D6.1 Communication and Dissemination Plan

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DISCLAIMER FOR METHODOLOGY

The drafting of D6.1 has been 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

BEES	Bees – Be Engineers for Society
CD	Communication and Dissemination
CDE	Communication, Dissemination and Exploitation
D	Deliverable
DITF	Deutsche Institute für Textil- und Faserforschung Denkendorf
European Commission	EC
FreyZein	FreyZein GmbH
GA	Grant Agreement
KNOPF	J.G. KNOPF'S SOHN GMBH & CO. KG
KPI	Key performance indicator
M	Month
NIL	NIL Textile s. r. o.
NFA	Det Nationale Forskningscenter for Arbejdsmiljø
PLA	polylactic acid
SSdB	Safe and Sustainable by Design
Steinbeis	Steinbeis Innovation gGmbH
WP	Work package

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SUMMARY

The present document (D6.1) defines and describes in detail the proposed first **Communication and Dissemination (CD) Plan** for BioFibreLoop project. This CD plan introduces the overall engagement approach that BioFibreLoop already follows and will keep respecting until the end of the project lifetime (30st of November 2027). The initial version of this document will be accordingly updated in D6.4 (M18) and D6.7 (M42).

The developed CD plan represents one of the key pillars of BioFibreLoop: creating awareness, communicating around the different project activities and disseminating all relevant results and findings, both in countries where the consortium partners are operating and on an international level.

BioFibreLoop CD plan covers outreach and awareness raising as well as interaction with stakeholders – distinguishing between both aspects as follows:

- The BioFibreLoop team develops specific tools and channels for **communication** to inform a wider audience about the project itself, its activities and its progress.
- In addition, the BioFibreLoop team uses selected channels for **dissemination purposes**: the outreach to target audiences to share with them key results and relevant findings of the project.

The CD plan defines all activities to be carried out as outlined in the project's Grant Agreement (GA) and gives guidelines and rules to enable effective CD. The following chapters of the CD plan include:

- The identification and segmentation of all relevant BioFibreLoop key target groups.
- A description of the CD tools.
- An overview of CD activities and events.
- Guidelines for the implementation of CD activities.

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1 Introduction

Communication, dissemination, and exploitation (CDE) are essential activities for the effective implementation and significant impact of European-funded projects. A robust CDE strategy forms the foundation for expanding stakeholder engagement, enhancing participation, and fostering new markets, ideas, and innovations.

Although the specific definitions of these terms may vary depending on the actions taken by project partners, their shared goal is to maximise the project's visibility, impact, and future uptake of its results. The differences among them lie in their specific objectives, target groups, style, and channels used.

The European Commission (EC) defines these terms as followed[1]:

- Communication: "Inform, promote and communicate activities and results"
- Dissemination: "Make knowledge and results publicly available free-of-charge"
- Exploitation: "Make concrete use of results for commercial, societal and political purposes"

In this context, **communication** involves all methods of transferring information to the broader public, including both experts in the field and citizens affected by the project's actions. The goal is to promote current and planned project activities to enhance visibility. The language used is general, with limited technical or scientific terms, to ensure it is understandable by a broad audience.

Dissemination refers to the sharing of information among researchers and business professionals to encourage collaboration and the practical application of project results. Unlike communication, dissemination aims to provide a target group with information that they can apply to further their own work, thereby supporting the successful exploitation and market deployment of the project results.

In this CD plan, some activities and actions can be considered as one (CD at the same time), as they have some audiences in common and will mobilise the same promotion and dissemination tools (e.g. project website, press releases, etc.).

Exploitation serves as the strategic bridge between the project and subsequent developments, including market uptake, further development, and patents, after the project concludes. Exploitation activities focus on ensuring the practical application of research results. A dedicated BioFibreLoop Exploitation Plan will be submitted in M6 (D6.2, Exploitation Plan (I)). This deliverable (D) will be updated accordingly in M42 (D6.6, Exploitation Plan (II)).

The design of a CD plan serves as the foundation for all related measures and activities. Specifically, the main objectives of the CD strategy are:

I. To raise awareness, ensuring project visibility via effective communication actions (**Communication**).

II. To engage with key stakeholders, creating the conditions for effective mobilization and engagement of end users (**Communication & networking**).

[1] European Commission (2023): Communication, dissemination & exploitation what is the difference and why they all matter - Publications Office of the EU (europa.eu)

III. To foster outreach, via effective dissemination of the results and findings across Europe and the development of a large community around the project objectives, maximizing the impact of the project work and outcomes (**Dissemination**)

IV. To influence decision makers by sharing and transferring relevant conclusions derived from the activities and project outcomes (**Dissemination**).

In that way, to reach these goals, the CD strategy

I. identifies the target audiences with different stakeholders at EU and national levels

II. defines targeted key messages to inform relevant stakeholders and other organisations about the objectives and expected results as well as to increase awareness of the project

III. designs impact-based CD actions, formats, channels and activities.

IV. explains the methodology to be implemented with project partners to ensure successful and efficient amplification of the communication through all available channels

This document (D6.1) shows the dedicated **BioFibreLoop CD strategy**.

2 Overall CD strategy

The CD strategy detailed in this document outlines all activities specified in Section 2.2 of the project's GA. It provides practical guidelines and rules to ensure effective CD across the entire BioFibreLoop consortium. The consortium commits to actively participating in CD activities to maximise the scientific, environmental, economic and social impacts of the project.

The CD strategy will focus on the following pillars:

I. Public Acceptance: Enhance public acceptance of a novel method for functionalisation of clothing in accordance with the Safe and Sustainable by Design principle (SSbD) through communication actions that highlight the benefits and opportunities of BioFibreLoop contributions. Those are reducing environmental impact by reducing waste using bio-based materials and enabling circularity as well as increasing safety by the non-use of toxic chemicals, the latter also protecting the environment.

II. Stakeholder Information: Inform industrial and academic stakeholders, public authorities, political decision-makers, project developers, standardization and validation bodies, and potential customers and end-users in the textile industry, and SSbD industries about the availability of a new textile functionalisation method with tangible benefits.

III. EU Leadership: Maintain EU leadership in defining strategies, policies, methods, validation, and standards for SSbD by sharing knowledge, methodologies, and new tools as open-source resources.

The strategy includes:

- To whom to communicate/disseminate: Identifying and segmenting all relevant BioFibreLoop target groups.
- How to communicate/disseminate: Describing the CD tools to be used and providing guidelines for implementing these activities.
- Where and when to communicate/disseminate: Providing an overview of CD activities and events.

During the different project phases, the CD strategy must be adapted to meet the specific needs of each phase. Consequently, there will be several updated versions of the CD plan available throughout

the project's duration. These updates will document past actions and outline new activities required for each project phase. The plan outlined in this document is designed for the initial stage of the project.

To effectively distribute all CD actions, the following dual levels are available and encouraged:

- Partner level: Utilising each partner's own network and communication channels. This includes translating materials into local languages, when possible.
- Project level: Using the project's communication channels, such as the website and social media accounts.

The combination of these two levels is crucial to leverage the strengths of each partner's networks and maximise the overall outreach and impact of the project's message.

Project partners are required to inform Steinbeis and the directly involved partners about their planned CD actions. This ensures comprehensive tracking for future reporting and prevents inadvertent disclosure of confidential project information. For specific actions, a coordinated communication plan can be developed, incorporating the following elements:

- Message: Clearly defining the core message or content to be communicated.
- Target groups and impacts: Identifying the specific target groups and outlining the expected impacts on these groups.
- Channels and tools: Selecting the appropriate communication channels and tools to effectively reach the identified target groups and achieve the intended impacts.
- Input and support: Designating responsibilities for content creation, editing, and publication support as needed.

The CD guidelines are accessible to all partners through the MS Teams SharePoint.

3 Communication

BioFibreLoop communication activities and actions aim to increase awareness among larger audiences and raise the interest of multiple stakeholders, as a first, necessary step to stimulate engagement and involvement with the project's topics and objectives. The communication audiences of BioFibreLoop are listed in Table 1.

Table 1: Target groups of communication

TARGET GROUP NUMBER	TARGET GROUP	BENEFIT/GAIN FROM BIOFIBRELOOP
TG1 	• General public with a focus on young adults and children • professional athletes • Outdoor and sport interested people (including those with a low income) • People interested in sustainable fashion	Potential Customers; Unique selling point of products: Sustainable and affordable clothing with smart functionalities, supporting sustainability and healthy working conditions by using BioFibreLoop products.
TG2	General media representatives (non-scientific, non-industrial)	Raise awareness and acceptance of a novel method for functionalisation of sustainable clothing.

TG3	Environmental and health/Safety NGOs associations or initiatives targeting citizens and policy makers	Eager to communicate new research findings adapted to general audience, promote key topics regarding sustainability and safe standards.
TG4	School teachers	Wishing to raise awareness and educate future generations. They can also influence local and regional authorities responsible for creating curricula.
TG5	European local/regional authorities	Establish new standards, and regulations and data to improve and contribute to safety and sustainability. Contribute to support the autonomy of the EU Textile industry and job creation potential.
TG6	Companies needing to provide workwear for workers	Good image for a company, incentive to win or keep sustainable-oriented employees, economically: competitive prices compared to usual workwear, products not dependent.

BioFibreLoop communication strategy includes

- the set-up of all the channels/tools enabling direct outreach to its audiences
- the development of content focusing on the impacts for society, making complex scientific jargon understandable for a broad public. All communication channels/tools are described in the following subsections.

3.1 Communication key messages

Key messages are essential for the successful communication of each project. Clear messages communicate the project's main objectives, activities and (expected) impacts. The key messages differ for the above-mentioned target groups.

For the **public**, they will be more generic, informing on the reasons and general aims, objectives and activities of the project, e.g.:

- BioFibreLoop is a project funded under the European Union's Horizon Europe research and innovation program, with an EU funding budget of 6.5 million EUR and a duration of 3.5 years. 13 partners from 9 European countries are collaborating to establish a circular, bio-inspired functional textile production with a focus on outdoor, active and workwear.
- The need for functional textiles is high: Our every day's life requires people to meet challenges like rain, wind or dirt for their work, sports or hobbies. Bio-inspired textiles represent a solution providing us with smart functionalities by mimicking role models found in nature:

hydrophobicity, oil repellence and antibacterial activity.

- In contrast to conventional functionalising of textiles, BioFibreLoop represents a more sustainable process: The environment is preserved by avoiding hazardous chemicals for functionalisation as well as by using bio-based material from renewable sources instead of petroleum-based one. In addition to that, the use of raw material is minimised by recycling. BioFibreLoop contributes to a high extent to climate protection, aiming to reduce GHG by 20 %.
- Compared to the conventional functionalising of textiles, the BioFibreLoop process is much safer for the health of workers in textile production. The non-use of toxic chemicals increases the health of workers during BioFibreLoop's production.
- BioFibreLoop process will secure jobs in EU textile industry. Additionally, this process enables an autonomy of the European textile industry ecosystem and allows customers to buy regional products.
- Implemented technologies will provide users with transparency and traceability throughout the supply chain, making it possible for customers to assess working conditions and geographical origin of the textile.

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For the **scientific/professional audience**, additionally to the general messages stated above, the messages will be rather fact-based and in a more scientific language and focusing on the results of the project, e.g.:

- BioFibreLoop will develop the fabrication of lignin, polylactic acid (PLA), and cellulose-based textiles by defining and producing yarns and fabrics and determining optimal parameters for the coating with lignin (viscosity) which enable embossing. Mechanical performance will be assessed.
- Lignin surface coating will be developed for all three materials. Surface properties will be analysed and eventually improved by adding additives.
- Surface functionalisation of the 3 bio-based fabrics will be achieved by hot embossing using a Titanium Master Plate (TMP) textured by laser with hierarchical structure superposition at different sizes (nanostructures on top of microstructures). Laser texturing and hot embossing will be optimized in order to achieve the aimed at functional properties.
- BioFibreLoop will develop and integrate digital tools for the coating, laser engraving and embossing processes, making the development of the BioFibreLoop products faster and more efficient. An open-source platform will be set up with an environmental-friendly framework to be available for first replication partners and other stakeholders to engage them with BioFibreLoop.
- The recyclability of the three bio-based functionalised materials (lignin, cellulose, PLA) will be analysed and improved, aiming for a maximal high content of recycled material.

The messages for the target group **industry, policy makers and media** are in between the degree of scientific and general information from the messages for the general public and scientific target groups.

- BioFibreLoop will validate the biomimetic functionalisation of three bio-based materials at fabric level in continuous production. Especially, the chemical-free development of oil repellence as functional property will be a game changer. The process will be applicable for the industry to uptake.
- BioFibreLoop will develop and integrate digital tools for the coating, laser engraving and embossing processes make the development of the BioFibreLoop products faster and more efficient. Those tools, based on open-source data, will be a great help for textile finishing companies to uptake and integrate the BioFibreLoop process.
- The recyclability of the three bio-based functionalised materials will be evaluated. The industry will have sustainable materials which are biodegradable and recyclable.
- The project will generate life cycle and overall safety and sustainability assessments to ensure circularity, safety and environmental impact of BioFibreLoop products.
- The BioFibreLoop process will make regulations easier as a standard process without the use of hazard chemicals is developed.

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3.2 Project Identity: BioFibreLoop Logo, communication materials and templates

Creating a common project identity is essential for ensuring cohesion across all CD activities, as well as enhancing visibility on both the European and international stages. To achieve this, a professional design agency (DT Media, Stuttgart, Germany) has been contracted by Steinbeis (WP6 leader) for the development of a professional project identity kit.

This kit includes a logo, which expresses the values and approach of the project. The logo defines the BioFibreLoop brand and will be used in all external communication. The following design shows the final version of the logo (Figure 1, Figure 2and Figure 3).

Figure 1: BioFibreLoop icon

Figure 2: BioFibreLoop logo without slogan

Figure 3: BioFibreLoop logo with slogan

The BioFibreLoop logo is versatile: it is available in several colour variants (colour, full black, full white, black & white in gradations) and can be used with or without the claim/slogan “Pioneering sustainable clothing”, adapted to different needs and supports. The logo can be found both in pixel and vector formats and is available for the partners’ use via MS Teams SharePoint. The visual identity is based on the main logo colours and should be respected in all official communication.

The logo consists of the short name of the project “biofibreloop” and a circle-like icon. The form of the icon visualises the relevance of circularity which BioFibreLoop aims for. However, the circle-like form is not fully closed but has two ends: a straight end and an end resembling a hook. The hook-like end

indicates the topic of the project: textiles. The icons as well as the project name consist of three colours, illustrating the meaning of three for the project: there are three different kinds of bio-based materials, (Lignin, Cellulosic material and PLA) and three kinds of clothing (outdoor wear, workwear and active-/ sportswear). The font of "biofibreloop" seems to be simple, highlighting the straightforward approach of the project.

The primary colours (Figure 4) for the projects which are also used in the logo are also linked to the key project objectives: orange (RGB: R243, G146, B0), green (RGB: R124, G160, B44) and light metal blue (RGB164, G209, B225). The orange symbolises the functional clothing as workwear, outdoor wear and sportswear often contain a bright orange for visibility. Green was chosen as the colour symbolises the environment and safety, as well as it indicates the bio-based nature of the textile fibres. The blue metallic blue illustrates technology, highlighting the laser-induced smart functionalities. The secondary colours are light grey (R227, G227, B227) and black (R0, G0, B0). Those colours are neutral and thereby act as a calming counterpart in comparison to the bright primary colours.

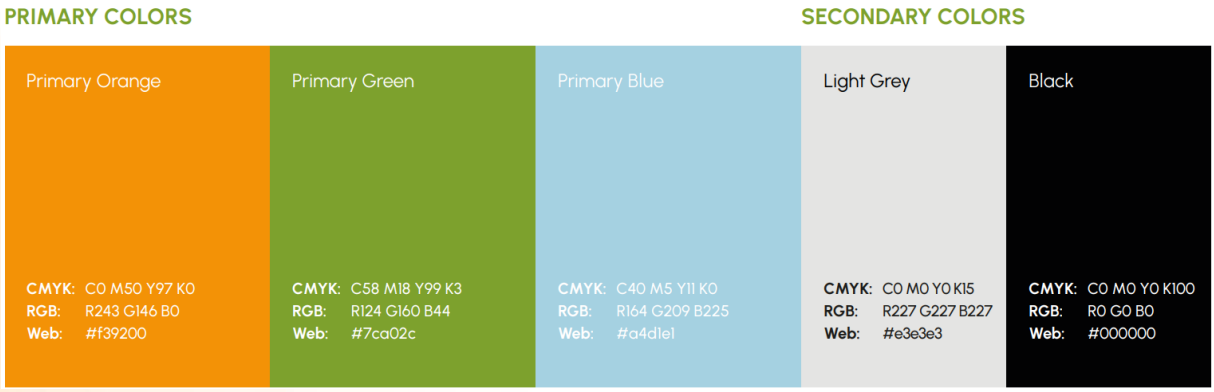

Figure 4: BioFibreLoop colours

A key visual, a graphic which is a key image of the project (e.g. on social media as LinkedIn banner and central image on the homepage of the website) was created (Figure 5).

The central image is a white sports t-shirt. On the bottom, there is a green leaf. A bit higher, on the right side positioned, there is a coil. A thread is evolving from the border of the leaf, passing through the coil and outlining the rest of the t-shirt, visualising the intended circularity. There is landscape on the bottom of the t-shirt: green forests and mountains, outlined by an orange leaf-like structure at the top. Two simple black icons representing functional properties were put on the top of the t-shirt. The left icon consists of three drops being repelled by the surface with an arrow. This indicates hydrophobic or oil-repellent behaviour. The second icon consist of simple bacteria which are crossed out, indicating antibacterial activity.

Figure 5: Key visual of BioFibreLoop

Besides the logo and the key visual, standard templates for Microsoft Word and PowerPoint were created, promoting consistency and coherence in BioFibreLoop branding and communication. Those templates are to be used by consortium members, either for Ds, blog articles etc. (Word) or project presentation (PowerPoint). Screenshots of the templates are shown in the annex (Chapter 7.1 and 7.2).

Furthermore, building upon the visual identity, a promotional package will be designed by Steinbeis:

- One BioFibreLoop roll-up to be used during project events and events BioFibreLoop will participate in.
- A flyer to be disseminated during events in general, to raise awareness about BioFibreLoop.
- A Microsoft PowerPoint presentation with general information about the project (background, methodology, specific objectives, consortium, WPs, etc.).

3.3 Project Website

The project website is a central CD channel, often being the first contact point for people interested in the project. The website is currently under development and will be available the latest in November 2024 under https://biofibreloop.eu. After project ends, the website will remain online for at least two years.

The website represents the key channel to raise public awareness of the project (communication) as well as presenting main results and outcomes (e.g. publications) and targeting all stakeholder (information about relevant events, networking opportunities). The site is intended as a hub linking news, videos, corporate identity information, social media links, the sign up for a newsletter and contact to the coordinator at one place. The site contains a general presentation of the project concept, methodology, objectives and the BioFibreLoop consortium as well as all public information related to the project activities, results, reports, events, etc. It follows the BioFibreLoop branding and plays an important role in the information campaign. The structure has been developed to allow for an easy navigation and access to information. The content of the website will be updated periodically by Steinbeis (especially with respect to information on project publications and events, newsletters and reports) but also on demand (e.g. when important news can be published).

The website will be roughly structured as this:

- Home
- Project
  - Our concept & Objectives & Impacts
  - Methodology
  - Work packages
  - Our partnership
- News & Events
  - News
  - Blogs
  - Events
- Publications
  - Scientific publications
  - Public deliverables
- Communication Material
  - Press releases
  - Newsletter
  - Media
- Collaboration
- Contact

3.4 Social network and social media strategy

Nowadays, developing a strategy for social network and social media is crucial, considering the general public, the media as well as people in business use social media. Social media gives the readers the opportunity to "stay in touch" and their use by different stakeholder groups will raise BioFibreLoop's presence online by the frequency of their interactions. The objective of BioFibreLoop's social media is to enhance the visibility of the project, its activities, and outcomes, involve the target groups in the project, and generate interest in the project's communication tools. This includes directing them to the project's website for more detailed information. All public materials will be promoted via social media.

The BioFibreLoop consortium decided to use two social media platforms: LinkedIn and Instagram.

Considering the European Union has opened formal proceedings against X to assess whether X may have breached the Digital Services Act (DSA), the consortium came to the decision to forego the usage of X. In addition to that, users have been continuing to leave the platform, making it as a social media platform more and more unattractive.

LinkedIn is a professional network through which BioFibreLoop can address very specific, professional target groups (e.g. scientific community, policy makers, industry, etc.), sharing the status of the project but also project outcomes. LinkedIn will not only be important for communication, but also for dissemination. A LinkedIn page, called BioFibreLoop has been set up in July 2024, managed by Steinbeis with the inputs of the whole BioFibreLoop consortium. The account will be filled with more details and content over the coming months, building more connections to people within the target groups and then beyond. Considering the holiday periods during summer, the campaign will start in M4 (GA: starting M6).

In addition to LinkedIn, the consortium chose to use Instagram as a second social media channel, considering it represents a platform which is mainly used by younger people (ca. 60 % of users were between 18-34[2]). An Instagram channel called **BioFibreLoop Project** will be set up in 2025 managed by Steinbeis with the inputs of the whole BioFibreLoop consortium. The account will be filled with more details and content building more connections to people within the target groups and then beyond. Taken the distinct features of Instagram into account, short stories and videos are planned. Short reels about partners' introduction (see Chapter 3.7) could be used. Partners using Instagram (e.g. FreyZein and NIL) could also share stories to increase the impact of content.

The content of both social media accounts needs to be updated regularly and relevant Hashtags (#BioFibreLoop #CircularTextiles #Sustainability #CircularEconomy #Lignin #PLA #Cellulose etc.) will be used to enhance the visibility of the posts. The content will focus on explaining the concept and objectives of the project, present all partners, informing about news, events, publications and results.

Considering the nature of LinkedIn, the project's account will serve especially for communication with the industry, policy makers and media. It will also be used to promote the project events, by specific posts before the event, sometimes during the event and after the event. Moreover, LinkedIn represents an important tool for dissemination, enabling the contact to stakeholders.

In contrast, Instagram focuses almost exclusively on communication with the general public, especially young adults and children as wells as athletes. The consortium considers contacting athletes and influencers to ask them to inform or share content about the BioFibreLoop project. Content will be produced most likely at later stages of the project when results are ready to be shown in form of videos and graphics.

A BioFibreLoop **Researchgate** account may be launched as soon as the first scientific publications of the project are available. In the same way, a dedicated BioFibreLoop **YouTube channel** will be established to present all videos produced by the projects (e.g. thematic videos, webinars' recordings etc.).

As indicated by the EC, strong links between innovation and policy are essential to shape a safe, open and trustworthy social media and network environments. In that way, several challenges need to be addressed, among others, (i) fake news and online disinformation and (ii) the spread of illegal content. Steinbeis, as the WP6 leader and responsible for all BioFibreLoop social media, will follow a zero-tolerance policy for offensive, aggressive and/or misleading tweets, letting the denialists and/or haters know that their actions are unacceptable. Consequently, the project site will no longer respond to their messages, delete them and block the corresponding accounts.

3.5 E-Newsletters

During the project's lifetime, e-newsletters will be created and sent out from October/November 2024 (M5/6). At least, 12 e-newsletters will be published during the whole project's duration. The newsletters will present the project achievements and progress, the upcoming activities, and the

[2] https://www.statista.com/statistics/325587/instagram-global-age-group/

project's publications (with link to the website). Newsletters will be sent out to stakeholders who subscribe to the BioFibreLoop newsletter, in consistence with General Data Protection Regulation regulations. Subscriptions to the newsletter will be made possible through the BioFibreLoop website. Steinbeis will select the newsletter's topics based, among others, on the project website's publications and news. Steinbeis will also contact partners for additional content or for completion of information, if needed, and will take care of editing and making the text uniform for publishing and sending.

Following aspects should be considered: The newsletter presentation should be dynamic and well formatted: It should not exceed 1,000 characters including spaces to avoid losing the interest of the reader. Each division of the newsletter should have understandable and easily reachable title and content (no abbreviations or very technical terms should be used). Visualisation is crucial and pictures or meaningful graphs should be included whenever is possible.

The newsletter will be distributed in two ways: It will be sent to registered people by e-mail but can also be downloaded from the BioFibreLoop website. In addition, it will also be shared through each partners' network and project's social media.

3.6 Press releases

Press releases will also be created to raise interest in BioFibreLoop activities. They will be not produced on a regular basis but for special occasions:

- to communicate about an event, before (date, location, description of the event) and after (to describe results and outcomes and inform on the next event)
- if needed, when a specific milestone is achieved.

In general, each press release should not exceed one page (A4 format) to avoid losing the interest of the reader. As for the newsletters, visualisation is crucial and pictures or meaningful graphs should be included whenever it is possible. On 11th June 2024, a first BioFibreLoop press release was prepared and published by Steinbeis and on the occasion of the official start of the project (01.06.2024) and shared with the whole consortium for its distribution through their own networks, contacts and social media. This first press release can be found in the annex (Chapter 7.3) of this document. Planned press releases are shown in Table 2.

Table 2: 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 activities of BioFibreLoop, website launch and presenting social medial channels	12/24 (M7)
3	Achieved milestones: Coating of bio-based textiles meets requirements for the embossing process Start of embossing process	05/25 (M12)
4	Retrospect of activities	10/25 (M17)

5	Two years of BioFibreLoop: Looking back and looking forward	04/26 (M23)
6	Peer-to peer training (online or in person), Voices from the training	11/26 (M30)
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)

3.7 Videos

Steinbeis will produce at least two videos, with the help of an agency if needed: one short explanatory video and one general main video with the collaboration of all partners.

- This first video will be developed in the first half of the project, focusing on the objectives, benefits and methodology. It could be done in animation style using programs with artificial intelligence.
- The main video will present the BioFibreLoop concept objectives and main results. It will show the main concept, explaining the methodology as well as stating the benefits in comparison to the conventional functionalisation methods. Footage e.g. of the site visits, or peer-to-peer trainings can be created that focuses on the outcome. This video is expected by the second part of the project in M36, when more key results and findings of the BioFibreLoop project will be available.

In addition to the two videos, short videos introducing the partners are planned. They can be done by Steinbeis during a general project meeting. They can be used for social media, describing a partner and explaining their role in the project.

Another idea for videos could be science slam. A science slam is a platform for scientists to present their research to the general public. Each competitor has a few minutes to present their topic in an easy-to-understand language: Why it is needed, how their research provides a solution. Usually, this is done in an informal setting, often adding humorous elements. The project could be presented in a science slam-like video and/or single aspects could be explained. The videos can either be done by a professional agency, Steinbeis or the partners themselves.

All BioFibreLoop videos will be available in a dedicated **YouTube channel** and widely disseminated through the project's website & newsletters, BioFibreLoop social media, and via networks and contacts of the partners.

3.8 Appearances in TV shows/Documentaries/Podcasts

To further maximise outreach and engagement, the following strategies will also be pursued as suitable:

- Appearances in TV shows and documentaries

- Collaborations with public figures who have a high social media presence
- Radio appearances
- Participation in podcast episodes
- Creation of videoblogs

It is envisaged to secure at least two TV or other media appearances and contributing to one radio or podcast segment.

Possible formats at the national level in German:

- As an article, interview or as part of the “Biopioniere” on https://biooekonomie.de/
- podcast episode/ TV appearance on SWR Wissen/ MaiThinkX /Deutschlandfunk.

3.9 Blogs / short articles

Blogs and short articles will be posted on the website informing about project results explained in easy-to-understand language targeting general audiences. Those blog articles will be written by the partners. A possible uniform format could be interviews with each partner. The aim of those interviews would be to create a more personal connection with users by showing the personal motivation of the partners for the project, their views on the importance of the project, and which impact they think BioFibreLoop will achieve. Furthermore, they could also explain their role in the project.

Possible questions:

- Who are you?
- What motivates you to be part of BioFibreLoop?
- What is the biggest challenge in the project for you? Which challenges you encountered did you already solve?
- Which risks are connected to your role in the project and how do you avoid them?
- What has been your personal highlight in the project?
- What have you learned through the project which you found interesting or surprising?
- What type of clothing of BioFibreLoop would you like to wear and use yourself?

In addition to the interview series, thematic topics such as additional background information written by the partners might be possible, too.

3.10 Awareness-raising events

The visit and engagement of awareness-raising events is planned to inform the public about the importance of bioinspired textile solutions and their benefits. Science slams might be also good formats to reach a large audience as they get more and more popular. Partners will participate in at least 7 events, with more than 350 visitors for all events together.

Following awareness-raising events could be relevant for BioFibreLoop:

- outdoor and sports fairs
- general sustainability events like „Klima- und Energiefestival“ in Karlsruhe

3.11 Further tools and material for communication

In addition to the usual communication formats, the following additional measures will be implemented if capacities are available:

- A quiz might be created. As a format, the quiz would be digital and might be screened with a beamer. A pool of questions would be created with different focuses and, sub-pools of questions could be selected accordingly in response to the addressed target group.
  Possible content of the questions could be about the sustainability aspects of the textile industry in general (e.g. water usage, use of chemical), biomimetic aspects and solutions, bio-based material (origin, applications).
- A **simple (online) game**: Build your own functional textile. → Show the methodology. The user creates their own textile product. The game serves to question on the one hand knowledge which the user should gain previously as wells as to show the methodology visually.
  A possible gameplay is shown here:
  "Choose the product (sportswear, outdoor wear or working wear) → Choose the bio-based material → Choose the kind of nano- and microstructure to put on titanium plate → Embossing and coating is shown → Verification if the choices were right"

3.12 Communication – Key Performance Indicators

The following table (Table 3) summarises the KPIs defined in the GA for communication activities and actions to be performed during the project's duration. Steinbeis as WP6 leader is responsible for the implementation of them. Potential further activities are not shown here.

Table 3: Communication Key Performance Indicators. Achieved activities are marked in bold in timeframe/status.

COMMUNICATION ACTION	KPI	TIMEFRAME/STATUS
Project brand identity	One kit for all partners including logo, Word and PowerPoint templates, guidelines	**Achieved in M3/M4**
Promotional materials	One flyer, an infographic, general project presentation & roll-up Distributed > 4,000 time on- and offline	Available from M10/M12
Press releases	At least 8	**One press release published in M1**
Explanatory project video	2 videos, (> 2,000 views per video),	M12, M36
Appearances in TV shows/ Documentaries/ Podcasts	At least two podcast episodes/documentaries/podcasts	Throughout the whole project

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Public website	One website available at M6, >3,000 visits by the end of the project	Will be publicly available by M6
Blogs/short articles	>4 starting from M8	First blog article published by M8
Social media accounts and campaigns	>150 in total, starting the latest from M6	**LinkedIn account was set up in M3, campaign starts in M4** Instagram account's campaign will start later
Awareness-raising events	>7 events organised by FreyZein, NIL, BEES, NFA and DITF >350 visitors in total	Throughout the whole project

3.13 Roadmap for future communication activities

To successfully implement the communication tools and activities described above a preliminary roadmap (see Figure 6) has been developed. This roadmap will be regularly updated as the project progresses and evolves.

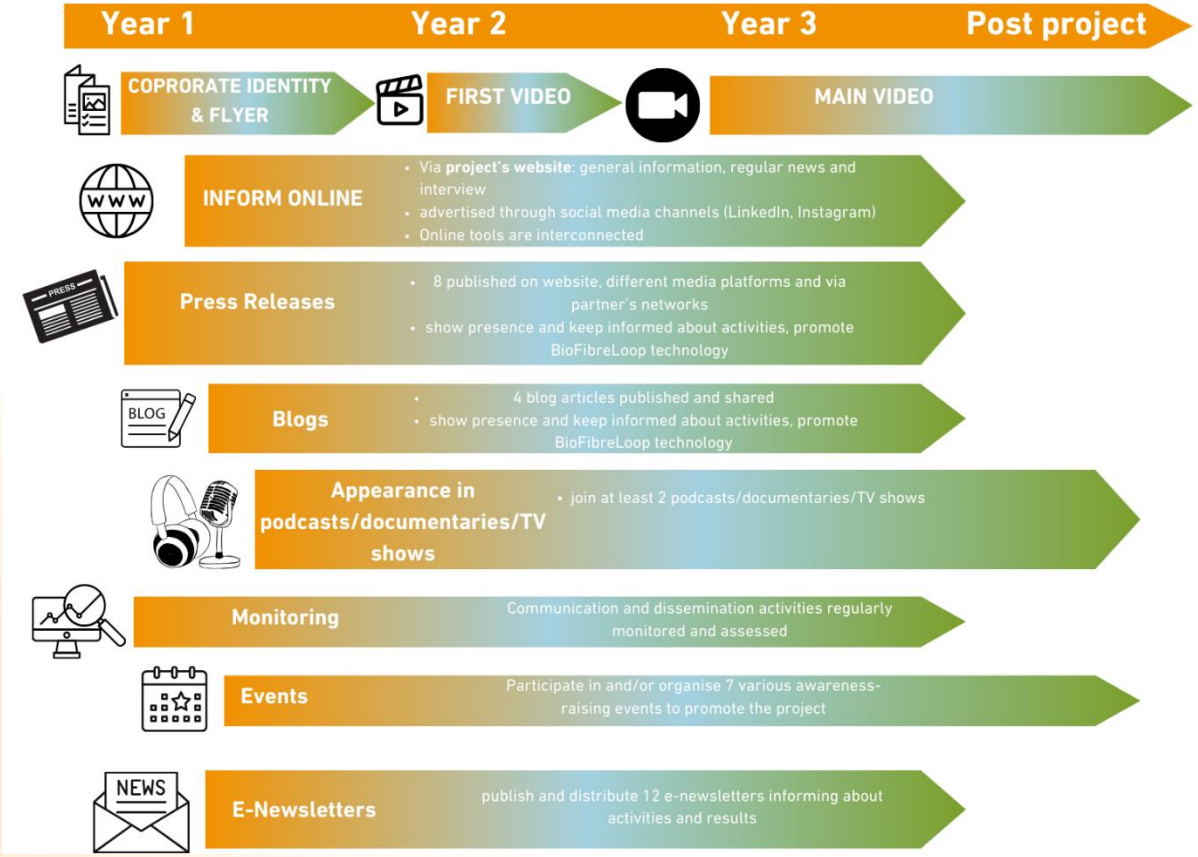

Figure 6: Roadmap for communication activities

4 Dissemination

The dissemination plan is based on continuous information about the activities implemented and key results and findings achieved throughout the whole project duration and should cover all stakeholders interested in textiles, the necessary technology, policy makers and researchers. The dissemination is based on different online and printed tools described in this document, aiming to maximise the impact of BioFibreLoop by reaching a wide panel of interested stakeholder audiences.

The BioFibreLoop dissemination workflow aims mainly at:

I. Informing about project results, outputs and achievements, and engaging with BioFibreLoop key stakeholders. With this approach, the objective is also to leverage stakeholder networks to multiply the impact of BioFibreLoop communication campaigns and actions.
II. Generating interest in the solutions, know-how and other outputs of the project to promote their exploitation.
III. Contributing to trust into and acceptance of Sustainable and Safe Design principles as solutions to address important challenges.

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To maximise the impacts of the project, BioFibreLoop consortium will develop and implement ambitious dissemination measures to:

- Improve the **transfer of knowledge** to professionals, scientific and business communities.
- **Present and reinforce scientific, economical and societal impacts** of the developed BioFibreLoop solutions.

BioFibreLoop target dissemination audiences are listed in Table 4.

Table 4: Target groups of dissemination groups.

DISSEMINATION TARGET GROUP	TARGET GROUP	BENEFIT/GAIN FROM BIOFIBRELOOP
TG1	Researchers	Advancing state of the art and achieving breakthrough innovations. Make new data, methods, and tools available by using open science platforms to build a more robust and replicable EU science.
TG2	Technology providers (laser engraving, rollers, coating systems etc.)	Interested in new market opportunities selling a SSdB technology to customers
TG3	Textile industry and garment producers	Interested in replication of sustainable and safe textile functionalisation method.
TG4	Textile workers	Increased occupational safety
TG5	Further end-users (biomedical, automotive, construction, aerospace and geotextiles industry)	Interested in replication of sustainable and safe textile functionalisation method.
TG6	Authorities	Establish new standards, and regulations and data to improve and contribute to safety and sustainability. Contribute to support the autonomy of the EU Textile industry and job creation potential.

In order to ensure effective dissemination and stakeholders' dialogue the BioFibreLoop project focuses on three relevant CD actions and channels which comprise:

- Audio-visual material (project website, social media, videos)
- Publications (peer-reviewed academic papers and reviews in scientific journals, press releases)
- Event participation / Networking (inter/national academic conferences & congresses, workshops, fairs, joint events with other projects)

While communication activities and actions will be mainly the responsibility of Steinbeis (WP6 leader) with the support of the whole consortium, dissemination activities and actions will be carried out by the scientific partners under the coordination of Steinbeis and the rest of the WP leaders.

As stated in the chapter 2, CD activities can overlap, and the communication tools described above sometimes serve the purpose of dissemination as well. Below, tools will be described that mainly serve for dissemination purposes targeting already indicated audiences.

Stakeholder mapping, the identification of relevant stakeholder, followed by the implementation of stakeholder resembles a highly important task. Therefore, a dedicated stakeholder engagement strategy will be presented in D6.3 (M6), giving a detailed overview and elaborating on those two aspects.

4.1 Publications

4.1.1 Scientific publications

All partners will disseminate the project results and their advantages in peer-reviewed scientific journals that offer open access online deposition of raw data. Open access scientific publications are planned in the following topics:

- Laser and embossing validation
- Digital twin
- Recyclability
- SSbD
- Demonstration of fabric and garment performance

Regarding scientific open access publications, following aspects have to be ensured by the authors:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications (e.g. Zenodo)
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a license with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and
- information is given via the repository about any research output, or any other tools and instruments needed to validate the conclusions of the scientific publication.
- beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or

Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organizations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication. Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

Project outputs and publications will be uploaded to scientific results repositories. Zenodo will be used as the main open repository, ensuring the long-term availability of research data. A dedicated BioFibreLoop community will be created by Steinbeis for this purpose. The project's data is fully supported for collaboration-based secondary research, and requests for raw or analysed annotated data can be directed to the consortium at any time. In addition, the publications will be listed on the project's website.

These measures ensure that research findings are openly accessible and properly documented, supporting transparency and the advancement of knowledge in the scientific community.

At least six open access scientific publications in international peer-reviewed journals with gold access (RTO Partners) are planned. Targeted journals are:

- Targeted journals for publications include
- Textile Research J.
- Int. J. of Clothing Science & Technology
- J. of Engineered Fibers & Fabrics
- J. Applied Polymer Science
- The J. The Textile Institute
- Int. J. Sustainable Fashion & Textiles
- Int. J. Textile & Fashion Tech.
- Polymers, Optics Express
- Optics and Laser in Eng.
- Int. J. LCA, Sustainability (MDPI)
- Annals of Work Environment and Health (AWEH)

The preparation of any publication, including the distribution of related tasks (e.g., writing different sections, internal review), authorship, and the selection of the journal for publication, will be agreed upon by the partners who generated the results at the WP level, coordinated by the corresponding WP leader. If the results to be published stem from different WPs, the WP leaders will be responsible for reaching a joint agreement among the interested scientific partners. Anyone listed as an author in any of the BioFibreLoop publications must have made a substantial, direct, intellectual contribution to the work. Steinbeis and DITF will be informed by the corresponding main author in a timely manner (e.g., title, journal, authors) via e-mail and by using a dedicated publications Microsoft Excel template available on MS Teams SharePoint (Monitoring Tool). A screenshot of the monitoring tool is shown in the annex (Chapter **Fehler! Verweisquelle konnte nicht gefunden werden.**).

4.1.2 Technical publications

All partners will disseminate the technical methodologies and outcomes in journals that offer open online access.

Targeted industrial journals for technical publications are:

- Laser Processing and Surface Engineering
- Textilplus
- Textile World Europe
- Technical Textiles Int.
- Textile Today
- Innovation in Textiles in Europe

At least 30 technical publications will be published by BioFibreLoop scientific partners.

4.2 Participation in scientific, conferences, fairs and industrial events

The BioFibreLoop project will be presented at international and national conferences where industrial and scientific partners will present through papers, posters or oral contributions the scientific/technical breakthroughs of the project, assuring technology and knowledge transfer to specialized audiences. These events will also serve to connect with official and technical stakeholders. All project partners will be encouraged to participate in targeted international events in order to integrate regional and national programs and initiatives and to allow other organizations, not directly participating in BioFibreLoop, to know about its objectives, evolution and conclusions.

Steinbeis and DITF will be informed (e.g. event, location, date, type of contribution, title) by the corresponding participant partner in a timely manner via email and/or by using the dedicated CD monitoring excel template available on MS Teams SharePoint.

There will be also the organization of two dissemination workshops (M14 and M36) with the main stakeholders and the EC to facilitate stakeholder integration along different project phases and collect inputs. The final event (M48) will be organised in the framework of another EU related initiative in order to maximise impact.

In total, 20 events with at least 15 paper or poster framework presentations will be joined.

Following exhibitions, scientific conferences and industrial events are suitable for showcasing BioFibreLoop's results:

Techtextil, Performance Days, Premiere Vision Paris, Sustainable Textile Conference by Textile Exchange, European Outdoor Summit, Fashion 4 Good Innovation Fest, Aachen-Dresdner-Denkendorf Int. Textile Congress, Global Fiber Congress, ITMA, Future Fabrics Expo, Cellulose Conference, etc.

4.3 Collaboration with other projects and networks

The success of BioFibreLoop's adoption will rely on extensive collaboration with stakeholders, challenging assumptions, and validating certain aspects of BioFibreLoop process early within a broad, international network. This approach ensures that the project's innovations reach and benefit diverse stakeholders effectively. Moreover, collaborations allow reaching out to a larger community, promoting project results more efficiently.

Therefore, BioFibreLoop aims to establish strong networking connections with various R&D projects, clusters, initiatives, and European networks to enhance dissemination and collaboration (Table 5). Additionally, collaborations allow for higher visibility of the project. The collaboration with at least 10 projects is planned.

Table 5: Possible projects, clusters, initiatives, networks for collaboration

NAME	DURATION IF AVAILABLE	TOPIC
EURATEX (European Apparel and Textile Confederation)	/	Cluster for textiles
CISUTAC	09/22 – 08/26	Circularising value chains in textile industry
ZeroF	03/23 – 02/26	PFAS-free coating
tExtented	02/23/ – 08/26	optimized cycling for different textile flows
Bio-Lush	05/23 – 04/27	maximise the functionality and versatility of cellulose fibres
Triple-A-Coat	09/22 – 08/26	antimicrobial coating on surfaces
Tornado	01/23 – 12/25	New routes of safe and sustainable by design water and oil repellent biobased coatings
Bioradar	07/23 – 06/26	Monitoring system of the environmental and social sustainability and circularity of industrial bio-based systems
SUPREME	01/23 – 12/26	Antimicrobial coating

Sister projects originating from the same call as BioFibreLoop are highlighted in the following and described more detailed. Regarding their thematic similarity to BioFibreLoop, a collaboration will be strongly sought, considering a high property of stakeholders overlap between BioFibreLoop and its sister projects:

UPWEARS Sustainable solutions for upgraded smart wearables and equipment in sport
UPWEARS aims to contribute to structural resource efficiency and a sustainable economy by unlocking the potential of a new generation of biobased and hybrid fabrics for e-textile. UPWEARS e-textile will feature high performance, cost-effective multi-functionality, such as functionalised yarn and fibre, biomimetic fabrics, imbedded electronics and energy sensors. Partners will ensure a reduced environmental impact on the manufacturing value chain and end product – a country cycling suit – fully recycled. UPWEARS development will minimise

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manufacturing waste thanks to Artificial Intelligence technology and multiscale testing. It will also reduce chemical utilisation thanks to enzymatic & eutectic green solvents.

SUBBIMATT Sustainable, Biobased and Bio-Inspired Materials for Smart Technical Textiles
In SUBBIMATT a novel generation of biobased and bioinspired sustainable smart technical textile materials to address current and future energy needs will be developed. The project starts from developing debondable adhesives, bio-polyurethane and negative thermoresponsive materials. Complementing these with existing (but tuned) biobased materials will enable circular textile intermediate products: high end coated fabrics, nanomembranes and shape memory filaments. Subsequently, these textile intermediates will be the stepping stone for making bioinspired Smart Textile Materials (STM) featuring mechanical actuation, energy harvesting and tuneable fabric openness.

PENGUIN Bioinspired and advanced fibres and materials for sustainable outdoor textiles with biomimetic functionalities
PENGUIN aims to develop sustainable materials for outdoor garments. Its highlight lies on cellulose-based fibres for producing sustainable insulation material that mimic the way penguins protect themselves against cold and moisture on land. The goal of PENGUIN is to ensure Europe's role as a world-leading technology provider and research leader in the textile sector through collaboration between Europe's leading experts in advanced material value chain and reduce the environmental impact of the outdoor garment industry and address sustainability and ethical concerns of consumers.

Collaborations might be shaped by mutual promotion of events and news, mutual invitation to participate and give presentations at project workshops, joint organization of events, formal or informal exchange of feedback, joint writing or signing of policy briefs.

4.4 Policy brief and white papers

To facilitate the implementation of BioFibreLoop process, at least two policy briefs addressing policy makers are planned to describe the regulatory bottlenecks hindering innovation and deliver policy makers with an assessment for a coherent policy prioritization.

Considering BioFibreLoop represents a European project, the policy briefs should address the international level (European Parliament, Commission). In addition, the policy brief might also address regional policy makers. In that case, the documents might be translated into the according language by the respective partner. Intending to have a high impact, the brief should be signed by as many signatories as possible. If possible, BioFibreLoop might collaborate with sister projects and other initiatives for the policy brief. Other stakeholders might be also contacted.

4.5 Standard recommendation

One open-access report on recommendations for the SSbD approach tailored for the textile industry will be published. This allows the textile industry to implement the best practices generated by the BioFibreLoop project.

4.6 Site visits and peer-to-peer trainings

To facilitate the implementation of BioFibreLoop process within the European textile industry, it is necessary to showcase the process to possible customers and end-users as well as to conduct training sessions.

Therefore, several site visits for future clients & end-users are planned. Locations where the site visits are, of course, the three demo sites which are the headquarters of partners Knopf (Germany), NIL (Czech Republic) and FreyZein (Austria). Furthermore, DITF and IMEC will be visited for the technology of coating or cleanroom, laboratories for e-textiles, respectively. There will be at least 5 site visits (one per location) with a total number of at least 125 participants.

Regarding the peer-to-peer training, four online and three interactive training sessions onsite coupled with site visits are planned to showcase our technology and furthermore enable replication and training of future workers. The onsite peer-to-peer trainings will take place together with the above-mentioned site visits of the demo sites. At least 250 workers should be trained by those seven training sessions.

Especially the 8-10 replication companies are to be involved in the site visits and peer-to-peer training.

4.7 Digital product passport

In line with the Ecodesign for Sustainable Products Regulation (ESPR) which was passed by the EC and entered into force in July 2024, but which has yet been enforced by national laws, it is planned to create a so-called digital product passport for each bio-based material. This passport contains information about their environmental sustainability. The three passports for Lignin, PLA and cellulosic material will be accessible on the public website.

4.8 Final event

A final event will take place at the end of the project to present project results and raise awareness for at least 50 stakeholders. As previously mentioned, the BioFibreLoop final event will be organised in the framework of another EU related initiative in order to maximise impact.

4.9 Dissemination – Key Performance Indicators

The following table (Table 6) summarises the KPIs defined in the GA for dissemination activities and actions to be performed during the project's duration. Steinbeis as WP6 leader is responsible for the implementation of them. Potential further activities are not shown here.

Table 6: Dissemination Key Performance Indicators.

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)	Ongoing throughout the whole project's duration
Participation in scientific conferences, exhibitions and industrial events	> 20 events with at least 15 paper or poster framework presentations	Ongoing throughout the whole project's duration

Collaboration with projects and networks	2 meetings/a >4 joint activities Horizon Results Booster 10 projects	Contact will be established when project's website is available
Policy briefs	At least 2 policy briefs	-
Standard recommendations	1 recommendation	-
Site visits and peer-to-peer trainings	5 site visits > 125 participants total 7 Training sessions; 250 workers trained	-
Digital product passport	3 digital product passports	-
Final event	At least 50 stakeholders	-

4.10 Roadmap for future dissemination activities

To successfully implement the dissemination tools and activities described above, a preliminary roadmap (see Figure 7) has been developed. This roadmap will be regularly updated as the project progresses and evolves.

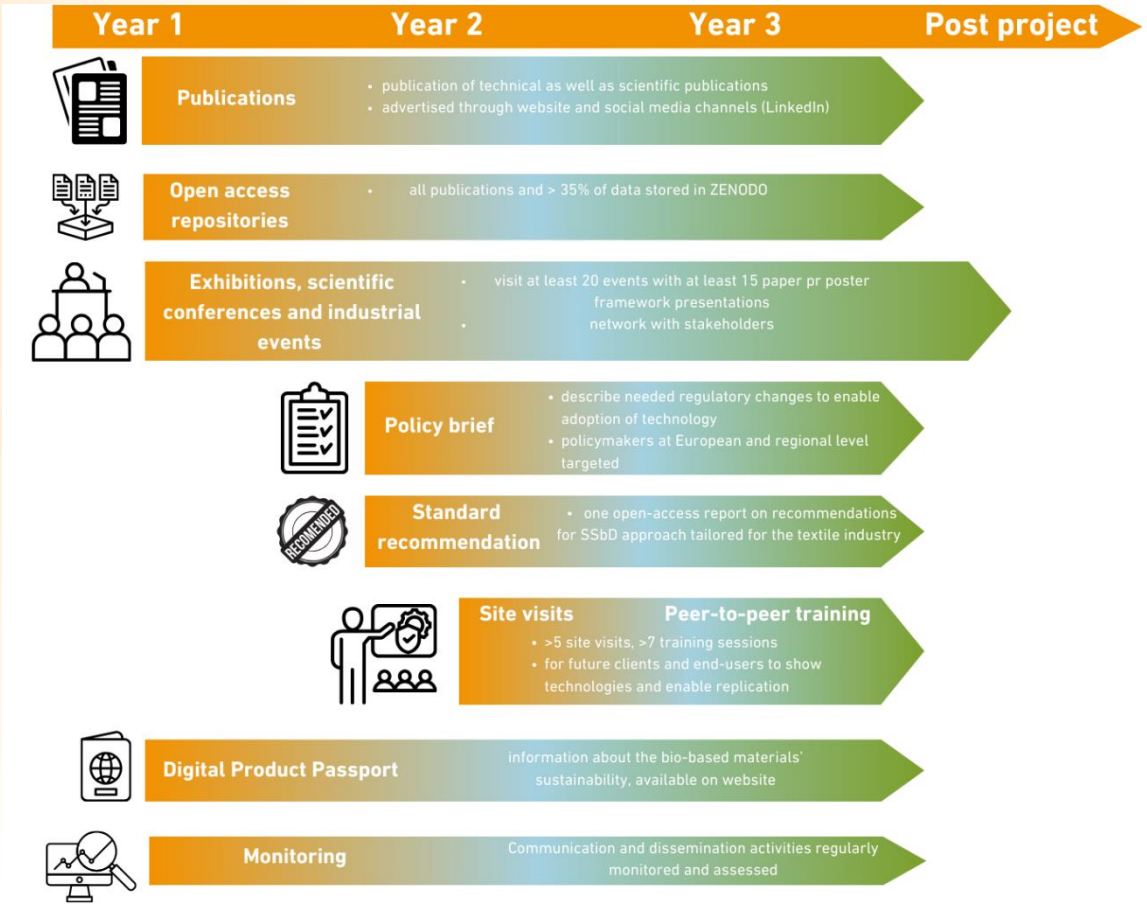


Figure 7: Roadmap for dissemination activities

5 Monitoring of communication and dissemination

To ensure the CD strategy remains current and reportable to the EC, an efficient monitoring process has been established. Steinbeis, as the leader of WP 6, regularly monitors progress through a dedicated CD reporting template. This template is accessible as a Microsoft Excel file in the project's online repository hosted MS Teams SharePoint. Steinbeis sends regular email reminders to ensure all consortium members consistently report their CD activities. A screenshot example of the reporting template is provided in the annex (Chapter 7.4) for clarity. Each partner tracks their activities by completing the template, detailing events attended (including date, title, location), social media engagements, general articles (non-scientific publications), target audience reached, and additional relevant information. For scientific publications such as journal papers or conference proceedings, a specific sheet within the Excel file exists. Regular analysis of collected data by Steinbeis provides an up-to-date overview of all CD efforts throughout the project's duration. These insights serve as the foundation for the project's CD reporting, including two periodic reports and a final report (at M18, M30, and M44 respectively) submitted to the EC. Ongoing monitoring includes periodic reviews of social media activities by Steinbeis, leveraging reporting tools provided by platforms to maximise engagement. Metrics such as followers, connections, views, and website visitors are systematically recorded and analysed, contributing to comprehensive statistical analysis in project reports.

6 Communication and dissemination policy

As stated in this document, the BioFibreLoop consortium will promote the project, its objectives, progress and results, by sharing targeted messages using different channels and tools to a wide audience. This needs to be done in according to a strategic and well-defined way. As indicated in the BioFibreLoop GA (Article 17: Communication, dissemination and visibility), any communication and/or dissemination activity led by partners reflects only the author's point of view and that neither the EC nor the Research Executive Agency is responsible for any use that may be made of its content. For that reason, the following disclaimer will be included in all BioFibreLoop communication and/or dissemination materials: "Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor HADEA can be held responsible for them."

Any kind of communication and/or dissemination material should present "Funded by the European Union" next to the European flag (Figure 8).

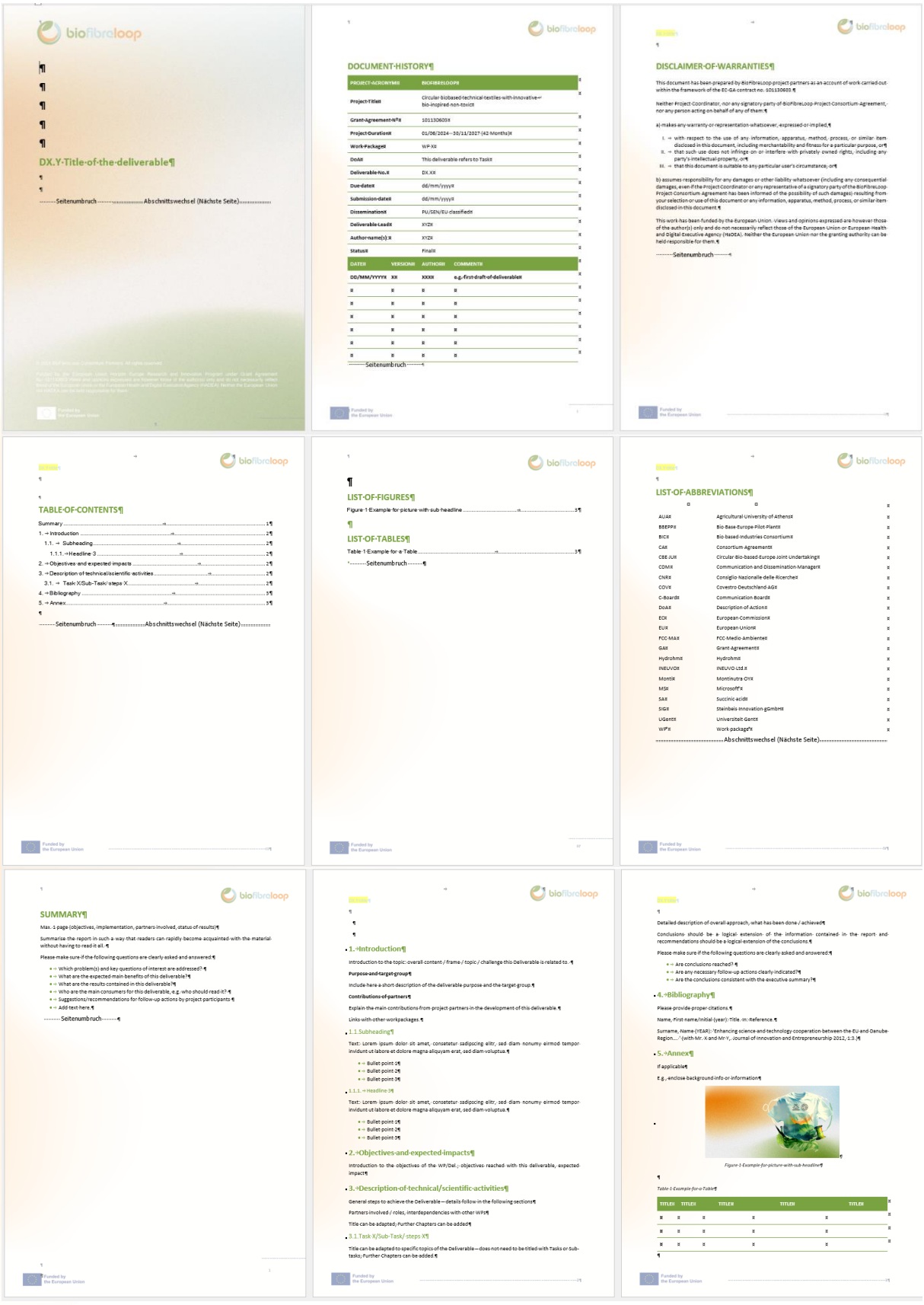
Furthermore, all scientific publications produced by the BioFibreLoop project will include the following texts: ""The present work is related to the BioFibreLoop Project. This project has received funding from the European Union's Horizon Europe research and innovation programme under GA No 101130603".

Before any communication and/or dissemination activities (articles, production of promotional materials, contribution to an event), BioFibreLoop partners will have to get in touch with DITF (coordinator) and with Steinbeis, which is the entity leading WP 6 for CD.

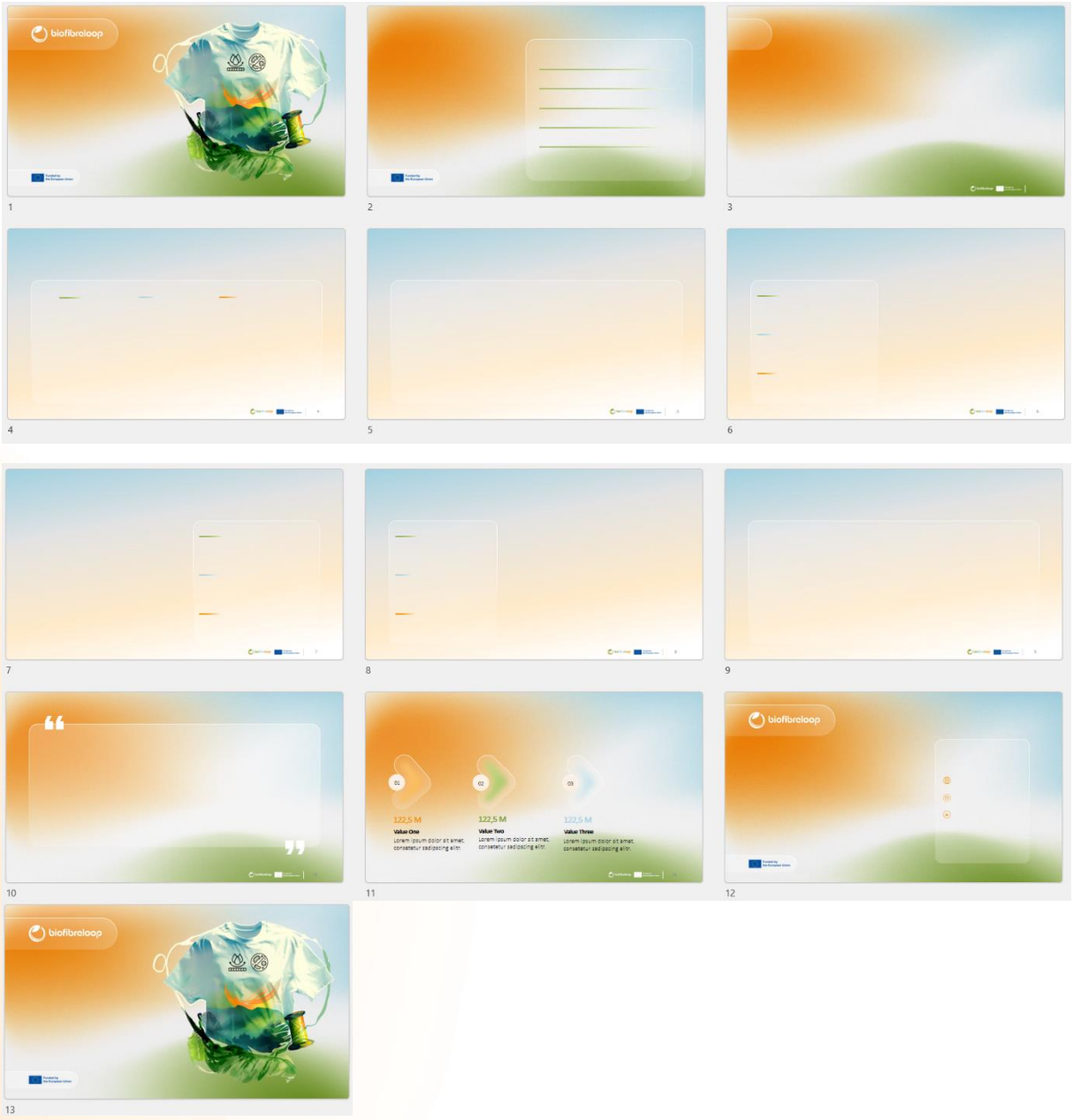
Figure 8: European Funding mark

7 Annex

7.1 BioFibreLoop's Word templates (screenshots)



7.2 BioFibreLoop PowerPoint templates (screenshots)



7.3 First Press release

Start of new Horizon Europe project BioFibreLoop – Circular biobased technical textiles with innovative bio-inspired non-toxic functionalisation

We are happy to announce the start of BioFibreLoop, an innovation action project funded by the European Union's Horizon Europe research and innovation programme with the aim to develop recyclable outdoor, active and workwear made from renewable bio-based materials with biomimetic functionalities to pave the way for circular and sustainable textile industry.

The textile industry is facing a decisive turning point in terms of sustainable production and rapid adaptation to consumer demand for smart functionalities. In order to produce functional textiles, chemicals are often used, which is problematic in terms of recycling processes and poses new challenges for the textile industry due to increasing regulations with strict bans on hazardous chemicals. Therefore, intelligent innovations are needed to shift the industry away from the usage of harmful chemicals and massive carbon footprint.

Faced with these bottlenecks, the industry must respond to several constraints:

- Use less water and avoid hazardous chemicals
- Reduce greenhouse gas emissions
- Increase usage of durable & recyclable bio-based materials
- Provide smart functionalities to address consumers' needs
- Digitalise their processes to become more efficient and close the loop towards circular economy

BioFibreLoop will revolutionize the functionalization of textiles with non-hazardous chemicals by reducing the use of hazardous chemicals by 100% while still meeting consumer needs for smart functionalities. By using laser technology, natural morphologies will be mimicked to achieve fabrics and garments with functions such as water and oil repellency, self-cleaning and antibacterial activity. The project will deliver affordable, resource and environmentally friendly, yet high-performance and durable textiles made of renewable sources like lignin, cellulose and polylactic acid for end markets. All processes aim to enable effective circularity and recycling up to near-zero waste biomimetic functionalisation and reducing greenhouse gas emissions by 20% by 2035.

The technology for functionalisation and recycling of bio-based materials will be developed at three industrial demonstrations in Austria, Czech Republic and Germany. At the end of the project a patented circular, sustainable and reliable process for the production of recyclable functional textiles will be validated and demonstrated on a large scale.

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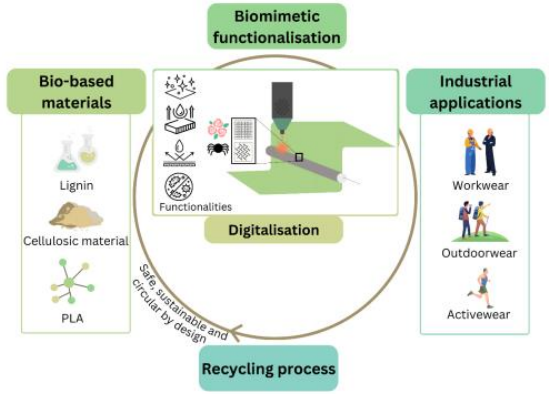

The BioFibreLoop consortium consists of 13 partners from 9 countries, combining multidisciplinary competencies and resources from academia, research, engineering, industries and universities:

1. Deutsche Institute für Textil- und Faserforschung (Coordinator) – Germany
2. Next Technology Tecnotessile Società nazionale di ricerca R. L. – Italy
3. Centre Technologique ALPhANOV – France
4. J.G. Knopf's Sohn GmbH & Co. KG – Germany
5. FreyZein Urban Outdoor GmbH – Austria
6. BEES - BE Engineers for Society – Italy
7. BAT Graphics Vernitech – France
8. Interuniversitair Micro-Electronica Centrum – Belgium
9. Idener Research & Development Agrupacion de Interes Economico – Spain
10. Teknologian tutkimuskeskus VTT Oy – Finland
11. Det Nationale Forskningscenter for Arbejdsmiljø – Denmark
12. Steinbeis Innovation gGmbH – Germany
13. NIL Textile SRO – Czech Republic

The project, with a duration of 42 months (starting on the 1st of June 2024) and a total budget of 7 million euros, will celebrate its kick-off meeting on the 26th to 27th of June in 2024 in Denkendorf, Germany.

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7.4 CD Monitoring tool (screenshot)

No.	Communication activity name/title* e.g. of media article, event, press release, ...	Description*	Partners involved	Date/period* start/end date (DD.MM.YYYY)	Link* e.g. to online document	Place (city,country) e.g. place of conference or platform used	Target audience reached* Note: multiple choices are possible here (Research communities, Industry, Innovators, Investors, Int.Org., EU institutions, National/Regional/Local authorities, Civil Society, specific end user communities, Other)	Communication channel* (see dropdown menu by clicking into the cells below and the arrow menu on the right)	Outcome* (using very specific key performance indicators), date of checking
1	BioFibreLoop first press release	Announcing the launch of BioFibreLoop	SIG	6/6/2024	https://www.steinbeis-europa.de/de/aktuelles/beitrag/eu-projekt-biofibreloop-bereitet-den-weg-fuer-eine-biobasierte-zirkulaere-textilindustrie-unter-federfuehrung-der-deutschen-institute-fuer-textil-und-faserforschung-ditf-und-dem-steinbeis-europa-zentrum	website	Research communities Industry EU Institutions Civil Society	Website	Pageviews
2	BioFibreLoop post on LinkedIn	Reference to first PR + kickoff-meeting for BioFibreLoop	FreyZein	6/6/2024	https://www.linkedin.com/company/freyzein/posts/?feedView=all	LinkedIn	Research communities Industry EU Institutions Civil Society	Social media	X Impressions 37 Likes 5 Reposts 2 Comments
3	BioFibreLoop post on LinkedIn	Reference to first PR + kickoff-meeting for BioFibreLoop	SIG	6/6/2024	https://www.linkedin.com/posts/dr-francisco-javier-casado-hebrard-a7137199_freyzein-horizon-europe-activity-7204491612872142849-KGxC/?utm_source=share&utm_medium=member_desktop	LinkedIn	Research communities Industry EU Institutions Civil Society	Social media	485 Impressions 16 Likes 0 Reposts 1 Comments
4	BioFibreLoop post on LinkedIn	Reference to first kickoff-meeting for BioFibreLoop	DITF	6/11/2024	https://www.linkedin.com/posts/ditf_circular-sustainable-biofibreloop-activity-7206209357959573505-anL8/?utm_source=share&utm_medium=member_desktop	LinkedIn	Research communities Industry EU Institutions Civil Society	Social media	x Impressions 65 Likes 7 Reposts 3 Comments
5	BioFibreLoop press release	First PR pubished on idw (Informationsdienst Wissenschaft)	SIG	6/12/2024	EU-Projekt BioFibreLoop bereitet den Weg für eine biobasierte zirkuläre Textilindustrie (idw-online.de)	website	Research communities journalists	Website	Pageviews
6	BioFibreLoop press release	First PR sent to idw subscribers	SIG	6/12/2024	Informationsdienst Wissenschaft - Bitte einloggen (idw-online.de)	e-mail	Research communities journalists	Others	11,920 recipients
7	BioFibreLoop press release	PR republished by Material Digital	SIG	6/12/2024	https://materialdigitized.de/biofibreloop-bereitet-den-weg-fuer-eine-biobasierte-zirkulaere-textilindustrie/	website	Research communities Industry EU Institutions	Website	
8	BioFibreLoop post on LinkedIn	Reference to first PR + kickoff-meeting for BioFibreLoop	SIG	6/12/2024	https://www.linkedin.com/posts/steinbeis-europa-zentrum-sez-_biofibreloop-circulartextiles-sustainability-activity-7206649139609120768-jJGw/?utm_source=share&utm_medium=member_desktop	LinkedIn	Research communities Industry EU Institutions Civil Society	Social media	x Impressions 39 Likes 6 Reposts 1 Comment
9	BioFibreLoop press release	PR republished by Textilwirtschaft	SIG	6/14/2024	https://www.textilwirtschaft.de/business/news/eu-foerdert-das-projekt-mit-65-mio.-euro-biofibreloop-forscht-an-biobasierten-funktionsstoffen-245512	website	Research communities Industry EU Institutions	Website	
10	BioFibreLoop press release	First PR republished by Kooperation International	SIG	6/17/2024	https://www.kooperation-international.de/aktuelles/nachrichten/detail/info/eu-projekt-biofibreloop-bereitet-den-weg-fuer-eine-biobasierte-zirkulaere-textilindustrie	website	Research communities Industry EU Institutions Civil Society	Website	
11	BioFibreLoop post on LinkedIn	BioFibreLoop Kick off meeting	SIG	6/26/2024	https://www.linkedin.com/posts/dr-francisco-javier-casado-hebrard-a7137199_biofibreloop-horizoneurope-renewable-activity-7211667145724743680-o-kH?utm_source=share&utm_medium=member_desktop	LinkedIn	Research communities Industry EU Institutions Civil Society	Social media	x Impressions x Likes x Reposts x Comments

Communication activities | Dissemination activites | Publications | Planned dissem. act.|ideas | Sheet1 | +

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