



ARACNE

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



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Progress Report on the online project communication

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Abstract

Communication activities are of paramount importance in a European project, as they play a critical role in engaging stakeholders, disseminating information, and ensuring the project's visibility and impact. These activities must be carried out with the concerted efforts of the entire consortium, as the collaboration and synergy among all partners are vital to achieving the project's communication objectives. To be effective, communication efforts should leverage a wide range of tools, with particular emphasis on social media platforms, which offer powerful means to reach a broad and diverse audience quickly and interactively.

The ARACNE project is diligently advancing its communication activities by aligning with these fundamental principles. The contributions and active participation of all partners are indispensable for the ongoing success and impact of these activities. The project is committed to utilizing all available tools to their fullest potential. A visually appealing, rich, and diverse website has been developed specifically to serve as the project's central communication hub. This website is continuously updated, providing stakeholders with the latest news, resources, and developments. A well-maintained website is crucial for any project, as it offers a reliable and accessible platform for information dissemination, enhances the project's credibility, and facilitates stakeholder engagement by serving as a comprehensive source of project-related information.

In addition to the website, various social media platforms, including LinkedIn and Instagram, are actively employed to broaden the project's reach and engage with different segments of the audience. Project partners also use their own social media channels to share updates about the project, creating additional touchpoints for communication and increasing the project's visibility. By encouraging partners to contribute their unique perspectives and content, ARACNE not only amplifies its communication efforts but also fosters a collaborative environment where each partner's efforts are recognized and valued. This approach ensures that the communication strategy is dynamic and inclusive, effectively capturing the diversity of efforts that characterize the communication activities of the individual partners. By doing so, the project aims to reach a wide audience, ensuring that the rich and multifaceted nature of the ARACNE project is effectively communicated and appreciated across different regions and sectors.

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 Alpujaras	ASSOIE	
11	Sericyne	SER	
12	Università degli Studi di Padova	UNIPD	
13	Council Of Europe - Conseil de Europe	COE	
14	Mouseio Technis Metaxiou	ASMS	

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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-centred 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 CCIs’ 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 CCI 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

From the outset, communication activities have played a central role in the work carried out by the partners of the ARACNE project. The consortium is made up of organizations that understand how fundamental the history of silk has been for Europe, and their involvement in a project of this nature has driven them to engage in communication efforts aimed at widely disseminating the knowledge developed through this initiative. This deliverable aims to provide as detailed an overview as possible of the activities undertaken, the tools used, and the results achieved.

The analysis is structured into descriptive sections and supported by various graphs. Many of the data provided, especially numerical figures, are subject to constant updates. Therefore, there may be differences following the publication of this deliverable due to ongoing views and engagement on social media. Nevertheless, the objective of this deliverable is to provide

a comprehensive snapshot of the communication activities conducted during the first half of the project, capturing the efforts made to ensure the project's impact and visibility.

2.1 Objective of the deliverable

The objective of this deliverable is to provide a comprehensive and detailed overview of the communication activities carried out throughout the project. This overview takes into account all online communication channels, ranging from the official website to all other social media platforms associated with the project. Furthermore, it will also outline and describe the communication initiatives undertaken by individual partners, ensuring that all activities related to the project are thoroughly covered.

2.2 Document structure

This deliverable provides a comprehensive description of the various communication activities undertaken by the ARACNE project and the tools employed. The first section details the activities related to the project's website, followed by an overview of efforts on LinkedIn, Instagram, and newsletters. Each of these sections includes both descriptive content and supporting tables and figures to offer a detailed overview of the communication strategies implemented. Additionally, analytics for all three platforms are included to assess performance and impact.

The deliverable also presents a brief overview of other communication materials and the activities carried out by project partners. The concluding part of this document includes the three newsletters that have been sent out, as well as two communication tools that have been developed: a roll-up banner and a brochure.

3. ARACNE official website

On November 2, 2023, the launch of the official website for the ARACNE project¹ was officially announced through a [post on the project's official LinkedIn page](#). The website is an integral part of the project's branding and communication package and serves as the starting point for all communication activities. For more information about the website, its structure, and the overall branding and communication package, we invite you to consult deliverable [D5.2 – Website and Project Branding Package](#).

The communication activities involve the joint effort of all partners in providing communication materials about their activities (meetings, events, publications, citations, etc.) related to or connected with the ARACNE project. Depending on the type of material acquired from the partners, there will be various publications on the website.

¹ <https://aracneproject.eu/>

The following paragraphs will provide an overview of the web pages that are being updated with new content.

3.1 Deliverables

Currently, this section contains 11 deliverables. Only deliverables with a Dissemination Level of Public are uploaded to the website. The deliverables are divided into two main categories (based on the year they were published):

- 2023:
 - [D1.1 – Guidance model to collect data for schools and communities with tutorial and instructions](#)
 - [D1.3 – Guidance model to collect mulberry samples](#)
 - [D1.5 – Guidance model to collect cocoon samples and list of strains to select for each country](#)
 - [D5.1 – Communication, Dissemination and Exploitation Plan](#)
 - [D5.2 – Website and project branding package](#)
- 2024:
 - [D1.2 – Report on the bottom-up and participative activities for building research, innovation and knowledge for the Silk Innovation Ecosystem](#)
 - [D1.4 – Report on the collected mulberry samples](#)
 - [D1.6 – Silkworm race selection rearing report](#)
 - [D1.7 – Report on silk narrative catalogue](#)
 - [D5.6 – Report on preparation of the education kit and education packages](#)
 - [D5.4 - List of scientific and popular publications v1.0](#)

From the list, it is clear that they all belong to WP1 and WP5. Once this section is expanded with deliverables from other WPs, the page may be updated to distribute the various deliverables not by the year of publication but by their respective WPs.

3.2 Publications

This section includes both popular and scientific publications. At the time of writing this deliverable, there are a total of:

- 8 publications in the "Dissemination" section:
 - [Agrarian Biodiversity: The Vivaro's centuries-old mulberry trees to be saved](#)
 - [Vita in Campagna: a machine designed to facilitate silkworm rearing](#)
 - [The Silkworm – History, Culture, Tradition and Science](#)
 - [Vita in Campagna: The Italian Silk Road narrated by municipal emblems](#)
 - [Centuries-old mulberry trees: a living monument to sericulture in Slovenia](#)
 - [The unwinding of the Slovenian silk thread](#)

- [Sericulture – Σηροτροφία](#)
- [Silk Narrative Catalogue](#)
- 10 publications in the "Scientific Publications" section:
 - [The Darker the Better: Identification of Chemotype Profile in Soroses of Local and Introduced Mulberry Varieties with Respect to the Colour Type](#)
 - [Population Genetic Studies of Silkworm \(*Bombyx mori* L.\) and Phylogenetic Relationships](#)
 - [The role of BACSA in sericulture regeneration in Europe and Central Asia](#)
 - [The ARACNE project: Advocating the Role of silk Art and Cultural heritage at National and European level](#)
 - [The silk niche production in Italy](#)
 - [Labor Saving Technology for Silkworm Rearing in Bulgaria](#)
 - [Composition of Proteins and Phenolics in the Leaves of Different Mulberry Species \(*Morus alba* L., *M. alba* × *rubra*, *M. australis* Poir., *M. nigra* L.\)](#)
 - [Phytochemical Characterisation of The Soroses of the Old Local Mulberry Genotypes and Reintroduction of Moriculture in Slovenia with the Aim of Different Uses in Agriculture](#)
 - [Development of a textile sheet mask design for facial care based on a 3D face model of an average woman](#)
 - [Plant Genetic Resources for Food and Agriculture: The Role and Contribution of CREA \(Italy\) within the National Program RGV-FAO](#)

Regarding the publications, we recommend reading Deliverable [D5.4 - List of Scientific and Popular Publications v1.0](#), which compiles and provides a summary of these publications (this is the first version of the deliverable that collects these publications. The final compilation will be published at the end of the project).

3.3 Press Release

Currently, the press release section contains 16 items, including both videos and articles. These materials primarily focus on the ARACNE project and related topics. The content highlights the revival of a European Silk Road, shedding light on the rich history and resurgence of sericulture. It emphasizes the significance of Europe's silk tradition and its pivotal role in the potential revitalization of the silk industry for the future.

Additionally, the press releases delve into various activities associated with sericulture, exploring modern advancements and traditional practices that are being rediscovered and integrated. The importance of preserving and promoting the European heritage of silk production is a recurring theme, demonstrating how this legacy can inspire and shape the future of the industry. These resources provide a comprehensive overview of the project's impact and the broader implications for the sericulture sector as a whole.

3.4 Silk Stories

This is a [dedicated section on the website](#) that focuses on collecting and narrating the stories of individuals who have found themselves connected to silk throughout their lives. This section currently features four stories but is expected to grow as the project progresses. The aim is to showcase how silk can influence the destinies of many and highlight how individuals can often make a significant difference in preserving traditions and promoting the revival of the sector

This section is the most complex of all, as telling these stories requires rich material, including an abundance of photos and texts, to provide a comprehensive picture. These stories are not just simple narratives but detailed accounts that delve into the personal journeys, challenges, and triumphs of those involved with silk. This endeavour involves the collaboration of many people to bring these narratives to life, ensuring authenticity and depth.

Furthermore, the richness of the material gathered for these stories is leveraged even more on the project's other social media platforms, including the LinkedIn page and Instagram page. By doing so, the project avoids content duplication and differentiates the content across various platforms. This strategic use of rich, multimedia content helps to engage a broader audience, offering unique insights and perspectives on each platform while maintaining a cohesive narrative about the project's impact and the significance of silk in shaping individual destinies.

3.5 News and Events

The "News and Events" section is the richest one in content because it captures the dynamic and evolving nature of the project, engaging the audience with a variety of updates and serving multiple purposes from promotion to building community relations.

Indeed, this section frequently receives updates as new developments, events, and news occur, reflecting the latest activities and ensuring the website remains current and engaging. The section includes a wide range of content types, such as articles, press releases, event announcements, multimedia content like videos and photos, and updates on ongoing projects. This diversity makes the section robust and appealing.

Additionally, this section is crucial for promoting events, sharing important updates, and raising awareness about the organization's activities and mission, serving as a platform to highlight achievements and milestones. Regular updates in the "News and Events" section also improve the website's search engine optimization (SEO), as fresh content helps in maintaining a higher ranking in search engine results, attracting more visitors. Over time, the section builds a comprehensive archive of past events and news, providing a rich historical. Currently, the website hosts a total of 50 news items. The following table provides details for each news item, including the publication date. The news is listed from the least recent to the most recent. It should be noted that many posts have been backdated to reflect the actual period of the events they report. The table below indicates that, on average, 3.5 posts are published each month.

News n.	Title	Publication date	Months	N. of posts per month
1	ARACNE: one of three Italian-led Horizon Europe succesful projects dedicated to the Cultural and Creative sector	2023/02/17	Feb. '23	2
2	Kick-off Meeting of the Project ARACNE	2023/02/22		
3	Launch of the ARACNE project coordinated by CREA Agriculture and Environment	2023/03/02	March '23	2
4	Tourism and research to build a European Silk Itinerary	2023/03/07		
5	The CREA of Padua at the Food & Science Festival	2023/05/21	May '23	3
6	Fashionation of Plants Day	2023/05/26		
7	Activities in Slovenia related to silk	2023/05/29		
8	Silk. Stories hanging by a thread	2023/06/23	June '23	2
9	AIPPI-ASIPI webinar on the protection of the genetic, cultural and traditional heritage of silk	2023/06/26		
10	IMIDA Presentation of a virtual version of Silk Museum of Sericulture Station of Murcia	2023/11/09	Nov. '23	3
11	100 years of silk	2023/11/20		
12	Working Group on Silk in Val Lagarina (Trento – Italy)	2023/11/29		
13	100 years of silk: 27th November Conference	2023/12/05	Dec. '23	4
14	Cultural Heritage DemoMap presentation to the schools – 28th November	2023/12/06		
15	Meeting with the High School/Junior High School students of Soufli for the school activities of the ARACNE project	2023/12/12		
16	Visit to the silk museum by students – Soufli	2023/12/18		
17	Presentation of ARACNE project's mulberry research at the 5th Slovenian Horticultural Congress with international participation	2024/01/22	Jan. '24	1
18	ARACNE project consortium mid-meeting	2024/02/01	Feb. '24	6
19	<i>When in Rome, do as the Romans do!</i> : Learning how to reel raw silk at the Elias Manaves raw silk reeling unit in Soufli	2024/02/02		
20	School activities for the ARACNE project at the Silk Museum of PIOP	2024/02/05		
21	Presentation of Liceo Flaminio DemoMap at the Silk-worm Museum in Vittorio Veneto.	2024/02/23		
22	Cultural Heritage DemoMap presentation at the Silk-worm Museum in Vittorio Veneto – Italy	2024/02/26		

News n.	Title	Publication date	Months	N. of posts per month
23	Three-day mid-meeting in Slovenia for the European Project	2024/02/27		
24	The catalogue of CREA's silkworm collections has been published	2024/03/06	March '24	5
25	School visit to IMIDA Silk Museum	2024/03/07		
26	The Veneto Regional Council (Italy) approves the "Veneto Silk Road" law	2024/03/11		
27	Silk model "The Light" on the exhibition in Lodz in Poland	2024/03/21		
28	The secret of success is cooperation!	2024/03/27		
29	[re]Think Silk – Cotsen Textile Traces Colloquium	2024/04/04	April '24	7
30	Traditional and cultural association visits the IMIDA Silk Museum	2024/04/09		
31	Itinerando – Sustainability paths	2024/04/11		
32	Mulberries characterize the landscape of the unique lime basin of the former Ormož sugar factory	2024/04/12		
33	ARACNE project presentation at the Spanish local radio	2024/04/15		
34	The New Silk Roads: Round Table	2024/04/23		
35	The Veneto Silkworm Network is born	2024/04/27		
36	The Mulberry Tree Between Memory, History and Protection	2024/05/02	May '24	2
37	International Museum Day at the Silk Museum – Soufli	2024/05/16		
38	ARACNE Project Revitalizes the Interest in Bulgarian Sericulture	2024/06/10	June '24	6
39	Progress is fueled by cooperation	2024/06/13		
40	Séricyne products inspire new collaborations at the CREA Sericulture Laboratory	2024/06/18		
41	Silkworm at the kindergarten and the nursery school in Padua	2024/06/19		
42	Highlights from the 2024 Summer Museum Night at the University of Maribor Botanical Garden	2024/06/24		
43	Silkworm rearing between tradition and new challenges	2024/06/26		
44	The traditional "SGAETATURA" in Massanzago, Italy	2024/07/02	July '24	3
45	Exploring the world of fabrics: a look at Newton's latest episode	2024/07/08		

News n.	Title	Publication date	Months	N. of posts per month
46	Exploring Veneto's Silk Legacy: Iniziativa visits the Coordinator CREA	2024/07/23		
47	The ARACNE project and Cilento silk	2024/08/06	August '24	3
48	Silkworm in the Montessori kindergarten and primary school	2024/08/08		
49	Bridging Time and Tradition: The University of Maribor's Journey to Kammerhofmuseum Bad Aussee	2024/08/26		
50	A delegation from ARACNE met with Japanese scientists and sericulturists at the International Congress of Entomology and the Dainippon Foundation	2024/09/03	September '24	1

Table 1 - List of posts from the ARACNE website

3.6 Website analytics

For the analytics part of the official website, Google Analytics should be considered. This is a robust web analytics tool developed by Google that allows users to monitor and analyse website traffic and user behaviour. It offers in-depth insights into how visitors interact with a website, including key metrics such as page views, session duration, bounce rates, and user demographics.

For European projects, incorporating Google Analytics into communication activities is essential for several reasons as it helps measure the performance of various communication strategies by tracking how visitors engage with the project's website and online content, thus enabling project managers to understand which activities and channels are most effective and make data-driven decisions to enhance their strategies.

Furthermore, Google Analytics facilitates the tracking of specific goals and KPIs relevant to the project's success, such as conversions, sign-ups, or downloads. It also provides valuable insights into the audience's demographics, interests, and behaviours, allowing for more targeted and effective communication.

By identifying which content and channels generate the most engagement, Google Analytics helps optimize resource allocation and focus efforts on the most impactful activities. Overall, it is a crucial tool for ensuring that communication efforts are efficient and aligned with the project's objectives, leading to more successful outcomes.

In this analysis, the time frame considered is the year 2024, from January 1st through the end of August (the time of writing this deliverable). The following provides a general overview of the website's performance during this period². The site attracted a total of 1,074 users, with 1,068 of these being new visitors. Over the course of eight months, the website recorded more than 7,000 page views, and the total number of events tracked by the site exceeded 19,000. The peak number of visitors occurred between March 10th and March 16th, during which the website attracted a total of 149 users.

² These values are subject to constant updates, with an increasing trend.

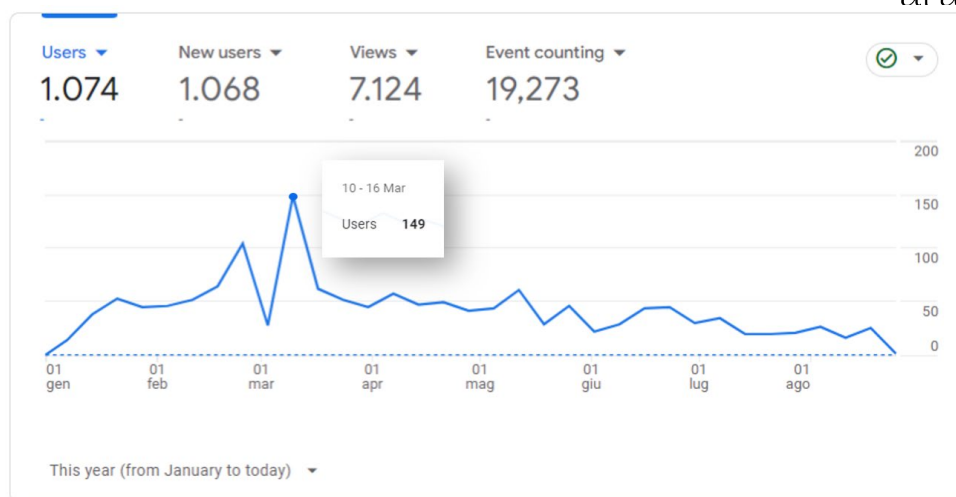
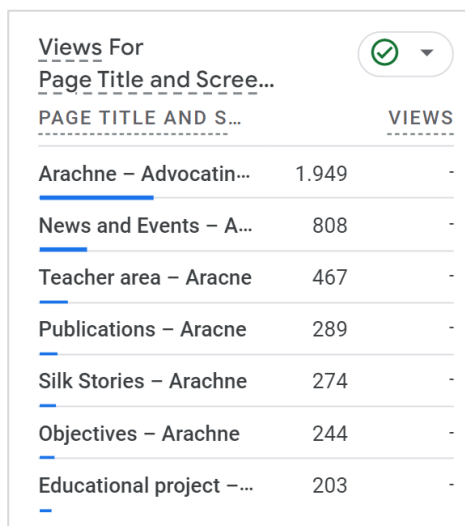


Figure 1 - Overview of user activity on the website

The following graph indicates that the most visited page is the homepage, closely followed by the "News and Events" page, and then the page dedicated to school activities. This demonstrates that these three pages are not only used for carrying out the project's planned activities but also play a significant role in communication and the dissemination of news and events. Indeed, the website serves as the primary source for communication activities; all material is first published on the website before being shared across other social media channels.



PAGE TITLE AND S...	VIEWS
Aracne – Advocatin...	1.949
News and Events – A...	808
Teacher area – Aracne	467
Publications – Aracne	289
Silk Stories – Aracne	274
Objectives – Aracne	244
Educational project – ...	203

Figure 2 -Most visited pages of the website

The subsequent graph offers a more in-depth view by presenting metrics such as the average duration of visits on each page. This data highlights how long users engage with different sections of the website, providing further insights into user behaviours and content effectiveness.

Page title and...screen axis ▾ +		↓ Views	Users	Views per user	Average length of engagement
		538	80	6.73	3m 19s
		100% of the total	100% of the total	Same as average	Same as average
1	Aracne – Advocating role of silk art and cultural heritage	1.949	762	2,56	50 s
2	News and Events – Aracne	808	216	3,74	1 m 22 s
3	Teacher area – Aracne	467	108	4,32	2 m 34 s
4	Publications – Aracne	289	124	2,33	51 s
5	Silk Stories – Aracne	274	105	2,61	22 s
6	Objectives – Aracne	244	175	1,39	44 s
7	Educational project – Aracne	203	85	2,39	39 s
8	Deliverables – Aracne	188	89	2,11	52 s
9	Partners – Aracne	156	91	1,71	1 m 26 s
10	Methodology – Aracne	141	86	1,64	28 s

Figure 3 - Data on website pages

Below is a summary table outlining the countries with the highest number of users visiting the website. Italy leads the list with the highest traffic, followed closely by Slovenia and Spain. This distribution highlights the primary regions engaging with the site, reflecting the geographical reach and interest in the project's content.



Figure 4 - Users by country of origin

A more detailed breakdown of the variables for each country is provided in the following figure. This will give a clearer understanding of user engagement and activity levels specific to each region.

Village ▾ +	Users	↓ New users	Engagement sessions	Engagement Rate	Sessions with engagement per user	Average length of engagement	Event counting All events ▾
	80 100% of the total	67 100% of the total	97 100% of the total	62,58% Same as average	1.21 Same as average	3m 19s Same as average	1.479 100% of the total
1 Italy	25	20	39	60,94%	1,56	3 m 46 s	569
2 Japan	12	11	13	76,47%	1,08	2 m 27 s	270
3 Slovenia	11	8	9	64,29%	0,82	4 m 08 s	165
4 France	5	4	4	40%	0,80	5 m 15 s	95
5 Spain	6	4	4	66,67%	0,67	1 m 18 s	53
6 United Kingdom	3	3	3	100%	1,00	1 m 09 s	26
7 Austria	3	2	5	50%	1,67	1 m 32 s	48
8 Belgium	2	2	2	40%	1,00	17 s	28
9 Germany	2	2	2	100%	1,00	3 m 59 s	24
10 Switzerland	2	2	4	100%	2,00	8 m 54 s	59

Figure 5 - Various data on users

In conclusion, the website has shown robust performance in engaging users from January 1st to August 31st, 2024. With 1,074 users and over 7,000 page views, the site has demonstrated strong reach and user interest. The homepage, "News and Events", and the school activities page are key drivers of traffic, underscoring their importance in both project operations and communication efforts. This suggests that these pages are crucial for user engagement and content dissemination. The website functions as the primary channel for communication, with all materials initially published there before being distributed across other social media platforms.

Geographically, Italy leads in user numbers, followed by Slovenia and Spain, indicating a strong presence in these regions. The detailed country-specific metrics provided in the following figure will offer further insights into regional user behaviours. Overall, the analytics reflect a well-functioning website that effectively supports the project's communication strategy and highlights areas for potential growth and focus.

4. LinkedIn

On October 27th, 2023, the official LinkedIn page of the project was opened. At the time of writing this deliverable, the page has a total of 158 followers and 45 posts.

The communication on LinkedIn mainly involves posting summaries of the main updates from the website or reposting posts from partners.

Currently, efforts are made to publish news at least twice a week. Below is an overview of the main aspects of these posts³.

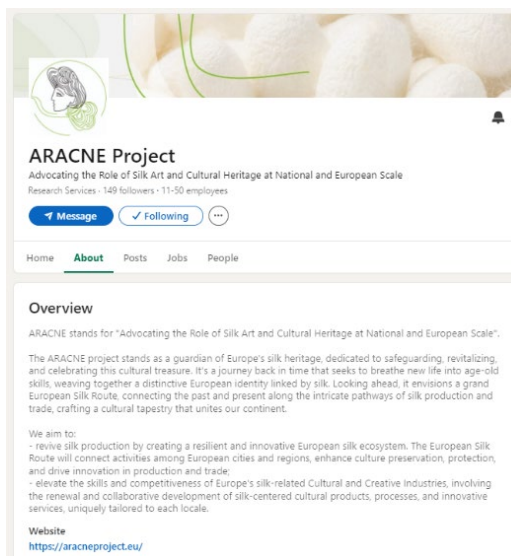


Figure 6 - The "About" section of the LinkedIn page

Post n.	N. of im-pressions	N. of likes	N. of reposts	Date of the post	Link
1	1685	13	5	10/27/2023	https://www.linkedin.com/feed/update/urn:li:activity:7123622607177797632
2	1197	12	1	10/31/2023	https://www.linkedin.com/feed/update/urn:li:activity:7125067186729037825
3	703	19	6	11/02/2023	https://www.linkedin.com/feed/update/urn:li:activity:7125866540767305728
4	162	8	0	12/07/2023	https://www.linkedin.com/feed/update/urn:li:activity:7138503601471062018
5	204	6	0	12/21/2023	https://www.linkedin.com/feed/update/urn:li:activity:7143646323324469249
6	400	8	0	12/28/2023	https://www.linkedin.com/feed/update/urn:li:activity:7146167952705331201
7	283	10	0	01/16/2024	https://www.linkedin.com/feed/update/urn:li:activity:7153053329093189632
8	186	8	1	01/26/2024	https://www.linkedin.com/feed/update/urn:li:activity:7156692275152990208
9	277	9	1	02/09/2024	https://www.linkedin.com/feed/update/urn:li:activity:7161769749943726080
10	138	5	0	02/13/2024	https://www.linkedin.com/feed/update/urn:li:activity:7163207722794971136

³ These values are subject to constant updates, with an increasing trend.

Post n.	N. of impressions	N. of likes	N. of reposts	Date of the post	Link
11	487	18	4	02/16/2024	https://www.linkedin.com/feed/update/urn:li:activity:7164287318009208833
12	269	14	6	02/27/2024	https://www.linkedin.com/feed/update/urn:li:activity:7168281123767238656
13	291	12	3	03/04/2024	https://www.linkedin.com/feed/update/urn:li:activity:7170452208235266051
14	760	20	3	03/07/2024	https://www.linkedin.com/feed/update/urn:li:activity:7171542619360092161
15	581	18	4 + 1 comment	03/12/2024	https://www.linkedin.com/feed/update/urn:li:activity:7173354558021222403
16	513	12	5	03/20/2024	https://www.linkedin.com/feed/update/urn:li:activity:7176253661742841856
17	234	22	2	03/22/2024	https://www.linkedin.com/feed/update/urn:li:activity:7176970912884219904
18	304	12	7	03/25/2024	https://www.linkedin.com/feed/update/urn:li:activity:7178058066863472640
19	483	18	1 + 2 comments	03/27/2024	https://www.linkedin.com/feed/update/urn:li:activity:7178782868985233408
20	220	9	1	03/31/2024	https://www.linkedin.com/feed/update/urn:li:activity:7180126946205306880
21	486	13	2 + 1 comment	04/02/2024	https://www.linkedin.com/feed/update/urn:li:activity:7180942078728691712
22	187	10	0	04/05/2024	https://www.linkedin.com/feed/update/urn:li:activity:7182044316532424704
23	251	10	1 comment	04/09/2024	https://www.linkedin.com/feed/update/urn:li:activity:7183486356818444288
24	189	9	1	04/11/2024	https://www.linkedin.com/feed/update/urn:li:activity:7184211108688248832
25	371	17	1 + 2 comments	04/16/2024	https://www.linkedin.com/feed/update/urn:li:activity:7186023058401366016
26	290	16	2	04/23/2024	https://www.linkedin.com/feed/update/urn:li:activity:7188559745736204289
27	432	16	2	04/26/2024	https://www.linkedin.com/feed/update/urn:li:activity:7189548819905167360
28	222	11	5	05/02/2024	https://www.linkedin.com/feed/update/urn:li:activity:7191821248585154560
29	306	13	4	05/16/2024	https://www.linkedin.com/feed/update/urn:li:activity:7196872074148098048
30	324	13	2 + 1 comment	05/22/2024	https://www.linkedin.com/feed/update/urn:li:activity:7199061525678960640

Post n.	N. of impressions	N. of likes	N. of reposts	Date of the post	Link
31	277	9	0	06/05/2024	https://www.linkedin.com/feed/update/urn:li:activity:7204133212418195459
32	307	17	2 + 1 comment	06/11/2024	https://www.linkedin.com/feed/update/urn:li:activity:7206309205018845184
33	1353	22	4	06/20/2024	https://www.linkedin.com/feed/update/urn:li:activity:7209570717493874688
34	460	10	4	06/24/2024	https://www.linkedin.com/feed/update/urn:li:activity:7211020249465290753
35	221	10	1	06/28/2024	https://www.linkedin.com/feed/update/urn:li:activity:7212401887139041284
36	150	8	1	06/29/2024	https://www.linkedin.com/feed/update/urn:li:activity:7212734039361818625
37	309	12	3	07/03/2024	https://www.linkedin.com/feed/update/urn:li:activity:7214289293324763140
38	480	22	2	07/08/2024	https://www.linkedin.com/feed/update/urn:li:activity:7216093727327453188
39	776	9	3	07/16/2024	https://www.linkedin.com/feed/update/urn:li:activity:7219000337934802945
40	630	26	5	07/23/2024	https://www.linkedin.com/feed/update/urn:li:activity:7221449979645616128
41	206	7	0	07/25/2024	https://www.linkedin.com/feed/update/urn:li:activity:7222254319503331331
42	789	11	3	08/08/2024	https://www.linkedin.com/feed/update/urn:li:activity:7227263172708114433
43	55	2	0	08/21/2024	https://www.linkedin.com/feed/update/urn:li:activity:7232038764087283712
44	165	6	1	08/26/2024	https://www.linkedin.com/feed/update/urn:li:activity:7233850721882787841
45	80	4	0	09/03/2024	https://www.linkedin.com/feed/update/urn:li:activity:7236662397116010497
Average n. of impressions per post			Average n. of likes per post		
421			12.5		

Table 2 - List of posts from the LinkedIn page

The posts have a total of 18,693 impressions, with an average of 421 impressions per post (the number is constantly being updated). The posts have gathered a total of 553 likes (an average of about 12.5 likes per post). All posts have been shared 98 times, with an average of 2 shares per post.

The posts always try to follow the same structure, one part of which is variable and the other is fixed. The image below shows a typical post from the LinkedIn page.

Variable part of the post

Section dedicated to news with:

- title
- descriptive part
- link to the main news from the website

Reference to the website always present

Section dedicated to tags

Section dedicated to hashtags

Standard part of the post

Graphic section dedicated to images or uploaded files

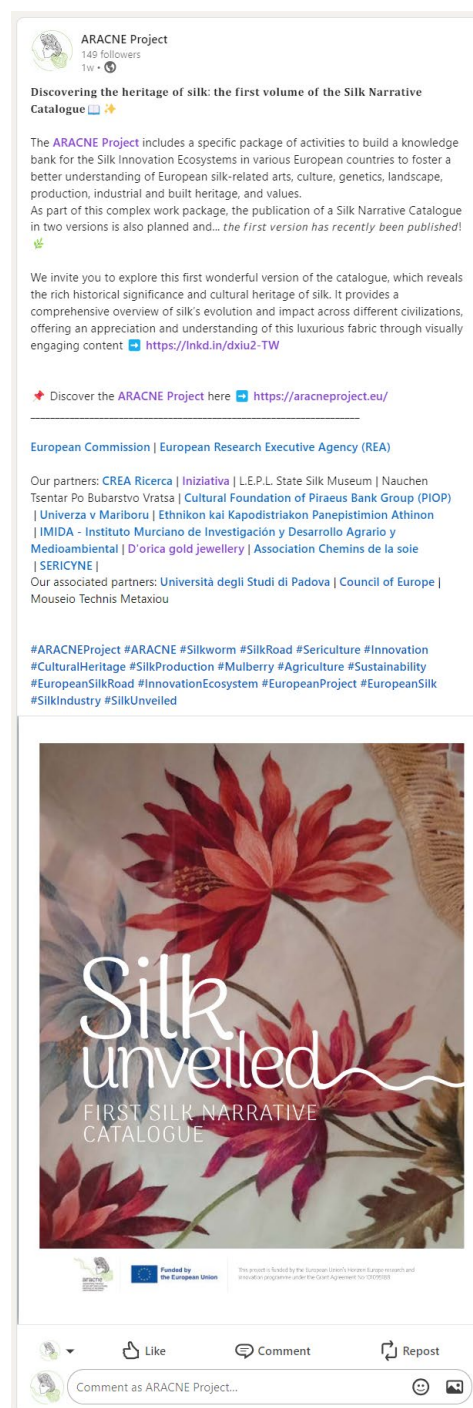


Table 3 - Structure for the LinkedIn posts

4.1 LinkedIn Analytics

This chapter aims to provide an overview of the analytics related to LinkedIn posts and activities⁴, presented through tables that describe the trends over the past 12 months (from August 2023 to August 2024). These tables will include data on impressions, unique views, clicks, reactions, comments, shares, and engagement rate. The information is based on the data available from the LinkedIn platform.

The table below shows the increasing trend in post impressions over the last 12 months. The peak was recorded on July 1, 2024, with 3,763 impressions, which is a 44% increase compared to the previous month. The total number of impressions achieved over one year of activity is more than 18,000.

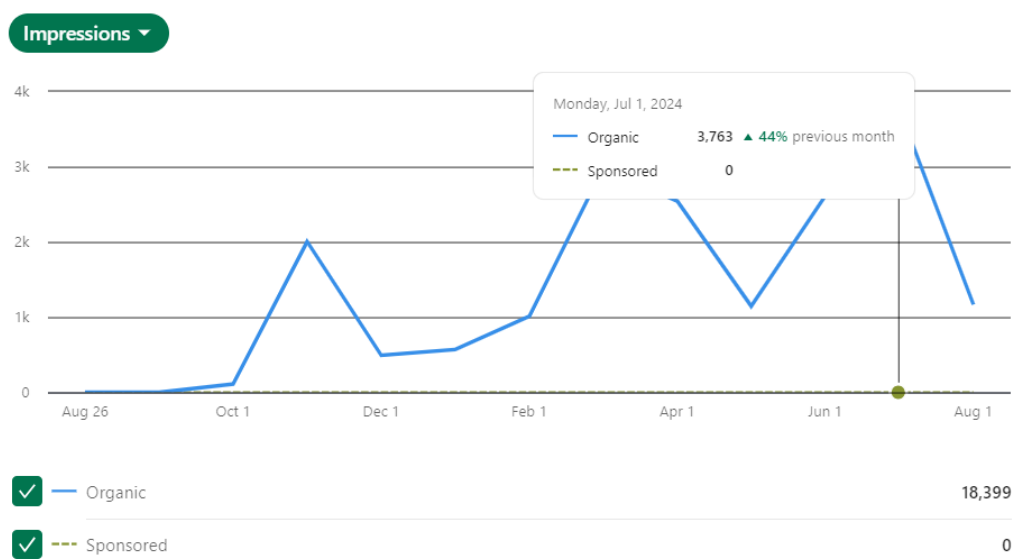


Figure 7 - Impressions curve on LinkedIn

The trend for unique views mirrors the same upward trajectory as that of impressions, indicating a consistent increase in audience engagement over time. The highest number of unique views was recorded around the same day, with a total of 1,557 views, which marks a 4% increase compared to the previous month. This steady growth suggests that the content is effectively reaching and attracting a broader audience. Over the course of the past 12 months, the total number of unique views is approaching 10,000, highlighting the growing interest and visibility of the project's LinkedIn activities.

⁴ These values are subject to constant updates, some of them are characterized by an increasing trend.

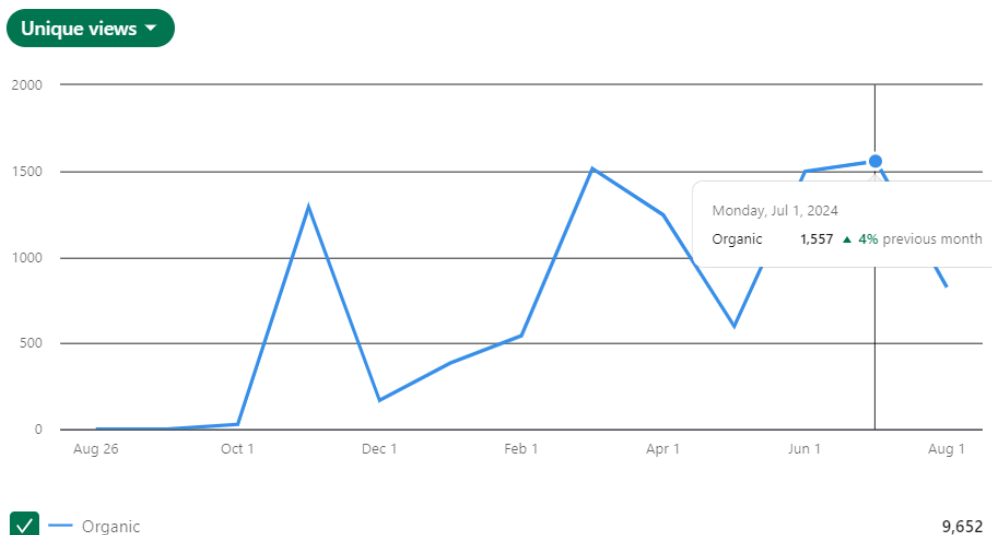


Figure 8 - Unique views curve on LinkedIn

Regarding clicks, there is a generally consistent increase, although at a lower intensity compared to impressions and unique views. Over the past 12 months, the total number of clicks reached 1,890. The peak occurred on July 1, with 774 clicks, representing a significant 219% increase compared to the previous month. This sharp rise indicates heightened interest and engagement with specific content shared around that time.

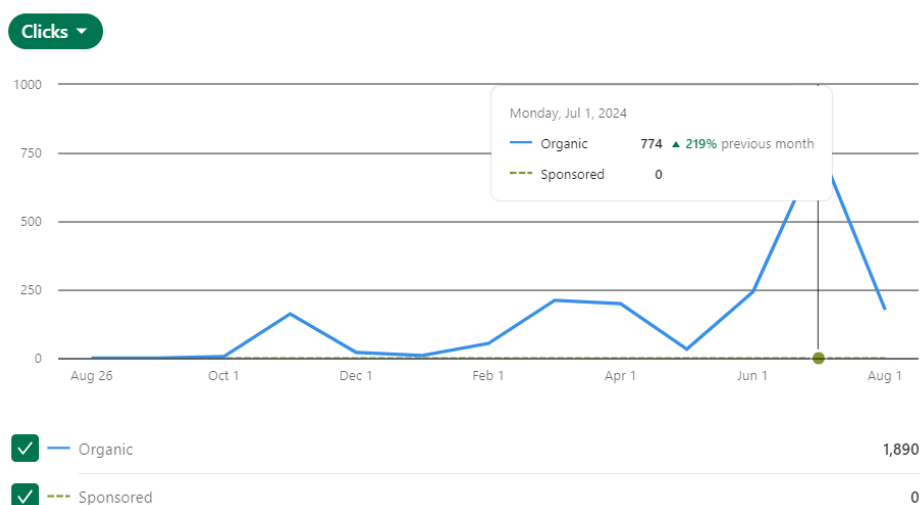


Figure 9 - Clicks curve on LinkedIn

The total number of reactions is 572, with the highest peak recorded on March 1, 2024, reaching 119 reactions, which is a substantial 272% increase compared to the previous month. This trend also shows a general upward movement, with lower points occurring near posts that had lower engagement. This pattern suggests that certain posts resonate more strongly with the audience, prompting higher levels of interaction and response.

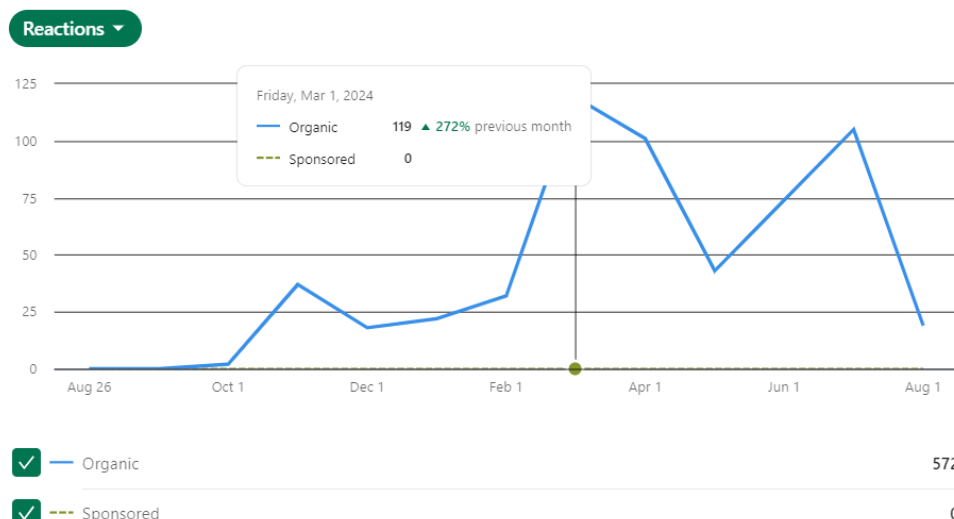


Figure 10 - Reactions curve on LinkedIn

Overall, the "comments" variable has shown the weakest performance in ARACNE's communication activities. The table reveals that there were only 9 comments in total over the past 12 months, with the highest number of comments, 3, occurring on April 1, 2024. This limited interaction might be due to several factors: the content may not be prompting enough discussion or questions, or perhaps the audience prefers passive engagement, such as likes or views, over participation throughout comments.

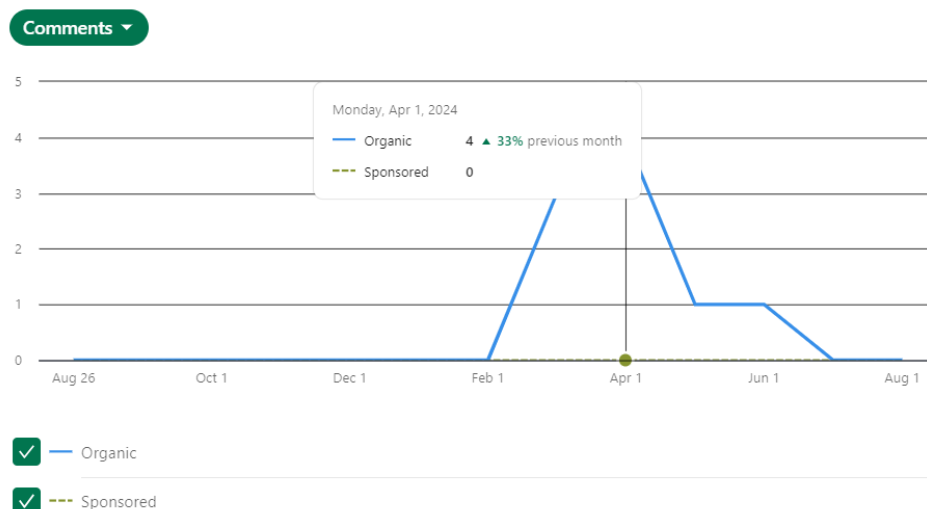


Figure 11 - Comments curve on LinkedIn

The trend in reposts also does not show very high numbers, but it is higher than that of comments, with a total of 29 reposts over the past 12 months. Notably, 11 of these reposts occurred on March 1, 2024. This suggests that while the audience may not be engaging heavily through comments, there is still a level of interest and appreciation for the content that

prompts them to share it with their networks. The higher number of reposts compared to comments indicates that users are more inclined to endorse and disseminate the content, thereby helping to extend its reach and impact.

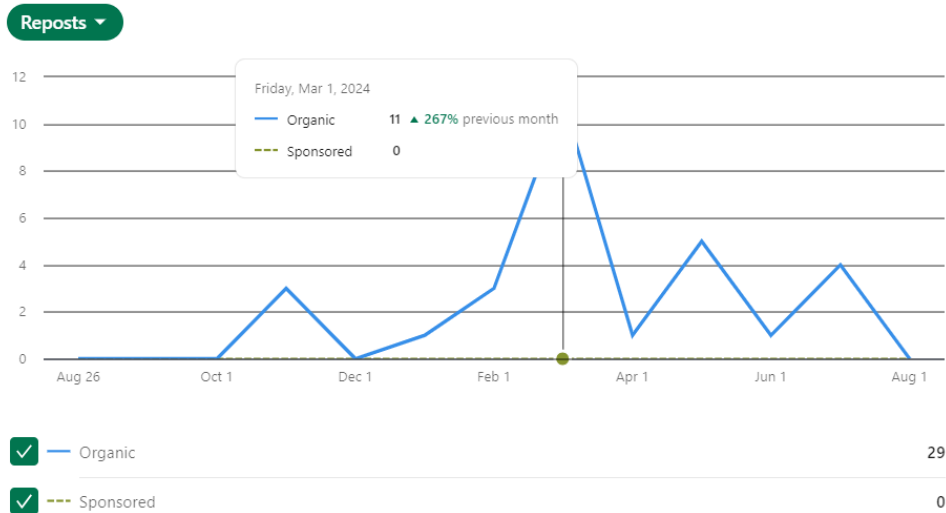


Figure 12 - Shares curve on LinkedIn

Finally, the engagement rate reveals another significant achievement for ARACNE, with engagement figures approaching 10,000. Once again, the highest value was recorded on July 1, 2024, marking a notable 93% increase compared to the previous month. This substantial rise highlights a period of heightened user interaction and enthusiasm, reflecting the effectiveness of the content and its resonance with the audience during that time. The impressive engagement figures underscore the project's success in capturing and maintaining the interest of its users.

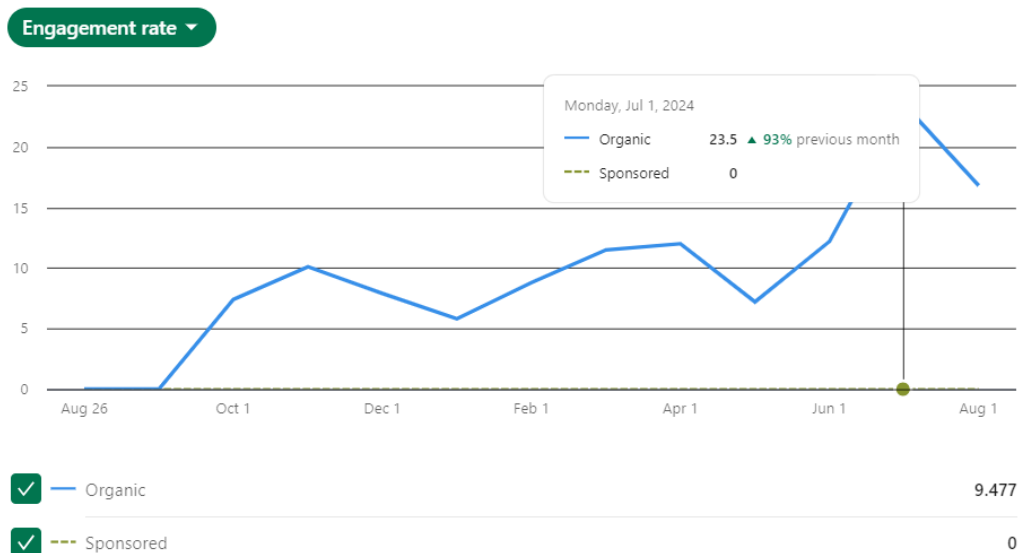


Figure 13 - Engagement rate curve on LinkedIn

5. Instagram page

On April 3, 2024, the official Instagram page for the project was announced with a [LinkedIn post](#).

At the time of writing this deliverable, the Instagram page has 89 followers and 27 posts. The page follows 13 other pages, all related to the activities of various partners. In addition to posting updates, these posts are also shared shortly after their publication in the stories section to notify followers of new posts, which they can view by clicking on them. Currently, the page has 43 stories. Below is an overview of the official Instagram page for the project.

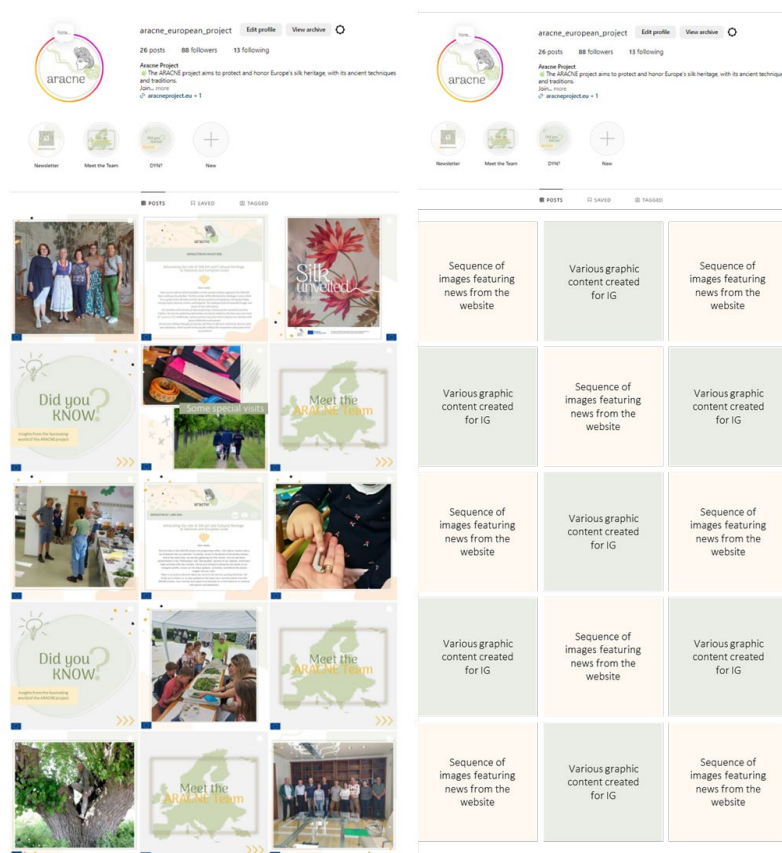


Figure 14 - Instagram feed layout

The communication activity on Instagram aims to differentiate its content slightly from that on LinkedIn. When planning the types of posts to publish, consideration was given to the Instagram feed. The Instagram feed is a curated collection of posts that appear on a user's main profile and is important for maintaining a visually appealing and cohesive aesthetic. Therefore, efforts were made to alternate posts based on the proposed scheme in Figure 14, switching between sequences of images featuring news and graphic content specifically created for the Instagram page.

Below is a sequence of the template used for various posts. These are graphic bases onto which the image that will create the post is inserted. The cover image is always the one that contains the European emblem in the bottom left corner. Each post concludes with a QR code that can be scanned to view the [collection of links](#) made using the site <https://linktr.ee/> (in the case of posts that feature newsletter content, the post ends with a specific QR code created to direct users to the [newsletter subscription page](#)).



Figure 15 - Templates used for Instagram posts

In addition to the posts featuring interesting news from the website, two types of posts have been created to diversify the communicated content and the methods of communication. These posts are "Did you know?" which aims to share curiosities related to the world of silk, and "Meet the Team" which tells something about each project partner⁵. Both posts feature an alternation of images, graphics, and text.

Below, Figure 16 illustrates an example of a "Did You Know?" post.

⁵ In gradually presenting each partner, the order in which the partners are listed in the grant agreement is followed.



Figure 16 - Example of a "Did You Know?" post

Further down, you will find an example of a "Meet the Team" post. These types of posts, along with those from the newsletter, are shared in the stories and then organized into dedicated sections on Instagram, known as highlighted stories.



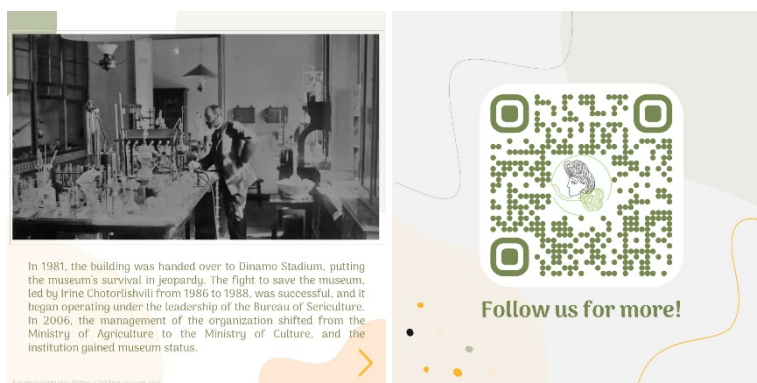


Figure 17 - Example of a "Meet the Team" post

As depicted in Figure 18, clicking on these highlighted stories allows users to view the entire collection of stories that have been posted for these specific types of content. This organization helps keep the posts accessible and ensures that followers can easily find and engage with the different types of content shared.

Below is an overview of the various IG posts with details such as number of likes, number of accounts reached and a link to the post⁶.

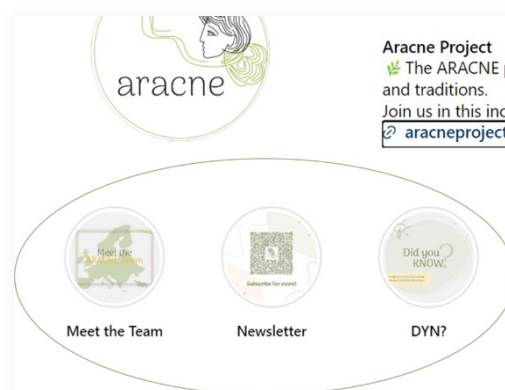


Figure 18 - Highlighted stories section

N. of the post	Date	N. of likes	N. of ac- counts reached (F and NF ⁷)	Links
1	01/03/2024	17	NA	https://www.instagram.com/p/C3-8ieDrUou/
2	06/03/2024	25	NA	https://www.instagram.com/p/C4LYyzNzaG/
3	20/03/2024	21	NA	https://www.instagram.com/p/C4vC1dnLsKJ/
4	27/03/2024	9	NA	https://www.instagram.com/p/C5BhwyUNVyY/
5	28/03/2024	21	NA	https://www.instagram.com/p/C5Dj5zCMzWd/
6	31/03/2024	10	NA	https://www.instagram.com/p/C5LQJiBrw0q/
7	04/04/2024	8	NA	https://www.instagram.com/p/C5VIMvbrcgO/
8	11/04/2024	14	NA	https://www.instagram.com/p/C5n2503sbgk/
9	12/04/2024	9	54 (77,8% F – 22,2% NF)	https://www.instagram.com/p/C5qHbhUrRcO/?img_index=1

⁶ These values are subject to constant updates, some of them are characterized by an increasing trend.

⁷ Followers and Not Followers

N. of the post	Date	N. of likes	N. of accounts reached (F and NF ⁷)	Links
10	16/04/2024	14	56 (69% F – 31% NF)	https://www.instagram.com/p/C50QSW7rQrh/
11	19/04/2024	12	55 (69.1% F – 30.9% NF)	https://www.instagram.com/p/C58DHE6rZfb/
12	27/04/2024	10	46 (73.9% F – 26.1% NF)	https://www.instagram.com/p/C6Qg8gOL6ty/
13	29/04/2024	12	51 (72.5% F – 27.5% NF)	https://www.instagram.com/p/C6VryEDLbIk/
14	08/05/2024	14	44 (86.4% F – 13.6% NF)	https://www.instagram.com/p/C6tWHuQtuWu/
15	14/05/2024	10	55 (73.2% F – 26.8% NF)	https://www.instagram.com/p/C68X1wWsZyl/
16	31/05/2024	16	82 (60.7% F – 39.3% NF)	https://www.instagram.com/p/C7oGmsEN5z8/
17	05/06/2024	12	67 (75% F – 25% NF)	https://www.instagram.com/p/C71qnHFt8fn/
18	20/06/2024	18	63 (81% F – 19% NF)	https://www.instagram.com/p/C8cfm3xtHxl/
19	24/06/2024	12	49 (91.8% F – 8.2% NF)	https://www.instagram.com/p/C8mLhhlt0UX/
20	28/06/2024	15	63 (84.4% F – 15.6% NF)	https://www.instagram.com/p/C8wLI4esZj7/
22	01/07/2024	17	222 (22.4% F – 77.6% NF)	https://www.instagram.com/p/C84lwOetrWx/
22	03/07/2024	13	60 (81.7% F – 18.3% NF)	https://www.instagram.com/p/C89p5lQtlXF/
23	09/07/2024	16	73 (72.6% F – 27.4% NF)	https://www.instagram.com/p/C9M8093MPRq/
24	18/07/2024	20	66 (80.3% F – 9.7% NF)	https://www.instagram.com/p/C9kUlxtMdo/
25	09/08/2024	14	44 (97.7% F – 2.3% NF)	https://www.instagram.com/p/C-c_4lZvfAo/
26	27/08/2024	22	53 (83% F – 17% NF)	https://www.instagram.com/p/C_K5hnttl8B/?img_index=1
27	02/09/2024	8	40 (95% F – 5% NF)	https://www.instagram.com/p/C_a8NShsSF9/?utm_source=ig_web_copy_link
Av. n. of likes			14.6	
Tot. n. of likes			381	

Table 4 - General overview about the posts on IG

6. Newsletter

The ARACNE project is continuing its communication activities using also a dedicated newsletter. This newsletter serves as a key tool for engaging with the project's audience, ensuring that updates and important information reach a wide network. To maximize the reach, project partners have actively invited their contacts to subscribe to the newsletter, mirroring the outreach strategies employed across other communication platforms.

The platform chosen to manage the newsletter distribution is Brevo, formerly known as Sendinblue. Brevo is particularly advantageous due to its intuitive interface, which simplifies the creation and management of newsletters. It also offers powerful features such as customizable templates, automated email sequences, and detailed analytics, all of which contribute to efficient and effective communication. Additionally, Brevo's affordability makes it an excellent choice for projects like ARACNE, where budget considerations are important.

In the initial stages of setting up the newsletter, after the Brevo account was established, a specific landing page was created.

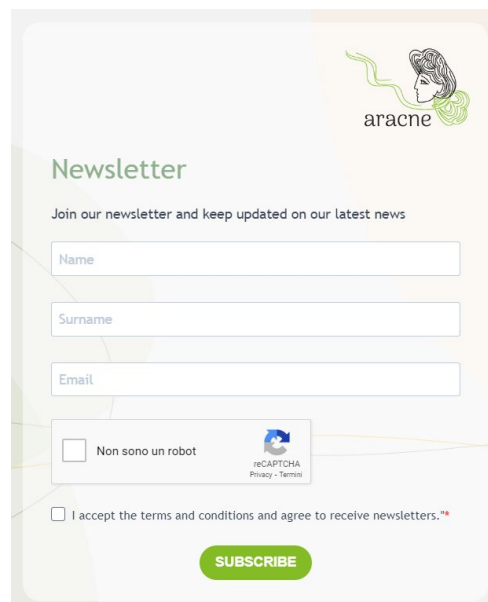


Figure 19 - The page to subscribe to the newsletter

This page was designed to be shared with potential subscribers, offering them a clear and easy-to-navigate form to sign up for the newsletter. This approach ensured that those interested in the ARACNE project could easily join the mailing list.

Furthermore, it is important to note that the ARACNE website includes a dedicated section for newsletter subscriptions.

This section is strategically placed in the footer of the site, making it easily accessible to all visitors. This ensures that anyone visiting the website can subscribe to the newsletter with minimal effort, enhancing the project's ability to communicate with its audience, as illustrated in Figure 20.

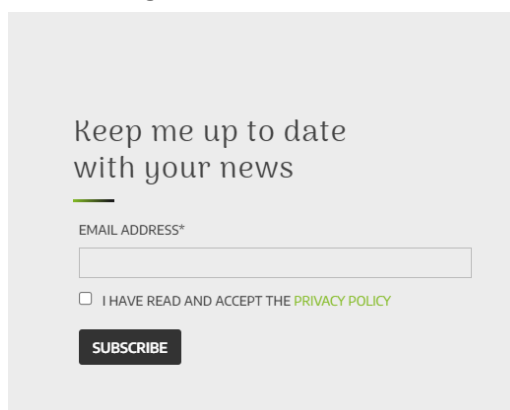


Figure 20 - Section of the website dedicated to newsletter subscription

At the time of writing this deliverable, a total of three newsletters have been sent. For each newsletter, a post was made both on LinkedIn and Instagram. Below are the links to these posts:

- The first newsletter was sent on April 2, 2024:

- [First newsletter LinkedIn news](#)
- [First newsletter Instagram news](#)
- The second newsletter was sent on June 21, 2024:
 - [Second newsletter LinkedIn news](#)
 - [Second newsletter Instagram news](#)
- The third newsletter was sent on August 5, 2024:
 - [Third newsletter LinkedIn news](#)
 - [Third newsletter Instagram news.](#)

The ARACNE team anticipates continuing this practice by sending out future newsletters with a frequency of at least one every 30 to 40 days. However, it is important to note that this timeline will be contingent upon the volume of relevant news and updates that the team is able to compile during each respective period. The goal is to maintain a consistent flow of communication, ensuring that all stakeholders are kept well-informed of the project's progress, while also allowing for flexibility depending on the availability of content.

Below is the structure used for organizing the newsletter.

Introductory section with a brief text summarizing the latest activities

Highlight section featuring the main news

Activities section, generally divided into categories (school activities, partner activities, website updates, publications, silk stories, etc.)

Standard concluding section

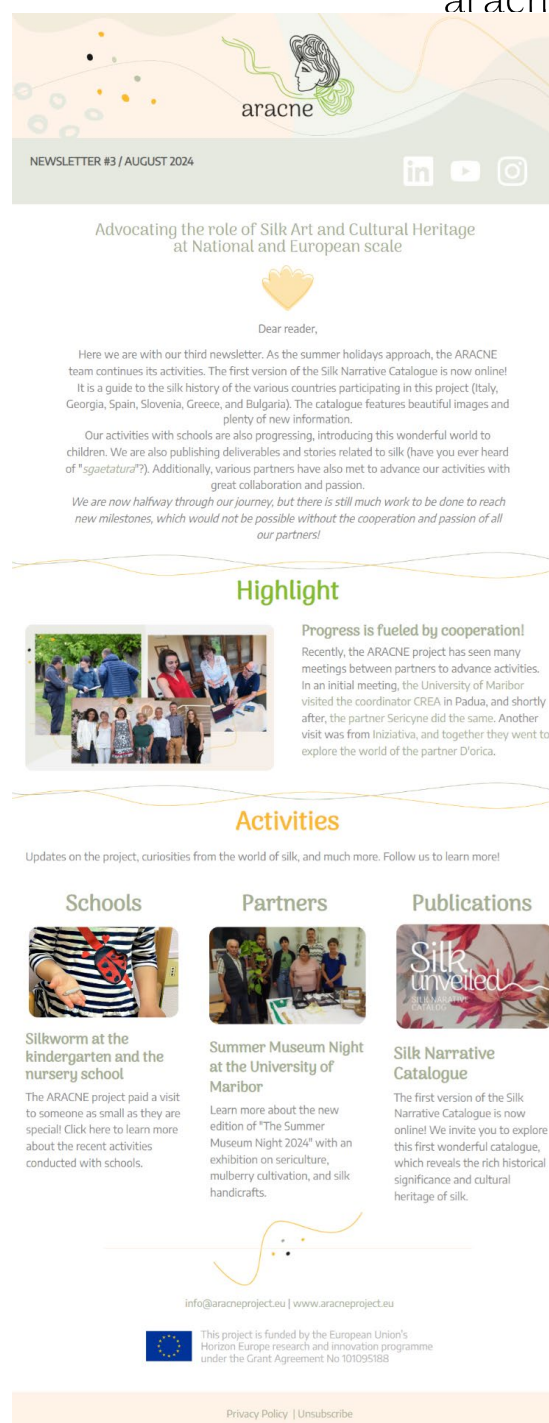


Figure 21 - Sections of the newsletters

Provided below is the set of analytics data for the three newsletters that have been distributed to date.

New- sletter n.	Date	Reci- pients	Delivered to	Estimated openings	Click	Unsubscribe
1	02/04/2024	145	140 (96.55%)	76 (54.4%)	17 (12.14%)	1 (0.71%)
2	21/06/2024	219	215 (98.17%)	77 (35.64%)	28 (13.02 %)	2 (0.93%)
3	07/08/2024	218	218 (100%)	88 (40.2%)	18 (8.26%)	0 (0%)

Table 5 - Newsletter analytics

Currently, there are 234 subscribers to the newsletter. These subscribers are set to receive the fourth newsletter of the project, which is scheduled for distribution at the end of September 2024. This upcoming edition will provide updates and important information, continuing our efforts to engage and inform our audience effectively.

The three complete newsletters that have been sent can be consulted in Annex section of this document.

7. Other communication tools

7.1 YouTube channel

In addition to the tools mentioned in the previous chapters, the ARACNE team also has a [YouTube channel](#) at its disposal. This channel is primarily used as a support tool, serving as a repository for videos that can then be shared across other platforms, such as the website. At the time of writing this deliverable, the YouTube channel has 21 subscribers and hosts two videos, with the [first video](#) having 37 views and the [second video](#) 14 views.

7.2 Qr codes

The ARACNE team frequently uses QR codes, including customized versions, because they enhance accessibility, allowing users to quickly access digital content without manual input.

QR codes increase engagement by directing users to specific online resources and facilitate efficient information sharing, especially at events. Custom QR codes reinforce brand identity, while tracking capabilities provide insights into user behaviour and the effectiveness of communication strategies. Their versatility across different media makes QR codes a valuable tool for connecting offline and



Figure 22 - Generic QR code for the ARACNE project

online content, reaching a broader audience effectively.

The QR code shown in Figure 22 is a generic one that, through Linktr.ee, directs users to a [single page](#) containing links to all the project's social media platforms (website, LinkedIn page, Instagram, YouTube, and newsletter subscription page).

Using Linktr.ee is beneficial because it consolidates multiple links into one streamlined interface, making it easier for users to navigate and access all relevant resources from a single location. This approach reduces the need to share multiple URLs, enhancing convenience and ensuring that all key project channels are easily discoverable. Additionally, Linktr.ee provides valuable analytics that allow the project team to monitor which links are most frequently accessed, enabling better insights into user behaviour and more effective communication strategies.

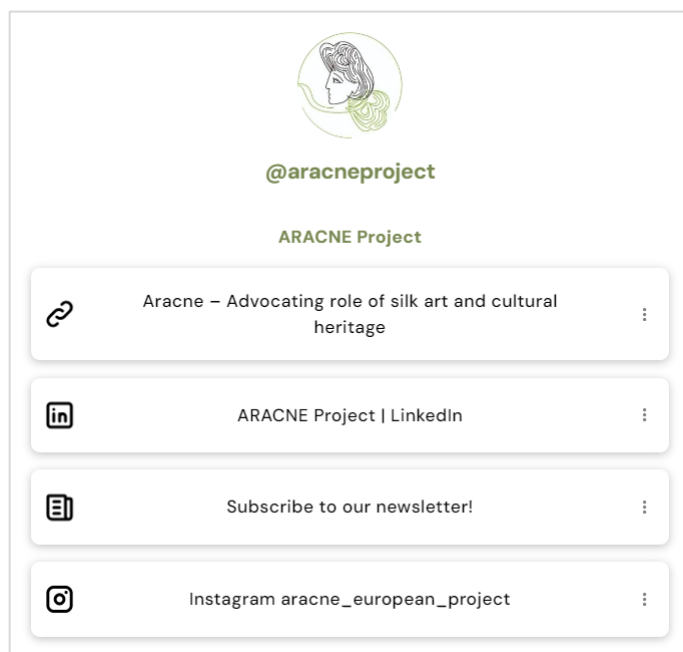


Figure 23 - Linktr.ee page

7.3 Roll up and brochure

A roll-up banner and a detailed brochure have also been developed to support the communication and dissemination efforts of the ARACNE project. These materials are designed to be utilized by all partners across various events, presentations, and outreach activities to effectively promote the project and its objectives. The roll-up provides a visually engaging overview of the project, while the brochure offers more in-depth information, making them both essential tools for spreading awareness and engaging with different audiences. For those interested in reviewing these materials, they are available in the Annex section of this document.

8. Various communication activities conducted by the project partners

This paragraph provides a detailed overview of the communication activities undertaken by the various project partners, presented in a table that adheres to the format used for reporting communication activities on the European portal. The table captures descriptions of each

activity, highlighting the diverse efforts made to promote the project across different platforms and audiences. It is important to note that the information provided by each partner varies in detail, resulting in some inconsistencies in the data presented. These differences are directly reflected in the structure and content of the tables, showcasing the unique contributions and reporting styles of each partner involved in the project.

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
CREA - Consiglio per la Ricerca in Agricoltura e l'Analisi dell'Economia Agraria	Séricyne products inspire new collaborations at CREA Sericulture laboratory	https://aracneproject.eu/sericyne-products-inspire-new-collaborations-at-the-crea-sericulture-laboratory/	Innovators	Website	Increase awareness for interactions among partners giving rise to innovation chances.	Delivered
	Silkworm at the kindergarten and the nursery school in Padua	https://aracneproject.eu/silkworm-at-the-kindergarten-and-the-nursery-school-in-padua/	Civil society	Event	Showcasing the ARACNE's potential for education.	Delivered
	Silkworm rearing between tradition and new challenges	https://aracneproject.eu/silkworm-rearing-between-tradition-and-new-challenges/ , https://www.crea.gov.it/web/agricoltura-e-ambiente/-/la-bachicoltura-tra-tradizione-e-nuove-sfide	Citizens	Event	Raise awareness about sericulture heritage in local territories.	Delivered
	Gallarate riscopre la bachicoltura. Tra tradizioni e nuove sfide	https://www.malpensa24.it/gallarate-baco-da-seta/?cn-reloaded=1	Citizens	Media article	Increase press covering of the project's activity towards the general audience.	Delivered
	Gallarate, da sempre la città della seta	https://aracneproject.eu/press-release/	Citizens	Media article	Increase press covering of the project's activity towards the general audience.	Delivered
	La bachicoltura tra tradizioni e nuove sfide. Rassegna stampa	https://www.crea.gov.it/-/la-bachicoltura-tra-tradizioni-e-nuove-sfide	Citizens	Media article	Increase press covering of the project's activity towards the general audience.	Delivered
	The traditional 'Sgaetatura' in Massanzago, Italy	https://aracneproject.eu/the-traditional-sgaetatura-in-massanzago-italy/	Civil society	Event	Raising participation of the civil society to traditional sericultural practices.	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
INI – Iniziativa Cube S.r.l.	Exploring the world of fabrics: a look at Newton's latest episode	https://aracneproject.eu/news-and-events/#	Citizens	Website	Communication of the project's activities.	Delivered
	Exploring the world of fabrics: a look at Newton's latest episode	https://www.raiplay.it/video/2024/07/Newton-Cosa-tramano-i-tessut-21db17f2-3244-44c2-8f83-fc7154c01cc2.html	Citizens	TV/Radio campaign	Increasing awareness about sericulture through media.	Delivered
	Dedicated section on the website	Information about the project on the official website of Iniziativa https://www.iniziativa.cc/wp-content/uploads/2024/05/ARACNE.pdf	Civil society	Social media	Increased Awareness by informing the audience about the project's progress and activities.	Delivered
	Newsletter article	Article on the newsletter about the visit of Iniziativa in Pauda for the activities of the WP3 https://www.linkedin.com/pulse/newsletter-luglio-2024-iniziativa-srl-bgvwf/?trackingId=Zk5ZDL95x4BNa5g8f8OMEW%3D%3D	Civil society	Social media	Increased Awareness by informing the audience about the project's progress and activities.	Delivered
	LinkedIn Post	Post about the meeting in Padua for the activities of the WP3 https://www.linkedin.com/posts/iniziativa-srl_aracneproject-aracne-silkworm-activity-7221494450449973248-E9AN?utm_source=share&utm_medium=member_desktop	Civil society	Social media	Increased Awareness by informing the audience about the project's progress and activities.	Delivered
	LinkedIn Post	Post about the online meeting for the discussion of the financial aspects of Horizon Europe that impact on the project.	Civil society	Social media	Increased awareness and engagement of the project. Transparency and credibility on the project activities showing that financial	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
		https://www.linkedin.com/posts/iniziativa-srl_aracneproject-horizoneurope-europeansilkroute-activity-7062788484243087360-QG8B?utm_source=share&utm_medium=member_desktop			aspects are being carefully considered and managed Increased visibility of the project Documentation of progress of the project's journey	
	LinkedIn Post	Post about the launch of the website project. https://www.linkedin.com/posts/iniziativa-srl_aracne-aracneproject-silk-activity-7126888585076649984-f-jy?utm_source=share&utm_medium=member_desktop	Civil society	Social media	Increased awareness by engaging and informing a broader audience about the project. Enhancement of the project's professional image and transparency. Networking with potential interested parties.	Delivered
	LinkedIn Post	Post about the mid-meeting in Slovenia. https://www.linkedin.com/posts/iniziativa-srl_three-day-mid-meeting-in-slovenia-for-the-activity-7168285429140598784-wNKQ?utm_source=share&utm_medium=member_desktop	Civil society	Social media	Increased Awareness by informing the audience about the project's progress and activities. Documentation by showcasing interim progress and achievements.	Delivered
	LinkedIn Post	Post about the launch of the Instagram page. https://www.linkedin.com/posts/iniziativa-srl_aracne-project-aracneeeuropeanproject-activity-7171172063511003137-zw5s?utm_source=share&utm_medium=member_desktop	Civil society	Social media	Increased awareness by informing a broader audience about the project through a popular social media platform. Networking by connecting with a wider community interested in the project's themes.	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	LinkedIn Post	Post about the first newsletter of the project. https://www.linkedin.com/posts/iniziativa-srl_aracne-newsletter-activity-7178060507021537280-Ypz9?utm_source=share&utm_medium=member_desktop	Civil society	Social media	Increased awareness by informing the audience about the project's progress and activities. Documentation to showcase interim progress and achievements.	Delivered
	News on the website	News regarding the project's funding from the European Commission. https://www.iniziativa.cc/2022/08/progetto-aracne-ue-finanzia-il-rinascimento-dellindustria-serica/	Civil society	Media article	Increased visibility and awareness of the project and its goals, attracting media and public attention. Enhanced credibility by showcasing support from the European Commission. Announcement of project development and progress.	Delivered
	News on the website	News about the project kick-off meeting. https://www.iniziativa.cc/2023/03/rinascimento-dellindustria-serica-kick-off-del-progetto-horizon-aracne-iniziativa-partner-strategico	Civil society	Media article	Announcement of the project kick-off. Increased awareness about the project's start, generating interest and support. Establishment of project direction with the description of its goals and objectives. Building momentum and recording the main moments of the project.	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Press release	Press release about the project kick-off meeting. https://www.iniziativa.cc/wp-content/uploads/2015/02/ARACNE_Comunicato-stampa.pdf	Civil society	Press release	Increased awareness about the project's start, generating interest and support. Engagement and involvement of various stakeholders. Documentation of key moments of the project.	Delivered
SSM – Lepi State Silk Museum	News article on museum's website	The article has been published on the museum's website. It includes information about the ARACNE project and the planned activities. link	Citizens	Website	Readers gained a clear understanding of the ARACNE project, including its objectives, significance, and impact. The article enhanced the audience's knowledge of the museum's initiatives and its role in the ARACNE project.	Delivered
	New's article shared in social media	Article (mentioned above) has also been shared on the museum's social media channels.	Citizens	Social media	The article received positive feedback in terms of engagement metrics.	Delivered
	Visit in Atskuri village	An informative introductory meeting was held with local sericulturists.	Local authorities	Event	The visit successfully raised awareness of the ARACNE project among local sericulturists and the wider community. It fostered stronger connections between the museum and the local sericulturists	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	A social media update regarding the visit	Photos and information from the visit to Atskuri village with local sericulturists have been posted on the museum's social media channels. Link	Citizens	Social media	Social media post attracted attention from both current museum visitors and potential new audiences interested in the project's themes.	Delivered
	Visit in Tsilkani village	Representatives from the museum visited the village of Tsilkani. They explored the activities at the sericulture laboratory of the Scientific Research Center of Agriculture in Tsilkan with local sericulturist.	Local authorities	Event	The visit successfully raised awareness of the ARACNE project among local sericulturists and the wider community. It fostered stronger connections between the museum and the local sericulturists	Delivered
	A social media update regarding the visit	Photos and information from the visit to Tsilkani village with local sericulturist have been posted on the museum's social media channels. Link	Citizens	Social media	Social media post attracted attention from both current museum visitors and potential new audiences interested in the project's themes.	Delivered
	Acrylic stand	An acrylic stand featuring the ARACNE project logo, along with the museum and EU logos, was designed and printed. These materials were distributed to local sericulturists during the visit.	Local authorities	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	The distribution of the materials fostered a sense of inclusion and engagement with the ARACNE project among the local community.	Delivered
	Brochure	An informative brochure was created, highlighting details about the ARACNE project, the involved museums and countries, the project's aims, and the	Local authorities	Print materials (brochure, leaflet, posters,	The printed materials helped increase the sericulturists' understanding of the project's relevance and	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
SCS - Nauchen Tsentar Po Bubarstvo Vratsa		museum's planned activities. This brochure was distributed to local sericulturists during the visit.		stickers, banners, etc.)	potential impact on their practices.	
	Poster	An informative poster was created, highlighting details about the ARACNE project, the involved museums and countries, the project's aims, and the museum's planned activities. This brochure was distributed to local sericulturists during the visit.	Local authorities	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	The printed materials helped increase the sericulturists' understanding of the project's relevance and potential impact on their practices.	Delivered
	Work with students	On 21st May a group of 45 students visited SCS-Vratsa where the children had a meeting with the director and research staff, a lecture about the sericulture, ARACNE project and the old traditional Bulgarian silkworm strain Yellow local was presented to them, they visited the permanent exhibition "The history of sericulture in Bulgaria"	Citizens	Event	Increased awareness by informing the audience about the project's progress and activities. Transparency demonstrated through ongoing project management and efforts.	Delivered
	Uploading information about SCS visit with group of students on the Agricultural academy web site	https://www.agriacad.bg/bg/presscenter/news/article/vraca-razprostranqva-znaniq-za-bubarstvoto-sred-uchenici-ot-nachalnite-i-srednite-uchilishta-po-proekt-aracne	Civil society	Website	Increased awareness by informing the audience about the project's progress and activities.	Delivered
	Uploading information about a labour-saving technology for silkworm rearing, created at SCS-Vratsa on the Agricultural academy web site	-	Industry, business partners	Website	Increased awareness by informing the audience about the project's progress and activities.	Ongoing

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
PIOP – Piraeus Bank Group Cultural Foundation	Training on the specificities regarding rearing some old local silkworm races	Training of sericulture farmers	Industry, business partners	Event	Increased awareness by informing the audience about the project's progress and activities.	Delivered
	Training on mulberry agrotechnics and harvesting of some old Bulgarian varieties	Training of sericulture farmers	Industry, business partners	Event	Increased awareness by informing the audience about the project's progress and activities.	Delivered
	PIOP website	Presentation of the project on the Foundation's website: https://www.piop.gr/en/Programmes/EuropeanProjects/european_programmes_Aracne.aspx	Citizens	Website	178 views (124 greek and 54 english)	Ongoing
	Presentation of the school activities on the website of a local news agency	Presentation of the European program ARACNE, from the Lyceum and Gymnasium of Soufli: https://www.evros-news.gr/2024/06/23/parousiasi-toy-eyrvpaikoy-programmatow/	Citizens	Website	-	Ongoing

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
UM – Univerza V Mariboru	Press release of the kick off meeting in Padua REBIRTH OF THE SILK INDUSTRY: KICK-OFF OF THE HORIZON PROJECT "ARACNE" 20.3.2023	The kick off meeting of ARACNE project in Padua marked a significant milestone in the journey towards fostering silk innovation. The meeting served as a platform for key stakeholders to convene and outline the ambitious goals of the project. https://www.fkbv.um.si/?p=14812 https://www.um.si/objava/preporod-pridelave-svile-zacetek-projekta-aracne https://feri.um.si/novice/preporod-pridelave-svile-zacetek-projekta-aracne	Civil society	Press release	Increased awareness	Delivered
	UMniverzum journal (internal periodic journal of University of Maribor) URBAN EK KRAJNC, Andreja. Večstoletne murve živi spomenik svilgojstva na Slovenskem. <i>UMniverzum</i> , No. 20: 12-15, ISSN 2463-9303. [COBISS.SI-ID 164540419]	The article in the periodic journal of the University of Maribor describes the history of sericulture in Slovenia, ARACNE project aims and current research activities of the UM ARACNE partners, which involves the inventory of old mulberry trees (natural heritage) and the establishment of new plantations, the exploration of silk products in museums and their reinterpretation in contemporary design, the study of the use of silk as a source for new materials and advanced applications, and the promotion of the intangible and technical heritage of sericulture. https://prenos.um.si/umniverzum/20/	Civil society	Media article	Increased awareness about sericulture and ARACNE project	Delivered
	Instagram post "The secret of success is cooperation"	Social media post about planting mulberries in the vineyard at the Toplišček farm and the	Civil society	Social media	Increased awareness about brand	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	28.03.2024	revival of traditional Italian concept of "mulberries married to vine" the successful traditional cultivation practice present in mid-19th century at the estate of mansion Plevna and several other places in Lower Styria.				
	Instagram post "Recreating the landscape in the Ormoz basins" 19.04.2024	Social media post about participation of the ARACNE team in recreating the landscape in the Ormož basins, that are managed by DOPPS-BirdLife Slovenia. In Ormož basins grow more than 200 mulberry trees, which reflects the species' adaptability and preference for carbonate-rich soils, highlighting its resilience to both drought conditions and transient wetlands.	Civil society	Social media	Increased awareness about brand	Delivered
	Radio campaign KODRIČ CIZERL, Irena, URBANEK KRAJNC, Andreja, BERČIČ, Rebeka Lucijana. <i>Svila, žlahtna nit</i> . (Silk, the noble thread) Ljubljana: Radiotelevizija Slovenija, 2023. 29.5.2023, 60 min Poglabljeno na Radiu Maribor. [COBISS.SI-ID 154046211]	Radio Programme Poglabljeno: Svila, žlahtna nit (In depth: Silk, noble thread) to present activities in Slovenia related to silk and ARACNE project. The programme presented sericulture and silk making, once active in Styria. In recent years research institutions have revived them through various projects, including the University of Maribor and the private Institute for Sericulture and Silk Making in Maribor. https://365.rtvsllo.si/arhiv/poglabljeno/174961292	Civil society	TV/Radio campaign	Increased awareness about brand	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
URBANEK KRAJNC, Andreja, Škalič J., Jelen Š., Udir Mišič K., Krajnc D.	Leaflet for the Fascination of Plants Day 26.5.2023	Short questionnaire for children on their knowledge of mulberries and sericulture, with a brief description of the ARACNE project. The leaflet contains a worksheet showing the various uses of different parts of the mulberry tree (leaves, roots, trunk, fruits).	Civil society	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	Encouraging engagement participation	active and Delivered
	Press release of the mid meeting 19.02.2024	The ARACNE project consortium celebrated its first year with a three-day meeting hosted by the University of Maribor in Slovenia, in partnership with the Sericulture Laboratory of Padua and the Research Centre of Agriculture and Environment (CREA). https://www.fkbv.um.si/?p=21549 https://feri.um.si/dogodki/srecanje-projekta-aracne-spodbujanje-pomena-umetnosti-in-kulturne-dediscine-svile-na-nacionalni-in-evropski-ravni/	Civil society	Press release	Increased awareness about brand	Delivered
	RTV SLO TV report on the mid-meeting event organised by UM and CREA at University of Maribor - Digitalna svilna pot (EN: Digital silk road) ŠTERMAN, Sonja (intervjuvanec), URBANEK KRAJNC, Andreja (intervjuvanec). Digitalna svilna pot : prispevek v oddaji Regionalna aktualno-	The report contains an interview with the coordinator of the ARACNE project Dr Silvia Cappellozza, the UM coordinator Dr Andreja Urbanek Krajnc and the coordinator of the exhibition, Dr Sonja Šterman. The video offers insights into the aim of the ARACNE project and video recordings of the exhibition.	Civil society	Tv/Radio campaign	Increased awareness about brand	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	informativna oddaja, na RTV 365, 23. 2. 2024. https://365.rtv slo.si/arhiv/tele-m/175025366 [COBISS.SI-ID 190521859]	https://365.rtv slo.si/arhiv/tele-m/175025366				
	Video report on the mulberry planting activity at Toplišek Vineyard	The team from the University of Maribor planted mulberry trees in the vineyards at the Toplišek farm. The team not only enriched the Toplišek farm with this ecologically grateful tree, but also contributed to the revival of the successful traditional cultivation practice present in mid-19th century at the estate of mansion Plevna and several other places in Lower Styria. (Ljudje in zemlja (People and Soil), RTV SLO1- Agricultural reportage). https://www.rtv slo.si/rtv365/arhiv/175041947?s=tv	Civil society	TV/Radio campaign	Increased awareness about moriculture	Delivered
	URBANEK KRAJNC, Andreja (interview). <i>Murve in vinogradi</i> (EN: <i>Mulberries and vineyards</i>): <i>Ljudje in zemlja</i> , RTV SLO1, 28. 4. 2024. [COBISS.SI-ID 195528707]					
	Instagram post "The Light"	Presentation of "The Light", incredible creation made by Sonja Sterman @univerza_v_mariboru. Clothing isn't just fabric; it's a tapestry of memories and heritage passed down through generations.	Civil society	Social media	Increased awareness about silk design, circular economy, sustainability, cultural exchange and the ARACNE project	Delivered
	Instagram post "One year with the ARACNE project"	Post about the mid meeting event of ARACNE project in its first year of activity at the University of Maribor in Slovenia.	Civil society	Social media	Increased awareness about the ARACNE project and team.	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Linked in post "One year with the ARACNE project"	Post about the mid meeting event of ARACNE project in its first year of activity at the University of Maribor in Slovenia.	Civil society	Social media	Increased awareness about the ARACNE project and team.	Delivered
	Shared Linked in post "Stay updated! Subscribe to Our Newsletter"	The post for the subscription to the ARACNE official newsletter has been shared by the UM team.	Civil society	Social media	Increased awareness about the ARACNE newsletter and ARACNE project	Delivered
	Linked in post	I'm excited to be part of this endeavour and happy about meeting everyone involved <u>ARACNE Project Univerza v Mariboru</u>	Civil society	Social media	Increased awareness about the and ARACNE project	Delivered
	Linked in post "The ARACNE project at the 5 th Slovenian Horticultural congress"	The ARACNE Project has been presented during the recent 5 th Slovenian Horticultural Congress with international participation, held in Krško on January 17th and 18th, 2024.	Civil society	Social media	Increased awareness about the ARACNE project	Delivered
	Linked in post "Did you know mulberries are ecological superheroes?"	A post about the historical and natural importance of the mulberries.	Civil society	Social media	Increased awareness about brand and ecological versatility of mulberries	Delivered
	Linked in post "The Darker the Better" published	Post about the publication of "The Darker the Better: Identification of Chemotype Profile in Soroses of Local and Introduced Mulberry Varieties with Respect to the Colour Type", the result of the work by Andreja Urbanek, Jan Senekovič, Silvia Cappelozza, and Maja Mikulic-Petkovšek. This article is about research on the world of mulberries.	Civil society	Social media	Increased awareness about brand and a link of fruit colour and flavour in mulberries	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Linked in post “Step into a world of profound contemplation and artistic expression with our latest exhibition. Costumes & Contemplation. On Religion”	Post about the exhibition with the Academy of Fine Arts in Łódź, the Academy of Fine Arts in Vilnius, and the Univerza v Mariboru. With nineteen international artists from three countries showcasing their incredible creations, including the mesmerizing "The Light" by Sonja Sterman from the Univerza v Mariboru, the exhibition has showed the richness and importance of costumes.	Civil society	Social media	Increased awareness about the exhibition, silk design and the ARACNE project	Delivered
	Linked in post “New mulberries in MorusAPP”	A post about the updates of the MorusAPP h new cuttings from old mulberry trees in the Gornja Radgona, Sveti Ana and Ptuj area. Some of these beautiful trees have a circumference of 300 cm. The aim is to map, propagate and check their genetic background to rediscover and preserve mulberry varieties adapted to the local soil and climate in Slovenia. https://lnkd.in/eumuPHM8	Civil society	Social media	Increased awareness about MorusAPP, localisation of old mulberries and the ARACNE project	Delivered
	Shared Linked in post “Discovering the heritage of silk: The first volume of the silk narrative catalogue”	A LinkedIn post about the publication of the Narrative Catalogue	Civil society	Social media	Increased awareness about the Silk Narrative Catalogue, and the ARACNE project	Delivered
	Shared Linked in post “Youth is the hope of our future”	A post about the presence of the kids at Fascination of Plants Day, who were excited by Silk moths and their favourite food - Mulberry leaves	Civil society	Social media	Increased awareness about Silkworm rearing, mulberry use and the ARACNE project	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Instagram post "Youth is the hope of our future" Fascination of Plants Day 2024"	Youth is the hope of our future. To promote the ARACNE project in schools, the UM FKBV organized a demo workshop on silkworm rearing and the different uses of mulberry. Students got to know the characteristics of the mulberry tree – the only food source for silkworms, they were fascinated by silkworms and admired unique fabrics and materials inspired by silk and mulberry trees.	Civil society	Social media	Increased awareness about Silkworm rearing, mulberry use and the ARACNE project	Delivered
	Fascination of Plants Day 2023 A black & white tale about the black and white mulberry tree <u>Dan očarljivih rastlin 2023 – Slovensko društvo za biologijo rastlin (plantslo.org)</u>	Promotion of ARACNE project trough Workshop on silkworm rearing, botanical characteristics and uses of mulberry	Civil society	Event	Allowed direct interaction of 359 students with experts, mulberries and silkworms and thereby increased their awareness about silkworm rearing, mulberry use and the ARACNE project	Delivered
	Fascination of Plants Day 2024: Silk Road: Exploring Mulberry and the Magic of Silk <u>Slovenia Archives - Fascination of Plants Day 18 May 2021 (plantday18may.org)</u>	Promotion of ARACNE project trough Workshop on silkworm rearing, botanical characteristics and uses of mulberry	Civil society	Event	Allowed direct interaction of 371 students with experts, mulberries and silkworms and thereby increased their awareness about silkworm rearing, mulberry use and the ARACNE project	Delivered
	The Summer Museum Night 2024, 15. June 2024	Several guided tours of the mulberry field collection – Moretum given by Andreja Urbanek Krajnc; mulberry fruit tasting; silkworm rearing workshop with Janez	Civil society	Event	Allowed direct interaction of visitors with experts, mulberries and silkworms and thereby increased their awareness about silkworm	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	<u>Highlights from the 2024 Summer Museum Night at the University of Maribor Botanical Garden – Aracne (aracneproject.eu)</u>	Skalic; silk handicrafts exhibition, multimedia presentation and video			rearing, mulberry diversity, taste, use and the ARACNE project	
	Instagram post for the "The Summer Museum Night 2024"	Description of summer museum night activities by the ARACNE team of the Faculty of Agriculture and Life Sciences, University of Maribor.	Civil society	Social media	Increased awareness about silkworm rearing, mulberry diversity, taste, use and the ARACNE project	Delivered
	ARACNE website post "The Summer Museum Night 2024"	Description of summer museum night activities by the ARACNE team at the Faculty of Agriculture and Life Sciences, University of Maribor	Civil society	Website	Increased awareness about silkworm rearing, mulberry diversity, taste, use and the ARACNE project	Delivered
	ARACNE website post "Progress is fuelled by cooperation"	Information on the recreation of landscapes activity by the the ARACNE team at the Faculty of Agriculture and Life Sciences, University of Maribor, interplanting mulberries and vine at the Toplisek farm	Civil society	Website	Increased awareness about moriculture, recreation of landscapes and the ARACNE project	Delivered
	Instagram post "Silk Narrative Catalogue"	Invitation to explore the Silk Narrative Catalogue "Silk unveiled"	Civil society	Social media	Increased awareness about the Silk Narrative Catalogue, and the ARACNE project	Delivered
	Website post University of Maribor ARACNE project description <u>Aracne - UM Fakulteta za naravoslovje in matematiko - oddelek za biologijo</u>	Description of the ARACNE project and its goals	Civil society	Website	Increased awareness about the brand	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Career fair 15. and 16. November 2023 <u>Career Fair – Professions and Education Fair 2023 this year on November 15 and 16 at the Leon Štukelj University Sports Center Municipality of Maribor</u>	The career fair was held in Maribor, Slovenia, on November 15 and 16, 2023, where we presented our Faculty of Agriculture and Life Sciences and the ARACNE project. The career fair is intended for high school students, parents, counselors, and other professionals in the field of career guidance for young people. 1000 young people attended the career fair.	Civil society	Event	Increased awareness about the brand	Delivered
	Workshop Digital Silk Road- Anton Martin Slomšek Grammar School Maribor	Throughout the ARACNE project, students met with University of Maribor experts three times: for an introduction to the project, a progress report, and the final entry of their findings into ArcGIS. Through this project, students enhanced their knowledge of history, geography, biology, foreign languages, and computer science.	Civil society	Event	Allowed students interaction with experts in an interdisciplinary workshop and increased awareness about sericultural points of interest in their area and the ARACNE project	Delivered
	Workshop Design, handicraft and Digital Silk Road High School of Design Maribor	At the High School of Design in Maribor, seven workshops showcased students' talents. Under Alenka Lukić, they painted silk scarves inspired by historical garments. Andreja Bertoncely guided the creation of photo albums merging bookbinding with graphic design. Mag. Ksenija Plazl led exploration of felting on silk scarves, merging heritage with sustainability. Maja Osrajnik introduced Shibori technique, yielding vibrant neckerchiefs adorned with geometric patterns. Osrajnik also led a	Civil society	Event	Allowed students interaction with design experts, different materials and techniques and increased their awareness about design, handicraft, sericultural points of interest in their area the ARACNE project	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
NKUA - Ethniko Kai Kapodistriako Panepistimio Athinon		workshop on textile pattern design, utilizing motifs like threads and mulberry leaves. Marija Tuore's group crafted "SILK" posters, promoting silk's history and ethics in fashion. Teja Kovač Lozar oversaw the creation of jewellery from cocoons and a mulberry wood stand, showcasing innovative uses of materials.				
	10th International BACSA Conference held in Soufli, 24-27th of April 2023	Vice-President of the Conference	International organisation (UN body, OECD, etc.)	Event	Building and strengthening relationships with stakeholders	Delivered
	1st Mulberry Festival held in Soufli on July 15h, 2023	Oral Presentation of the ARACNE project	Citizens	Event	Influencing attitudes and behaviors for desired action	Delivered
	Online meeting with students of the Junior High School/High School of Soufli, Greece (10/11/2023)	Online Presentation of the ARACNE project	Citizens	Event	Influencing attitudes and behaviors for desired action	Delivered
	Visit to the National Sericulture Cooperative of Turkey (Kozabirlik) in Bursa on the 7th of May 2024	A visit to the headquarters of Kozabirlik in Bursa involved the presentation of the ARACNE project to Turkish delegates of Kozabirlik and an interview with the Vice-President of Kozabirlik about the status of sericulture in Turkey. I was shown the facilities of Kozabirlik and was informed about the scale of their sericultural output and the business prospects of Kozabirlik	National authorities	Interviews	-	Ongoing
IMI DA	ARACNE Project presentation event	Presentation of ARACNE project to Regional authorities and the research community	Research communities	Event	Publicize the project	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	ARACNE Project presentation event	Presentation of ARACNE project to Regional authorities and the research community	Research communities	Print materials (brochure, leaflet, posters, stickers, banners, etc.)	Publicize the project	Delivered
	ARACNE project presentation at the Spanish local radio	Presentation of ARACNE project and it aims	Citizens	Interviews	Publicize the project	Delivered
	Visit of the IMIDA Silk Museum	Children and adults from the traditional and cultural association "Peña Huertana El Almiraz" visited the old Sericulture Station of Murcia and learned more about the ARACNE project https://aracneproject.eu/traditional-and-cultural-association-visit-the-imida-silk-museum/	Citizens	Event	Publicize the project	Delivered
	Visit of the IMIDA Silk Museum	Students from the Primary School Saavedra Fajardo (Algezares, Murcia, Spain) visited the silk exhibition of the Silk Museum at IMIDA and learned more about the ARACNE Project	Citizens	Event	Publicize the project	Delivered
DOR - D'orica S.r.l. Società Benefit	Partecipation at Las Vegas JCK Fair	Meetings with clients and potentials to inform about the silk and gold Treasures collection and ARACNE Project	Industry, business partners	Exhibition	31/05-03/06/2024	Delivered
	Partecipation at Las Vegas JCK Fair	Post LinkedIn https://www.linkedin.com/posts/dorica-srlsb_jcklasvegas-jewellery-madeinitaly-	Civil society	Social media	June 8th, 2024	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
ASSOIE - Chemins De La Soie - Des Cevennes aux Alpujar-ras		activity-7212447778067607554-W66y?utm_source=share&utm_medium=member_desktop				
	Meeting Regione Veneto	Meeting with regional officials of Regione Veneto to present the project.	Regional authorities	Event	July 2nd, 2024	Delivered
	Radio interview	Radio Bartas. Morning of April 3rd. Downloadable audio recording: https://www.radiobartas.net/listings/la-matinale-du-lundi-03-avril-2023/	Civil society	TV/Radio campaign	Managing and maintaining a positive reputation	Delivered
	Film debate	Screening and film debate on the history of silk at the Pompidou - first contact with the Carrière sisters.	Citizens	Event	Managing and maintaining a positive reputation; encouraging active engagement and participation	Delivered
	Press release	Press release in the news journal n°25 "Le Lien, du CFD à la ligne" and on the association's website. http://www.ducfdalalignevertte.fr/2-non-categorise/177-communique-de-presse.html	Civil society	Media article	Managing and maintaining a positive reputation; encouraging active engagement and participation	Delivered
	Hiking trail reconnaissance	Reconnaissance with a donkey of the GR 67 route common to the GR 7 from Barre des Cévennes to Mont Aigoual with Delphine, Johnny & Obi.	Civil society	Event	Managing and maintaining a positive reputation; encouraging active engagement and participation;	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
	Hiking trail reconnaissance	Reconnaissance of the routes around Mont Aigoual in the field with a donkey and Christian as explorer volunteer	Citizens	Event (workshop)	Managing and maintaining a positive reputation; encouraging active engagement and participation;	Delivered
	Forum associations	Participation in the forum of associations in Florac. https://www.midilibre.fr/2023/09/07/un-forum-ou-les-associations-ont-fait-montre-de-leur-dynamisme-11437105.php	Citizens	Event	Managing and maintaining a positive reputation; encouraging active engagement and participation;	Delivered
	Donkey festival	Donkey Festival in Wolfegg, Germany, presentation of the ARACNE project and the Escargoline with Jean-Pierre and Evelyne. https://www.oberschwaben-tourismus.de/veranstaltungen/eseltreffen-2023-96bfed08bd	Civil society	Exhibition	Managing and maintaining a positive reputation; encouraging active engagement and participation;	Delivered
	Filmed interview	Filmed interview with Xavier from the Gorges, Causses and Cévennes Tourist Attractiveness Agency for the production of a video clip, l'Instant T. (Part.1 & 2). https://www.youtube.com/watch?v=JfeVrHgXc-Y&t=1s&ab_channel=GorgesCaussesC%C3%A9vennes https://www.youtube.com/watch?v=LS1eXa8aJfA&t=2s&ab_channel=GorgesCaussesC%C3%A9vennes	Civil society	Video	Managing and maintaining a positive reputation;	Delivered

Partner involved	Communication activity name*	Description	Target audience	Communication channel	Outcome	Status
SER - Sericyne	Sericyne Story	Presentation of the company, reintroduction of sericulture in the Cévennes	ARACNE Partners	Media article		Delivered
	Maison d'exception	Exhibition of the company's know-how, particularly in the field of interior decoration and materials for accessories	Innovators	Exhibition	New projects in sheathing and watchmaking	Delivered
	Newsletter	Communication on the ARACNE project and the participation of the SERICYNE company to the widest possible audience. The goal is to get as many people as possible to subscribe to the project newsletter.	Industry, business partners	Social media	new memberships	Delivered

9. Conclusions

The project is actively pursuing a differentiated communication strategy, driven by the collaborative support of various partners and making full use of the available channels, including the website, LinkedIn page, and Instagram. By maintaining a steady flow of updates on the website and regular posts on social media, the project seeks to disseminate not only news and developments about the project itself but also intriguing insights and comprehensive information about the remarkable world of silk.

This multifaceted communication effort involves a diverse range of stakeholders from numerous countries, leading to a rich tapestry of materials and news that reflects the distinctiveness of each participating nation. This variety showcases the unique contributions and perspectives of different regions, enriching the project's overall narrative.

While celebrating these differences, the project also ensures coherence by providing clear guidelines for news creation and standardized materials. This approach allows for a unified presentation of information while accommodating the diverse voices and styles of the various contributors. Overall, this strategy underscores the project's commitment to both inclusivity and consistency in its communication efforts, fostering a deeper connection with audiences and enhancing the visibility of its initiatives.

ACRONYMS

<i>[ACR]</i>	<i>ACRONYM</i>
<i>[IG]</i>	Instagram
<i>[KPIs]</i>	Key Performance Indicators
<i>[QR CODE]</i>	Quick response code
<i>[SEO]</i>	Search engine optimization

Annex I

This appendix, in its first part, is a collection of the three newsletters that have been sent out during the initial phase of the ARACNE project. In the second part it also showcases the brochures and roll-up banner that have been prepared to support the consortium's communication activities alongside the existing materials.



NEWSLETTER #1 / APRIL 2024



Advocating the role of Silk Art and Cultural Heritage at National and European scale



Dear reader,

The ARACNE Project has finally reached its first year of activity! It has been a year not only full of work, but also full of events, activities with schools, and exchanges among partners. They had the opportunity to meet first at the kick-off meeting in Padua, Italy, and then for the mid-meeting in Maribor, Slovenia, two carefully organized and dedicated gatherings by the partners to make the meetings and activities even more special! Additionally, the official website has been built and launched along with LinkedIn and Instagram channels, and work is underway to define a European Silk Road that embraces the ancient art of silk in the old continent. There are many activities still awaiting completion, but in the meantime, let's gather here a summary of those that have already enriched this wonderful year!

Highlight



The "Veneto Silk Road" law has been approved

The "Veneto Silk Road" law, aimed at revitalizing mulberry cultivation and preserving the region's heritage and to enhance Veneto's landscape and cultural appeal.



CREA's beautiful catalogue about its silkworm collections has been published

See the richness of its silkworm collection and you will also discover more about CREA.



100 years of silk with the Experiment Sericulture Station

A century ago, under King's decree, the foundation stone was laid for what is now the Sericulture Laboratory.

Activities

Schools'

Partners'

Events



School visit to IMIDA Silk Museum

The students from the Primary School Saavedra Fajardo (Algezares, Murcia, Spain) have visited the silk exhibition of the Silk Museum at IMIDA.



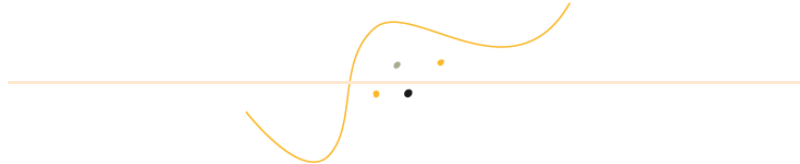
Sericyne - The art of transforming textile fiber in a new way

Our website has a special section dedicated to the stories linked to the world of the silk.



Three-day mid-meeting in Slovenia for the European Project ARACNE

The ARACNE project celebrated its first year of activity.



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This project is funded by the European Union's Horizon Europe research and innovation programme under the Grant Agreement No 101095188

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NEWSLETTER #2 / JUNE 2024



Advocating the role of Silk Art and Cultural Heritage at National and European scale



Dear reader,

The activities of the ARACNE project are progressing swiftly, with intense rhythms and a lot of passion from our partners. Currently, we are in the period of harvesting cocoons, and at the same time, we are also gathering our first results. You can see these achievements in the "Publications" and "Deliverables" sections of our website, which have been enriched with new content. We are also thrilled to announce the launch of our Instagram profile, where we will share updates, curiosities, and behind-the-scenes insights into our work.

There is so much to discover about the world of silk and our exciting initiatives. We invite you to follow us to stay updated on the latest news and discoveries from the ARACNE project. Your curiosity and support are essential to us and inspire us to continue with passion and dedication!

Highlight



The Veneto Silkworm Network is born

The "Bachicoltura Setica" network in Veneto, founded by visionary farmers, is achieving something remarkable: reviving silkworm rearing and mulberry cultivation. With seven members, they aim to rebuild the silk production chain in Veneto and Italy, adhering to ethical and sustainable practices.

On April 15th, the Business Network became a legal and economic entity!

Activities

Schools
activities

Deliverables &
Publications

We are on
Instagram



Revitalizing the Interest in Bulgarian Sericulture

Learn more about an ambitious program in dissemination of knowledge about sericulture in primary and middle schools students.



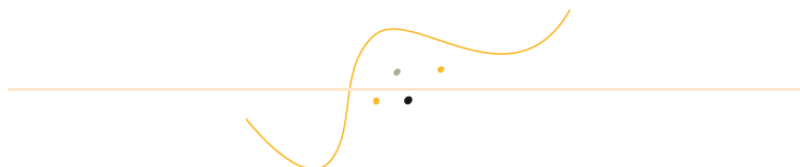
New contents on our website

Recently, the sections dedicated to publications and deliverables on our website have been enriched with new content!



Our official page is online

Updates on the project, curiosities from the world of silk, and much more. Follow us to learn more!



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Advocating the role of Silk Art and Cultural Heritage at National and European scale



Dear reader,

Here we are with our third newsletter. As the summer holidays approach, the ARACNE team continues its activities. The first version of the Silk Narrative Catalogue is now online! It is a guide to the silk history of the various countries participating in this project (Italy, Georgia, Spain, Slovenia, Greece, and Bulgaria). The catalogue features beautiful images and plenty of new information.

Our activities with schools are also progressing, introducing this wonderful world to children. We are also publishing deliverables and stories related to silk (have you ever heard of "*sgaetatura*"?). Additionally, various partners have also met to advance our activities with great collaboration and passion.

We are now halfway through our journey, but there is still much work to be done to reach new milestones, which would not be possible without the cooperation and passion of all our partners!

Highlight



Progress is fueled by cooperation!

Recently, the ARACNE project has seen many meetings between partners to advance activities. In an initial meeting, the University of Maribor visited the coordinator CREA in Padua, and shortly after, the partner Sericyne did the same. Another visit was from Iniziativa, and together they went to explore the world of the partner D'orica.

Activities

Updates on the project, curiosities from the world of silk, and much more. Follow us to learn more!

Schools

Partners

Publications



Silkworm at the kindergarten and the nursery school

The ARACNE project paid a visit to someone as small as they are special! Click here to learn more about the recent activities conducted with schools.



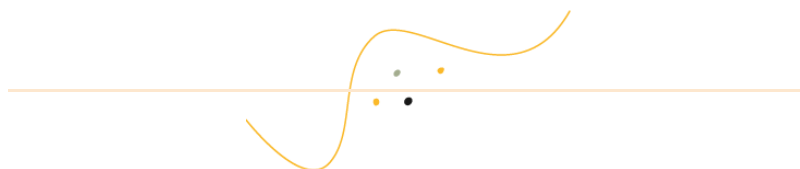
Summer Museum Night at the University of Maribor

Learn more about the new edition of "The Summer Museum Night 2024" with an exhibition on sericulture, mulberry cultivation, and silk handicrafts.



Silk Narrative Catalogue

The first version of the Silk Narrative Catalogue is now online! We invite you to explore this first wonderful catalogue, which reveals the rich historical significance and cultural heritage of silk.



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for more



Our objectives

1

Enhancement of
knowledge and memory
for the renaissance
of a European Silk
Innovation Ecosystem

2

Co-creation of
human-centred and
place specific creative
silk-based solutions
leveraging on digital
technologies

3

Implementation of
innovative strategies,
governance and
financing models
for the involved
organisations

4

Support the
establishment of a
European Silk Route,
based on the tangible
and intangible silk
cultural heritage

5

Raise awareness
of ARACNE results,
impacts and
expectation for the
constitution of a
European Silk Route

6

Enhance the European
cultural identity and
strengthen European
competitiveness for a
resilient society

7

Contribution to the
European Green
Deal, the New
European Bauhaus
and the Sustainable
Development Goals

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Advocating the Role
of silk Art and
Cultural heritage
at National and
European scale



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Aracne aims to
create a wide and
well-connected Silk
Innovation Ecosystem

This initiative embarks on a journey that traces the historical paths taken by explorers like Marco Polo to the East and delves into the intricate web of silk production and trade that unfolded in Europe over the centuries.

It seeks to cultivate an innovation ecosystem—a dynamic network uniting academia, industry, public sectors, and civil society, employing a multi-level, systemic, and bottom-up approach to drive research, innovation, and knowledge.



The Aracne project focuses on the cultural heritage of the European silk production and its preservation, protection and valorization

We aim to



Elevate the skills and competitiveness of Europe's silk-related Cultural and Creative Industries, involving the renewal and collaborative development of silk-centered cultural products, processes, and innovative services, uniquely tailored to each locale.

Revive silk production by creating a resilient and innovative European silk ecosystem. The European Silk Route will connect activities among European cities and regions, enhance culture preservation, protection, and drive innovation in production and trade.

Follow us
for more



Advocating the Role of silk Art and Cultural heritage at National and European scale



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