE
1	Start of the project and kick-off meeting	06/24 (M1)
2	First results of BioFibreLoop: First coatings and textile patterns made from renewable and recyclable materials	01/25 (M8)
3	Challenge and opportunity of developing a lignin supply chain	07/25 (M14)
4	Digital twin	07/26 (M26)
5	Sustainability analyses	10/26 (M29)
6	E-Textiles, textile products with sensors	02/27 (M33)
7	Pilot scale validation und biodegradability test results are ready	05/27 (M36)
8	Summary of the project: Functionalised garments at TRL7 Virtual replication tool	11/27 (M42)

2.7. Videos

As stated in the GA, BioFibreLoop will produce two videos, the first video introducing the approach and goals of BioFibreLoop while the second video will show the main results (M35).

The production of the first BioFibreLoop video is currently underway. Steinbeis has contacted four agencies for requesting quotations at the end of July 2025. Steinbeis chose the agency [QREATE](#) to ensure a professional and creative approach at the middle/end of August 2025.

The first video aims to arouse curiosity for the general public. It should present BioFibreLoop's main goals and make the public aware why the project is needed. Another aim is to highlight BioFibreLoop's holistic approach and explain the biomimetic functionalisation method. The audience should feel enthusiastic and engaged to stay in touch with the project. Unlike traditional fully animated explanatory videos, this video will combine live recordings, interviews and 3D models to deliver an authentic and engaging video. The aim is to present the content in a relatable and visually compelling way, aligning with current trends that favour real faces and personal narratives over purely animated formats. This approach ensures that the video remains approachable and human while effectively communicating the project's objectives.

For the live recordings, initial footage has already been captured at two partner sites DITF (Denkendorf) (Figure 3) and A-Nov (Bordeaux) in November 2025. Those two partners were chosen as they resemble

the main factors in the developing the laser methodology. Further partners will be involved in the second video, especially those in charge of the demo sites.

From November on, the video will be further produced. The video is intended to be published in February 2025. A dedicated YouTube channel will be set up once upon the video is ready for publishing.



Figure 3: Insights into the filming at DITF (Denkendorf) for the first project video

2.8. Appearances in TV shows / documentaries / podcasts

Initial discussions regarding potential podcast formats and representatives from the consortium have already taken place. Proposed formats include the *Bioökonomie.de* podcast and the university podcast VSB Technical university Ostrava where one episode could focus on BioFibreLoop. More options could be podcast formats like *Fairquatscht*, *Thinking Circular*, *Ressourcen neu denken*, *Willkommen im Circular Valley*, *Synapsen – ein Wissenschaftspodcast*, *IQ – Wissenschaft und Forschung*, *Spektrum-Podcast*. The topic will be explored in greater detail in 2026 (M20-31). Currently, there are no updates for TV shows or documentaries.

2.9. Blog / short articles

So far, four blog articles have been published on the BioFibreLoop website each with a dedicated topic (see Table 5). Current analytics indicate moderate interest, with the blog section receiving 300 pageviews overall.

Table 5: Update of published and planned blog articles with their topic and the person interviewed (in italics). Articles that have already been published are marked with a publication date in bold.

BLOG ARTICLE	TOPIC/PERSON	(ESTIMATED) PUBLICATION DATE	PAGEVIEWS (AS OF 25.11.2025)
1	Lignin-based coating <i>Thomas Stegmaier (DITF)</i>	4/2025 (M11)	143
2	Laser-based surface functionalisation <i>Girolamo Mincuzzi (ANOV) and Thomas Stegmaier (DITF)</i>	5/2025 (M12)	133
3	Digitalisation tools / Digital twin <i>Victoria Caballero (IDENER)</i>	7/2025 (M14)	46
4	From fibre to final textile production <i>Madeleine Müller (FreyZein)</i>	11/2025 (M18)	54
5	Safe and sustainability by Design <i>Ana Sofia Fonseca (NFA)</i>	2026	
6	E-Textiles <i>Frederick Bossuyt (imec)</i>	2026	
7	Recycling and circularity strategy for circularity: How to build up recycling routes for bio-based textiles <i>Ugur Kaya (VTT)</i>	2026	
8	Market entry and industrial demonstrations <i>(NIL, FreyZein, Knopf)</i>	2026/ 2027	

2.10. Awareness-raising events

Awareness-raising events performed and attended by BioFibreLoop partners serve to enhance public awareness and promote understanding of circular textiles as well as the challenges posed by conventional PFAS-contaminated functional clothing.

So far, two of at least seven awareness-raising events have been held.

2.10.1. Open House Event organised by NIL Textile

NIL Textile performed an Open House Event for a local fashion accelerator in Ostrava (Czech Republic) in March 2025 (M10). NIL addressed the broader challenges of circularity and the negative impacts of the textile industry, followed by an overview of NIL Textile's general efforts to reduce textile waste and mitigate environmental harm. A significant portion was dedicated to BioFibreLoop, outlining its objectives, rationale, stakeholders, and specific activities within the project, and how these align with the overall approach to circularity. The audience consisted of textile and fashion entrepreneurs already familiar with industry issues, so the focus was on going beyond surface-level information. Presenting BioFibreLoop provided valuable insight into the depth required when selecting supply chains, materials,

and finishes for future developments. Additionally, the presentation offered context on the regulatory landscape, including harmful chemicals, EPR obligations, circularity requirements, and sorting and recycling infrastructure, ensuring participants left with knowledge that extends beyond commonly available information.

2.10.2. Girls' day organised by DITF and Steinbeis

The Girls' Day is an annual nationwide event in Germany aimed at encouraging girls to explore careers in fields where women are still underrepresented, especially in STEM (science, technology, engineering and mathematics). Six girls visited DITF and were introduced to DITF in general and lignin fabrics and coating in particular in two sessions in April 2025 (M11):

- A practical laboratory session and a session focused on the background of our project. Some employees of DITF guided the girls through the laboratories, introducing them to the production of lignin textiles and coatings. The girls took part in lab activities such as producing a lignin film from lignin granulate, laminating a fabric with a lignin film and measuring the contact angle of drops on lignin coatings.
- The second session was hosted by Steinbeis. They talked to the girls about the issue of textile waste and the importance of recycling. Together with the girls, they worked out interactively why conventional functional clothing is usually problematic for the environment and human health and what solutions BioFibreLoop will offer in the future. For that Steinbeis prepared a presentation and brought textiles samples. Steinbeis also adapted a game earlier developed by Steinbeis for Hygher project. More about the game can be found in chapter 2.11.
- The girls were also presented with a few women working in BioFibreLoop, hoping to inspire them. Cigdem Kaya (DITF), Ana Sofia Fonseca (NFA), Carlotta D'Aleo (NTT) and Victoria Caballero (IDENER) agreed to introduce themselves to the girl, telling them a bit about their background and profession as well as their motivation by having made a video before the event apart from Cigdem Kaya who talked in person with them.

Looking at the future, a selection of suggested awareness-raising events for 2026 has been identified (see Table 6). These events will serve as platforms to engage diverse audiences, share projects insight and foster dialogue on sustainable alternatives.

Table 6: Possible events for awareness raising. If possible, the exact date is given, if not, only the month or season.

DATE	LOCATION	EVENT	AUDIENCE
11. – 13. March, 2026	Florence (Italy)	Fiera Didacta Italia Education & sustainability in school	Teachers, educators, educational institutions, policy makers, companies & NGOs in education and sustainability
30. March – 1. April 2026 (yearly)	Paris	Change now	Business, NGOs, General audience, start-ups
9. – 12. April (yearly)	Stuttgart	FairHandeln Messe Stuttgart Subtopic: Future Fashion	Consumers
24. April 2026	Graz	Lange Nacht der Forschung	General Public
09. May 2026	Karlsruhe	Energie- und Klimafestival	General Public

DATE	LOCATION	EVENT	AUDIENCE
11. – 14. June 2026	Graz	Grazer Eco Festival (GECO)	General Public
Summer 2026 (yearly)	Karlsruhe	EFFEKTE Festival	General Public
September 2026	Bordeaux	Climax Festival	General Public
September 2026	Ölbronn-Dörn	Dürrner Wolffeschdle	General public interested in knitting
September & October 2026 (yearly)	Brussels, everywhere when (parallel to German KlimaLändTagen)	European Sustainable Development Week 2025	General public
Autumn 2026	Stuttgart	Wissenschaftsfestival 2026	General Public
5. – 7. October 2026	Budapest	Circular Economy Hotspot	Business, policy makers, innovators
14. – 15. October 2026 (yearly)	Talinn	Impact Day	Business, NGOs, sustainability professionals
2026	Stuttgart	Green World Tour	General Public
continuous	Brussels	Horizon Europe Events & Info Days	Researchers, project managers, EU stakeholders

2.11. Further tools and material for communication

Steinbeis has developed an interactive quiz game suitable for awareness-raising events or as an engaging activity during fairs and conferences (Figure 4). The questions relate to the sustainability aspects of the textile industry in general (e.g. water consumption, chemical use), biomimetic aspects and solutions, and bio-based material (origin, applications). The quiz game was inspired by a similar quiz game developed by Steinbeis for the project [Hygher](#). The aim is to inform about the project activities and goals in a playful manner. The game consists of 18 questions with multiple answer possibilities. Two teams compete against each other. Each team asks the other a question. If answered correctly, the card is placed at the correct position on the game. A team gets one victory point for each correct answer and one point for guessing the correct position of the card on the board. Currently, the game is available in German, but it can be translated in English or other partner languages.

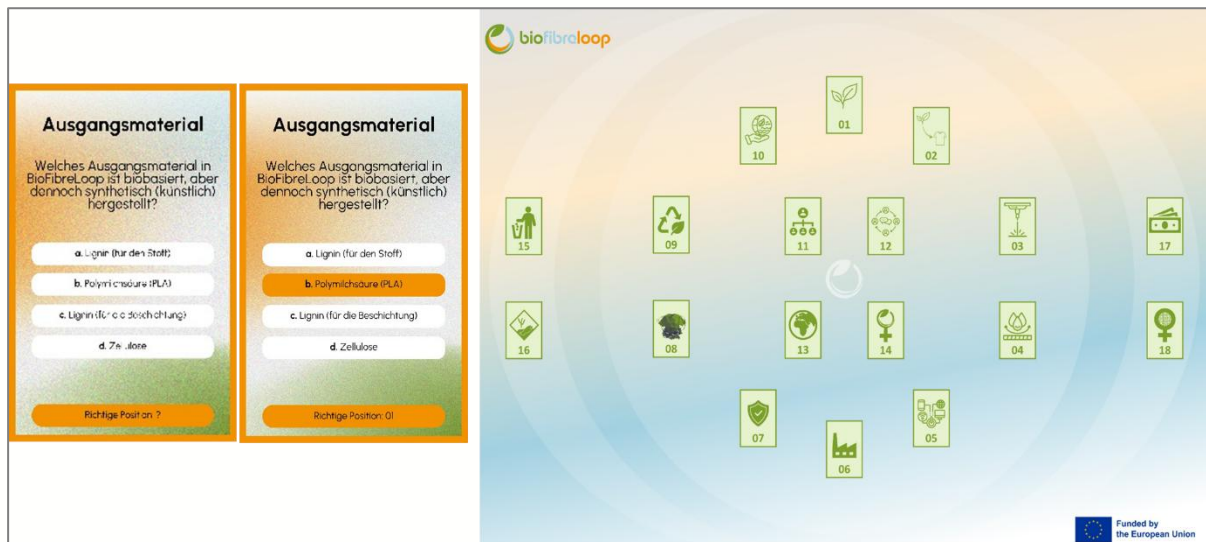


Figure 4: BioFibreLoop Game. One exemplary card (Front and back side) (left) and the board game (right) are shown. The game is in German.

No updates are available for the design of a simple online game.

2.12. Key performance indicators for communication activities

The following table provides an overview of the key performance indicators (KPIs) for the project’s communication activities. It tracks progress against planned actions. The KPIs help measure visibility and engagement across various channels. Current achievements and remaining targets are indicated (see Table 7).

Table 7: Communication KPIs.

COMMUNICATION ACTION	KPI	TIMEFRAME/STATUS
Project brand identity	One kit for all partners including logo, Word and PowerPoint templates, guidelines	<ul style="list-style-type: none"> Achieved in M3/M4
	Distributed >4,000 time on- and offline	<ul style="list-style-type: none"> 2,970 / 4,000
Promotional material (one flyer, an infographic, general project presentation & roll-up)	Flyer	<ul style="list-style-type: none"> Available in M8 1900 flyer printed & given to the partners >800 flyers distributed 90 downloads
	Infographic	<ul style="list-style-type: none"> On website since M6 980 views
	Project presentation	<ul style="list-style-type: none"> >10 presentations
	Roll-up	<ul style="list-style-type: none"> Can be loaned by partners, regularly used by DITF
Press releases	At least 8	<ul style="list-style-type: none"> 3/8

COMMUNICATION ACTION	KPI	TIMEFRAME/STATUS
Explanatory project video	2 videos >2,000 views	<ul style="list-style-type: none"> • M20 & M36
Podcasts (or appearances in TV shows, documentaries)	>2 podcasts.	<ul style="list-style-type: none"> • 0/2
Public website	One website available at M6 >3,000 visits by the end of the project	<ul style="list-style-type: none"> • Online since M6 • >1,200 visits
Blogs/short articles	>4/a starting from M8	<ul style="list-style-type: none"> • 4/12 • lignin-based coatings • laser-based surface functionalisation • digitalisation tools • from fibre to final textile product: a fashion's designer point of view
Social media accounts & campaigns	>312 in total (two posts per week), starting the latest from M6	<ul style="list-style-type: none"> • LinkedIn account was set up in M3 • campaign started in M4 • Instagram account's campaign will probably start later
Awareness-raising events	>7 events organised by FreyZein, NIL, BEES, NFA and DITF >350 visitors in total	<ul style="list-style-type: none"> • 2 achieved, ongoing throughout the whole project

2.13. Roadmap for communication activities

The roadmap has been updated based on the previous version to reflect the current status and planned actions (see *Figure 5*).

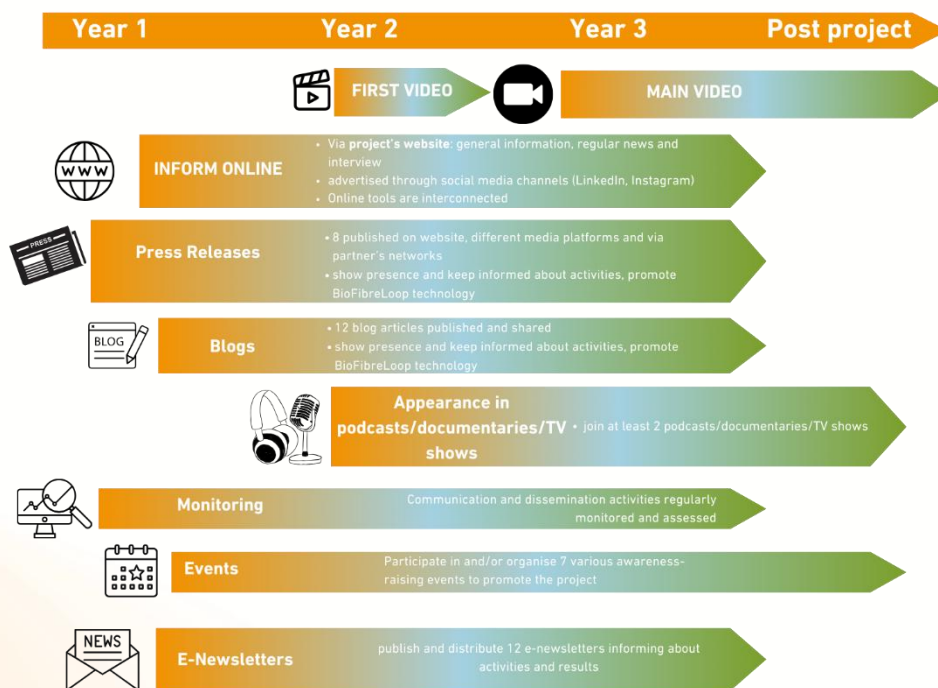


Figure 5: Roadmap outlining planned communication actions and timelines

3. Dissemination

The strategy for dissemination remains unchanged, in comparison to D6.1, as it was not deemed necessary to adapt. It was also decided not to modify target groups. The strategy set in D6.1 involves following criteria:

- Clear Objectives
 - Dissemination aims to make project results accessible and usable by relevant stakeholders. It supports knowledge transfer and exploitation beyond the consortium.
- Target Audience Analysis
 - Identify and segment audiences such as researchers, industry partners, policymakers, and professional associations. Adapt language and technical depth to each group.
- Strategic Timing and Planning
 - Dissemination should start early and continue throughout the project lifecycle. A structured plan with milestones, responsibilities, and monitoring is essential.
- Core Messages and Formats
 - Define clear messages: What is new? Why is it relevant? Use appropriate formats—scientific publications, policy briefs, conference presentations, and digital content.
- Channels and Tools
 - Combine traditional channels (journals, conferences) with digital platforms (project website, LinkedIn, open-access repositories). Leverage EU tools and networks for broader reach.
- Engagement and Feedback
 - Dissemination is interactive. Encourage dialogue with stakeholders to gather feedback and foster collaboration.
- Impact Measurement
 - Set KPIs such as number of publications, downloads, citations, and stakeholder engagement. Regularly evaluate and adjust the strategy.

The following subchapters describe updates of the dissemination channels established.

3.1. Publications

3.1.1. Scientific

During the first reporting period, initial progress has been achieved in scientific dissemination. One publication has already been published, and two additional papers are currently under preparation. Further contributions are planned as experimental activities advance, particularly in WP4. Details of published and ongoing scientific publications are listed in Table 1: Communication measures. Table 8.

Table 8: Planned scientific publications.

PUBLICATION (title or topic if not yet published)	JOURNAL	AUTHORS	TIMING
The BioFibreLoop project will make the EU textile industry more sustainable	Innovation News Network	Thomas Fischer (DITF), Thomas Stegmaier (DITF), Victoria Caballero (IDENER), Ana Sofia Fonseca (NFA), Vojtěch Papřok (NIL)	Published (February 2025)
Paper under the lead of Carlotta		Lead: Carlotta D'Aleo	In preparation
SSbD Framework		Lead: Biase Ligouri (NFA)	In preparation
Paper for lignin yarn for clothing applications		DITF	Planned start in May 2026
scientific publications start on individual tests + measurements in WP4 release / exposure		NFA	Planned start in May 2026

3.1.2. Technical

No update.

3.2. Participation in scientific conferences, fairs and industrial events

More than ten conferences, fairs and industrial events have been attended to promote BioFibreLoop project through presentations, booths with flyers and roll-ups, and networking activities. At least eight presentations, poster or paper frameworks were delivered during these events.

Events can be seen in the EU Funding portal as well as in the communication/dissemination monitoring sheet (access can be given if desired).

3.3. Collaboration with other projects and networks

3.3.1. Networks

BioFibreLoop joined the [ECOSYSTEM community](#) in January 2025 (M8). ECOSYSTEM is a European-wide network and community of practice, consisting of EU-funded textile innovation projects as member. Their shared goal is to advance sustainability, circularity, and biobased solutions. It serves as a knowledge hub and collaboration platform, connecting researchers, industry stakeholders, and policymakers to share best practices, foster cross-project cooperation, and disseminate results that accelerate the green and digital transition of the textile ecosystem.

Additionally, BioFibreLoop is currently discussing the membership in the [LIMES Cluster](#).

3.3.2. Collaboration with sister projects

BioFibreLoop has established connections with its sister projects PENGUIN, SUBBIMATT and UPWEARS. A first online meeting took place in October 2025 (M17), initiated by BioFibreLoop (Figure 6). During this meeting the projects agreed to collaborate through communication and dissemination activities as well as technical exchanges. To facilitate this, BioFibreLoop created a folder on the MS Teams Sharepoint of BioFibreLoop, giving access to the sister projects for storing updates, planned events and a list of technical topics of interest. It was agreed to meet twice a year, with the next meeting scheduled for April under the organisational lead of PENGUIN project. Steinbeis reminded partners of this collaboration opportunity in the steering committee meeting in November 2025 (M18).



Figure 6: LinkedIn Post about the first sister project meeting

3.3.3. Further outreach

Steinbeis also contacted FABULOSE and pHYBi as EU projects with similar topics for collaboration:

- **pHYBi** is about phytomanagement (remediation of contaminated soil) with the use of lignocellulosic biomass for textile applications to improve soil quality and raw material availability.
- **Fabulose** aims to create scalable, bio-based leather alternatives using bacterial cellulose and cyanophycin derived from industrial CO₂ off-gas and food industry sidestreams. These materials are fully recyclable, biodegradable, and designed for mass production.

As Steinbeis is partner in both projects, collaboration is easily facilitated.

3.4. Policy briefs and white papers

Policy briefs will be discussed during the upcoming Steering Committee meeting (M18) and then addressed. Besides that, there are no updates.

3.5. Standard recommendation

There are no updates.

3.6. Site visits and peer-to-peer training

There are currently no updates. Task6.6 'Peer-to-peer learning and capacity building actions' will start in M20 and will include the planned trainings and site visits.

3.7. Digital product passport

There are no updates. However, data collection activities have already started in WP2, and initial considerations for implementation have been initiated.

3.8. Final event

There are no updates.

3.9. Key performance indicators for dissemination activities

This section outlines the KPIs defined for the project's dissemination activities. It provides an overview of progress toward planned actions. It serves as a tool to monitor visibility and engagement across multiple channels (see Table 9).

Table 9: Dissemination activities KPIs

DISSEMINATION ACTION	KPI	TIMEFRAME/STATUS
Publications	> 6 scientific publications with Gold status	-
	> 30 technical publications	-
	All publications and 35% of data sets in open access repository (Zenodo)	-
E-Newsletter	>12 e-newsletters	3/12
Participation in scientific conferences, exhibitions and industrial events	>20 events with at least 15 paper or poster framework presentations	16 events with at least 8 presentations/papers/posters
Policy brief	>2 policy briefs	-
Standard Recommendations	1 recommendation	-
Site visits	>5 site visits	-

DISSEMINATION ACTION	KPI	TIMEFRAME/STATUS
	>125 participants total	-
Peer-to-peer-training	7 Training sessions	-
	250 workers trained	-
Horizon Results Platform	>5-10 results	-
Digital product passport	3 digital product passports	-
Final Event	>50 stakeholders	-

3.10. Roadmap for dissemination activities

The roadmap has been updated based on the previous version to reflect the current status and planned actions (see Figure 7).

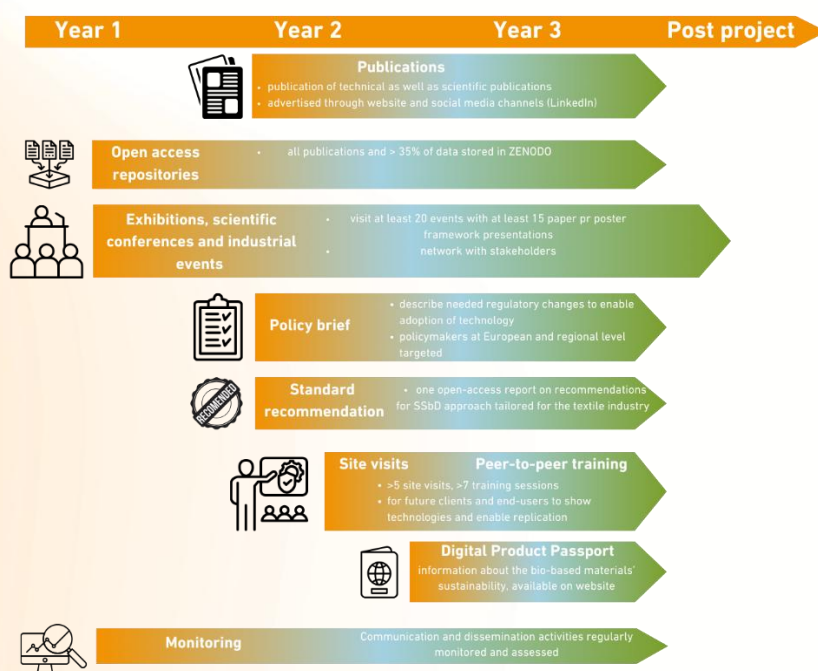


Figure 7: Roadmap outlining planned dissemination actions and timelines

4. Monitoring of communication and dissemination

Since the start of the BioFibreLoop project, the CD monitoring process has been continuously carried out by all partners under the direction of Steinbeis. Whenever partners enter new activities, Steinbeis can immediately access this information and promote it through project communication channels (e.g. LinkedIn, website updates). This does not only increase the visibility of consortium activities but also helps to attract targeted audiences to events which in turn increases the outreach and impact of the project.

The current monitoring sheet consists of over 120 entries of past activities (including communication and dissemination) and more than 20 future events already planned. As a result, the monitoring sheet now covers a broad spectrum of activities and target audiences from research communities and

industry to civil society and EU institution, demonstrating increased project visibility and stakeholder involvement.

During the second consortium meeting in Tampere, a dedicated WP6 workshop was conducted to collaboratively develop a timeline for upcoming communication and dissemination activities together with every partner (Figure 8, Figure 9). Therefore, the sticky notes used for the timeline were color-coded to distinguish between different types of dissemination activities including events (such as awareness-raising events, fairs, conferences), collaboration activities (stakeholder engagement workshops, collaboration with EU projects), publications (scientific, technical), policy briefs and recommendations, site visits and peer-to-peer trainings. The next general assembly could be used for a follow-up workshops. Steinbeis also plans to contact each partner individually every 3-4 months to ask which activities are planned by partners.

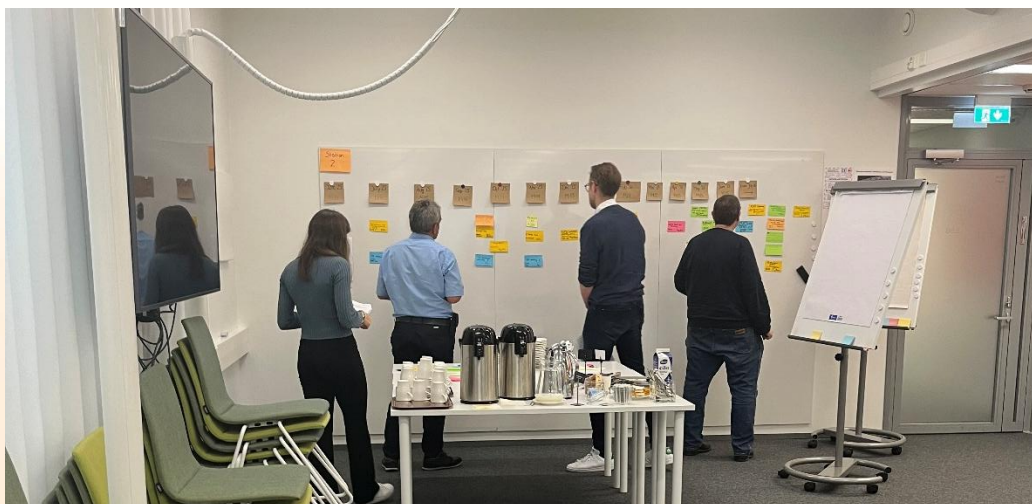


Figure 8: Timeline for planned activities during WP6 workshop

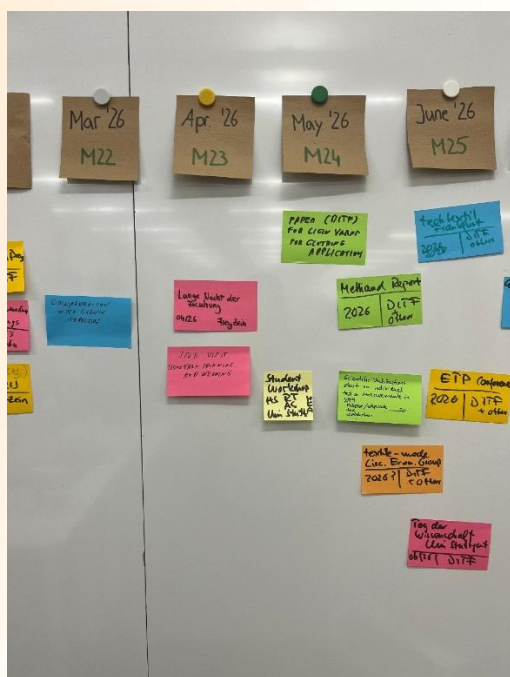


Figure 9: Close-up of the timeline for planned activities during WP6 workshop

5. Stakeholder engagement

5.1. Stakeholder mapping & evaluation

In order to involve relevant stakeholders in the project, they first need to be identified and evaluated. An important source for stakeholder mapping is the network of BioFibreLoop's project partners. As described in D6.3, there is a mapping list for identification, which is regularly updated by all partners (see Annex 1).

To start with the evaluation, 60 stakeholders from the mapping list were selected by Steinbeis to be evaluated by all partners in four categories (high influence / low interest, high influence / high interest, low influence / high interest, low influence / low interest) during the workshop at the second consortium meeting (M13). The priority was to identify high influence / high interest, second priority was to high influence / low interest and third priority low influence / high interest. Results are shown in Figure 10.

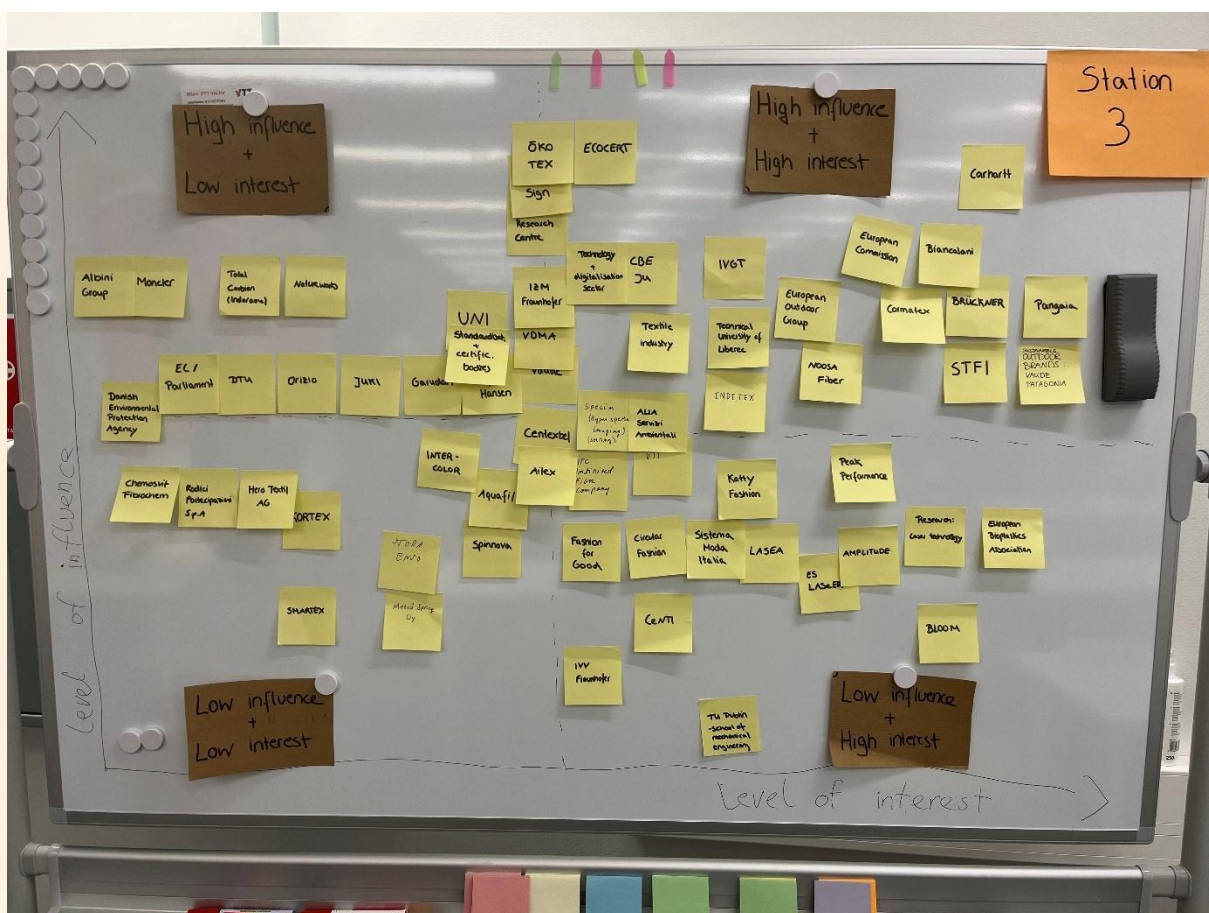


Figure 10: Stakeholder evaluation

The results of the evaluation were summarised afterwards, and the stakeholder categories were added to the stakeholder mapping list.

In addition, the results were analysed, and specific criteria were summarised that stakeholders with high influence and high interest meet. Based on these criteria, the remaining list was reviewed and additional stakeholders with high interest and high influence were identified. This was also done for the other evaluation categories. This resulted in a total of 47 stakeholders as high influence and high

interest and 40 as high influence and low interest being evaluated and 12 as low influence / high interest (As of 19th November 2025). An excerpt of stakeholder with high influence and high interest is shown in Table 10.

Based on this initial evaluation, stakeholders can be specifically targeted for certain project activities (e.g., surveys, articles) in the future.

As first priority and main target group, the stakeholder with high influence and high interests were analysed: Five fashion brands & retailers were categorised as stakeholders with high influence and high interest during the workshop (Table 10). All of them have in common that they are positioned on the market as sustainable outdoor- and workwear brands, are publicly visible, have an international reach and are either large, established companies or leading specialists in their segment.

Therefore, probably also other companies which also fulfil the listed criteria have high influence and high interest (like Fjällräven, Mammut, Haglöfs, ...).

Table 10: Excerpt from the stakeholder mapping list showing fashion brands & retailers categorised as high interest and high influence

STAKEHOLDER	STAKEHOLDER CATEGORY	DISSEMINATION TARGET GOUP
Vaude	Fashion brands & retailers	TG3 Textile industry and garment producers
Patagonia	Fashion brands & retailers	TG3 Textile industry and garment producers
Helly Hansen	Fashion brands & retailers	TG3 Textile industry and garment producers
NOOSA™ Fiber	Fashion brands & retailers	TG3 Textile industry and garment producers
Carhartt	Fashion brands & retailers	TG3 Textile industry and garment producers
Erion	Textile industry	TG3 Textile industry and garment producers
INDITEX	Textile industry	TG3 Textile industry and garment producers
BRÜCKNER Trockentechnik GmbH & Co. KG	Machinery & Laser industry	TG2 Technology providers
Cormatex Srl	Machinery & Laser industry	TG2 Technology providers
VDMA	Machinery & Laser industry	TG2 Technology providers
Biancalani	Machinery & Laser industry	TG2 Technology providers
ALIA Servizi Ambientali	Recycling	TG2 Technology providers
IVGT	Industrial associations & initiatives	TG3 Textile industry and garment producers
European Outdoor Group	Industrial associations & initiatives	TG3 Textile industry and garment producers
STFI Chemnitz	Standardisation & certification bodies	TG6 Authorities
ECOCERT	Standardisation & certification bodies	TG6 Authorities
ÖKOTEX	Standardisation & certification bodies	TG6 Authorities
Blue Sign	Standardisation & certification bodies	TG6 Authorities

STAKEHOLDER	STAKEHOLDER CATEGORY	DISSEMINATION TARGET GOUP
CBE JU	EU COM and Parliament	TG6 Authorities
Centexbel	Research insitute	TG1 Researchers
IzM Fraunhofer	Research insitute	TG1 Researchers

A complete list of the stakeholders and its evaluation can be provided upon request.

The mapping is being done continuously, another important source for identifying further stakeholders is LinkedIn. New LinkedIn followers of the BioFibreLoop channel are being monitored and in case of relevance added to a dedicated LinkedIn follower list.

Stakeholders will be engaged according to their level of influence and interest. Those identified as having high influence & low interest are approached as advocates, primarily through bilateral meetings with project partners or targeted lobbying efforts. Stakeholder with high influence and high interest as well as those with low influence and high interest are engaged using a consultative approach, which includes participation in surveys, targeted interviews, feedback collection on project results, and consultations. Stakeholder with both high influence and high interest are invited to actively participate in collaborative and co-creative formats, such as co-creation workshops, peer-to-peer learning sessions, and site visits, fostering deeper involvement.

5.2. Stakeholder engagement approach

Based on stakeholder mapping and evaluation, BioFibreLoop aims to actively engage stakeholders. The project is currently in Phase II: Stakeholder engagement and impact amplification.

As outlined in D6.3, stakeholder engagement is structured into four main approaches: communicate, advocate, consult and collaborate & co-create.

Until M18, efforts primarily focused on awareness-raising, active engagement started in M14. Several strategies are being pursued, which are described in the following subchapters.

5.2.1. Communicate

The communication approach targets all stakeholders to clear and accessible information about BioFibreLoop's objectives, progress, and outcomes, thereby building and maintaining trust. While communication approaches address all stakeholder groups, special attention is given to those with low influence, ensuring they remain informed without requiring active participation.

Detailed communication channels are described in Section 2. One of the most important information channels is the LinkedIn page.

5.2.2. Advocate

Advocating mainly occurred during discussions of potential AB members and during the co-creation workshop. Dedicated, bilateral meetings helped establish personal connection to these stakeholders and maintain contact with organisations that declined AB membership.

5.2.3. Consult

Regular consultations with all BioFibreLoop AB members are conducted through bi-annual meetings (work package 7 (WP7), T7.4, AB Engagement, M1-42).

Currently, NTT is developing four targeted surveys for the following groups: Consumer, worker, company executive, researcher/sustainability expert. These surveys will be shared in the near future and are available in French, Italian, German, and Spanish to maximise the reach.

5.2.4. Collaborate and co-create

Collaboration with other projects, clusters and networks

BioFibreLoop actively collaborates with sister projects under the same Horizon Europe call, including UPWEARS, SUBBIMATT, and PENGUIN (as described in 3.3). These projects have agreed on technical exchange and joint communication activities to ensure alignment in technical development, communication activities, and shared challenges in circular textile innovation.

Regular inter-project meetings and a dedicated SharePoint space facilitate the exchange of presentations, dissemination plans, and technical insights. These interactions strengthen synergies and amplify impact by pooling expertise and resources across projects. Additionally, collaboration such as with FABULOSE, further expand opportunities for joint activities.

Co-creation

The first co-creation workshop was conducted:

Topic and organisation

The first of two co-creation workshops took place in frame of the ECOSYSTEEX conference in Göteborg (Sweden) in M16 (Figure 11). ECOSYSTEEX was chosen as the platform not only because it attracts numerous stakeholders, enabling easy recruitment of participants, but also because its audience includes a diverse range of actors from the textile industry, making it highly relevant for the workshop objectives. Due to timing of the conference, the workshop took place in M16 instead of M8 - M12 as initially planned in the Grant Agreement.

Steinbeis developed and organised the workshop with strong thematic support of DITF. “Further applications for lignin” was selected in agreement with DITF and partners for the following reasons:

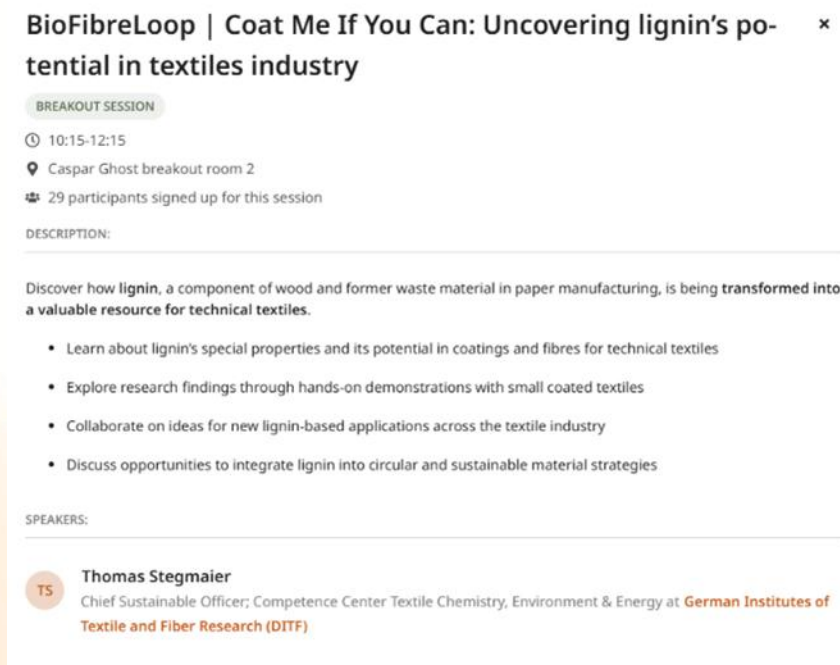
- Lignin is a central material of the BioFibreLoop project and is quite novel, with few market applications.
- Exploring further applications aligns with the project’s ambition to advance circularity and sustainability in technical textiles.
- Positioning lignin at the center of the workshop fosters synergies among sister projects and industry stakeholders, amplifying impact and accelerating technology transfer across European value chains.

The workshop enabled participants to connect, exchange ideas, and potentially transform concepts into real products. It opens pathways for cross-sector exploitation, ensuring BioFibreLoop’s outputs are not only technically advanced but also commercially viable.

Workshops objectives were:

- Identify promising lignin applications
- Generate ideas for new applications
- Explore sustainable alternatives to existing applications
- Discover new market potentials
- Recognise key challenges

Based on these objectives, Steinbeis developed a workshop concept with support from DITF (Table 11). To foster interaction and co-creation, participants worked in small groups of 6-8 members, alternating between group sessions and plenary discussions. Four groups were formed based on the total number of participants.



BioFibreLoop | Coat Me If You Can: Uncovering lignin's potential in textiles industry

BREAKOUT SESSION

🕒 10:15-12:15
📍 Caspar Ghost breakout room 2
👤 29 participants signed up for this session

DESCRIPTION:

Discover how **lignin**, a component of wood and former waste material in paper manufacturing, is being transformed into a **valuable resource for technical textiles**.

- Learn about lignin's special properties and its potential in coatings and fibres for technical textiles
- Explore research findings through hands-on demonstrations with small coated textiles
- Collaborate on ideas for new lignin-based applications across the textile industry
- Discuss opportunities to integrate lignin into circular and sustainable material strategies

SPEAKERS:

TS **Thomas Stegmaier**
Chief Sustainable Officer; Competence Center Textile Chemistry, Environment & Energy at **German Institutes of Textile and Fiber Research (DITF)**

Figure 11: Description of co-creation workshop on ECOSYSTEM website.

Table 11: Concept and timeline of the workshop. Some activities at the end of the workshop were adjusted spontaneously during the workshop due to time reasons. In brackets, the original activity is listed.

TOPIC	METHOD	SPEAKER	DURATION (MIN)	AIM
Welcome & objectives	Presentation	DITF	5	
Input session	Presentation	DITF	10	Participants receive basic knowledge about lignin (market status, properties)
	Ice breaker		5	getting-to-know-you game, group members warm up to each other, generating a good atmosphere
Group work session 1	Crazy 8	Steinbeis	15 --> 20	Brainstorming 8 possible applications for lignin per group
	Dot Voting		5	Each group votes for the best 1-2 ideas
	Brainstorming		15	The 1-2 chosen ideas per group were further developed.
	Idea presentations		10	Each group presents at least one of their ideas to the plenum
Short break			5	
Plenum (Group)		DITF	15	Further development of the ideas with focus on challenges (technical, process-

TOPIC	METHOD	SPEAKER	DURATION (MIN)	AIM
work session II)				related, environmental, economic) and end of life; Comments for each idea are set up. are added by the plenum.
(Exhibition)		-	10	
Finish		DITF	5	Wrap up, stay in contact

For the development of the applications, questions were used to lead group members to generate the profiles for each application (Table 12).

Table 12: Guiding questions for application development

Application 1:	<ul style="list-style-type: none"> Name of the application Reason for choosing application 1 instead of 2
Current situation:	<ul style="list-style-type: none"> Current product / new product Current material Problems of the current situation
Benefits:	<ul style="list-style-type: none"> What are the benefits of your idea (e.g. compared to the current material)?
Properties:	<ul style="list-style-type: none"> What properties should the application fulfil (e.g. abrasion resistance, UV resistance, tear resistance, dirt resistance)
Challenges:	<ul style="list-style-type: none"> What are the challenges in developing your application?
Next steps:	<ul style="list-style-type: none"> What are the next steps required to develop your application?

For the second group work/ work in the plenum to further develop the application, participants were asked to consider aspects listed in Table 13.

Table 13: Key aspects for further application development

Challenges	<ul style="list-style-type: none"> Technical Process-related Environmental Economic
End of life (recycling)	<ul style="list-style-type: none"> What is still missing? What needs to be considered (competences, partners)? Either recycling, biodegradable, or upcycling? Which is better or where should what be used?

Results of the co-creation workshop

Participants came up with 34 ideas for further applications for lignin (8 per group, one group had 10 ideas). The applications are listed in the following four tables, the two ideas which were selected for further idea development are marked bold, respectively (Table 14; Table 15; Table 16; Table 17).

Table 14: Application ideas of group 1

1	Glue / joining for biomaterials	6	Bricks / resin in composites
2	Maritime applications (e.g. fishnets) coated (no fungi present)	7	Protection of electronics / (e-textiles) coating
3	Outdoor (thermoregulation / UV resistance) furniture / sleeping bags	8	Footwear soles / bags / clothing (leather alternative)
4	Barbour jackets waxing	9	Mending / stop damage in knitted textiles
5	camouflage	10	Laminate (floor)

Table 15: Application ideas of group 2

1	Artificial leather, handbags à „touch“, colour	6	Water-Hose for garden, firefighting
2	Agricultural applications (biodegradable)	7	Horse blankets, saddles; touch, colour water repellence
3	Outdoor banners, also for billboards	8	Mosquito nets for sleeping bags; smell à antibug?
4	Safety nets for construction	9	Tarp for garden furniture, sails
5	Spill equipment	10	

Table 16: Application ideas of group 3

1	Footwear, insole or components, blended with PLA	5	Lab coat (flame retardant) (coating)
2	Film/membrane for mattress, protectors, films (must be breathable)	6	Anti odor insole in footwear (composite)
3	Biomedical textiles. Mono-use (coating, foam, textiles)	7	Glue used to bind multilayers (binder/glue)
4	External tents (UV resistant) (coating/film)	8	Coating for building façades (coating)

Table 17: Application ideas of group 4

1	Hospital textiles	6	Isolation, carbon add. in fibres + coating à bleach colour
2	Shoes, bags	7	Drink straw
3	Sports wear	8	Biodegradable filters
4	Blending in denim (lignin fiber)	9	carpets
5	packaging		

Selected ideas were further developed with leading questions, for each idea the given profile was filled out. Comments which were added by the plenum are also given. One group only developed one idea instead of two due to time reasons.

5.3. Key performance indicators for stakeholder engagement activities

This section outlines the KPIs defined for the project's stakeholder engagement activities. It provides an overview of progress toward planned actions. It serves as a tool to monitor visibility and engagement across multiple channels (see Table 18).

Table 18:Stakeholder engagement KPIs.

DISSEMINATION ACTION	KPI	TIMEFRAME/STATUS
Stakeholder mapping	>500 stakeholders mapped	534/500
Advisory board	8-10 AB members	7/8-10 AB members, ongoing search for 1-3 more members
Stakeholder engagement workshops	>2 stakeholder engagement workshops	1/2 performed
	>500 stakeholders engaged	Ca. 30 engaged
Core clustering with other EU projects and other initiatives	>2 meetings/a	1/6 Meetings
	>4 joint activities Horizon Results Booster	
	10 projects	5/10 projects (pHYBi , Fabulose, FIBSUN, PENGUIN , SUBBIMAT , UPWEARS), member of ECOSYSTEMEX (>40 EU projects)

5.4. Roadmap for stakeholder engagement activities

The roadmap outlines planned activities to strengthen stakeholder engagement throughout the project life cycle (Figure 12). It includes actions like stakeholder mapping, advisory board involvement, workshop and surveys, and clustering initiatives to foster collaboration and knowledge exchange.



Figure 12:Roadmap showing actions and timelines of stakeholder engagement.

5.5. Continuous monitoring of stakeholder evaluation

Stakeholder engagement and feedback is monitored using a dedicated an Excel sheet (see Annex 3) as developed in D6.3. A new spreadsheet has been added to track relevant LinkedIn followers. Feedback

is received via the AB, surveys and comments received during dissemination events (feedback panels /booth/presentations/posters). Latter is only added to the monitoring sheet if the feedback is considered to have a large impact.

6. Sustainability practice

BioFibreLoop places strong emphasis on sustainability in all stakeholder engagement activities. The project ensures that interactions with industry partners, research institutions, and policy makers are guided by principles of environmental responsibility and social value. This includes promoting resource-efficient practices during events, encouraging digital collaboration to reduce travel-related emissions, and fostering dialogue that prioritises circular solutions and long-term impact. By embedding sustainability into engagement strategies, BioFibreLoop not only advances its technical objectives but also demonstrates leadership in responsible innovation. E.g, the first co-creation took place at the ECOSYSTEMEX conference, as such no extra travelling activities needed to be done while still the workshop could take place in person. Four BioFibreLoop participants travelled by train and ferryboat in order to avoid flights.

7. Outlook

Looking ahead, BioFibreLoop will continue to strengthen and expand its communication, dissemination, and stakeholder engagement activities to maximize project impact and visibility. The following priorities will guide future efforts:

- **Continuous Improvement:** Communication and dissemination strategies will be regularly reviewed and adapted based on feedback, analytics, and evolving project needs.
- **Enhanced Collaboration:** The project will deepen cooperation with sister projects, networks, and external stakeholders to foster knowledge exchange and joint activities.
- **Broader Stakeholder Involvement:** Stakeholder mapping and engagement will be further developed, with a focus on involving high-interest and high-influence actors through co-creation workshops, surveys, and targeted outreach.
- **Sustainability Focus:** All activities will continue to prioritize environmental responsibility, resource efficiency, and social value, aligning with EU sustainability goals.
- **Monitoring and Evaluation:** The project will maintain systematic monitoring of communication and engagement activities, using KPIs and feedback to ensure effectiveness and transparency.

By following these directions, BioFibreLoop aims to ensure that its results reach relevant audiences, foster lasting partnerships, and contribute to the transformation towards a sustainable and circular textile industry in Europe.

8. Annex

Annex 1: Monitoring sheet for dissemination activities

BioFibreLoop dissemination activities: (MANDATORY categories are marked with *)													
No.	Status if event	Dissemination activity name/title* e.g. conference, event, ...	Type of activity* Use dropdown menu by clicking into the cells below and the arrow menu on the right	Partners involved	Participating persons	Date/period* start/end date (DD.MM.YYYY)	Link e.g. to event, online document, ...	Place (city, country) e.g. place of conference	Type of activity (speaker, speaker, booth, poster, host, other activity)	Specification of activity	Target audience reached* Note: multiple choices are possible here (Research communities, Industry, Innovators, Investors, Int. Org., EU Institutions, National/Regional/Local authorities, Public sector, specific and user organisations, Other)	Size of audience (number of participants reached)	Description of the objective(s) with reference to a specific project output* (max. 200 characters)
1	attended	Biobased Textiles in Clothing: Europe 2025	Conferences	Nil Textile		15-16/1/2025	https://www.walrus.com/en/activities/bio-based-textiles-clothing-europe/	in person presentation, Helsinki			Research communities, Textile industry, Journalists	30 attendees at the presentation	CEO of Nil Textile keynote presentation of the BFL project and first outputs of the initial phase of testing within the scope of project
2	attended	How was BioFibreLoop presented?	1) Digital Manufacturing Industrial workshop 2) Data, AI and Digital Twin convergence for efficient and sustainable manufacturing	Education and training events	A-Nov	24-26/03/2025	https://www.podn@antimik.eu/	Brussels, in person					event for networking with stake holder of manufacturing environment
3	attended	Open house (excursion) event for local accelerator program: Fashion Up Ostawa	Education and training events	Nil Textile		28/3/2025	https://www.podn@antimik.eu/	in person event, open house/excursion			Innovators, civil society, textile industry professionals	20 visitors	Fashion Up Ostawa is accelerator program that supports entrepreneurship in textile industry and fashion in the region. We have invited the participants of the accelerator program to educate on circularity, responsible production and BFL (with a project presentation, also LinkedIn post).
4	attended	Did you attend the conference? If yes, how was BioFibreLoop presented?	IDEA 2025	Conferences	BEES	29/04-01/05/2025	https://ideashow.org	In person, Miami			Textile industry - NWA, Sustainability, Filtration, etc.	Very high	Matchmaking with textile partners, project presentation, etc.
5	attended	Pro Flex Conference	Conferences	A-Nov	Girolamo Mincuzzi	06-07/02/2025		Dresden (Germany)	speaker		Rail to toll industry		BioFibreLoop was presented in a talk, also flyers were handed out. Corresponding LinkedIn post.
6	attended	Dive'25	Conferences	DITF	Thomas Fischer	08/05/2025	https://designing.org/veranstaltungen/dive25/	in person	speaker		Design Community, including textile and fashion	High	Raise awareness in the textile and fashion design community. BFL was presented in a presentation.
7	attended	Article on Innovation News Network	Other	DITF, NIL, NFA, ICNIR		5/21/2025	https://www.innovationnews.net/news/2025/05/21/biofibreloop-project-makes-its-way-to-the-market/	online			professionals and stakeholders involved in science, research, p	pageviews	Overview article about BioFibreLoop's first results
8	attended	TechStyle Summit 2025 - the 7th international textile and clothing conference	Conferences	DITF	Thomas Fischer	26.05.2025 - 28.05.2025	https://diveev.eu/summit/	Allénaga do Porto (Portugal), in person	Speaker				BioFibreLoop was presented in a talk, based on the Innovationnews article, highlighting the holistic approach and first results.
9	attended	textarant	Clustering activities	DITF	Iris Fischer	28/05/2025		Allénaga do Porto (Portugal), in person	Speaker		Textile Transfer Network: research organizations working in the European textile and clothing sector; Raise awareness and foster cooperation amongst European textile researchers		BioFibreLoop was presented in a talk during this clustering activity of the textile transfer network. By that research organizations working in the European textile and clothing sector were reached, raising awareness and fostering cooperation amongst European textile researchers
10	attended	AUTEX	Conferences	NTT	Carlotta D'Alco	30-13/06/2025	https://autex.org/	on site (Dresden)	Poster				Overall project presentation and initial results of NTT activities with a poster exhibition
11	attended	EXPO2025	Fair	FreyZain	Barnaby Caven, Jan Karlsson	13.04.2025 - 13.10.2025	https://expo2025.osaka.kansai.kipin.or.jp/	Osaka (Japan)	Booth				
12	attended	International CNF (Cellulose Nano Fibers) Technology Exchange Meeting	Conference	BEES	Emre Cozzani	7-Jul-25	N/A	South Korea	Booth				
13	attended	Advisory board meeting 1	Meeting	All		8-Jul-25	N/A	online					
14	attended	Stakeholder engagement through survey	Survey	NTT		M14 - M46							
15	attended	5th Dornbirn GFC Innovation Day	Event	FreyZain	Barnaby Caven, Jan Karlsson	10-Sep-25							
16	attended	ECOSYSTEM Conference	Conference	DITF, Steinbois, NTT	Thomas Fischer, Thomas Stigmarier, Laura Nienke, Laura Schmalz	29.09.2025 - 01.10.2025	https://ecosystem-conference.com/	Göteborg (Sweden)	Other activity	performing a co-creation workshop, general presentation of project			

D6.4 Communication, Dissemination & Stakeholder Engagement

Annex 2: Stakeholder mapping list

	A	B	C	D	E	F	G	H	I	J
	Stakeholder	Stakeholder Subgroup	Identified Stakeholders	website	Short description	Country	geographic scope	Evaluation of the potential(interest/influence)	Partner	Contact stakeholder (email)
1	Industry	Textile industry	Lenzing AG	lenzing.com	Producer of sustainable fibers such as TENCEL™ and Refibra™	Austria	international			
2	Industry	Textile industry	Evnu	evnu.com	A company focused on recycling textile waste into high-quality fibers, promoting circularity and reducing the environmental impact of textile production.	USA	international			
3	Industry	Textile industry	Södra	sodra.com	A Swedish cooperative that produces sustainable textile fibers from wood pulp, focusing on eco-friendly practices and reducing reliance on non-renewable resources.	Sweden	international			
4	Industry	Textile industry	Wool & Gang	https://www.woolandthegang.com/en	A brand that promotes sustainable fashion by offering eco-friendly wool and knitting supplies, emphasizing ethical production and circularity.	UK	international			
5	Industry	Textile industry	Aquafil	aquafil.com	Creates regenerated nylon yarn from waste materials like fishing nets and fabric scraps.	Italy	international			
6	Industry	Textile industry	BASF	basf.com	Develops sustainable solutions for textile chemicals and materials.	Germany	international			
7	Industry	Fashion brands & retailers	Adidas	adidas.com	Invests in sustainable materials and technologies for athletic apparel.	Germany	international			
8	Industry	Fashion brands & retailers	Vaude	vaude.com	A German outdoor clothing and gear brand known for its strong commitment to sustainability, using eco-friendly materials, and adopting fair labor practices in its textile production.	Germany	international			
9	Industry	Fashion brands & retailers	Salewa	salewa.com	An Italian brand specializing in outdoor apparel and gear, focusing on sustainable practices including the use of recycled materials and ethical production methods.	Italy	international			
10	Industry	Fashion brands & retailers	Fjällräven	fjallraven.com	A Swedish outdoor brand renowned for its durable and sustainable products, using eco-friendly materials like recycled polyester and organic cotton, and promoting circularity in its	Sweden	international			

Annex 3: Stakeholder engagement list. Due to confidentiality only column headings are stated.

documentation										analyse + integrate feedback					
date of action	stakeholder	country	stakeholder activity	format	topic	key point	WP	type of feedback	feedback	actions	evaluation of feedback	where to integrate (WP)	where to integrate (specific)	responsible partner	integrated?