



ADVOCATING THE ROLE
OF SILK ART AND CULTURAL
HERITAGE AT NATIONAL
AND EUROPEAN SCALE

ARACNE:

“ADVOCATING THE ROLE OF SILK
ART AND CULTURAL HERITAGE AT
NATIONAL AND EUROPEAN SCALE”



Funded by the
European Union

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Deliverable 5.1

Communication, Dissemination and Exploitation Plan

Version 1.0

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Abstract

The dissemination, communication and exploitation plan for this project is of critical importance in ensuring that the project's goals and objectives are met. It is essential for partners to be fully aware of the terms and requirements of the grant agreement, and to carefully consider these when planning and executing project activities. Effective communication and dissemination of project results are key to the project's success, as they ensure that the wider scientific community and relevant stakeholders are aware of the project's findings and impact. This plan will include a range of activities aimed at maximizing the impact of the project, including publications, presentations at conferences and workshops, social media engagement, and other targeted dissemination efforts. In addition, the plan will outline strategies for exploiting project results, including the development of new products or services, and the creation of new partnerships and collaborations. By implementing a comprehensive and effective dissemination, communication, and exploitation plan, this project will ensure that its results are disseminated widely and that they have a lasting impact beyond the project's lifetime.

Partners involved in the document

Participant n.	Participant organisation name	Short name	Check if involved
1 Coordinator	Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria	CREA	
2	Iniziativa Cube S.r.l.	INI	X
3	LepI State Silk Museum	SSM	
4	Nauchen Tsentar Po Bubarstvo Vratsa	SCS	
5	Piraeus Bank Group Cultural Foundation	PIOP	
6	Univerza V Mariboru	UM	
7	Ethniko Kai Kapodistriako Panepistimio Athinon	NKUA	
8	Instituto Murciano de Investigacion y Desarrollo Agrario y Medioambiental (IMIDA)	IMIDA	
9	D'orica S.r.l. Società Benefit	DOR	
10	Chemins De La Soie - Des Cevennes aux Alpujarras	ASSOIE	
11	Sericyne	SER	
12	Universita degli Studi di Padova	UNIPD	
13	Council Of Europe - Conseil de L'europe	COE	
14	Mouseio Technis Metaxiou	ASMS	

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Table of contents

1.	Description of the project.....	8
1.1	ARACNE specific objectives.....	8
2.	Introduction.....	9
2.1	Objective of the deliverable.....	10
2.2	Document structure	11
3.	Obligations for correct communication, dissemination and exploitation.....	12
3.1	Communication, Dissemination and Exploitation	13
3.1.1	Communication	13
3.1.2	Dissemination	13
3.1.3	Exploitation.....	14
3.2	Communication – Dissemination – Promoting the Action.....	14
3.3	Visibility – European flag and funding statement.....	14
3.4	Quality of information – Disclaimer.....	15
3.5	Consequences of non-compliance.....	15
3.6	Roles and responsibilities	15
3.7	Communication flow scheme	16
4.	ARACNE strategy for Communication, Dissemination and Exploitation	17
5.	Target Audiences.....	18
6.	Communication and Dissemination tools.....	22
6.1	Logo and brand identity.....	22
6.1.1	Standardization and Consistency in ARACNE Project Deliverables and Communication Outputs	23
6.2	Educational kits.....	23
6.3	Guide on practical aspects of sericulture.....	23
6.4	Project video.....	24
6.5	Photographic catalogue.....	24
6.6	Website.....	25
6.7	Social media channels.....	25
6.7.1	LinkedIn	25
6.8	Newsletter	26
7.	Articles for press, conference and scientific publications.....	27
7.1	Articles for press and conference.....	27
7.2	Scientific publications	27
7.2.1	Open science: open access to scientific publications	37
8.	Participation in Events	38
8.1	Conferences.....	38

Project: ARACNE

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

8.2 Trade fairs.....	44
8.3 Participation to the “Long Museums Night” and the “Researcher’s night” with specific material on the ARACNE project.....	45
9. Organisation of events.....	45
9.1 Kick-off meeting.....	45
9.2 Project Final Event.....	46
9.3 Conceptual temporary exhibition in silk Museums.....	46
10. Collaboration and coordination with other projects and EC Cluster Initiatives.....	47
10.1 Scouting.....	47
10.1.1 Similar projects under the same topic.....	48
10.1.2 Similar projects under the same call.....	49
10.1.3 Other related projects.....	53
10.1.4 Past initiatives and projects.....	55
10.2 Participation to events organized by other projects.....	58
10.3 Participation to cluster meetings.....	58
10.4 Policy brief.....	59
10.5 Participation to the policy roundtable.....	60
11. Activities with schools.....	60
12. Exploitation of ARACNE results.....	62
12.1 Further exploitation of WP3 outputs.....	62
12.2 ARACNE IPR assessment.....	63
13. Measuring and evaluation.....	64
14. Conclusions.....	67
Acronyms.....	68
References.....	69

Figures Index

Figure 1 - ARACNE timeline: documents about the C&D&E activities	11
Figure 2 - EC Communication, Dissemination, Exploitation (Source “How to communicate YOUR PROJECT”)	13
Figure 3 - The ARACNE project logo	22
Figure 4 - ARACNE timeline: D5.2 - Website and project branding package	22
Figure 5 - ARACNE timeline: D5.6 - Report on preparation of the educational kit and educational packages	23
Figure 6 - ARACNE timeline: D5.7 - Guide on practical aspects of sericulture.....	24
Figure 7 - ARACNE timeline: D5.8 - Video with educational and cultural Aim.....	24
Figure 8 - ARACNE timeline: D5.9 – Photographic catalogue of germplasm resources.....	25
Figure 9 - ARACNE timeline: Newsletter	26
Figure 10 - ARACNE timeline: D5.4 & D5.5 Lists of scientific publications.....	36
Figure 11 - Publishing process of Open Research Europe.....	37
Figure 12 - ARACNE timeline: Kick-off Conference	46
Figure 13 - ARACNE timeline: Project Final Event	46
Figure 14 - ARACNE timeline: participation to cluster meetings	59
Figure 15 - ARACNE timeline: D5.12 Policy brief - D5.13 Updated final Policy brief	60
Figure 16 - ARACNE timeline - Organization of the policy roundtable and deliverable D5.14 - Document for EU Policy makers	60
Figure 17 - ARACNE timeline: Exploitation Phase	63
Figure 18 - ARACNE timeline: Start of IPR assessment activities	64

Table Index

Table 1 - List of stakeholders of the project.....	21
Table 2 - List of planned scientific publications	35
Table 3 - List of possible conferences	44
Table 4 - List of possible trade fairs.....	45
Table 5 - Projects funded under the same topic.....	49
Table 6 - Projects funded under the same call.....	52
Table 7 - Related projects.....	55
Table 8 - Past initiatives and project	58
Table 9 - External events	58
Table 10 - List of cluster meetings.....	59
Table 11 - Communication and Dissemination Monitoring Indicators	66

1. Description of the project

ARACNE project focuses on the cultural heritage of the European silk production and its preservation, protection and valorisation; it aims at reinvigorating traditional skills through the adaptive reuse of the common cultural and artistic legacy and at shaping a silk-linked European cultural identity.

The production and the past and present development of the silk sector can be again the common basis for a future European Silk Route intended as a cultural itinerary across Europe. To create a wide and well-connected network that, starting from the historical path followed by Marco Polo in his travels to East, even includes the routes of production and commercialization of silk in Europe in the following centuries, we aim to:

- ❖ Bring back silk production in vogue by reconstructing a resilient and innovative silk ecosystem that retraces the concerned European countries and promotes traditions, architecture, and both tangible and intangible heritages. The consolidation of a European Silk Route will encourage links and shared activities among European cities and regions to strengthen the preservation and protection of their culture and promote innovations in production and trade;
- ❖ Contribute to improve skills and competitiveness of silk-related European Cultural and Creative Industries through the renewal, co-development and the implementation of human-centered and place-specific silk-based cultural products, processes and service innovations, leveraging on digital applications and cutting-edge technologies, to foster the transition to more sustainable business models, and promote economic and social growth, and strengthen the reputation of European countries abroad.

1.1 ARACNE specific objectives

The overarching goal of ARACNE is to create a wide and well-connected Silk Innovation Ecosystem that, starting from the historical path followed by Marco Polo in his travels to East, also includes the routes of production and commercialization of silk in Europe in the following centuries. An innovation ecosystem is an interconnected network of quadruple helix stakeholders, including academia, industry and different levels of the public sector and civil society. This multi-level approach applies a systemic and bottom-up approach to creating research, innovation and knowledge. Silk Innovation Ecosystem includes every stakeholder and innovator in the cultural silk value chain even if not participating directly in the project activities. The production and, more in general, the past and present development of the silk sector in the ARACNE Consortium countries represent the common thread for the future “European Silk Route” as a cultural itinerary across Europe, to boost the European values in relation to the silk arts and CH for the benefit, prosperity, peace of our societies. To this aim, the project will explore the CCI’s capacities to create a cultural and artistic niche market where silk produced within EU boundaries will be valued as a distinct immaterial asset; on the other hand, the ambition is to contribute to stop the loss of technical, traditional and cultural know-how and skills that accompanied the decline of this fiber production and that

is detrimental exactly to those CCIs which might be active in fashion, art, design and product communication. In fact, the so-called “Silk Road” is generally associated to its Asian origin; however, its European ramifications were fundamental for the development of Europe as we know it today. More in general, the silk production (silkworm rearing, mulberry cultivation, silk reeling), originated from Asia but subsequently spread to Europe and developed strongly in the Mediterranean and Balkan regions. Bringing back silk production in vogue by reconstructing a resilient and innovative Silk Route that retraces the European countries and enhances traditions, architecture, tangible, and intangible heritage will demonstrate that silk, as a cultural legacy, can contribute to develop the European economy and enrich our society. In this context, ARACNE covers several sectors linked to content creation, conservation, exploitation, management, fruition, diffusion related to the silk historical, artistic and environmental resources and assets. The ambition of ARACNE will be reached through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1: Enhancement of knowledge and memory for the renaissance of a European Silk Innovation Ecosystem;

Objective 2: Co-creation of human-centred and place specific creative silk-based solutions leveraging on digital and cutting-edge technologies;

Objective 3: Implementation of innovative strategies and business, governance and financing models for the involved CCIs organisations and SMEs, building on previous research;

Objective 4: Support the establishment of a cultural European Silk Route, based on the tangible and intangible silk cultural heritage and landscapes;

Objective 5: Raise awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector and raise the expectation for the constitution of a European Silk Route in support to the European silk CH and silk CCIs;

Objective 6: Enhance the European cultural identity and strengthen European competitiveness for a more resilient post-crisis society;

Objective 7: Contribution to the European Green Deal, the New European Bauhaus and the Sustainable Development Goals.

2. Introduction

According to Horizon Europe guidelines, the Project Coordinator shall provide a Communication, Dissemination and Exploitation Plan (C&D&E Plan) for the years of project activities. The C&D&E Plan plays a crucial role in creating awareness about the project, its outcomes, and maximizing its potential for commercial exploitation. It is typically formulated within the first three months of the project, with CREA working closely with other partners to tailor dissemination strategies for specific target groups, including both public and private stakeholders. The Plan will be reviewed annually or as needed. The list of stakeholders generated in this Plan will serve as the mailing and invitation list for ARACNE project activities. All project-related outreach, communication, publications, and training activities at the

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

European level will be conducted in English and led by the Project Coordinator, while national and regional activities will be carried out in respective national languages by partners.

The Grant Agreement outlines general obligations and definitions for Communication, Dissemination, and Exploitation in the context of the project. C&D&E encompasses informing stakeholders about the project, making project results accessible for use, facilitating the utilization of results, and leveraging the outcomes of EU-funded research.

2.1 Objective of the deliverable

The main objective of this deliverable is the creation of the Communication, Dissemination & Exploitation Plan. This Plan aims to raise awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector and raise the expectation for the constitution of a European Silk Route in support to the European silk CH and silk CCIs – raising awareness helps to generate interest, understanding, and support for the project.

This Plan belongs to the ARACNE strategy for Communication, Dissemination and Exploitation (C&D&E) which aims to support the achievement of the Expected Outcomes, within the project lifetime, and facilitating the achievement of the medium- long term Wider Impacts, beyond the project. The communication activities will generate awareness of the project among different stakeholders and interest in obtaining the disseminated results. The management of research data and IPR will guide the dissemination activities to serve the academic community while protecting the consortium's interest in commercial exploitation. Dissemination and exploitation of the project results will be based on large-scale demonstration action of cross-sectorial fields.

The Plan aims to effectively communicate, disseminate, and exploit the project's goals, progress, outcomes, and results to the target audience, while engaging stakeholders, raising awareness, and maximizing the project's impact and sustainability. It includes several objectives:

1. Inform and educate the target audience about the project through various communication channels, such as website content, newsletters, social media, presentations, meetings, and reports, to provide accurate and up-to-date information.
2. Engage and involve stakeholders in the project to build relationships, create a sense of ownership, and promote collaboration for the success of the project.
3. Showcase the results and outcomes of the project to the target audience through communication materials such as case studies, success stories, infographics, or videos, to demonstrate the value and relevance of the project and contribute to its sustainability.
4. Exploit the project results by identifying and pursuing opportunities for further utilization, commercialization, or replication of project outcomes to maximize impact and ensure long-term sustainability beyond the project duration.

5. Evaluate and monitor the effectiveness of communication activities by collecting feedback and measuring key performance indicators for continuous improvement of communication strategies.

This Plan is part of the D5.1 entitled “Communication, Dissemination and Exploitation Plan” (M2) and it is made by the partner INI. The following document will be followed by two other reports about the C&D&E activities: D5.10 “Progress Report on Communication, Dissemination and Exploitation” (M24) which will show and describe the activities made by all the partners and the D5.11 “Final Report on Communication, Dissemination and Exploitation” (M36) which will provide a final overview of the activities made by partners during the whole project duration and they will be both made by the Coordinator CREA. The progress of the online project communication will be documented by INI in the deliverable D5.3 “Progress Report on the online project communication” (M18).

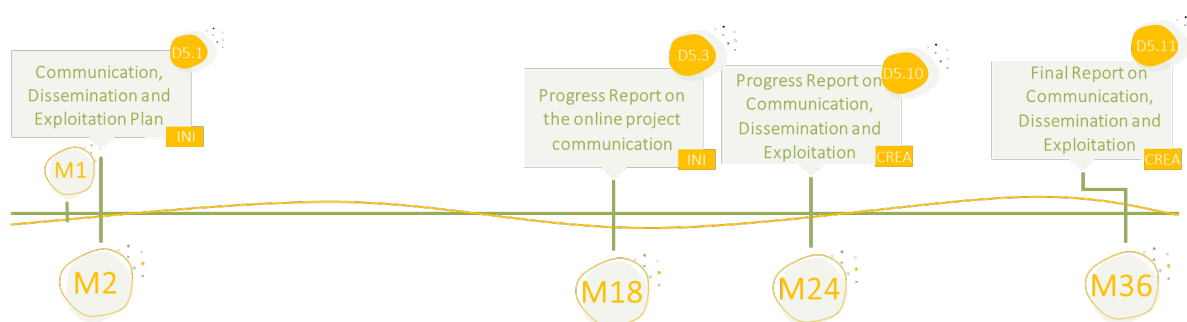


Figure 1 - ARACNE timeline: documents about the C&D&E activities

2.2 Document structure

This document is organized into the following 14 chapters, of which the first two provide information about the ARACNE project and its objectives:

- ARACNE Strategy for Communication, Dissemination, and Exploitation (C&D&E): this paragraph outlines the ARACNE project's approach to communicating and disseminating information about the project and its results to stakeholders, as well as how the project will exploit its results for maximum impact.
- Target Audiences: the specific groups of people who the ARACNE project will target with its communication and dissemination activities are outlined in this paragraph.
- Communication and Dissemination Tool: this paragraph introduces the various tools and methods that the ARACNE project will use to communicate and disseminate information about the project and its results.
- Articles for Press, Conference, and Scientific Publications: the written materials that the ARACNE project will produce for publication are discussed in this paragraph.
- Participation in Events: the ARACNE project's participation in events is outlined in this paragraph.

- Organization of Events: this paragraph describes the events that the ARACNE project will organize to showcase its results, including the kick-off conference, project final event, and conceptual temporary exhibition in silk museums.
- Collaboration and Coordination with Other Projects and Cluster Initiatives: the ARACNE project's collaborations and coordination with other projects and cluster initiatives are discussed in this paragraph.
- Activities with Schools: this paragraph explains the activities that the ARACNE project will undertake with schools to raise awareness about the project and its results.
- Exploitation of ARACNE Results: the plan for exploiting the results of the ARACNE project is outlined in this paragraph.
- Monitoring and Evaluation: this paragraph explains how the ARACNE project will monitor and evaluate the success of its C&D&E activities.
- Conclusions: Concluding remarks on the ARACNE project's communication, dissemination, and exploitation strategy are provided in this paragraph.
- Acronyms are provided at the end of the document.

3. Obligations for correct communication, dissemination and exploitation

For European projects that receive funding from the EU, communication, dissemination, and exploitation are mandatory obligations. The project consortium must develop a C&D&E Plan, comply with EU communication guidelines and policies, acknowledge EU funding support, and report regularly on C&D&E activities. The C&D&E Plan should include specific measures and tools for dissemination and exploitation of the project's results, as well as guidelines for monitoring and evaluating the plan's effectiveness. The consortium must also ensure that all project-related communication and dissemination activities are transparent, consistent, and accurate, in accordance with EU guidelines.

Partners must comply with their obligations as established by the EU guidelines. The achievement of the objectives foreseen for the ARACNE project, in particular, must take place in full compliance with what is provided and contained in the Grant Agreement signed by all the partners. The Grant Agreement represents the primary source of information and guidance for this project.

The following chapter describes all the regulatory aspects to be considered for the preparation of the C&D&E activities provided in the following Plan. These regulatory aspects are listed in Article 17 - Communication, Dissemination and Visibility - and in the following sub-paragraphs of Annex 5 of the Grant Agreement. Although this document provides additional context and clarification, it is essential to refer to the Grant Agreement as the definitive resource for project requirements and obligations.

Complying with the EU guidelines is mandatory in any project financed by the European Commission. Failure to comply with the guidelines can result in serious consequences, such as financial penalties or termination of the project. Therefore, it is essential to carefully read and follow the guidelines. By doing so, project beneficiaries can ensure that their activities are in line with the EU's objectives and contribute to the achievement of the project's goals.

3.1 Communication, Dissemination and Exploitation

The following definitions have been provided to enhance the quality of the ARACNE Communication, Dissemination & Exploitation Plan.



Figure 2 - EC Communication, Dissemination, Exploitation (Source "How to communicate YOUR PROJECT")

3.1.1 Communication

(...) The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 [of the MGA] and in a strategic, coherent and effective manner. – MGA.

Communication is a strategic and intentional process of exchanging information, messages, and ideas with stakeholders in a clear, effective, and targeted manner. The purpose of communication activities is to facilitate understanding, foster engagement, and ensure that project information is appropriately conveyed to the intended audiences. Effective communication is paramount for building awareness, engagement, and support among stakeholders, ensuring that project information is disseminated accurately and in a timely manner, and facilitating a clear understanding of project objectives, activities, and outcomes. It helps to establish a positive project image, foster collaboration among partners, and maximize the impact and sustainability of project results.

3.1.2 Dissemination

"The beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. – MGA.

According to the European Commission (EC), dissemination refers to the active and planned process of making project results accessible and available to different stakeholders, including the wider public, in a structured and organized manner. Dissemination activities aim to raise

awareness, promote understanding, and facilitate the uptake and utilization of project results and to ensure that project results reach the right target audiences, are clearly communicated, and are made accessible and usable to maximize their impact and contribute to the advancement of knowledge, innovation, and societal benefits.

3.1.3 Exploitation

The exploitation is *“the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.”* – [MGA](#).

Exploitation of research and innovation outcomes is an important aspect of a project as it aims to maximize the societal and economic impact of the research funded by the EU and contribute to the overall objectives of the EU's research and innovation policy. It involves maximizing the value and impact of the research and innovation outcomes for the benefit of society, economy, and the research community through various activities such as commercial exploitation, open access, social exploitation, IP management, etc.

3.2 Communication – Dissemination – Promoting the Action

As already specified at the beginning of the following chapter, the activities carried out by the partners must take place in full compliance with what is established in the GA, which represents the primary source of information and guidance for this project.

In accordance with Annex 1 of the GA, every partner must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the partners must inform the Project Coordinator who will inform the EC.

3.3 Visibility – European flag and funding statement

The communication, dissemination and exploitation activities of the partners related to the project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under Article 17 of ARACNE GA, the partners may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

3.4 Quality of information – Disclaimer

Any communication or dissemination activity related to the project must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

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3.5 Consequences of non-compliance

If a partner breach any of its obligations under the Article 17 of the GA, the grant may be reduced as established in Article 28 of GA. Such breaches may also lead to other measures described in Annex 5 of the GA.

3.6 Roles and responsibilities

The ARACNE Communication, Dissemination and Exploitation Responsible at project level shall:

- Coordinate the ARACNE communication, dissemination and exploitation activities;
- Monitor communication, dissemination and exploitation activities and share this information within the Consortium so that all partners can follow and multiply activities in a timely manner;
- Support the writing and submission of ARACNE core Communication, Dissemination and Exploitation plan and update it when needed;
- Collect ARACNE partners individual communication, dissemination and exploitation schedules (annual update);
- Check consistency of individual schedules;
- Collect annual reporting on communication, dissemination and exploitation from all ARACNE partners;

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

- Write an annual report on ARACNE communication, dissemination and exploitation (each year).

Each Communication and Dissemination Responsible at beneficiary level shall:

- Collaborate to implement the project Communication, Dissemination and Exploitation Plan ensuring coordination with his/her organization, including additional communication, dissemination and exploitation planned activities to be communicated to the Project Coordinator in order to update the C&D&E Plan and reporting;
- Ensure the translation of key Communication outputs in the official language of the local partner.

The ARACNE Communication, Dissemination and Exploitation Responsible at project level is represented by the Project Coordinator from CREA and is supported by INI team.

3.7 Communication flow scheme

The following is a communication flow scheme for a European project involving the European Commission, partners, and the Coordinator:

1. The Coordinator is responsible for managing the C&D&E activities of the project and ensuring compliance with the guidelines and reporting requirements set by the Commission;
2. The partners report regularly to the Coordinator on the C&D&E activities;
3. The Coordinator also communicates with the partners to coordinate C&D&E activities and ensure that they are meeting their obligations;
4. The Coordinator communicates regularly with the Commission to provide updates on the most relevant project's C&D&E activities;
5. The Coordinator consolidates the C&D&E reports from the partners and prepares regular progress reports for the Commission or for the periodic reporting;
6. The Commission reviews the progress reports and provides feedback and guidance as needed also on C&D&E activities and obligations;
7. The Coordinator communicates the Commission's feedback and guidance to the partners and ensures that any necessary changes are made.

This communication flow ensures that all parties are aware of the C&D&E project's progress, any issues that arise are promptly addressed, and the Commission's guidelines and reporting requirements are met.

4. ARACNE strategy for Communication, Dissemination and Exploitation

The CDE strategy presented in this document has been meticulously developed in strict accordance with the requirements and specifications outlined in the Grant Agreement. The GA serves as the cornerstone of the collaborative efforts, providing a comprehensive framework that establishes the rights, responsibilities, and obligations of all parties involved. Compliance with the GA is essential and non-negotiable, leaving no room for deviation.

The GA represents the primary regulatory framework that governs the activities of all project partners involved in the implementation of the CDE strategy.

The CDE strategy for the ARACNE project plays a crucial role. This strategy starts by defining the target audiences with a careful selection of tools and channels that better work in order to reach them. This includes the development of a brand identity package, creation of educational kits, a project video and a photographic catalogue up to the use of LinkedIn as social media and other tools.

A regular newsletter that provides updates on project process and other key elements, will be made in order to keep stakeholders informed about the evolution of the project and the main events of the sericulture sector. Additionally, in order to share the outcomes of the project and the knowledge that may come from its activities, the strategy will also definite the time for the realization of press articles, conference presentations and scientific publications.

Partners will be also involved in events, conferences, trade fairs, as well as social events like the “Long Museums Night” and the “Researcher’s night” that will both provide the opportunities to discuss project activities among them but also to build relationships. These events may encourage the birth of collaborations and create more interest in the project itself. These achievements are going to be reached also with the collaboration that may be realized with other European projects and the European Commission Cluster Initiatives.

Some of the activities of the project will see the involvement of schools in the activities. In this way, the project will benefit from their contributions but, on the other way, students may also benefit thanks to the possibility of learning and experiencing with this collaboration.

An important part of this strategy will be represented by the exploitation phase with the aim of maximizing the project’s impact and to spread its results.

During all the activities described in this document, an activity of measuring and evaluating the efforts will be conducted. This will allow to continuously improve the strategy and to ensure the achievement of the goals.

To summarize, this strategy will be developed in order to provide an important CDE package to all the partners, which is necessary to reach the project’s objectives as established in the GA.

5. Target Audiences

The ARACNE project values the identification and characterization of stakeholders for project activities, such as events, dissemination, and communication. The stakeholders are carefully selected based on their expertise, relevance, and potential contributions, and are represented diversely from various sectors. They are actively involved in project events, dissemination activities, and communication channels to support the project's objectives. The project ensures regular updates to stakeholders through press releases and newsletters. ARACNE recognizes stakeholders as essential partners in achieving project success and employs inclusive and participatory approaches to stakeholder engagement.

The following scheme shows the stakeholders considered in this project based on its objectives:

Stakeholder category	Stakeholder subcategory	Motivations for Interest
Silk industry stakeholders	Silk farmers, processors, traders and retailers, silk machinery and equipment manufacturers, silk suppliers, fashion brands	The project can create new markets for silk products and increase demand for raw silk material, promoting sustainable and socially responsible production practices. The development of new silk-based products and processes can lead to new business opportunities, increased competitiveness, and improved sustainability in the industry. The promotion of the cultural heritage of silk production in Europe can increase demand for silk products and help ensure a reliable supply of high-quality silk.
	Silk designers and artisans	The emphasis on technological innovation could benefit machinery and equipment manufacturers and promote creative expression and innovation among designers and artisans.
	Silk industry associations	The promotion of a more sustainable and innovative silk industry can benefit the industry as a whole and help industry associations promote the interests of their members.
	Silk industry regulators	The emphasis on sustainable silk production practices and industry oversight could help ensure that the silk industry operates in a responsible and sustainable way.
Cultural Heritage stakeholders	Museums	The project has the potential to promote the cultural heritage of silk production in Europe and create new opportunities for creative expression and innovation in the silk industry. Additionally, the project's emphasis on creating a cultural European Silk Route could encourage cultural tourism and provide new opportunities for museums to engage with visits.

Stakeholder category	Stakeholder subcategory	Motivations for Interest
	Art and Design Institutions	The promotion of creative expression and innovation in the silk industry, and the creation of new opportunities for collaboration between artists and designers can benefit this category.
	Study and Research Centres	They can be interested in the project due to its objectives of enhancing knowledge and memory for the renaissance of a European Silk Innovation Ecosystem, co-creating human-centered and place-specific creative silk-based solutions leveraging digital and cutting-edge technologies, implementing innovative strategies and business models for CCI organizations and SMEs, supporting the establishment of a cultural European Silk Route based on tangible and intangible silk cultural heritage and landscapes, raising awareness of ARACNE results and impacts among different stakeholders of the territories and CCIs of the silk sector, enhancing European cultural identity and strengthening European competitiveness for a more resilient post-crisis society. They can also benefit from the opportunity to collaborate with partners from different European countries, sharing knowledge and expertise on silk production and contributing to the development of innovative and sustainable solutions for the silk industry.
	Cultural Heritage Associations and Cultural Tourism Organizations	The project's potential to create a cultural European Silk Route, which can encourage cultural tourism and provide new opportunities for tourism-related businesses. The project's emphasis on sustainability and social responsibility can also align with the goals and values of cultural tourism organizations.
Creative industries stakeholders	Textile and Fashion Designers	The project's potential to promote creative expression and innovation in the silk industry, and to create new opportunities for collaboration between designers and silk producers and the development of new silk-based products and processes can provide designers with new materials to work with.
	Creative Entrepreneurs and Marketing and Branding Professionals	Due to the project's potential to create new opportunities in the silk industry through the development of innovative strategies, business models, and financing models. It aims to leverage digital technologies and promote the cultural heritage of silk production, which can lead to the co-creation of human-centered and place-specific creative silk-based solutions. The project can also attract professionals interested in sustainable and socially

Stakeholder category	Stakeholder subcategory	Motivations for Interest
		responsible business practices and in the enhancement of the European cultural identity and competitiveness.
	Craftsmen and Artisans	Craftsmen and artisans, who work in silk-related crafts, such as silk weaving or embroidery, can be interested in the project's potential to promote the cultural heritage of silk production in Europe, and to provide new opportunities for the continuation and revitalization of traditional silk-related crafts.
Sustainability stakeholders	Environmental NGOs	Environmental NGOs can be interested in the project's promotion of sustainable and socially responsible business models in the silk industry, in its potential to revive the silk industry through innovative and sustainable approaches to the preservation of natural resources and biodiversity and its contribution to the European Green Deal, the New European Bauhaus and the Sustainable Development Goals (SDGs).
	Sustainability Certification and Standards Organizations	They can be interested in the ARACNE project's potential to promote sustainable and socially responsible silk production practices, and to align with existing sustainability standards and certifications.
Tourists and travellers	Cultural Tourists, History and Heritage Tourists	They can be interested in the project's potential to promote the cultural heritage of silk production in Europe, and to provide new opportunities for tourism related to historical silk production sites and landmarks. The project's emphasis on sustainability and social responsibility aligns with the values and interests of history and heritage tourists who are interested in sustainable and responsible tourism practices.
Education, researchers' categories experts and scholars	Universities, academics and researchers, business schools and entrepreneurship programs, students and scholars, art historians and researchers, archaeologists, silk industry experts, tour guides and operators	They can be interested in the project as it provides an opportunity to contribute to the body of knowledge on sericulture, as well as exploring potential economic opportunities associated with sericulture. They can benefit from the educational opportunities and hands-on experience offered by the project and can find value in the project's emphasis on the cultural heritage of sericulture and its potential to promote cultural tourism. These stakeholders can be interested in the project's potential to contribute to the development of the silk industry in Europe, as well as the adoption of more sustainable and socially responsible business models.
General public	Costumers and silk collectors	Consumers who are interested in purchasing high-quality silk products that are sustainably and ethically produced,

Stakeholder category	Stakeholder subcategory	Motivations for Interest
		and who value the cultural and historical significance of silk production in Europe can be interested in the project.
	Local community (residents, artisans and craftsmen, small business owners, etc.)	People living in the project's target regions may be interested in the potential economic and cultural benefits it could bring to their communities (job creation through the revitalization of the silk industry), as well as the preservation of local heritage and the promotion of sustainable and innovative business practices and the potential for increased investment in their community.
	Educators and teachers in primary and secondary schools	Schools can use the project's resources and educational materials to teach students about the cultural heritage of silk production, history, and sustainability.
	Retirees	The project offers an opportunity to learn about the cultural heritage of silk production in Europe, which can be personally enriching and fulfilling, and can provide opportunities for them to engage in cultural tourism which can be a meaningful and enjoyable way to spend their time.
Investors	Private Equity and Venture Capital Firms, Angel Investors, Impact Investors, Government and Public Sector Investors	Potential investors are likely to be interested in the ARACNE project due to its potential to generate social and environmental impact, create new markets for silk products, promote sustainable and innovative business models, and contribute to the preservation of the European cultural identity through regional and international trade and commerce. Additionally, the project's potential to yield financial gains or profits is also likely to be of interest to investors.
Government agencies	Trade and Commerce agencies, Cultural agencies, Economic Development agencies, Environmental and Sustainability agencies	They can be interested in the ARACNE project's efforts to promote the cultural heritage of silk production in Europe, create new markets for silk products, promote sustainable and socially responsible business models in the industry, and contribute to regional and international trade and commerce. Additionally, the project's potential to align with the goals of the European Green Deal, the New European Bauhaus, and the Sustainable Development Goals may also be of interest to government agencies focused on environmental and sustainability issues.

Table 1 - List of stakeholders of the project

6. Communication and Dissemination tools

Effective communication and dissemination are crucial to the success of any project. Tools like logo, project video, photographic catalogue, website, LinkedIn, and newsletter are vital for communication and dissemination. They establish brand identity, present the project in an engaging and visually appealing way, and keep stakeholders informed about developments, events, and achievements.

6.1 Logo and brand identity

In order to design the brand identity and logo for ARACNE, the Coordinator will receive support from a communication agency. These will be the defining features of all communication products, such as brochures, leaflets, and templates.

The ARACNE logo should appear in all project reports, documents, divulgation materials etc., as part of the project's brand identity. The following picture represents the logo of the project that must be used by all project's partners.

At the time of delivery of this document, the brand identity for ARACNE is still under development. It is an objective contained in the deliverable D5.2 'Website and project branding package' and that will be realized during M3.



Figure 3 - The ARACNE project logo

To raise awareness at both the EU and local levels, ARACNE brochure will be produced that will provide a general project description and will be distributed in all partner countries at dissemination events. The brochure will be updated whenever necessary throughout the project's duration. Both physical and electronic copies of the brochure will be distributed, with each partner bearing the costs of printing, if necessary.

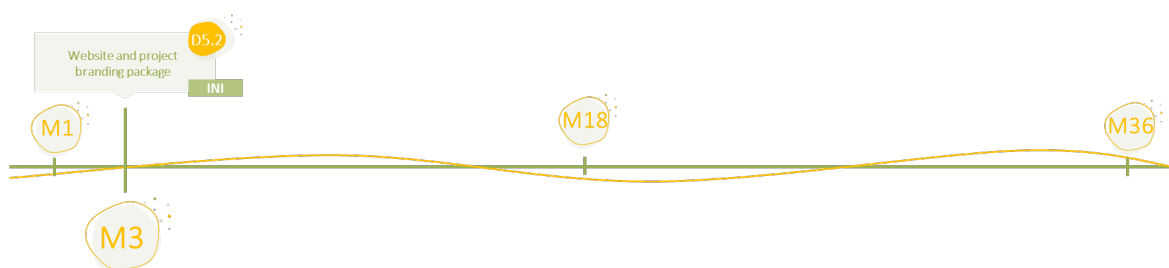


Figure 4 - ARACNE timeline: D5.2 - Website and project branding package

6.1.1 Standardization and Consistency in ARACNE Project Deliverables and Communication Outputs

The project's progress will be measured by the production of deliverables, which will be presented in a uniform layout and format. The ARACNE logo will appear in the top right corner of the front page of all project reports. Several main templates will be used for project deliverables, reports, presentations, and other documents. Each deliverable document follows the same rules for headings, font format, and size, ensuring consistency across all ARACNE documents. The PowerPoint template reflects the project's style and should be used at project meetings and when presenting information about ARACNE at conferences, workshops, exhibitions, and other events.

The language used in project shall be British English (UK). Selective communication outputs will be translated in the official languages of the partners' countries involved in order to facilitate the engagement of local stakeholders.

6.2 Educational kits

As part of the project, there will be a concerted effort to prepare and distribute a specific number of educational kits aimed at increasing awareness and knowledge about the rearing of silkworms, as well as the rich history of silk production in Europe. These educational materials will be carefully designed and curated to provide engaging and informative content to learners of all ages and will serve as an important tool in promoting the goals and objectives of the project.

This activity is part of the deliverable D5.6 "Report on preparation of the educational kit and educational packages" that will be realized by CREA (M12).



Figure 5 - ARACNE timeline: D5.6 - Report on preparation of the educational kit and educational packages

6.3 Guide on practical aspects of sericulture

As part of the project, it is planned to publish a guide that focuses on the practical aspects of sericulture, with the aim of promoting local and small-scale silk production in Europe. The guide will be available in English as well as in various national languages to ensure that it reaches the widest possible audience. Additionally, a brochure will be produced that provides information on the different aspects of mulberry cultivation and silkworm rearing. This brochure will also be available in national languages as well as in English. The final aim is that these publications will encourage greater interest and participation in sericulture and contribute to the revitalization of the silk industry in Europe.

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

This guide will be contained in the deliverable D5.7 “Guide on practical aspects of sericulture” and it will be realized by NKUA (M30).

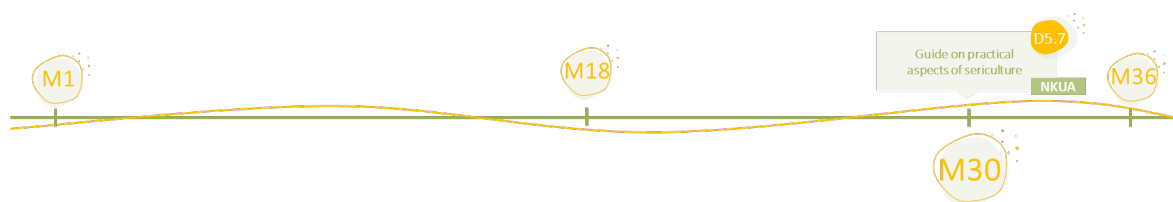


Figure 6 - ARACNE timeline: D5.7 - Guide on practical aspects of sericulture

6.4 Project video

The ARACNE project aims to promote the renaissance of the European silk-related industrial, cultural, and tourism sectors. To achieve this, it is planned the creation of a short video with educational and cultural aims to enhance the renaissance of the European silk-related industrial, cultural and tourism sectors. This promotional video is envisaged on project concept, methodology, approach and results. The project video may be updated at the end of the project to share what has been done, European events, the sum of experiences, good and best practices, the main achievements, the engagement of the targets.

In order to achieve this objective, the UM will work towards the completion of Deliverable D5.8 “Video with educational and cultural Aim” (M30), which will provide a comprehensive output and contribute to the success of the project.

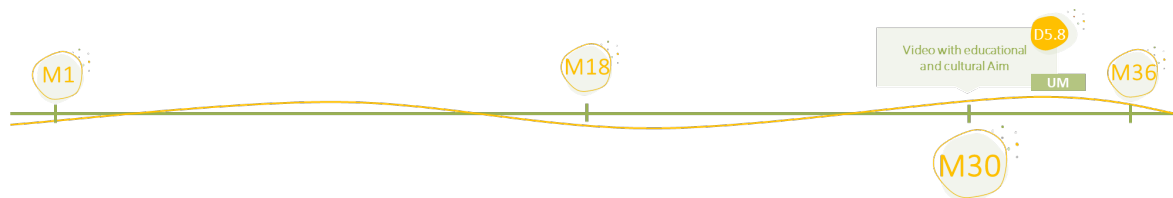


Figure 7 - ARACNE timeline: D5.8 - Video with educational and cultural Aim

6.5 Photographic catalogue

To promote awareness and appreciation of the valuable germplasm resources of CREA and the co-evolution of silkworm species, human technologies, and societies, the project will prepare a photographic catalogue. This catalogue will showcase the meeting of science and arts and feature photographic representations of both the germplasm resources of CREA and the tools used for sericulture. The aim is to present these resources in an engaging and informative manner that highlights their significance and inspires interest and curiosity.

The photographic catalogue is an output of the project provided under the deliverable D5.9 “Photographic catalogue of germplasm resources” by CREA (M24).

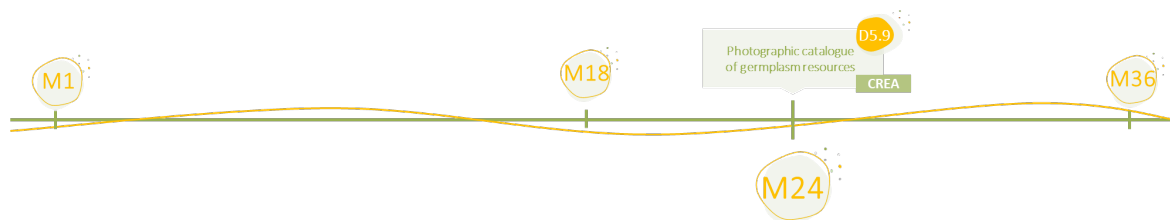


Figure 8 - ARACNE timeline: D5.9 - Photographic catalogue of germplasm resources

6.6 Website

ARACNE's Project website (www.aracneproject.eu) is a core component of the C&D&E strategy, which will serve as a central repository for all essential project information. This modern and attractive website will also function as an interactive library and databank, containing all project publications and data, while showcasing the project and presenting up-to-date information to policymakers, practitioners, stakeholders, and the public. The website will include information about the project activities, results, events, and publications, while also incorporating the ARACNE branding concept through the creation of a project logo and product style guide.

To ensure the website's efficiency, it will be frequently updated, and regularly engage with social media feeds. The Project Coordinator, with the support of all project partners, will be responsible for its development and maintenance. The website is the primary communication tool, ideal for reaching out to the various stakeholders in ARACNE, who can quickly access their area of interest. It contains the most vital information about the project, which will be continuously updated.

The website serves as one of the primary tools for public dissemination, internal project management, knowledge management, and reporting. It will be used to present project activities and progress, make public statements and announcements, and disseminate project deliverables, newsletters, brochures, and other project-related material.

6.7 Social media channels

Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn provide expansive and two-way communication channels across Europe. However, ARACNE's core communication strategy involves linking the project and its content with pre-existing, established online communities. To achieve this, independent channels will be created and regularly fed with content featuring noteworthy updates and accomplishments from the ARACNE project.

6.7.1 LinkedIn

In the initial draft of the project, the partners had considered the potential positive impacts of using social media channels and had selected two primary channels: LinkedIn and Instagram. Following further evaluations, the partners decided to focus on a single social media channel – LinkedIn – to allocate their resources more effectively and ensure that they

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

are producing high-quality content on that one channel and to develop a more targeted content strategy that is tailored to the specific audience and platform.

Partners chose LinkedIn for this project because of its professional focus, ability to share in-depth content, networking opportunities, and branding benefits: the sericulture sector targets professionals in the textile industry, as silk production is an important part of the textile supply chain and LinkedIn is the better choice for reaching these professionals and stakeholders in the industry; LinkedIn is a great platform for sharing updates and news related to the sericulture sector, and can be a great platform for sharing more in-depth content such as whitepapers, case studies, and reports related to the project; LinkedIn provides opportunities for networking and building professional relationships with other individuals and organizations in the sericulture sector.

6.8 Newsletter

ARACNE newsletter will keep subscribers informed and engaged on a regular basis by providing them with valuable and relevant content related to the project activities.

The ARACNE project will utilize the MailChimp tool to create a newsletter that **will be sent to subscribers every 3 months** and whose content will be relevant, informative, and valuable to the reader because it will serve several purposes:

- to increase awareness of the project;
- to update target groups on both the scientific and substantive progress of the project;
- to invite target groups and interested members of the public to project events;
- to encourage synergies and new partnerships at the EU level among different projects and Consortia;
- to update subscribers about the main events of the sector of the last months.

The project will release a planned number of newsletters **starting at M12** and throughout the project's duration. All partners will collaborate on the newsletter's content, but the Project Coordinator will oversee and take responsibility for it. Each version of the newsletter will be in English and distributed electronically. To build a mailing list of individuals who wish to receive the project newsletter, the project website will include a subscription section.



Figure 9 - ARACNE timeline: Newsletter

7. Articles for press, conference and scientific publications

Articles for press, conference presentations, and scientific publications are essential tools for sharing knowledge and promoting awareness of ARACNE project. They will help to reach a broader audience, engage with experts, and contribute to the scientific community. Therefore, it is important to prioritize and plan the development and dissemination of these publications throughout the project to maximize impact and ensure sustainability.

7.1 Articles for press and conference

Articles for press and conference can be an effective tool for sharing information, building credibility, and establishing expertise within this project.

As the project moves forward, it will be necessary to share regular updates on its progress through national publication for the community interested in its outputs. Articles for press or conference will be used to highlight achievements, milestones, and any challenges that have been overcome.

7.2 Scientific publications

Regarding the dissemination to the research and scientific community, it has been foreseen at least 5 scientific publications per year (linked to the partners' participation in dedicated conferences) produced by the scientific team of the project with the aim of raising awareness of the scientific communities on the theme. ARACNE's team will also publish scientific articles, present at scientific conferences, according to the academic relevance of its partnership, and contribute articles to popular media, supported also by project's components more active in the relationship with the public, like Museums and Associations. All partners, in particular the research organisations and universities involved, will engage to publish scientific publications potentially already during the first year of the project.

The following table provides information about possible publications that can be generated during the project. The table has been structured to include as much information as possible. However, certain details are currently unavailable, and as a result, some parts of the table may be incomplete.

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
Animal sciences	Bulgarian and English	Per every 2 months	ISSN 0514-7441 (Print) ISSN 2534-9856 (Online) <u>CABI</u> (Zhivotnov'dni Nauki) - <u>List of the full text material from journals</u> <u>AGRIS</u> <u>AGRICOLA</u> <u>WorldCat</u>		https://animalscience-bg.org/page/bg-topmenu/about.php			
Plant science	Bulgarian and English	Per every 2 months	ISSN 0568-465X (Print) ISSN 2534-9848 (Online) <u>AGRICOLA</u> <u>AGRIS</u> <u>CABI</u> <u>EBSCO Essentials</u> <u>EZB</u> <u>Google Scholar</u>		https://cropscience-bg.org/page/bg-topmenu/about.php			

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
			<u>NACID</u> <u>ROAD</u> <u>WorldCat</u> <u>ZDB</u>					
Bulgarian Journal of Agricultural Science	English	Per every 2 months	ISSN 1310-0351 - print ISSN 2534-983X – online Web of Science - Emerging Sources Citation Index <i>Scopus SJR for 2021 – 0.25</i> EBSCO - Academic Search Ultimate AGRIS CAB Abstracts Google Scholar		https://www.agrojournal.org/about.html			
Vita in Campagna	Italian	12 issues per year	Journal for dissemination in agriculture not	Available only on subscri	https://www.vitaincampagna.it/	4/2023	Biodiversità agraria da salvare: i gelsi	CREA

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
			indexed on Scopus	Open access			secolari di Vivaro	
Vita in Campagna	"	"	"	"	"	9/2023 (indicatively)	La "Via della Seta" italiana raccontata dagli stemmi comunali	CREA
Bulletin of Entomological Research	English	6 issues per years	Yes	O.A.	https://www.cambridge.org/core/journals/bulletin-of-entomological-research	12/2023 (indicatively)	Comparison among European polyhybrid cocoons reared in different areas and by different farmers	CREA
Bulletin of Insectology	English	2 issues per year	Yes	O.A.	http://www.bulletinofinsectology.org	12/2023	Cocoons of old coloured strains belonging	CREA

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
							to the collection of CREA analysed with a spectrophotometric approach	
Journal of Applied Entomology	English	At least 6 issues per year	Yes	O.A.	https://onlinelibrary.wiley.com/journal/14390418?utm_source=google&utm_medium=paidsearch&utm_campaign=R3MR425&utm_content=LifeSciences&gclid=Cj0KCQjwmtGjBhDhARIsAEqfDEdZJ-KvIGDa4BW80QoHI7PBwaH-MZt8N6JAvdcVjEzW-1r6ybvnaAAtXjEALw_wcB	9/2023 (indicatively)	Exploring microbial contamination in silkworm rearing: a case study in the Veneto Region and its impact on rearing performance	CREA

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
Seed science research	English	4 issues per years	Yes	Hybrid O.A.	https://www.cambridge.org/core/journals/seed-science-research/information/about-this-journal	1/2024	New techniques for seed obtainment from Old European mulberry tree varieties	CREA
Renewable Agriculture and Food Systems	English	1 issue per year	Yes	Gold O.A.	https://www.cambridge.org/core/journals/renewable-agriculture-and-food-systems/information/about-this-journal			CREA
Biodiversity and conservation	English	14 issues per year	Yes	Hybrid O.A.	https://www.springer.com/journal/10531			CREA
Comparative Studies in Society and History	English	4 issues per years	Yes	O.A.	https://www.cambridge.org/core/journals/comparative-studies-in-society-and-history/information/about			CREA

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
					out-this-journal			
Comparative Studies in Society and History	English	4 issues per year	Yes	O.A.	https://www.cambridge.org/core/journals/comparative-studies-in-society-and-history/information/about-this-journal			
Colloids and Surfaces B: Biointerfaces	English	Monthly	Yes	Yes	https://www.sciencedirect.com/journal/colloids-and-surfaces-b-biointerfaces	2024	Sericin/fibroin nanoparticles	UM
Journal of Materials Science	English	Weekly	Yes	Yes	https://www.springer.com/journal/10853	2024	Electrospun fibroin/sericin nanofibers	UM

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
Sustainability: Special Issue "Textile Technologies in Sustainable Development, Production and Environmental Protection"	English	Monthly	Yes	Yes	https://www.mdpi.com/journal/sustainability/special_issues/Q336G5J8KQ	2024	Sustainable design of a functional textile product	UM
Plants	English	Semi monthly	Yes	Yes	https://www.mdpi.com/journal/plants	2025	Morphological, genetical investigations and chemical screening of local mulberry trees varieties	UM and CREA
Visual Communication	English	Quarterly	Yes	Yes	https://journals.sagepub.com/home/VCJ	2025	visual phenomenon such as fashion, anthropol	UM

Name of the journal	Language	Frequency of publishing	Indexed (ISI WoS/Scopus)	Open access	Website	Period of publication (indicatively)	Title or topic of the publication (if already available)	Partner short name
							ogy, history, culture and practice of silk making.	
Agricultura Scientia	English	Twice a year		Yes	https://journals.um.si/index.php/agricultura	Since 2002	Composition of proteins and phenolics in the leaves of different mulberry species (Morus alba L., M. alba x rubra, M. australis Poir., M. nigra L.).	UM, authors: Jelen, Špela, Urbanek Krajnc, Andreja.
National Geographic Slovenija			ISSN 1854-4851 [COBISS.SI - ID 151228163]		https://e-revija.nationalgeographic.si/st-5-maj-2023/teaser#!page1	May 2023	Unwinding the silk thread	UoM author: Urbanek Krajnc Andreja

Table 2 - List of planned scientific publications

The activities described in this paragraph and its results will reflect in two deliverables: D5.4 'List of scientific and popular publications v1.0', which will be produced in the middle of the project (M18), and D5.5 'List of scientific and popular publications v2.0', which will be produced at the end of the project (M36) and made by the partner INI that will collect all partners' publications.



Figure 10 - ARACNE timeline: D5.4 & D5.5 Lists of scientific publications

Open Research Europe

The open access portal [Open Research Europe](#) will be addressed by the project to publish scientific articles. The Open Research Europe is a scholarly publishing platform providing a full open access peer reviewed publishing service for Horizon 2020 and Horizon Europe beneficiaries at no cost to them, during and after the end of their grants.

The platform makes it easy to comply with the open access terms of their funding and offers researchers a publishing venue to share their results and insights rapidly and facilitate open, constructive research discussion. Fast publication and open peer review for research stemming from Horizon Europe funding across all subject areas.

Articles are published rapidly as soon as they are accepted, after passing a series of prepublication checks to assess originality, readability, author eligibility, and compliance with Open Research Europe's policies and ethical guidelines. Peer review by invited experts, suggested by the authors, takes place openly after publication. An article remains published regardless of the reviewers' reports.

Authors are encouraged to respond openly to the peer review reports, which are published with the article, and can publish revised versions of their article, if they wish. [Read more](#) about Open Research Europe's peer review model.

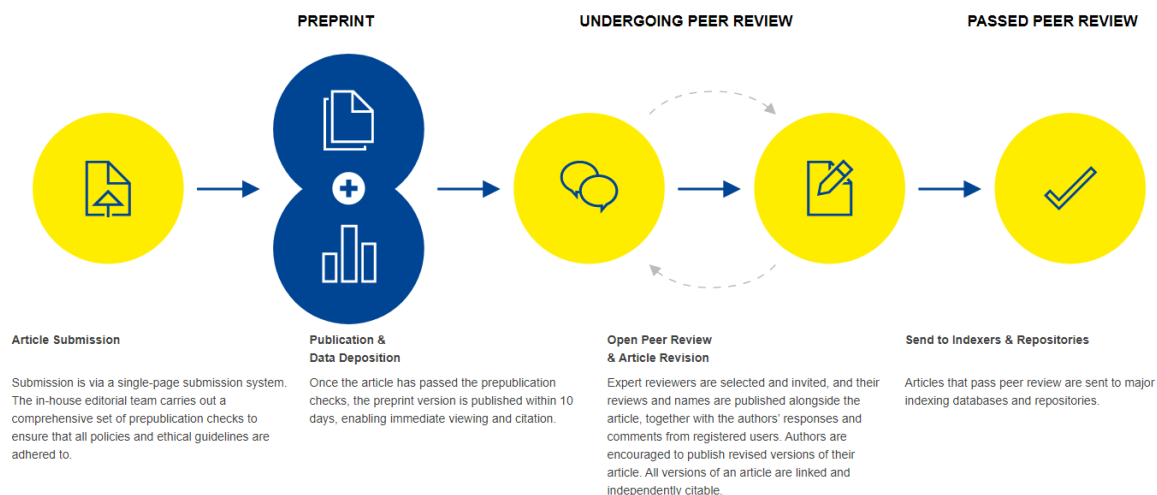


Figure 11 - Publishing process of Open Research Europe

7.2.1 Open science: open access to scientific publications

The Grant Agreement, specifically Annex 5 in the 'Specific Rules' section, emphasizes the importance of open access to peer-reviewed scientific publications in relation to the project results. It outlines specific requirements that partners must adhere to in order to ensure the widest possible dissemination and accessibility of their research findings. The following provisions are highlighted:

- 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;
- 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 licence 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);
- 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.

Partners must retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications must be open under a Creative Commons 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 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 organisations 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.

Partners must comply with the following requirements in order to ensure the dissemination of their scientific publications:

- ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to their results;
- deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications (e.g. <https://zenodo.org/>).

8. Participation in Events

Attending events such as trade fairs and conferences is crucial for every project because they provide an opportunity to meet potential partners, customers, and suppliers from different countries and build a network of contacts and offer a platform for experts in the field to share their knowledge, expertise, and best practices. Attending events is a valuable investment for cross-border projects, providing a range of benefits that can help to achieve project success.

8.1 Conferences

Attending conferences provides access to the latest research, innovations, and best practices in the sericulture industry. This knowledge can help to inform the development of a sericulture pathway that is tailored to the needs of the European market.

During the project, ARACNE research partners (but also other types of organisations involved in the project), will attend in average five conferences per year (it is expected the participation of at least one scientific partner per conference). The expected audience at each conference will be of approximately 100 representatives from the scientific community. This initiative is projected to sensitize at least 1,500 scientists to the relevant theme. This outreach effort will enhance the visibility and impact of the project.

The following table shows all the possible conferences that ARACNE partners can attend during the project and also past events attended by the project partners. Please note that the conferences listed in the table are provided also for illustrative purposes and they are meant to serve also as a guide to help project partners decide which conferences to attend. The information provided may not be complete, as certain details are currently unavailable.

Project partners are encouraged to choose additional conferences that align with the objectives of the project and that may not be listed in the table.

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
27 th congress of the	2025	Still no information			

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
International Sericultural Commission					
BACSA	Soufli (Greece)	Regeneration of sericultural industries in 21st century	CREA-UM-NKUA-SCS-PIOP-Art of the silk museum	To present ARACNE project to the BACSA countries	CREA presented a presentation about ARACNE
ICE 2024	Kyoto (Japan)	International Congress of Entomology with a specific session about Apiculture and Sericulture	CREA – and other partners	To make a symposium speaking about challenges for sericultural European countries	CREA is convenor in the Apiculture and Sericulture session
European congress of entomology	To be decided	Entomology	CREA and other possible partners	To speak about the advances of ARACNE	
8th EPNOE conference 2023	17.-22.9-2023, Graz, Austria	Fundamental and applied studies of biobased polymers; Composites, textiles and fiber network structures	UM	Innovative solutions for the enhancement of silk-based industries	
49th Symposium on Innovations in Textiles with the title	5.10.2023	Sustainability and circular economy In textiles with	UM	Co-create, prototype and test innovative solutions for the enhancement	

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
Sustainability and Circular Economy in Textiles		sustainable design		t of silk-based cultural and creative industries	
European Horticultural Congress - EHC2024	05.05.2024, Bucharest	Tropical and Subtropical Fruit and Nuts Temperate Tree Fruits Plant Genetic Resources and Biotechnology Temperate Tree Nuts Vine and Berry Fruits Ornamental Plants Vegetables, Roots and Tubers Physiology and Plant-Environment Interactions of Horticultural Crops in Field Systems	UM, Faculty of Agriculture and Life Sciences	Presentation on mulberry research	

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
		Protected Cultivation and Soilless Culture			
Autex 2024	TU of Liberec, Czech Republic	Sustainability and innovative design solutions	UM	Innovative design of silk-based products	
Autex 2025	TU Dresden, Germany	Digitization of clothing heritage	UM	Virtual 3D prototyping of silk garments, virtual 3D prototyping of silk garments	
Food&Science Festival	May 2023, Mantova, Italy	Unique scientific outreach event on food production and consumption	CREA	The ARACNE project was introduced during a day of discussion on the cultural heritage of silk in Europe, which was prominent until the mid-20th century.	
MyPlant&Garden – International Green EXPO	February 2023, Milan, Italy	The regenerative agriculture and the potential of new cultivation	CREA	The project ARACNE was presented, emphasizing the central role of mulberry trees.	Mulberry trees can adapt to unusual terrains and contribute to phytoremediation of the soil.

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
		methods for the land.			
Study meeting on "Actions for diversification of agricultural productions"	March 2023, Chiaravalle Centrale, Italy	Strategies and initiatives aimed at diversifying agricultural productions	CREA	The central role of the agricultural production and the implementation of strategies and initiatives.	ARACNE was presented to associations, agricultural and forestry entrepreneurs, professional organizations, and schools.
REGESERI 2023 : Regeneration of sericultural industries in the 21st century	Soufli, 24.04.-27.04.2023	The main conference topic were country reports, science and technology papers in the field of silkworms, cocoon and silk production, pathology, breeding and bacology, using silkworm and mulberry for non-textile purposes, post-cocoon technologies, silk enterprise and trade. Exhibition	UM	UM presented a poster entitled: "The Effects of feeding with old Slovenian and Hungarian mulberry varieties on silkworm's growth and silk quality." presented by: Urbanek Krajnc A., coauthors: ŠELIH, Mateja, BAKONYI, Tamás, CAPPELLOZZA, Silvia, SAVIANE, Alessio, PONGRAC,	The Regional Government of Eastern Macedonia and Thrace, the Silk House company in Soufli, Greece and Association of Friends of Silk 'CHRYSALLIS', Greece are hosting the meeting in collaboration with the Black, Caspian Seas and Central Asia Silk Association (BACSA).

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
		<p>sessions was also be organized for equipment/tools and sericultural products</p> <p>Plenary presentation was held by Prof. Dr Panomir Tzenov, President of BACSA. The role of BACSA in sericulture regeneration in Europe and Central Asia,</p> <p>The ARACNE project was presented by Dr Alessio Saviane, CREA, Padua, Italy;</p> <p>Conference was structured into oral presentations session, scientific – technical reports session and</p>		<p>Paula, MIKULIČ PETKOVŠEK, Maja, BERČIČ, Rebeka Lucijana.</p>	

Conference name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
		posters session Also two daily excursions to local handicrafts, industrial and sericultural establishments in municipally Soufli were organized.			

Table 3 - List of possible conferences

8.2 Trade fairs

According to the GA, there will be the participation in 1-2 sector-related trade fairs.

The following table shows a list of trade fairs that may be considered by partners.

Please note that the list is not mandatory, but rather a suggested starting point for identifying relevant events. Project partners are encouraged to explore other trade fairs and exhibitions that align with the objectives of the project and may better fit their specific needs. The goal is to optimize results and outcomes and to identify as many opportunities as possible for promoting the project and engaging with stakeholders.

Trade fair name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
Agra, International Fair of Agriculture and Food	August 2024	- Youth in Agriculture - Innovation and Digitalization - Agriculture in the Future - Climate Change and Water Resources - Organic Farming - Food from our Vicinity - Nutrition Safety - Strengthening of Rural	UM, Faculty of Agriculture and Life Sciences	Oral presentation on Aracne project objectives and results	

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Trade fair name	Date and location	Theme and main topics	Partners involved	Objectives	Notes
		Areas - Biodiversity - Forest and Wood – our Wealth - Nutritional and Energy Self-Sufficiency			

Table 4 - List of possible trade fairs

8.3 Participation to the “Long Museums Night” and the “Researcher’s night” with specific material on the ARACNE project

ARACNE Consortium will also participate in two events, namely the "Long Museums Night" and the "Researcher's night," where it will showcase specific materials related to the ARACNE project. The aim is to raise awareness about the project and its goals among the general public and the research community.

9. Organisation of events

Events are essential for cross-border projects like the ARACNE project as they facilitate face-to-face meetings, knowledge exchange, project promotion, and motivation. They help build relationships, establish trust, improve project outcomes, and attract attention from potential partners, investors, and stakeholders.

9.1 Kick-off meeting

The kick-off meeting is a crucial event that marks the beginning of a collaborative effort towards a common goal. It serves as a foundational platform for partners to come together, align their understanding of the project, and establish a shared vision for its successful implementation. The kick-off meeting is not only a formal gathering for introductions and presentations but also a vital opportunity for partners to build relationships, foster communication, and establish a strong working relationship. It sets the tone for the project, providing a solid framework for coordination, cooperation, and collaboration among diverse partners with varying expertise, perspectives, and cultural backgrounds. The two-day kick-off meeting of ARACNE project took place on the 6th and 7th of March 2023, in Padua, at the Sericultural Laboratory.

Overall, the two-day meeting provided partners with the opportunity to share project organisation, procedures, engage in discussions, network, and collaborate, fostering progress and furthering the goals of the ARACNE Project.



Figure 12 - ARACNE timeline: Kick-off Conference

9.2 Project Final Event

The Project Final Event will be organised at the end of the project (M36).

This meeting represents an important part of the whole project because it will provide an opportunity to present the project's achievements and outcomes, as well as to discuss any challenges that were encountered. It is also an opportunity to disseminate the project's results and outcomes to stakeholders, including project partners and policymakers. During the meeting, partners will evaluate the project's success and impact, as well as will identify areas for improvement. The event will also provide an opportunity for partners to network and build relationships, which can lead to future collaborations and partnerships.

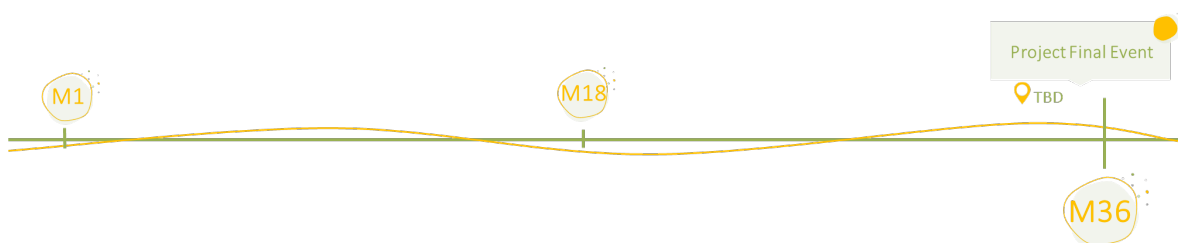


Figure 13 - ARACNE timeline: Project Final Event

9.3 Conceptual temporary exhibition in Silk Museums

The conceptual temporary exhibition will involve the creation of a unique and immersive environment that aims to engage visitors and encourage them to think and reflect on the theme presented. It will be an effective way to communicate the project's goals and themes to a wider audience by creating a unique and engaging environment, attracting visitors and generating interest in the project.

It will be also used to showcase the project's progress and results by presenting the project's achievements in an immersive and interactive way.

It will also be a platform for engaging with the local community and stakeholders. By involving local artists, designers, and other collaborators, the exhibition can help to build relationships and create opportunities for collaboration and exchange.

10. Collaboration and coordination with other projects and EC Cluster Initiatives

ARACNE partners plan to leverage the synergies and complementarities between different projects and the EC cluster initiatives to achieve common goals. However, before to start to collaborate with others, it is necessary to identify and scout for relevant projects and initiatives.

To this end, partners will be participating in cluster meetings and other networking events where they can exchange information, share best practices, and identify potential partners for collaboration. By scouting for relevant projects and initiatives, they can avoid duplication of efforts and leverage the expertise and resources of other stakeholders to achieve greater impact.

10.1 Scouting

Conducting a thorough scouting activity is an effective strategy for identifying potential partners and collaborators for this project.

To conduct a comprehensive scouting activity and identify relevant European projects related to sericulture, a variety of approaches can be employed. These steps are outlined below:

- utilize online databases and directories of EU-funded projects, such as the EU Funding & Tenders Portal or CORDIS, to identify ongoing and upcoming projects in the field of sericulture and related fields (e.g., textile, agriculture, cultural tourism, cultural heritage etc.);
- identify relevant European networks or initiatives in the field of sericulture and project related fields, such as the European Silk Road Summit;
- reach out to relevant associations, trade organizations, or chambers of commerce that operate in Europe and focus on sericulture to identify ongoing or upcoming projects in the field and project related fields;
- attend relevant industry events or conferences, such as the International Conference on Sericulture & Silk Industry, as these events provide an opportunity to connect with other professionals and stakeholders in the field;
- finally, consider contacting European experts in the field of sericulture and/or project related fields and ask for recommendations of ongoing or upcoming projects in the area.

10.1.1 Similar projects under the same topic

The European Union's Horizon Europe research and innovation program has issued a call for proposals under the title HORIZON-CL2-2022-HERITAGE-01. This call is focused on the theme of "Cultural Heritage as a Driver for Sustainable Development", with the aim of funding research and innovation activities that contribute to the preservation, protection, and promotion of Europe's cultural heritage.

This call was structured into 10 topics, and the topic under which the ARACNE project was funded is HORIZON-CL2-2022-HERITAGE-01-02. ARACNE is one of the three projects funded.

The following table shows the main aspects of the other two funded projects:

Project's name	Website	Description	Possible collaborations
CULTURATI - Customized Games and Routes for Cultural Heritage and Arts	https://ec.europa.eu/info/funding-tenders/opportunities/portals/screen/how-to-participate/org-details/99999999/project/101094428/program/43108390/details	The project aims to build an inclusive cultural-educational ecosystem to support the CCIs in Europe by using digital solutions and cutting-edge technologies to enhance collaboration between CCIs and citizens, increase accessibility, awareness, and understanding of cultural heritage and arts, preserve cultural heritage, and enhance the audience experience through customized games and routes. CULTURATI is a global content platform that allows CCIs, creative professionals, and citizens to create content collectively for cultural heritage and arts across Europe.	ARACNE project may collaborate with this project to promote and enhance the audience experience of the European Silk Route by creating customized games and routes that highlight the cultural heritage and history of silk production in Europe. This may increase awareness and understanding of the cultural significance of silk and the traditions associated with it.
REPERTORIUM - Researching and Encouraging the Promulgation of European Repertory through	https://ec.europa.eu/info/funding-tenders/opportunities/portals/screen/how-to-participate/org-	The project aims to preserve and make accessible European musical heritage while providing innovative solutions to problems affecting the music industry by providing a technological platform for curating databases of medieval and classical European art-music works, linked to other relevant existing databases around the world. It	ARACNE may collaborate with this project to explore the use of cutting-edge technologies such as AI in the preservation and promotion of silk-related cultural heritage. This can include the development of digital applications and other innovative solutions to support the creation of

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Project's name	Website	Description	Possible collaborations
Technologies Operating on Records Interrelated Utilising Machines	details/9999999/9/project/101095/171/program/43108390/details	will use automated manuscript digitization and music information retrieval techniques based on Artificial Intelligence (AI) to achieve this. The project also intends to create state-of-the-art audio recording and instrument separation technologies (AI-based, stochastic signal processing, and ambisonic spatial audio) targeting music education institutions, professionals, and the public.	place-specific cultural processes, and service innovations. silk-based products, and service innovations.

Table 5 - Projects funded under the same topic

10.1.2 Similar projects under the same call

Under the call HORIZON-CL2-2022-HERITAGE-01, a number of projects have been funded, covering various research and innovation areas such as digital technologies, sustainable management, and social and economic aspects of cultural heritage. These projects are expected to advance knowledge and create positive social and economic impacts in the area of cultural heritage.

The following table shows the other project funded under this call that can interest ARACNE:

Project's name	Website	Description	Possible Collaborations
NARDIV – United in Narrative Diversity? Cultural (Ex-)Change and Mutual Perceptions in Eastern and Western Cultural (Ex-)Change and Mutual Perceptions in Eastern and	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/9999999/project/101095/171/progra	The project is focused on examining mutual perceptions between Eastern and Western Europe and exploring new strategies to revitalize cultural encounters and exchange between six European countries (France, the Netherlands, Germany, Poland, Slovakia, and Romania). The collaboration involves scholars, practitioners from culture-exchange institutes, artists, and creative industries players to develop recommendations for new approaches and media strategies to foster a more	This project can provide valuable insights into how different cultures view and value silk production and the associated cultural heritage. This may inform ARACNE efforts to develop a shared cultural

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Project's name	Website	Description	Possible Collaborations
Western Europe at the threshold of the digital age	m/43108390/details	inclusive concept of cultural diplomacy. The project aims to boost the culture-diplomacy/exchange sector by strengthening its role as mediators of transnational European values and promoting the European narrative across different cultural heritages.	identity around silk and promote it as a cultural itinerary across Europe.
HEPHAESTUS – Heritage in EuroPe: new techHologies in crAft for prEserving and innovaTing fUtureS	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999/project/101095123/program/43108390/details	Traditional craft techniques are at risk of disappearing due to globalised markets, technological advancements, and changes in manufacturing and HEPHAESTUS aims to map this knowledge, digitalize craft heritage, and mobilize it to innovate craft processes. The project aims to revive and valorise traditional crafts by combining them with new technologies through innovative business models, create a craft-technology driven methodology for innovating craft processes sustainably, explore visions for the role of craft in the future, establish a lifelong learning methodology, develop courses and curricula, establish the first pioneering "Future of Craft" living lab at Bornholm, and establish sustainable craft-technology relationships. The project aims to connect research and heritage sites, cultural and creative sectors, institutions, universities, regional and national authorities, enterprises, and other stakeholders.	This project can provide valuable insights and techniques for preserving and promoting the traditional craft techniques associated with sericulture and silk production. This may help inform ARACNE efforts to revive traditional skills and promote innovative, sustainable business models in the silk ecosystem.
Tracks4Crafts – Transforming crafts knowledge for a sustainable, inclusive and economically	https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-	Tracks4Crafts aims to enhance the transmission of traditional crafts knowledge (TCK) to increase the societal and economic valuation of crafts and align them with a future-oriented heritage approach in Europe. It aims to use crafts and TCK as	This project can be relevant to ARACNE aims of reviving traditional silk production techniques and

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Project's name	Website	Description	Possible Collaborations
			cutting-edge technologies to promote innovation in silk production and trade.
<p>RescueMe – Equitable RESilience solutions to strengthen the link between CULTural landscapEs and coMmunitiEs</p>	<p>https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/999999999/project/101094978/program/43108390/details</p>	<p>It aims to protect European cultural heritage and landscapes from the effects of climate change, natural hazards, and other stressors by proposing an innovative data-driven, community-based, heritage-centric actionable landscape approach to resilience enhancement, which will support the transition towards a green society and economy that sustains resilient, cohesive, nature-connected communities. It aims to broaden the scope, trigger action, untap and mobilize resources, engage actors, and facilitate decision-making and the implementation of co-created just resilience solutions to protect our common heritage. It will develop, test, and demonstrate the effectiveness of an Actionable Framework based on the Resilient Historical Landscape approach, complemented by data, models, methods, and tools that can assess risks and opportunities, co-develop inclusive and just resilience strategies and innovative solutions to protect European cultural heritage and cultural landscapes. The project aims to demonstrate how cultural heritage contributes to well-being, social cohesion, identity, local economy, territorial attractiveness, and environmental sustainability.</p>	<p>This project may help in promoting sustainable business models in the silk ecosystems. It may also inform ARACNE efforts to engage with museums, researcher centres and other stakeholder to strengthen the preservation and protection of silk-related cultural heritage.</p>

Table 6 - Projects funded under the same call

10.1.3 Other related projects

The following table shows other ongoing European projects that may be relevant or useful for ARACNE's partners during their activities.

Please note that the table is provided also for illustrative purposes and is not exhaustive as it serves as a starting point for the scouting activities that will be carried out during the ARACNE project to ensure that projects with objectives aligned with those of ARACNE will be identified in order to maximize results.

Project name	Website	Description	Possible collaborations
SILK-EYE – Silk-based ocular implants: treating eye conditions at the interface of photonics and biology	https://cordis.europa.eu/project/id/833106	It aims to develop the next generation of corneal implants and lenses by utilizing the versatile protein polymers found in silk fibres for biomedical applications. The project aims to create more effective, safe, and affordable solutions to treat prevalent eye diseases such as myopia, presbyopia, and corneal disease that affect millions worldwide. The team will develop silk-based materials for corneal and intraocular implants, taking advantage of silk's unique properties such as transparency, controllable stiffness, degradability, refractive index, and permeability.	The collaboration may envisage the exploitation potential of silk-based materials for different uses that may contribute to enhance the sericulture ecosystem and value chain in EU. The two projects can disseminate the results of research activities in relation to the discovery and application of the new properties/characteristics/principles of silk and/or mulberries and identify novel uses in different industries, including the cultural sectors.
ARTSILK – Novel approaches to the generation of artificial spider silk	https://cordis.europa.eu/project/id/815357	It aims to produce artificial spider-silk fibers that are as good or better than native spider silk in terms of toughness and tensile strength. The project will use recent technological advancements and cutting-edge technologies to understand the silk formation process and protein	Collaboration may involve sharing knowledge and expertise in relation to spider silk that can enhance the knowledge and future development of the silkworm silk and,

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Project name	Website	Description	Possible collaborations
superfibers		folding and interactions that relate to the mechanical properties of the resulting silk fiber. The project will use the recently mapped spider genome, protein engineering, single cell RNA sequencing, microfluidic chips, and 3D-printing techniques to design novel silk proteins, engineer spinning devices, and make reproducible three-dimensional structures of spider silk. The project has the potential to revolutionize the materials industry with a high-performance natural material.	more in general, of the sericulture value-chain. ARACNE may also benefit from the advanced technologies and techniques developed in the artificial spider-silk project, which may help to enhance the properties and performance of the silk-based products and innovations.
SuPerSilk - Melding behavioural ecology and biomaterials research to track the evolution of mechanical super-performance of spider silk composites	https://cordis.europa.eu/project/id/101040724	SuPerSilk aims to understand how mechanical super-performance evolves in spiders and their silk products. The project will investigate the role of both physiological and behavioral factors on structure-function relationships to determine how evolutionary bio-material innovation arises. Specifically, it will determine if the diversification of spider silk glands facilitated the evolvability of spider silk performance, test if the combination of different spider silks into compound threads provides a fast track for the evolution of thread performance and whether similar thread functions evolved via repeated or alternative pathways. The project also aims to establish a roadmap for the targeted bioprospecting of silk compounds with specific properties. By tracking the evolution of base materials and their behaviorally assembled compound products, SuPerSilk will	A potential collaboration with SuPerSilk may involve sharing knowledge and resources related to the study of spiders silk production and the genetic and behavioral factors that influence its mechanical properties. This could help inform the development of silk-based materials for biomedical and industrial applications in both projects. The focus on bioprospecting for silk compounds with specific properties could potentially help the ARACNE project's goal of promoting innovations in silk production and trade. This project may also potentially provide

Project name	Website	Description	Possible collaborations
		establish a new line of research in evolutionary biology and reinvigorate efforts to develop super-tough biofibers for industrial applications.	insights into how to better leverage the mechanical properties of silk for various applications in the ARACNE project, such as in the development of silk-based cultural products and processes.

Table 7 - Related projects

10.1.4 Past initiatives and projects

The European Commission has long recognized the importance of preserving and promoting traditional industries and cultural heritage across the continent. The sericulture sector, with its rich history and cultural significance, and other topics, such as the cultural heritage, are some areas that have received attention and support from the Commission. In past years, the Commission has undertaken various initiatives and projects aimed at fostering the development of the sericulture industry and preserving its traditions, arts, and stories.

The following table provides a brief description of the EU-projects that may be considered during ARACNE project:

Project name	Website	Description	Inspiration for ARACNE
SILKNOW – Silk heritage in the Knowledge Society: from punched cards to big data, deep learning and visual/tangible	https://cordis.europa.eu/project/id/769504	Despite efforts to preserve silk heritage through specialized museums, European silk heritage is endangered. To address this, SILKNOW aimed to develop an intelligent computational system to enhance the understanding of European silk heritage. The project wanted to achieve this by creating a "Virtual Loom" to model silk weaving techniques digitally, allowing users to access information through visual and tangible simulations, and improved search tools. The project aimed to have a direct impact on computer science	ARACNE may leverage on the "virtual loom" for modelling silk weaving techniques to enrich the contents and the knowledge disseminated in ARACNE, also through the deployment of the envisaged digital tools for the valorisation of the silk cultural heritage.

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Project name	Website	Description	Inspiration for ARACNE
simulations		and big data management to preserve an intangible heritage and improve understanding of EU heritage for future generations.	
SABIP – Silks as Biomimetic Ideals for Polymers	https://cordis.europa.eu/project/id/233409	This project aimed to gain insights into the interactions between silk's mechanical behavior, chemical composition, and fabrication processes, considering the evolution of the different silks and their highly diverse genetic blueprints. This lack of understanding prevents the development of synthetic and recombinant silks. The project's studied silk diversity to gain new insights into silk's structure-property-function relationships and discovered and screened silks with interesting material properties and gene sequences, with the goal of identifying silks suitable for commercial production.	ARACNE will analyse SABIP's results to identify valuable research information that may enhance the development of the knowledge bank in ARACNE project.
SSEXSY – Spider silk extrusion systems	https://cordis.europa.eu/project/id/14533	This project aimed to transfer and integrate knowledge about the biochemistry, molecular biology, and histochemistry of spider silks to a world-leading group in measuring the physical properties of silk and spinning dope. This created new expertise in studying the complex interactions from the level of proteins and protein domains to structural organization and resulting mechanical properties, allowing for a full assessment of the requirements for biomimetic fiber production.	ARACNE may use the results of SSexSy to gain a better understanding of the biochemistry, molecular biology, and histochemistry of spider silks, and evaluate the possibility to apply such knowledge towards the silkworm silk production.
SILKENE – Bionic silk	https://cordis.eu	The SILKENE project aimed to design, develop, scale-up, and	ARACNE can leverage the results of the SILKENE

Project name	Website	Description	Inspiration for ARACNE
with graphene or other nanomaterials spun by silkworms	uropa.eu/project/id/693670	optimize a pre-industrial process for mass production of “silkene”, a bionic silk fiber reinforced with graphene or other nanomaterials directly spun by silkworms, which was expected to be stronger and tougher than its natural counterpart. In this project, the process was technically verified, optimized for applications in industrial sectors such as smart or high-performance technical fibers, textiles, and related reinforced composites.	project to build a more comprehensive knowledge base on the ways in which silk can be produced and used. SILKENE’s results may contribute to the bank knowledge that ARACNE aims to build.
SAM – Silk Aquamelts to Market	https://cordis.europa.eu/project/id/850696	Natural silks are highly efficient and sustainable for fibre formation, making them a popular choice for silk-based biomedical biotextiles in the clinical sector. The spinning process by spiders and silkworms produces a nanocomposite state of biological matter called a silk aquamelt. This material combines strength, toughness, utility and safety. The SAM project aimed to introduce bespoke silk aquamelts to the medical market for novel healthcare solutions by offering a solution for the replacement of plastic that involves no genetically modified organisms, non-toxic chemicals, and water as the only by-product.	The collaboration may explore the exploitation potential of silk-based materials for different uses that may contribute to enhance the sericulture ecosystem and value chain in EU. The two projects can disseminate the results of research activities in relation to the discovery and application of the new properties/characteristic/principles of silk and/or mulberries and identify novel uses in different industries, including the cultural sectors. Additionally, SAM's approach to tackling regulatory compliance and certification in Good Manufacturing Practice (GMP), and ISO standards can serve as a guide for ARACNE in ensuring their

Project name	Website	Description	Inspiration for ARACNE
			own project meets the necessary regulations and standards.

Table 8 - Past initiatives and project

10.2 Participation to events organized by other projects

In addition to the steps outlined above, it may also be valuable to participate in events organized by other projects in the field of sericulture and project related fields. This can provide an opportunity to connect with other professionals, learn about ongoing research and initiatives, and identify potential collaborators. To identify relevant events, project managers can search online databases of upcoming industry events, reach out to relevant associations or organizations to inquire about upcoming events, or leverage their existing networks to identify relevant opportunities. By participating in events organized by other projects, project managers can broaden their understanding of the field and identify potential opportunities for collaboration or partnership.

A comprehensive table has been provided to document the schedule, participants, and other relevant information for these cluster meetings organized by other projects. However, please note that the table will be updated and filled in the future as the meetings occur. This ensures that the information remains current and allows for effective coordination and collaboration between our project and other funded initiatives. The updated table will be shared promptly to facilitate communication and maximize the benefits of these collaborative efforts.

Name of the event	Date	Country	Organizer	Participating partner
...				...
...				...
...				...

Table 9 - External events

10.3 Participation to cluster meetings

The European Commission's Research Executive Agency (REA) is responsible for managing research and innovation projects funded by the European Union. As part of this role, the REA organizes cluster meetings or other events related to specific fields or industries, including sericulture. Cluster meetings are a popular way to collaborate and share knowledge and resources in specific industries or fields.

According to the GA, ARACNE partners will participate to cluster meetings during the early project phase (M3-M9) to kick-off the future collaboration between the EC and all projects funded under a specific topic.



Figure 14 - ARACNE timeline: participation to cluster meetings

As part of the cluster meeting activities, a comprehensive table has been provided to document the schedule, participants, and other relevant information for the upcoming cluster meetings. However, please note that the table will be updated and filled in the future as the cluster meetings take place. This allows for real-time information and ensures that all stakeholders are well-informed and engaged. The updated table will be shared promptly to facilitate effective coordination and knowledge sharing among the involved parties.

Name of the cluster	Date and location	Themes and objectives	Participating projects	Partners attending
...				...
...				...
...				...

Table 10 - List of cluster meetings

10.4 Policy brief

The Deliverable D5.12 refers to the Policy brief which will be prepared by CREA at the end of the first year of the project and will contain preliminary conclusions based on the research conducted up to that point. This document will be delivered at M12 and will be continuously updated by CREA and refined based on the ongoing research and findings of the project. This process will continue until the end of the project, at which point the policy brief will be finalized as D5.13 (M36).

The purpose of the policy brief is to provide policymakers with a concise and actionable summary of the project's findings and recommendations. This document will help policymakers understand the implications of the research and make informed decisions based on its findings. By continuously updating and refining the policy brief throughout the project's timeline, partners can ensure that the document reflects the most up-to-date and

relevant information and provides policymakers with actionable recommendations that are grounded in solid research.

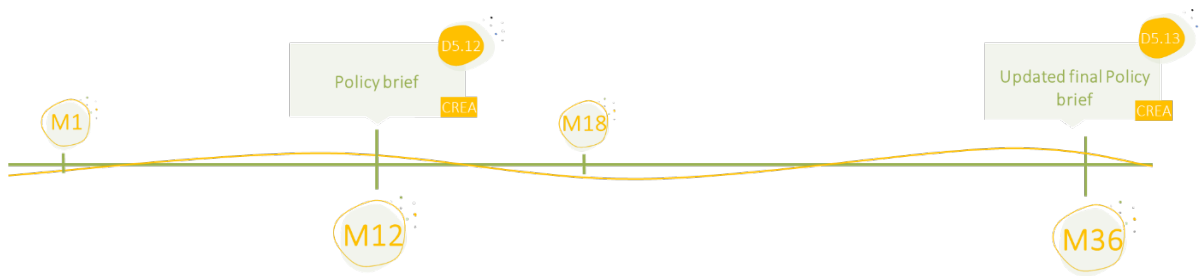


Figure 15 - ARACNE timeline: D5.12 Policy brief - D5.13 Updated final Policy brief

10.5 Participation to the policy roundtable

A policy roundtable is scheduled to be organized in Brussels between M22-M28, bringing together policy officers from related projects and policymakers to promote the dissemination of project activities. The roundtable will contribute to the development of a report (D5.14) dedicated to EU policymakers, which will be created by CREA (M36). Additionally, a comprehensive report featuring policy recommendations based on the partners' expertise and field experience will be produced and presented to EU staff and policymakers.

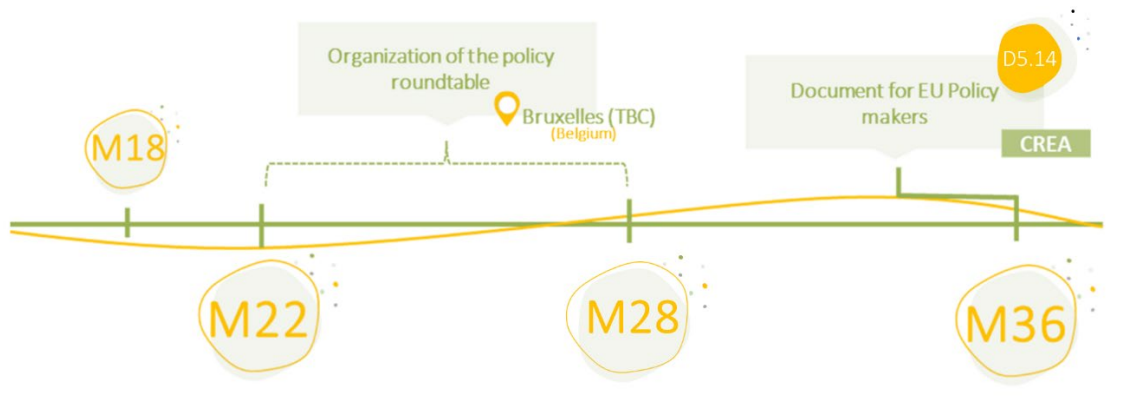


Figure 16 - ARACNE timeline - Organization of the policy roundtable and deliverable D5.14 - Document for EU Policy makers

11. Activities with schools

As part of a European cross-border project focused on revitalizing and developing the sericulture sector in Europe, the project aims to contact at least 50 schools per year per museum, with a total of around 600 schools across the four involved museums. Through this effort, the project hopes to engage with a significant number of students and raise awareness about the local context of Silk CH in different countries.

The project will focus on collecting information and data about tangible and intangible cultural and natural capital assets related to the sericulture sector, through archive research and on-site research performed by students coordinated by their teachers. Schools will play an important role in the identification and description of the local mulberry trees. For this aim, UM has realized an application (*Morus APP*) that helps to register these varieties by recording their location and basic morphological descriptors and that will be available for all the participants. This activity will be addressed by universities and high schools specialized in the study of agriculture and plant biology because, in this way, it will ensure the involvement of specialized people. High school students and teachers will be selected and will also participate to activities by defining points of interests such as historical sericultural buildings and mulberry trees which will introduce them to the complex and fascinating world of the sericulture and the analysis of mulberry trees.

A guidance model will be prepared and distributed to schools, and bottom-up data will be compared to data obtained from literature and archive research. The museums will work as interfaces of scientists with schools, and the worthiest groups of students will be invited to visit a local museum with dedicated tours to its collections with their teachers.

To further engage schools and teachers, the project will organize a virtual conference for school-activity organization, dedicated to teachers from each country interested in this project. Additionally, the project will prepare and distribute educational kits for a better understanding of silkworm rearing and European history related to it. All the museum sites will offer dedicated school activities, including the participation of CCIs, to promote the revitalization and development of the sericulture sector in Europe.

The activities can be summarized as follows:

1. Contacting schools to raise awareness about Silk CH
2. Collecting information and data about cultural and natural capital assets related to the sericulture sector
3. Archive and on-site research coordinated by teachers and students
4. Preparing and distributing a guidance model to schools
5. Comparing bottom-up data to literature and archive research
6. Inviting groups of students to visit local museums for dedicated tours
7. Organizing a virtual conference for school-activity organization
8. Preparing and distributing educational kits for a better understanding of silkworm rearing and European history
9. Offering dedicated school visits to selected local Italian museum sites for participating countries
10. Offering dedicated school activities at all museum sites, including the participation of CCIs.

12. Exploitation of ARACNE results

The ARACNE project aims to implement innovative strategies for CCI and SMEs, with specific support for start-ups and SMEs to innovate their business models. The project will study and apply new models for the valorization of silk-built heritage and landscapes, developing business, governance, and financing models. The project will also prioritize respecting individual IPR and conduct a real-time analysis of the project's progress in terms of IP assets generation. These models will be a starting point for further exploitations, such as research, policy development, and inspiring new initiatives. The respect for intellectual property rights will be a guiding principle in the work carried out collectively by the project partners.

12.1 Further exploitation of WP3 outputs

One of the project's primary objectives is to implement innovative strategies regarding governance, financing and business models in relation to the involved CCI organizations and SMEs. ARACNE partners will study and apply new models for the valorisation of silk-built heritage and landscapes based on the outputs of the previous EU research. Specific support will be provided to ARACNE start-ups and SMEs to innovate their business models for sustainable development and scale-up.

These activities will lead to the creation of potentially replicable governance models for the involved museum and for local cocoon producers, the development of a business, governance and financing model for the adaptive re-use of a Venetian Palladian villa to deploy socially-inclusive and cultural activities, and the elaboration of two circular business models to support the involved CCIs' growth, competitiveness, and creation of local value. These are the core activities of the WP3 that will contribute to enhance silk-based CCI ecosystem and have relevant potential for the exploitation also after the project end.

Moreover, in WP2 silk-based innovative solutions will be co-developed, prototyped and tested by ARACNE partners, leveraging also on digital and cutting-edge technologies: virtual maps, gamification for silk museums, silk design and fashion and cutting-edge technologies for silk-based applications. For these innovations the future commercial exploitation will be assessed with respect to key market/society opportunities, investigating business models, analyzing commercial/societal and financial feasibility.

The models developed during the project will be the starting point for further exploitations using them as a reference or source material for research on the topic of CCIs and their role in sustainable development. They can also be used as a basis for developing policies and strategies aimed at supporting CCIs' growth and innovation in different contexts, such as local or regional economic development, cultural tourism, or social and cooperative entrepreneurship. Additionally, they can be used to inspire new projects and initiatives focused on promoting the valorisation of cultural heritage and landscapes and supporting the growth and competitiveness of CCIs.

With all the information gathered during the project and collected in a narrative catalogue, the project aims to create a knowledge bank that can be used by all parties interested in operating in the sericulture sector. ARACNE will also prepare models aimed at collaboration

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

between museums and CCIs to show how such activities can increase public involvement and interest and enhance their audience and offer a deeper and richer educational experience.

The knowledge bank and collaboration models created by the ARACNE project can be exploited for future research, policy development, and business modelling in the sericulture sector. Policymakers, researchers, and entrepreneurs can benefit from the knowledge bank to inform their work in the field, while the collaboration models can inspire new initiatives and enhance public involvement and interest in cultural and creative industries. The exploitation of these resources can contribute to the growth and competitiveness of the sector, promote sustainable development and cultural heritage preservation, and enhance the impact and sustainability of the ARACNE project.

According to the GA, the ARACNE project is designed to achieve its objectives through a systematic and integrated approach, with a strong focus on the exploitation phase. This critical phase will take place from month 13 to month 36 of the project.

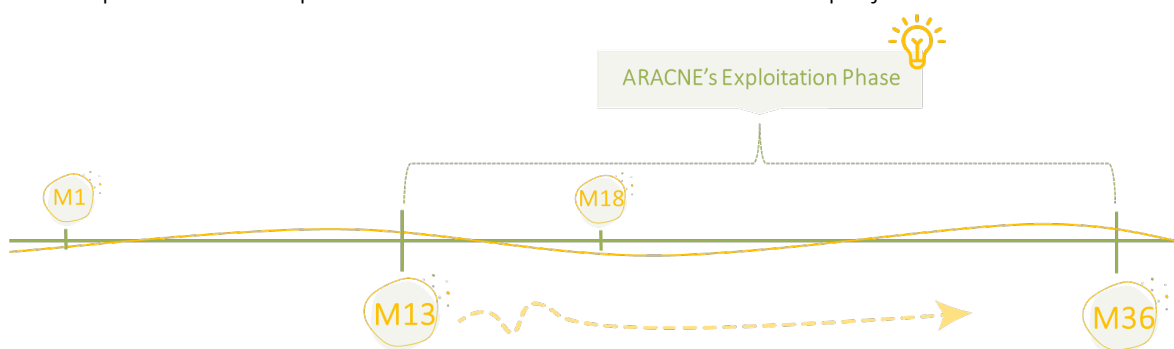


Figure 17 - ARACNE timeline: Exploitation Phase

12.2 ARACNE IPR assessment

Specific rules regarding intellectual property rights, results, and background are set out in Annex 5 of the GA, which is the main source for the management of intellectual property in this project. All project partners are obliged to respect the content of Annex 5 throughout the project.

According to the GA, ARACNE participants agree to respect their individual Intellectual Property Rights. The management of the intellectual property is defined in the “Consortium agreement”, in which any details are examined according to the complexity of the involved methodology. If, in the course of the Project, a joint invention, design or work is made - and more than one Party is contributor to it - and if the features of such joint invention design or work are such that it is not possible to separate them for the purpose of applying for, obtaining and/or maintaining the relevant patent protection or any other Intellectual Property Right, the Parties concerned agree that they may jointly apply to obtain and/or maintain the relevant right together with any other parties.

During the project, a real-time analysis of the project progress in terms of IP assets generation will be conducted, in order to guarantee that the relevant foreground achieved is also assessed to check if qualify for IP protection.

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

These activities will start during month 24 when the project has achieved the results that require the implementation of this monitoring activity. However, this date is also indicative since the respect for intellectual property rights will be one of the guiding principles in the work carried out collectively by the project partners.

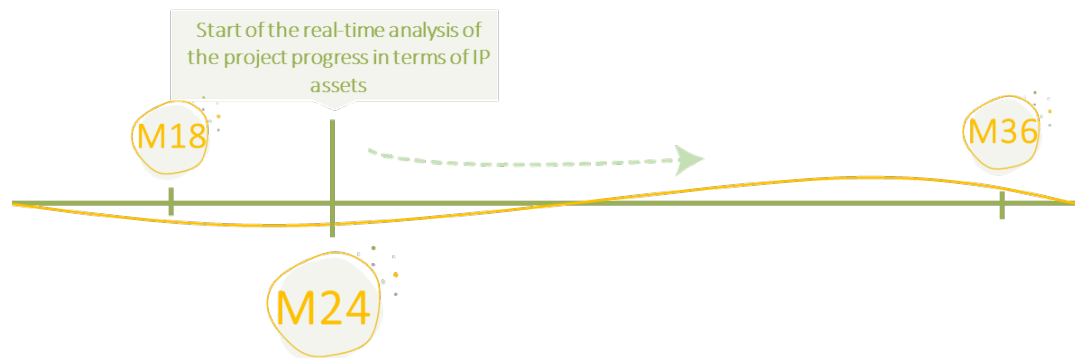


Figure 18 - ARACNE timeline: Start of IPR assessment activities

13. Measuring and evaluation

The implementation of communication and dissemination strategy will be regularly evaluated. The frequent evaluation will enable monitoring of the quality of communication and dissemination activities.

The following list is intended as the minimal set of attributes that will be monitored to measure the effectiveness of the campaign. More attributes may be added from the beginning of the project or ongoing. The following table includes a column specifically designed for project partners to record the values and data discovered during the monitoring phase. The monitoring and evaluation table will play a crucial role in the continuous improvement process and ensure the successful delivery of project objectives.

The monitoring activity will start from M6 and will be made every 3 months considering the values written in the following table:

Targets	KPIs	Achieved KPIs
Members / stakeholders represented	>150,000	
EU countries represented	All	
Countries outside Europe represented	1	
Mailing lists subscribers	>20,000	
Visitors to institutional websites	>35,000	
Followers on LinkedIn	>700	

Targets	KPIs	Achieved KPIs
Scientific publications per year	5	
Conference attended per year by ARACNE Consortium	5	
Scientists sensibilized through ARACNE Consortium participation in conferences	1,500	
People informed of the project (consider institutional websites visualisation of 7 countries involved plus project's website but also information through all the other D&C tools and channels)	35,000	
Schools contacted per year by each of the 4 museums	50 (600 schools during the whole project)	
Students involved by the project	12,000	
People involved in ARACNE active research, aware and interested	10,000	
Sensibilized museums visitors	139,500	
Exhibits created during the project	From 3 to 5	
Kg of fresh Italian cocoons produced and acquired by DOR	1,000 kg	
Italian farmers involved by DOR's production	1	
Organization of farmers per country informed of ARACNE project	1	
International fashion brand involved in project communication activities	1 (Gucci may be considered)	
Establishment of IMIDA Silk Museum	1	
Museums adopting tools for gamification	4	
Business strategy models for CCIs implemented	4	
N. of Ministries of Agriculture involved in project dissemination	At least 2 (Italy and Greece)	

Project: **ARACNE**

Deliverable Number: D5.1

Date of Issue: 26/06/2023

Grant Agr. No: 101095188

Targets	KPIs	Achieved KPIs
Awareness actions by the Council of Europe (CoE) towards the Ministry of Culture and Tourism of the related 7 participant countries	tbd	
N. packages of recommendations for the development of sericulture	1	
N. of citations per year related to the papers produced in the project	739	
Full reads of the papers published under ARACNE	At least 5,000	
N. of conceptual temporary exhibition in silk Museums	1-2	

Table 11 - Communication and Dissemination Monitoring Indicators

14. Conclusions

A Communication, Dissemination & Exploitation Plan is central to the success of any project, providing a roadmap for effective communication and dissemination of information, as well as facilitating collaboration and maximizing impact.

The Communication, Dissemination, and Exploitation Plan developed for ARACNE project represents a strategic and comprehensive approach to ensuring effective communication and achieving the intended impact of the project. A range of communication and dissemination tools, including educational kits, project video and participation in events and conferences, will be utilized to increase awareness of the project and its outcomes among key stakeholders and target audiences.

The importance of collaboration with other European projects and clusters in the field of sericulture is acknowledged, and opportunities to share knowledge and resources will be actively sought. The project aims to maximize its impact, promote innovation and growth in the sericulture sector and contribute to sustainable development in the region and beyond and this Plan will be crucial to achieve these goals.

Acronyms

[AI]	Artificial Intelligence
[BM]	Business Model
[CCIs]	Cultural and Creative Industries
[C&D&E]	Communication, Dissemination, Exploitation
[CH]	Cultural Heritage
[GA]	Grant Agreement
[IPR]	Intellectual property rights
[MGA]	Model Grant Agreement
[REA]	Research Executive Agency
[R&I]	Research and Innovation
[WP]	Work Package

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