



ARACNE

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



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Progress Report on Communication, Dissemination and Exploitation

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Abstract

This deliverable summarises the activity on Communication, Dissemination and Exploitation carried out in the first two years of the project, according to the initial D 5.1 Communication, Dissemination and Exploitation Plan and integrates the already-produced D5.4 List of Scientific and popular publications and D5.3 Progress Report on the online project communication. The present text focuses on the work carried out by the partners in the domain of communication, dissemination and valorisation of results.

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 | X |
| 2 | Iniziativa Cube S.r.l. | INI | X |
| 3 | Lepi State Silk Museum | SSM | X |
| 4 | Nauchen Tsentar Po Bubarstvo Vratsa | SCS | X |
| 5 | Piraeus Bank Group Cultural Foundation | PIOP | X |
| 6 | Univerza V Mariboru | UM | X |
| 7 | Ethniko Kai Kapodistriako Panepistimio Athinon | NKUA | X |
| 8 | Instituto Murciano de Investigacion y Desarrollo Agrario y Medioambiental (IMIDA) | IMIDA | X |
| 9 | D'orica S.r.l. Società Benefit | DOR | X |
| 10 | Chemins De La Soie - Des Cevennes aux Alpujarras | ASSOIE | X |
| 11 | Sericyne | SER | X |
| 12 | Universita degli Studi di Padova | UNIPD | |
| 13 | Council Of Europe - Conseil de L'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 CCI's 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's 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 CCI's 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 CCI's;

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

This overview considers all the efforts made by the partners to comply with the general obligations and definitions for Communication, Dissemination, and Exploitation (C&D&E) in the context of the project, as defined in D5.1.

C&D&E encompasses the following: the provision of information to stakeholders regarding the project; the dissemination of project results for utilisation; the facilitation of the utilisation of results; and the leveraging of the outcomes of EU-funded research. The various channels and actions adopted to obtain the desired results are also examined.

2.1 Objective of the deliverable

The objective of this deliverable is to consider, in detail, the different strategies for C&D&E of results, as they were envisaged at the inception of the project, and to examine them in the different deliverable sections, with the aim of highlighting the following:

- 1) Which have already been implemented, and which will be adopted in the continuation of the project, according to the time frame that was set
- 2) Whether the results in terms of quality and quantity of indicators have been achieved
- 3) Whether the groups initially targeted have been reached
- 4) Whether the desired synergy with other projects has been realised.

2.2 Document structure

The document is divided into several sections, in line with the structure that was chosen for D5.1 namely:

- Description of the project
- Introduction
- Target Audiences: the specific groups of people that the ARACNE project has targeted so far, in comparison with the initially envisaged targets
- Communication and Dissemination Tools: this chapter presents the various tools and methods that the ARACNE project has used so far to communicate and disseminate information about the project and its results, in comparison with the initial intentions
- Activities with Schools: this paragraph explains the activities that the ARACNE project has undertaken with schools to raise awareness about the project and its results
- Collaboration and Coordination with Other Projects: the ARACNE project's collaborations and coordination with other projects are discussed in this paragraph.
- Exploitation of ARACNE Results: the section outlines the efforts already made to exploit the results of the ARACNE project.
- Conclusions: This paragraph provides concluding remarks on the communication, dissemination and exploitation strategy of the ARACNE project.
- Acronyms: finally, the document concludes with a list of acronyms.
- Appendix 1: table of communications activities of each partners

3. Target Audience

The ARACNE project places significant value on the identification and characterisation of stakeholders for project activities, including events, dissemination, and communication. The stakeholders have been meticulously selected based on their expertise, relevance, and potential contributions, and have been represented diversely from various sectors. These

stakeholders have been actively involved in project events, dissemination activities, and communication channels to support the project's objectives. The project has ensured regular updates to stakeholders through press releases and newsletters. ARACNE acknowledges stakeholders as indispensable partners in attaining project success and employs inclusive and participatory approaches to stakeholder engagement.

The following scheme illustrates which stakeholders have been considered in this project, based on its objectives, and provides examples of how each category has been reached:

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|----------------------------|---|--|
| Silk industry stakeholders | Silk farmers, processors, traders and retailers, silk machinery and equipment manufacturers, silk suppliers, fashion brands | <p>Silk farmers represent a specific target group for project activities. For further insight, consult the following examples:</p> <p>https://aracneproject.eu/the-traditional-sgaetatura-in-massanzago-italy/</p> <p>https://aracneproject.eu/excursion-of-the-slovenian-rearers-to-the-silk-farmers-and-mulberry-plantations-of-the-friuli-venezia-giulia-region/</p> <p>The presence of fashion brands in relation to project activities is evidenced by their association with Sericyne, a prominent entity in this context.</p> <p>https://aracneproject.eu/education/clara-and-sericyne/</p> <p>Alternatively, one can consider the advisory board to which a representative of Gucci is assigned.</p> <p>https://aracneproject.eu/first-meeting-of-the-aracne-project-with-advisory-board-members-a-key-milestone/mentor-6878/</p> <p>and the proximity of some of the most innovative fashion brands such as WRÅD</p> <p>https://aracneproject.eu/education/an-iranian-silk-story/</p> |
| | Silk designers and artisans | <p>The Eva Lab cooperative serves as a paradigm of the artisanal work undertaken within the project in conjunction with the University of Maribor (innovation designers), in addition to the endeavours of the Art of the Silk Museum in Greece. The organisation of workshops and exhibitions, such as the one held in Maribor in conjunction with the Intermediate Meeting, facilitates the implementation of C&D&E activities toward these stakeholders' category.</p> <p>https://aracneproject.eu/three-day-mid-meeting-in-slovenia-for-the-european-project-aracne/</p> |
| | Silk industry associations | <p>The silk industry associations have been involved in the project since its inception. For instance, in Italy, the Ufficio Italiano Seta and Sistema Moda Italia are pertinent examples, as they are consistently apprised of the project's activities by the project coordinator. The efficacy of this communication</p> |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|--------------------------------|-----------------------------|---|
| | | <p>channel is evidenced by the participation of the aforementioned associations at the 100th anniversary of the foundation stone of the new headquarters of CREA's Experiment Sericulture Station, an event which saw the presentation of Aracne's activities.</p> <p>https://aracneproject.eu/100-years-of-silk-27th-november-conference/</p> <p>Moreover, within the Greek context, the National and Kapodistrian University of Athens (NKUA) has historically maintained a strong connection with the local silk industry, which is overseen by three prominent local families: the Tsiakiris, Mouchtaridis and Sardanidis families. These families have been instrumental in managing the remaining silk factories in the region, linked to the Hellenic Fashion Industry Association (SEPEE). Consequently, the Art of the Silk Museum, which was established by the Tsiakiris family, has become a partner of the Aracne project.</p> <p>https://aracneproject.eu/partners/</p> |
| | Silk industry regulators | At the present stage of the project, this category has not yet been targeted directly. |
| Cultural Heritage stakeholders | Museums | <p>The project has the museum as one of its primary communication targets within the cultural industry, with partner museums constituting an integral component of the project's communication strategy. The subsequent examples illustrate a selection of C&D&E activities that have been designed for museums or through the medium of museums.</p> <p>https://aracneproject.eu/state-silk-museum-reopens-celebrating-135-years-of-georgian-sericulture-heritage/</p> <p>https://aracneproject.eu/bridging-time-and-tradition-the-university-of-maribor-journey-to-kammerhofmuseum-bad-aussee/</p> <p>https://aracneproject.eu/international-museum-day-at-the-silk-museum-soufli/</p> |
| | Art and Design Institutions | <p>The Aracne project, a collaborative initiative involving various academic and creative entities, has been facilitated by the University of Maribor. The establishment of this network has facilitated collaboration between Art and Design institutions, fostering innovation and the exchange of knowledge in these fields.</p> <p>https://aracneproject.eu/the-light-by-sonja-sterman-returns-to-the-exhibition-costume-contemplation-on-religion/</p> <p>https://aracneproject.eu/the-university-of-maribor-showcases-textile-creativity-and-revives-sericulture-heritage/</p> |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|----------------------------------|---|---|
| | Study and Research Centres | <p>In the course of the project, the partners have approached a number of study and research centres with a view to designing the points of interest on the virtual map. This approach was adopted to demonstrate interest in the Aracne initiatives. Among these, several institutions based outside of Europe have expressed a desire to engage in collaborative endeavours. For instance, the Dainippon Silk Foundation (Japan) has expressed a keen interest in acquiring more comprehensive information regarding the Aracne project, while the Cotsen Textile Traces Study Centre at The George Washington University Museum and The Textile Museum, Washington, D.C., with the support from the Rubin-Ladd Foundation and the Cotsen Textile Traces Study Collection had similarly inquired about the potential for collaboration.</p> <p>https://aracneproject.eu/rethink-silk-cotsen-textile-traces-colloquium/ https://aracneproject.eu/a-delegation-from-aracne-met-with-japanese-scientists-and-sericulturists-at-the-international-congress-of-entomology-and-the-dainippon-foundation/</p> |
| | Cultural Heritage Associations and Cultural Tourism Organizations | <p>From the inception of the project, the Aracne partners have initiated a series of dialogues with representatives from cultural and tourist associations. This particular aspect has been extensively elaborated by the French partner, Association Chemin de la Soie, which has developed a website exemplifying a local silk tourism route (https://cheminsdelasoie.com) and has engaged in numerous collaborative communication activities with Unesco and French tourism associations. Furthermore, the lead partner has initiated communication activities with the Club Unesco in Italy to secure their collaboration in school activities. The following association was also targeted for the Aracne communication: 'International Association for the Protection of Intellectual Property, known as AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle) https://aracneproject.eu/webinar-aippi-asipi-sulla-tutela-del-patrimonio-genetico-culturale-e-tradizionale-della-seta/</p> |
| Creative industries stakeholders | Textile and Fashion Designers | <p>During its communication activities, the UM directed its efforts towards the secondary school of design of Maribor that participated in the Cultural Heritage school path, as evidenced by the following link.</p> <p>https://www.arcgis.com/apps/dashboards/38ba49999cb7444d9daf84e8f63e66c0</p> <p>This work was also employed as a means of communication at the Mid meeting of Maribor, where the creations of the young</p> |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|-----------------------------|---|---|
| | | designers were exhibited for the benefit of partners and visitors. The same University made another communication action through an exhibition in Poland together with other fashion design educators. https://aracneproject.eu/silk-model-the-light-on-the-exhibition-in-lodz-in-poland/ |
| | Creative Entrepreneurs and Marketing and Branding Professionals | The two companies involved in the project are relevant representative of creative entrepreneurs and their communication action is devoted to other similar companies and buyers, for example in the fairs. https://aracneproject.eu/education/clara-and-sericyne/ ; https://aracneproject.eu/education/dorica-jewelry-company/ |
| | Craftsmen and Artisans | At present, the scope of C&D&E activities related to this issue is confined to the communication of project information to these companies and the request for their participation and inclusion on the virtual map of points of interest. However, some of them have also participated to the communication activities. https://aracneproject.eu/education/nido-di-seta/ |
| Sustainability stakeholders | Environmental NGOs | It is expected that NGOs will express interest in the project activities at the conclusion of the programme, at which point there will be an opportunity to focus on the landscape restoration and biodiversity restoration through the exploitation of the genetic resources which have been preserved and multiplied by the project. |
| | Sustainability Certification and Standards Organizations | A number of communication and dissemination activities have already been initiated in the direction of the European Forest Institute (EFI) and the CREA department responsible for studying the application of carbon credits in agriculture. |
| Tourists and travellers | Cultural Tourists, History and Heritage Tourists | The C&D&E activity has been conducted in collaboration with the Council of Europe, through the organisation of various conferences and meetings, and the publication of the first version of the historic narrative catalogue. This can be found at the following link: https://aracneproject.eu/wp-content/uploads/2024/06/ARACNE_D1.7-Appendix-III-%E2%80%93-Silk-Narrative-Catalogue-v1.0_Interactive.pdf The following is a non-exhaustive list of conferences intended for historic and heritage tourists: https://aracneproject.eu/imida-presentation-of-recuperando-el-patrimonio-cultural-de-la-seda-recovering-the-cultural-heritage-of-silk/ |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|---|--|--|
| | | https://aracneproject.eu/opening-of-thetemporary-exhibition-the-silk-in-murcia-weaving-history-and-science/ https://aracneproject.eu/famous-personalities-from-the-venetian-territory-from-marco-polo-to-prospiero-alpini/ |
| Education, researchers' categories experts and scholars | Universities, academics and researchers, business schools and entrepreneurship programs, students and scholars, art historians and researchers, archaeologists, silk industry experts, tour guides and operators | It is evident that a number of universities have expressed interest in both the knowledge and exploitation of the results of the Aracne project. An intriguing partnership has been forged with Professor Michael Woltje, a Research Associate at the Institut für Textilmaschinen und Textile Hochleistungswerkstofftechnik (ITM) in Dresden, Germany, and the UM partner. Other notable collaborations within the Aracne framework have been forged between the SCS centre of Vratza and the Plovdiv University. The SSM has also cultivated a fruitful collaboration with the Agricultural University of Tbilisi in the context of the Aracne project. Furthermore, the Università di Padova is a partner in the CREA project. There has been an increase in the number of students and scientific communities seeking information on Aracne's activities, indicating a desire to participate in the activities for thesis or internship purposes. |
| General public | Costumers and silk collectors | The Aracne project has not yet initiated work on this particular aspect. |
| | Local community (residents, artisans and craftsmen, small business owners, etc.) | <p>In order to disseminate information regarding the Aracne project to local communities, several initiatives have been implemented. These initiatives include events at general public and trade fairs. Some initiatives are listed below:</p> <p>https://aracneproject.eu/habitat-2022-is-silkworm-rearing-possible-in-the-province-of-belluno-in-the-third-millennium/ https://aracneproject.eu/information-conference-on-the-progress-and-activities-carried-out-in-the-first-half-of-the-aracne-project/ https://aracneproject.eu/crea-at-agrimont-fair-2025-in-longarone/ https://aracneproject.eu/science4all-2024-the-european-silk-road-an-interactive-exhibition-of-silkworms-and-cocoons-to-discover-all-the-secrets-of-silk-and-the-spread-of-sericulture-in-europe/ https://aracneproject.eu/highlights-from-the-2024-summer-museum-night-at-the-university-of-maribor-botanical-garden/</p> |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|----------------------|---|---|
| | | <p>Moreover, the results of the research conducted within the territory were disseminated to the local community by the schools.</p> <p>https://aracneproject.eu/school-activities-for-the-aracne-project-at-the-silk-museum-of-piop/</p> <p>https://aracneproject.eu/cultural-heritage-demomap-presentation-at-the-silk-worm-museum-in-vittorio-veneto-italy/</p> |
| | Educators and teachers in primary and secondary schools | <p>Schools can use the project's resources and educational materials to teach students about the cultural heritage of silk production, history, and sustainability. In particular, the educational kit is a tool devoted to their use.</p> <p>https://aracneproject.eu/educational-kit/</p> |
| | Retirees | <p>The project has provided some insights into how to work with elder people, both to take advantage of their technical knowledge and pass it on to the next generation, and to engage them in activities of social value that can keep them busy and vital, thus promoting active ageing. Examples of the transfer of knowledge between generations are the work carried out by the Vittorio Veneto school with the old women working in the reeling plants https://aracneproject.eu/teacher-area/cultural-heritage-demomap/ and the interviews conducted by the students of Chiaravalle to Mrs. Saraceno in the village https://www.arcgis.com/apps/dashboards/38ba49999cb7444d9daf84e8f63e66c0. An example of active ageing was the Santa Lucia di Piave Fair, which saw the participation of the Ateneo Terzo Valore with a small exhibition of silkworms https://aracneproject.eu/creas-revives-silk-heritage-at-the-1364th-international-agriculture-fair-of-santa-lucia-di-piave/ or another was the Sgaetatura Festival, https://aracneproject.eu/the-traditional-sgaetatura-in-massanzago-italy/ which saw the participation of local elderly people.</p> |
| Investors | Private Equity and Venture Capital Firms, Angel Investors, Impact Investors, Government and Public Sector Investors | <p>Although the economic part of the project is not yet fully developed, the partners already have contacts with private companies in this sector. The development of the project is not mature enough to give further details on this subject.</p> |

| Stakeholder category | Stakeholder subcategory | Examples of activities dedicated to particular groups of stakeholders |
|----------------------------|--|--|
| Government agencies | Trade and Commerce agencies, Cultural agencies, Economic Development agencies, Environmental and Sustainability agencies | It is evident that the government and local regional authorities have expressed considerable enthusiasm for the Aracne project, as evidenced by numerous testimonies. The Regional Government of Veneto has issued a law on the conservation of local mulberry trees, with the aim of safeguarding their genetic agrobiodiversity and protecting the landscape. This law is intended to encourage investments in silkworm farming and to protect silk cultural heritage buildings, with a view to establishing a local tourist route focused on silk https://aracneproject.eu/the-veneto-regional-council-italy-approves-the-veneto-silk-road-law/ . In contrast, the Greek Ministry of National Growth and Development, which oversees economic initiatives, has decided to designate Soufli silk as a protected geographical indication. A meeting has been scheduled in Soufli with delegates from the ministry and local stakeholders to discuss the preparation of application documents. |

Table 1 - List of stakeholders reached by the project's C&D&E activities

4. Communication and dissemination tools

The success of any project is contingent upon effective communication and dissemination. The utilisation of tools such as a logo, a website, LinkedIn, and a newsletter is imperative for effective communication and dissemination. These tools serve to establish brand identity, present the project in an engaging and visually appealing manner, and ensure that stakeholders are informed about developments, events, and achievements. In addition to these general tools commonly used in all the project's activities, the Aracne partnership has chosen to utilise particular vehicles of communication at the planning phase. Presently, in the second year of the project, some of these have been completed and are in use.

4.1 Educational kits

The teaching kit, which was developed in the initial phase of the project through a series of experimental trials with the manufacturer, has been specifically designed for the education in sericulture in kindergartens and primary schools. The objective of the kit is to facilitate an introduction to the developmental cycle of the silkworm in a manner that is both straightforward and modern, and to provide children with everything they need to rear the insect from egg to adult eclosion. Given the potential unavailability of mulberry trees in certain school settings, the kit is designed to provide not only the eggs but also a supply of leaf-replacing food, which can be used to sustain the silkworms throughout their development. The incubator is characterised by its small size and portability, which facilitates

its use in a variety of settings, including during winter months, due to its incorporation of a thermo-heater. It is provided with small tools such as tweezers, small brushes and a small box for the rearing of the young larvae. This activity is part of the deliverable D5.6 'Report on preparation of the educational kit and educational packages' that has been realised by CREA. The kit has been demonstrated to possess a high communicative potential, a quality that is further enhanced by the set of instructions and information that accompany the user on the learning path. This set facilitates an introduction to the domain of natural science, with a specific focus on insect biology, and illustrates the complex process of metamorphosis. Furthermore, educators are furnished with ancillary information pertaining to history and traditions, along with recommendations for additional study resources, which are all accessible via the internet. The instructions are currently undergoing translation into the various languages of the partners, and the kit has already been distributed to several schools for preliminary feedback on its educational and communicative potential. The first trials of use are taking place in Italy, Spain, Slovenia and Greece, while in Bulgaria it will be distributed in the autumn. The educational material is available on the Aracne's website at the following link: <https://aracneproject.eu/educational-kit/>

Until the conclusion of the project, the distribution of the kit will be complimentary, subject to the availability of resources. Afterwards, its potential for commercial use is being investigated, particularly with museums and companies in the silk sector who may wish to sponsor its use to spread knowledge about silk.



Figure 1 – Educational kit

4.2 Guide on practical aspects of sericulture

This Guide has not been implemented yet as it is expected for the 30th month of the project.



Figure 2 – ARACNE timeline: D5.7 - Guide on practical aspects of sericulture

4.3 Project video

This Video has not been implemented yet as it is expected for the 30th month of the project.



Figure 3 – ARACNE timeline: D5.8 - Video with educational and cultural aim

4.4 Photographic catalogue

The Photographic catalogue was envisaged for the 24th month of the project, therefore with the same deadline of D5.10. According to the priority assigned to the deliverable on C&D&E, for which an additional version is expected at the conclusion of the project, it was deemed preferable to undertake this task prior to the completion of some supplementary observations and photographs for the catalogue during the next rearing season.



Figure 4 – ARACNE timeline: D5.9 – Photographic catalogue of germplasm resources

4.5 Website

The website (<https://aracneproject.eu/>) represents a pivotal component of the project's branding and communication suite, functioning as the primary point of departure for all communication endeavours. A comprehensive description of the website can be found in [D5.2 – Website and Project Branding Package](#). The online communication has been previously delineated in D5.3 on the 18th month; henceforth, this section will exclusively address the pertinent modifications in relation to the previous activities.

4.5.1 Deliverables

Currently, this section contains 15 deliverables. Only deliverables with a Dissemination Level of Public are uploaded to the website. The deliverables are divided into three main categories (based on the year they were published): 2023 -2024-2025

- The new ones for 2024 are:
 - [D5.3 Progress Report on the online project communication](#)
 - [D5.4 List of scientific and popular publications](#)
 - [D 5.6 Report of preparation of educational kit and educational package](#)
- The new ones for 2025 is:
 - [D1.9 Report on the bottom up and participative activities for building research, innovation and knowledge for the Silk Innovation Ecosystem](#)

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.

4.5.2 Publications

This section includes both popular and scientific publications. At month 24 of the project there are a total of 9 publications in the 'Dissemination' section, one more than in the last report:

- [Presentation of Textile samples at the Exhibition titled 'Silkworms-History, Culture, Tradition, and Science'](#)

12 publications in the 'Scientific Publications' section, 2 more than in the last report:

- [The Silkworm: History, Culture, Tradition and Science](#)
- [Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of *Morus nigra* L. Stem Node Culture](#)

The majority of the publications published on the website are currently collected in 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. It is important to note that the final compilation will be published at the conclusion of the project).

4.5.3 Press Release

The press release section currently contains 18 items, including both videos and articles, which is two more than were included in the previous report. The latest additions pertain to two different subjects: the first item examines the governmental function in the revitalisation of sericulture, in relation to industry in Italy, and has been disseminated through a prominent Italian financial periodical <https://aracneproject.eu/wp-content/uploads/2025/03/press->

[release-sole-24-ore.pdf](#) . The second item is a collection of articles on the success of Calabrian students in the international competition among schools for the heritage path in the Project ARACNE: The Silk Roads and Mulberry Heritage in Calabria <https://aracneproject.eu/wp-content/uploads/2025/01/Calabria-news-collection.pdf>

These resources offer a comprehensive overview of the project's impact and the broader implications for the sericulture sector as a whole.

4.5.4 Silk Stories

The [dedicated section on the website](#) has been enriched with three new silk stories: the first comes from the historical research carried out in the CREA archives and the findings made in the historical places where the first director of the Royal Sericulture Experiment Station of Padua lived. The second is the result of the interaction between CREA and an artist, hosted by a foundation based in an old reeling plant, who, with the help of the staff of the Sericulture Laboratory, created an interactive installation using the cocoons produced by the Veneto farmers. The third is about silk craftsmanship in Iran and its rich cultural tradition, narrated by an Iranian stylist and designer working for a fashion brand that has made sustainability its main objective.

4.5.5 News and Event

In the period subsequent to the previous report on online communication, the most active section has been the Chapter News and Events, which has been used to record the activities of the project partnership. The subsequent table provides a synopsis of the content published in the designated section.

| News n. | Title | Publication date | Months | N. of posts per month |
|---------|---|------------------|-----------|-----------------------|
| 1 | ARACNE Project was presented at the 62nd AGRA International Agriculture and Food Fair | 2024/09/5 | Sept. '24 | 8 |
| 2 | The Veneto Region's training course for agricultural entrepreneurs in sericulture is about to start | 2024/09/16 | | |
| 3 | Once upon a time, there was a "Cavaliere" | 2024/09/18 | | |
| 4 | Guided tour of Villa Abate Barbieri Verson | 2024/09/19 | | |

| News n. | Title | Publication date | Months | N. of posts per month |
|---------|---|------------------|----------|-----------------------|
| 5 | Pesaro silk routes. Reeling plants in Pesaro between the 19th and 20th centuries | 2024/09/23 | | |
| 6 | Excursion of the Slovenian rearers to the silk farmers and mulberry plantations of the Italian Friuli-Venezia Giulia and Veneto regions | 2024/09/25 | | |
| 7 | SCIENCE4ALL 2024. The European Silk Road: An Interactive Exhibition of Silkworms and Cocoons to Discover All the Secrets of Silk and the Spread of Sericulture in Europe. | 2024/09/26 | | |
| 8 | Re-establishment of Slovenian Sericulture and Silk Industry workshop organised as accompanied programme of the Slovenian Veterinary Congress | 2024/10/07 | Oct. '24 | 7 |
| 9 | Expert excursion to the Karst by members of the Slovenian Society for Plant Biology | 2024/10/09 | | |
| 10 | Famous personalities from the Venetian territory: From Marco Polo to Prospero Alpini | 2024/10/16 | | |
| 11 | Mulberry leaves and diabetes: a breakthrough in 1-DNJ controlled release | 2024/10/18 | | |
| 12 | Presentation of the use of geospatial technologies in the ARACNE project at the Esri Spain Conference | 2024/10/22 | | |
| 13 | Sustainable textile supply chains: combining tradition and innovation in agriculture to support the domestic fashion industry | 2024/10/30 | | |
| 14 | State Silk Museum Reopens: Celebrating 135 Years of Georgian Sericulture Heritage | 2024/10/30 | | |
| 15 | The book "Silk at the foot hill of the Veneto Region" presented in Marostica (Vicenza) | 2024/11/12 | | |
| 16 | Opening of the Temporary Exhibition – The Silk in Murcia: Weaving History and Science | 2024/11/12 | | |

| News n. | Title | Publication date | Months | N. of posts per month |
|---------|--|------------------|---------|-----------------------|
| 17 | IMIDA Presentation of “Recuperando el Patrimonio Cultural de la Seda” (Recovering the Cultural Heritage of Silk) | 2024/11/13 | Nov.24 | 4 |
| 18 | University of Maribor Expands Mulberry Collection for ARACNE Project | 2024/11/22 | | |
| 19 | First meeting of the ARACNE Project with the Advisory Board members: a key milestone | 2024/11/24 | | |
| 20 | Journeying toward a sustainable future | 2024/12/09 | | |
| 21 | Can sericulture be carried out in Veneto in the third millennium? | 2024/12/10 | | |
| 22 | CREA’s revives Silk Heritage at the 1364th International Agriculture Fair of Santa Lucia di Piave | 2024/12/19 | | |
| 23 | Information conference on the progress and activities carried out in the first half of the ARACNE project | 2024/12/20 | | |
| 24 | HABITAT 2022. Is silkworm rearing possible in the province of Belluno in the third millennium? | 2025/01/13 | Jan. 25 | 3 |
| 25 | The University of Maribor Showcases Textile Creativity and Revives Sericulture Heritage | 2025/01/13 | | |
| 26 | Calabrian students from “Enzo Ferrari” Institute shine with the European Project ARACNE | 2025/01/22 | | |
| 27 | The Light by Sonja Šterman Returns to the Exhibition Costume & Contemplation On Religion | 2025/02/04 | | |

Table 2 - List of posts from the ARACNE website

4.5.6 Website analytics

In this analysis, the time frame considered is the year 2024, from September 1st through the end of February 2025 (the time of the due date of this deliverable). The following provides a

general over-view of the website's performance during this period. The site attracted a total of 1,016 users, with 975 of these being new visitors. Over the course of six months, the website recorded more than 6,631 page views, and the total number of events tracked by the site exceeded 19,000. The peak number of visitors occurred between the middle of November and the middle of December.

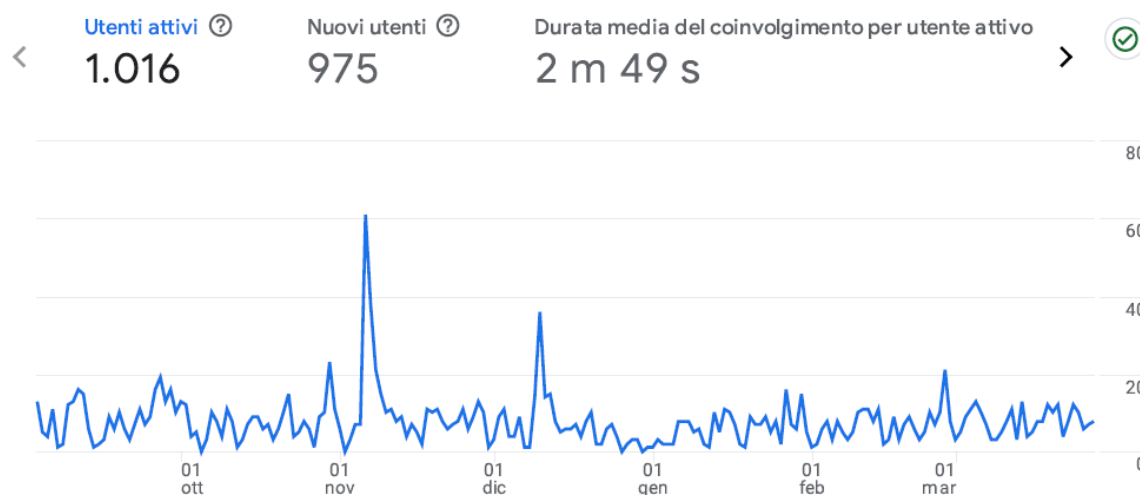


Figure 5 - Overview of user activity on the website

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, especially the school map. 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.

Visualizzazioni per Titolo pagina e classe schermata



| TITOLO PAGINA E CLASSE SCHERMATA | VISUALIZZAZIONI |
|---|-----------------|
| Aracne – Advocating role of silk art and cultural heri... | 1.396 |
| News and Events – Aracne | 692 |
| European Silk Route – Educational Project map – Ar... | 399 |
| Teacher area – Aracne | 396 |
| Silk Stories – Aracne | 253 |
| Objectives – Aracne | 230 |
| Educational project – Aracne | 199 |

Figure 6 -Most visited pages of the website

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 7 - Users by country of origin

In conclusion, the website has continued to demonstrate robust performance in engaging users from September 1st, 2024, to February 28th, 2025. The website attracted 1,016 users and received approximately 7,000 page views, indicating a substantial reach and user interest. The homepage, the 'News and Events' page, and the school activities page have been identified as key drivers of traffic, emphasising their role in both project operations and communication efforts. This finding suggests that these web pages play a pivotal role in fostering user engagement and facilitating content dissemination. The website serves as the

primary conduit for communication, with all materials initially published there before being disseminated across other social media platforms.

Geographically, Italy leads in user numbers, followed by Slovenia and Spain, indicating a strong presence in these regions. The subsequent figure provides a more detailed breakdown of user behaviour metrics on a country-by-country basis. The analytics demonstrate that the website is operating efficiently and is an effective instrument to support the project's communication strategy. However, there are also areas that require attention to enhance the website's performance and ensure that it continues to fulfil its function as a primary tool for the dissemination of project-related information.

4.6 LinkedIn

The following table summarizes the performance of LinkedIn posts published between September 2024 and March 2025. For each post, key engagement metrics are reported, including the number of impressions, likes, reposts, and clicks, as well as the publication date and a direct link to the post. This data offers a detailed overview of how each post performed in terms of visibility and interaction, helping to identify trends, successful content types, and opportunities for improvement in future communication strategies.

| Post N. | N. of Impression | N. of Likes | N. of Repost | N. of Clicks | Date of the post | Link |
|---------|------------------|-------------|--------------|--------------|------------------|---|
| 46 | 677 | 19 | 2 | 177 | 09/03/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7236662397116010497 |
| 47 | 322 | 11 | 3 | 15 | 09/05/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7237754058579554305 |
| 48 | 289 | 9 | 2 | 25 | 09/12/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7240018912325578753 |
| 49 | 196 | 10 | 3 | 5 | 09/20/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7242922659234144256 |
| 50 | 259 | 8 | 2 | 10 | 09/20/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7243552120627490816 |
| 51 | 171 | 7 | 1 | 17 | 09/23/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7243982373216768001 |
| 52 | 216 | 6 | 1 | 10 | 09/25/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7244729921485361153 |
| 53 | 186 | 13 | 2 | 10 | 09/27/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7245346990451023875 |
| 54 | 360 | 8 | 3 | 7 | 10/01/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7246904289795723264 |
| 55 | 104 | 4 | 1 | 3 | 10/08/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7249425830966161408 |
| 56 | 326 | 9 | 3 | 3 | 10/09/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7249788264511922176 |
| 57 | 89 | 4 | 2 | 5 | 10/09/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7250143037438255106 |
| 58 | 432 | 11 | 4 | 8 | 10/18/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7253068568919990272 |
| 59 | 303 | 12 | 5 | 2 | 10/22/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7254496045865332736 |
| 60 | 104 | 6 | 2 | 5 | 10/25/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7256046965291970561 |
| 61 | 102 | 8 | 2 | 7 | 10/30/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7257413457300365314 |
| 62 | 122 | 8 | 3 | 1 | 10/30/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7258115600231620609 |
| 63 | 176 | 6 | 0 | 28 | 10/30/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7258787507549421569 |
| 64 | 363 | 3 | 1 | 4 | 11/05/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7259874730143334401 |
| 65 | 150 | 8 | 2 | 4 | 11/12/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7262132041628991488 |
| 66 | 123 | 4 | 1 | 3 | 11/21/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7265310640360091649 |
| 67 | 142 | 8 | 2 | 11 | 11/25/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7266835623108366336 |
| 68 | 84 | 3 | 1 | 1 | 11/28/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7268209584782131201 |
| 69 | 165 | 6 | 2 | 40 | 12/03/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7269742180770926593 |
| 70 | 85 | 4 | 1 | 1 | 12/10/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7272271347743932418 |
| 71 | 113 | 4 | 2 | 5 | 12/12/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7272996139094691840 |
| 72 | 231 | 12 | 3 | 89 | 12/20/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7275880148757827584 |
| 73 | 134 | 4 | 2 | 2 | 12/20/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7277276842770714624 |
| 74 | 156 | 8 | 2 | 5 | 12/23/2024 | https://www.linkedin.com/feed/update/urn:li:activity:7277624127463510016 |
| 75 | 125 | 6 | 2 | 3 | 01/13/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7284600139732635650 |
| 76 | 166 | 4 | 2 | 38 | 01/17/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7286019477308121088 |
| 77 | 699 | 10 | 2 | 7 | 01/22/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7287850255050559488 |
| 78 | 142 | 11 | 1 | 10 | 02/04/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7292565090472517632 |
| 79 | 259 | 14 | 3 | 13 | 03/07/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7303806659259174913 |
| 80 | 136 | 9 | 1 | 39 | 03/14/2025 | https://www.linkedin.com/feed/update/urn:li:activity:7306355970492788737 |

Table 3 - List of posts from the LinkedIn page

The posts have a total of 7,707 impressions, with an average of 220.2 impressions per post. The posts have gathered a total of 277 likes (an average of about 7.9 likes per post). All posts have been shared 71 times, with an average of 2 shares per post. Additionally, the posts recorded a total of 613 clicks, averaging 17.5 clicks per post.

The engagement rate appears moderate, with a relatively stable ratio between likes and impressions. The number of clicks per post is significantly higher than the likes, suggesting that users show more interest in accessing the linked content than in interacting directly with the post. This may indicate effective call-to-actions or topics that drive curiosity and conversion.

4.6.1 LinkedIn analytics

This chapter aims to provide an overview of the analytics related to LinkedIn posts and activities, presented through tables that describe the trends over the past months (from September 2024 to March 2025). These tables include data on impressions, clicks, reactions, shares, and other key engagement metrics. The information is based on the data available from the LinkedIn platform and offers a comprehensive look at the performance of published content during this period.

All data presented in this chapter are purely organic and not influenced by sponsored content or paid promotions. The insights reflect authentic engagement metrics based on user interactions on LinkedIn.

The following graph illustrates the trend of organic impressions on LinkedIn posts between September 2024 and March 2025. During this period, the total number of impressions reached 8,367. The data shows a clear downward trend: impressions peaked at over 2,000 in early September and gradually declined in the following months, with a brief increase observed around January. This consistent drop may reflect a decrease in posting frequency, changes in content strategy, seasonality, or reduced audience engagement.

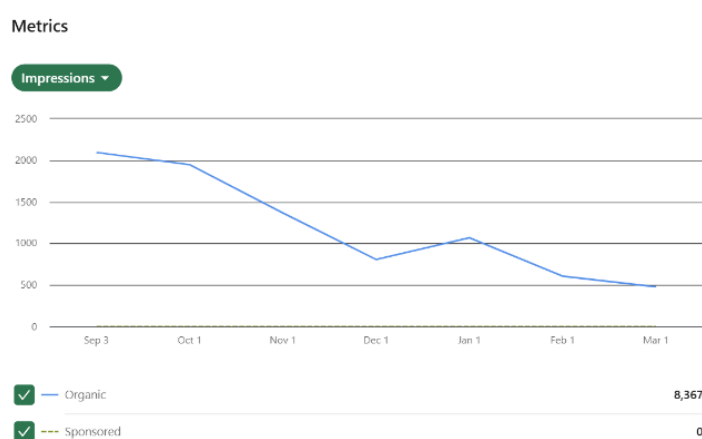


Figure 8 - Impression curve on LinkedIn

The visual below illustrates the number of unique members reached through organic LinkedIn posts between September 2024 and March 2025. Over the course of this period, a total of 4,510 members were reached. The data reveals a consistent downward trend, with reach decreasing from over 1,100 members in early September to approximately 250 by March. A modest uptick is noticeable between December and January, but the overall pattern remains one of decline.

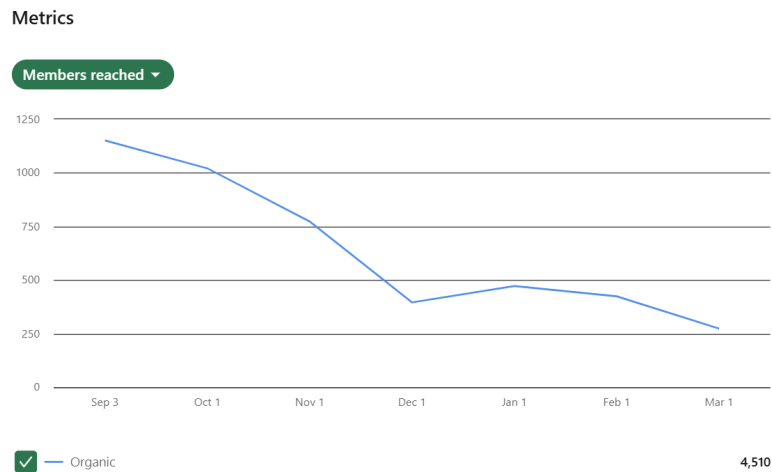


Figure 9 - Unique views curve on LinkedIn

A total of 667 clicks were generated by organic LinkedIn posts between September 2024 and March 2025. The graph below presents this data, showing an initial drop from over 250 clicks in September to around 50 in October. In the following months, the number of clicks remained relatively stable, fluctuating between 50 and 100. This trend suggests an early peak in user interaction with content, followed by a plateau that may reflect consistent, though lower, interest in the posts.

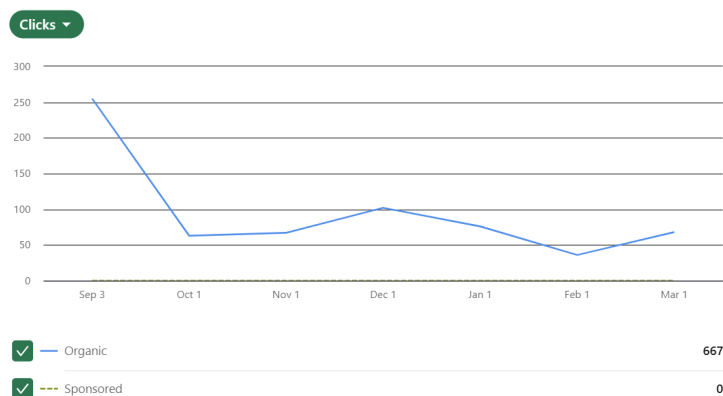


Figure 10 - Clicks curve on LinkedIn

The chart presented here illustrates the trend of reactions on organic LinkedIn posts between September 2024 and January 2025. The data highlights a consistently decreasing trend, with

an initial peak in reactions in September, followed by a steady decline in the following months, reaching the lowest values in January 2025. This trend suggests a rapid drop in user interest and engagement with the content, leading to a stagnation in interactions.

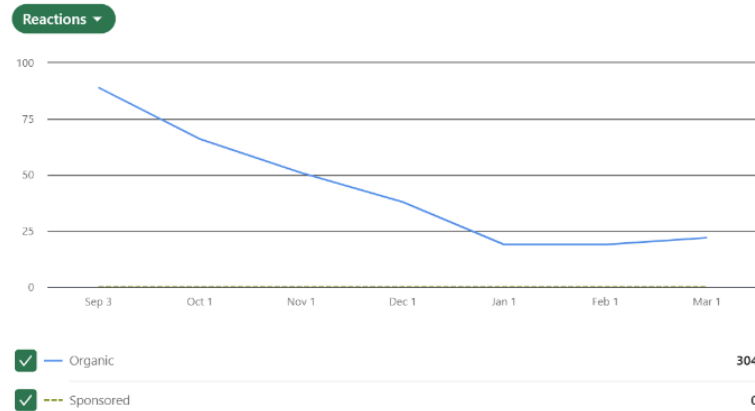


Figure 11 - Reactions curve on LinkedIn

The chart displayed here represents the engagement rate of organic LinkedIn posts between September 2024 and March 2025. On average, the engagement rate stands at 11.7%, with fluctuations observed throughout the period. The data reveals an alternating pattern, with periods of higher engagement followed by dips, suggesting varying levels of user interaction with the content. This fluctuation indicates that while there are spikes in interest, the overall engagement rate remains relatively stable on average. The average engagement rate is notably high compared to the typical rate for LinkedIn posts, highlighting strong user interaction and interest in the content.

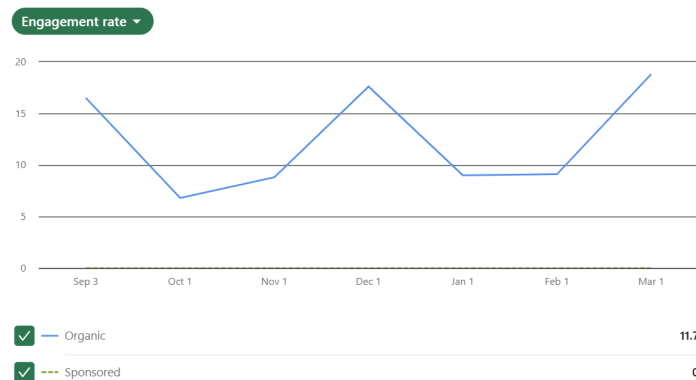


Figure 12 - Engagement curve on LinkedIn

The following chart illustrates the number of comments on organic LinkedIn posts between September 2024 and March 2025. Throughout this period, only 3 comments were recorded, indicating a very low level of interaction in terms of user feedback.

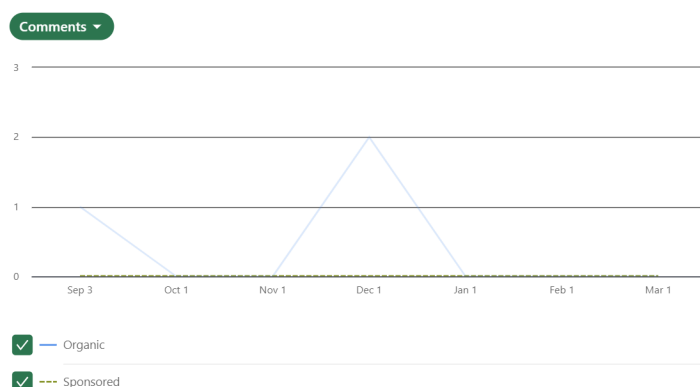


Figure 13 - Comments curve on LinkedIn

The data shown below represents the number of reposts on organic LinkedIn posts between September 2024 and March 2025. A total of just 7 reposts were made, reflecting a relatively low level of content sharing.

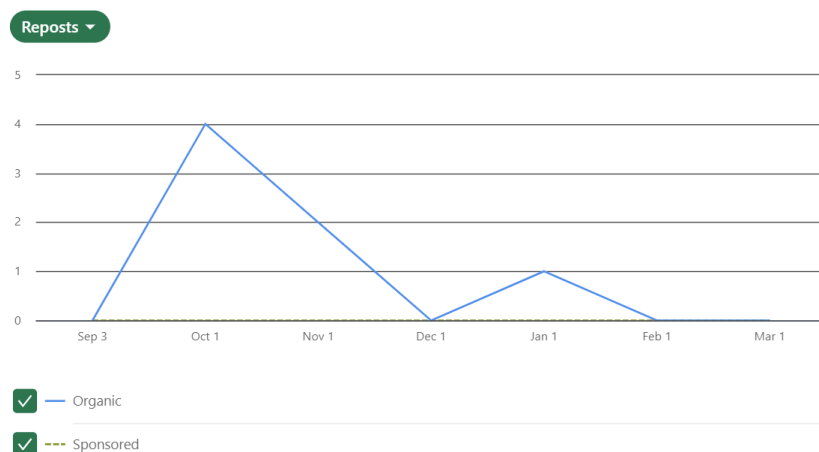


Figure 14 - Reposts curve on LinkedIn

4.7 Instagram page

This chapter provides an overview of the Instagram posts, with details such as the number of likes, accounts reached, and a link to each post. The data covers trends from September 2024 to March 2025, offering a comprehensive view of the performance of published content during this period.

| Post N. | N. of Accounts reached (F and NF) | N. of Likes | Date of the post | Link |
|---------|-----------------------------------|-------------|------------------|---|
| 28 | NA | 14 | 09/09/2024 | https://www.instagram.com/p/C_sySbTtKiZ/?utm_source=ig_web_copy_link |
| 29 | NA | 7 | 23/09/2024 | https://www.instagram.com/p/DAQ0RKMPiG/?utm_source=ig_web_copy_link |
| 30 | NA | 12 | 26/09/2024 | https://www.instagram.com/p/DAYIk70tTIO/?utm_source=ig_web_copy_link |
| 31 | NA | 11 | 27/09/2024 | https://www.instagram.com/p/DAagPWUNAWR/?utm_source=ig_web_copy_link |
| 32 | NA | 12 | 10/10/2024 | https://www.instagram.com/p/DA818-csGCw/?utm_source=ig_web_copy_link |
| 33 | NA | 11 | 21/10/2024 | https://www.instagram.com/p/DBYROSBNQlb/?utm_source=ig_web_copy_link |
| 34 | NA | 17 | 31/10/2024 | https://www.instagram.com/p/DBYUqJytjGv/?utm_source=ig_web_copy_link |
| 35 | NA | 7 | 04/11/2024 | https://www.instagram.com/p/DB8r9lbNvZ1/?utm_source=ig_web_copy_link |

| | | | | |
|----|--------------------------|----|------------|---|
| 36 | NA | 11 | 13/11/2024 | https://www.instagram.com/p/DCUSyflNTk5/?utm_source=ig_web_copy_link |
| 37 | NA | 8 | 21/11/2024 | https://www.instagram.com/p/DCoSVmFNlMM/?utm_source=ig_web_copy_link |
| 38 | NA | 10 | 25/11/2024 | https://www.instagram.com/p/DCyyPAGNS-d/?utm_source=ig_web_copy_link |
| 39 | NA | 1 | 04/12/2024 | https://www.instagram.com/p/DDKGhdht-KA/?utm_source=ig_web_copy_link |
| 40 | 110 (73.4% F / 26.6% NF) | 16 | 20/12/2024 | https://www.instagram.com/p/DDzFyVqMWLq/?utm_source=ig_web_copy_link |
| 41 | 34 (95% F / 5% NF) | 3 | 27/12/2024 | https://www.instagram.com/p/DEFpfoGtsLL/?utm_source=ig_web_copy_link |
| 42 | 72 (83.2% F / 16.8%) | 7 | 02/01/2025 | https://www.instagram.com/p/DEUfOBQsV2N/?utm_source=ig_web_copy_link |
| 43 | 59 (94% F / 6% NF) | 6 | 07/01/2025 | https://www.instagram.com/p/DEhx79Ysgoe/?utm_source=ig_web_copy_link |
| 44 | 57 (93.9% F / 6.1% NF) | 8 | 14/01/2025 | https://www.instagram.com/p/DEztiQisWzP/?utm_source=ig_web_copy_link |
| 45 | 68 (92.6% F / 7.4% N) | 7 | 17/01/2025 | https://www.instagram.com/p/DE7Rhdns_IN/?utm_source=ig_web_copy_link |
| 46 | 22 (100% F) | 7 | 28/03/2025 | https://www.instagram.com/p/DHtc-5yMm2j/?utm_source=ig_web_copy_link |

Table 4 - General overview about the posts on Instagram

4.8 Newsletter

During the same period (September 2024 - March 2025), five newsletters were published both on Instagram and via the Brevo platform. These newsletters can be accessed through the links provided below.

#4 Newsletter – 23/09/24

- <https://www.linkedin.com/feed/update/urn:li:activity:7243982373216768001>
- https://www.instagram.com/p/DAQ0RKMPjG/?utm_source=ig_web_copy_link

#5 Newsletter – 26/10/24

- <https://www.linkedin.com/feed/update/urn:li:activity:7258787507549421569>
- https://www.instagram.com/p/DB8r9IbNvZ1/?utm_source=ig_web_copy_link

#6 Newsletter – 02/12/24

- <https://www.linkedin.com/feed/update/urn:li:activity:7269742180770926593>
- https://www.instagram.com/p/DDKGhdht-KA/?utm_source=ig_web_copy_link

#7 Newsletter – 15/01/25

- <https://www.linkedin.com/feed/update/urn:li:activity:7286019477308121088>
- https://www.instagram.com/p/DE7Rhdns_IN/?utm_source=ig_web_copy_link

#8 Newsletter – 14/03/25

- <https://www.linkedin.com/feed/update/urn:li:activity:7306355970492788737>
- https://www.instagram.com/p/DHtc-5yMm2j/?utm_source=ig_web_copy_link

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.

4.9 YouTube channel

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. In addition to these initial two videos, two more videos have been published, which have respectively 62 and 23 views. The links to these videos are provided below.

- #5 Video: <https://youtu.be/JHDjGF1RnDo?si=OsLhvpv17PPm6BtY>
- #4 Video: <https://youtu.be/PCIKdw6Pn0k?si=MjX2pjcWVL8DrjhR>

4.10 Conferences, meetings, events

The partnership has especially chosen to communicate with the public by organising conferences and meetings or other events, the content of which has also been reported in the media. The table in Annex 1 reports about this activity from September 2024 to February 2025 as a summary of all the relevant activities.

4.11 Trade and agriculture fairs

This constitutes a further illustration of the manner in which communication was accomplished. It is especially pertinent for communication with sector stakeholders, particularly companies. It is noteworthy that this approach has been adopted by other partners as well.

| Partner | Trade and agriculture fairs | Date |
|---------|--|---------------------|
| UM | ARACNE Project was presented at the 62nd AGRA International Agriculture and Food Fair https://aracneproject.eu/aracne-project-was-presented-at-the-62nd-agra-international-agriculture-and-food-fair/ | 2024/09/5 |
| CREA | CREA's revives Silk Heritage at the 1364th International Agriculture Fair of Santa Lucia di Piave https://aracneproject.eu/creas-revives-silk-heritage-at-the-1364th-international-agriculture-fair-of-santa-lucia-di-piave/ | 2024/12/14-16th |
| SCS | Participation of SCS in the International Agricultural Fair, in Plovdiv, Bulgaria | 2025/02/18th – 22nd |

4.12 Vocational courses and field excursions for farmers

Vocational courses and field excursions for farmers are not a planned part of the Aracne project itself. However, partners have integrated relevant components of the project into their vocational courses, specifically those designed for farmers and technicians, with the aim of providing a comprehensive illustration of the Aracne project's evolution and the

opportunities it presents to farmers. This approach is of particular significance as it ensures the dissemination of continuous updates to one of the project's key stakeholder groups. The two vocational courses that have been organised by partners in this 6 month-period (from September 2024 to February 2025) are reported below.

| Partner | Vocational course and field excursions | Date |
|---------|--|------------|
| CREA | The Veneto Region's training course for agricultural entrepreneurs in sericulture is about to start https://aracneproject.eu/the-veneto-regions-training-course-for-agricultural-entrepreneurs-in-sericulture-is-about-to-start/ | 2024/09/16 |
| UM | Excursion of the Slovenian rearers to the silk farmers and mulberry plantations of the Italian Friuli-Venezia Giulia and Veneto regions https://aracneproject.eu/excursion-of-the-slovenian-rearers-to-the-silk-farmers-and-mulberry-plantations-of-the-friuli-venezia-giulia-region/ | 2024/09/25 |

4.13 Conceptual temporary exhibitions in Silk Museums

| Partner | Conceptual temporary exhibitions | Date |
|---------|---|------------|
| SSM | Exhibition 'Silk Chronicles from Padua to Soviet Era' https://aracneproject.eu/?s=silk+chronicles | 2024/10/09 |
| SSM | Exhibition Interactive corner / Visitors' memory cards https://www.facebook.com/silkmuseum/posts/pfbid0LGsJ8mQ4VqwmCRqe25h5BySUK4fnc9U9JcNdxCPjwZbRifSLo2eCuufaQAG2oULKl?rldid=nflUP114sv2Ktn8q | 2024/10/09 |
| CREA | A sound installation that senses and responds to visitors - Automata by Priss Niinikoski | 2024/11/09 |
| IMIDA | Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" https://aracneproject.eu/opening-of-the-temporary-exhibition-the-silk-in-murcia-weaving-history-and-science/ | 2024/12/11 |

5. Activities with schools

This kind of activity has already been described in the dedicated deliverables: D1.2 Report on the bottom-up and participative activities for building research, innovation and knowledge for the Silk Innovation Ecosystem; D1.9 Report on the bottom-up and participative activities for building research, innovation and knowledge for the Silk Innovation Ecosystem Version 2.0 (second school year report), and will be completed by the D.10 Report on the bottom-up and participative activities for building research, innovation and knowledge for the Silk Innovation Ecosystem Version 3.0 (third school year report). Consequently, these issues will not be addressed in this text.

6. Relationships with other projects

As outlined in D5.1, the Aracne project has the capacity to be associated with other projects at the European, national, or regional level, or to serve as a source of inspiration for the design of subsequent research. In this section, we delineate the manner in which the partnership has been active in this field during these six months of the Aracne activity from September 2024 to February 2025.

CREA: as already reported in D5.12 the Aracne project gave to the lead partner the chance to work more strictly with the local territory, and especially with the Government of the Veneto Region, which issued the Regional Law no. 6 of 13 March 2024 (Regional Official Bulletin no. 35/2024) 'Via della seta veneta: disposizioni per la salvaguardia e la valorizzazione dei gelsi e per la promozione e il sostegno della gelsibachicoltura e la valorizzazione di un itinerario turistico culturale regionale' (Veneto Silk Road: provisions for the preservation and enhancement of mulberry trees and for the promotion and support of mulberry cultivation and the development of a regional cultural tourism itinerary). Following this approval, there were many opportunities in which the activity carried out for the Regional Law gave CREA the chance to communicate about the Aracne Project, as the theme of the cultural heritage of silk is common to the Law and to the Aracne Project. Furthermore, on the basis of the experience gained in the Aracne Project and the partnership of some of the farmers involved in the WP3 study, CREA prepared, as scientific referent, the EIP project 'Morus up', which was presented to the Veneto Regional Authority. Crea also participated in a project recently supported by the Cariplo Foundation for the restoration of some pilot rearings in the province of Verona and led by the University of Verona. Another project has been presented to the Friuli Venezia Giulia and Slovenian authorities as a joint project between CREA and the University of Ljubljana and Maribor; the Interreg Ita/Slo MORUS_ADAPT has the aim of reintroducing into production in this area the original varieties identified with the Aracne project, as one of the territorial strategies to address climate change.

UM: The UM Faculty of Agriculture and Life Sciences collaborates with partners from the Veterinary and Biotechnical Faculties of the University Ljubljana on the 'New European Silk - the Greenest Textile of the Future' project. This initiative is part of a Preparatory-Research Project and a Big Interdisciplinary Project, both funded by the University of Ljubljana and the Slovenian Research and Innovation Agency (ARIS). The mulberry germplasm collection of the UM, enlarged and analysed on the basis of the ARACNE project, serves as a back source for propagation of local mulberry varieties, ensuring a supply of materials for both experimental designs and silkworm larvae feeding experiments. Additionally, the two Universities collaborate in dissemination activities and are preparing a silk exhibition for the European Capital of Culture 2025 in Nova Gorica-Gorizia in June 2025, taking inspiration again from the Aracne experience.

Furthermore, two research groups within UM, which are active in the ARACNE project, i.e. the Faculty of Mechanical Engineering and the Faculty of Electrical Engineering and Computer Science, have established cooperation with The Heritage Science Laboratory of Ljubljana (HSL at the University of Ljubljana's Faculty of Chemistry and Chemical Technology) via SAFESILK research project, an FWO/ARIS funded WEAVE project. More specifically, Ibrahim Elrefaey, researcher at HSL, is conducting part of his research work within SAFESILK, at the testing laboratories in Maribor, analysing tensile properties and breaking strength of weighted silk samples. In this way, both of the projects, ARACNE and SAFESILK, are benefitting from mutual exchange of knowledge, as well as research equipment: projects cover complimentary topics within the broader silk-related eco-system and thus offer ample opportunity for enriching research work, conducted in both endeavours.

SCS: In February 2025 SCS - Vratsa became a partner of a consortium, candidate to apply for support within the selection procedure 'Establishment of operational groups (first step)' under the intervention II.G.1. 'Support for operational groups within the European Innovation Partnership' of the Strategic Plan for the Development of Agriculture and Rural Areas of the Republic of Bulgaria for the period 2023-2027. The competition consists of two stages. In the first step, the consortium should prepare the project and, if necessary, involve other partners. If the first step is approved, the second step (September 2025) will be the submission of the project. The funding will be up to 500000 Euro for 3 years. Other partners in this consortium are other research institutions, private companies and farmers. The first draft of the project topic is '*Bombyx mori* as an innovative factor in agriculture in North-West Bulgaria'. The project activities, if approved, will include: 1) Assessment of the current status - traditions, facilities, mulberry plantations, farmers, *Bombyx mori* growth parameters and characteristics, silk harvesting sites; 2) Identification of new sites for mulberry plantations and construction of *Bombyx mori* growth facilities (eco-buildings to address energy sustainability) as part of a new element in animal husbandry. 3) Develop new technology in poultry feeding by introducing *Bombyx mori* pupae as a novel feed ingredient. 4) To evaluate the economic potential of this process. 5) To initiate a new type of farming based on circular

economy principles. 6) To initiate research into the bioactive compounds of *Bombyx mori* that can improve the health of birds/animals. This project also has been conceived on the basis of the experience achieved in the Aracne project.

ASM: the Associated partner 'Art of the Silk Museum' is participating into another European project: 'Tracks4Crafts', establishing interesting links between the two activities.

7. Exploitation of ARACNE results

At the current stage, the results of the ARACNE project are still in development, but various early forms of exploitation are already emerging across policy, research, business, education, and cultural fields:

- 1) Confindustria Como, the association of the main industries of the Italian silk district, is building a website on 'European Silk' and its staff has recently researched the Aracne project and asked for the support of the Aracne lead partner, so this is one of the most important communication fallouts of this project and a way in which the project experience can be exploited by other stakeholders.
- 2) Regional authorities are more confident in the chances of developing a silk ecosystem and are actively investing to support regional initiatives, exploiting the first project results.
- 3) The Aracne partners are more trustful in the success of their research project and have learnt a lot from each other, so that they are presenting new proposals, exploiting their previous knowledge in the field.
- 4) The companies in the project are realizing their objectives and are collaborating with each other and with academic partners, know-how that begins to be exploited in planning their future business and investment.
- 5) Schools are actively involved in the project and the methods used are a 'learnt lesson' that is starting to be adopted at local level (adopted, for example, by the Veneto region), exploiting disseminated results.
- 6) The stakeholders of the silk points of interest contacted for the development of the virtual map are gradually becoming aware of the action on their territory and are keen to participate in the construction of a 'European Silk Route', which will constitute the future most impactful exploitation.
- 7) Many artists are increasingly interested in learning about the project and working in the silk sector by exploiting material and knowledge they can easily access in the framework of the Aracne project.

Moreover, the findings from *Deliverable 3.1 – Progress Report on the valorisation of silk-built heritage and landscapes* developed by INI have added a significant layer of depth to exploitation opportunities, especially by providing:

- **New business and governance models** for the revitalisation of silk-related heritage, developed through the use of tools like the Sustainable Business Model Canvas (SBMC), and tested in pilot regions such as Murcia (IMIDA case) and Veneto (D'orica Treasures).
- **A systemic vision for the European Silk Route**, reframed not only as a historical-cultural itinerary, but also as an innovation-driven value chain engaging public authorities, museums, CCIs, schools, and tourism stakeholders.
- **Practical models for heritage-led regeneration**, where traditional sericulture, landscape preservation and digital storytelling converge to support local economic development and cultural identity.
- **A replicable approach to stakeholder engagement**, highlighting best practices in cross-sector collaboration, such as museum-based exhibitions, educational outreach, and artist-in-residence programmes linked to silk ecosystems.

Thus, D3.1 contributes to positioning ARACNE as a catalyst for long-term cultural, economic, and environmental value creation, with impacts expected to extend well beyond the project's formal conclusion.

8. Conclusions

Although it is very difficult to summarise the C&D&E activities, which by their very nature are made up of very different categories of outputs and actions, this deliverable has been designed to give an overview of the main efforts made by the partnership in this sense up to this point and in continuation of the reports already presented. As it can be observed from a careful reading of these pages, the partnership has been very active in the communication and dissemination of the project and even in the exploitation actions, which, although they can start during the project, will have visible results and fallouts at a certain distance from the establishment of each individual activity. Therefore, we will revise this deliverable in the final report D5.11, by giving a final and most complete picture about C&D&E.

ACRONYMS

[C&D&E] *COMMUNICATION & DISSEMINATION & EXPLOITATION*

[D] DELIVERABLE

ANNEX 1

ACRONYMS

| 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 | The Veneto Region's training course for agricultural entrepreneurs in sericulture is about to start | Vocational course of sericulture | Venetian farmers | Course on Teams/Aracne/CREA/CIPAT website/Facebook | Farmers trained in sericulture and in the Aracne theme | Delivered |
| | Once upon a time, there was a "Cavaliere" | Conference/Exhibitions of silkworms | General Public | Aracne/CREA website/social | Awareness about the project's theme | Delivered |
| | Guided tour of Villa Abate Barbieri Verson | Guided tour on a point of interest for sericulture | General Public/Tourists | Aracne/CREA website/social | Promotion of silk heritage places | Delivered |
| | Pesaro silk routes. Reeling plants in Pesaro between the 19th and 20th centuries | Exhibition | General Public/Historians | Aracne/CREA website/social | Promotion of silk heritage places | Delivered |
| | SCIENCE4ALL 2024. The European Silk Road: An Interactive Exhibition of Silkworms and Cocoons to Discover All the Secrets of Silk and the Spread of Sericulture in Europe. | Exhibition | General Public/Students | Aracne/CREA/U NIPD website/social | Awareness about the project's theme | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|------------------------------------|--|--|-----------|
| | Famous personalities from the Venetian territory: From Marco Polo to Prospero Alpini | Exhibition | General Public/Local Authorities | Aracne/CREA/website/social | Awareness about the project's theme | Delivered |
| | Mulberry leaves and diabetes: a breakthrough in 1-DNJ controlled release | Press release | General public | Website | Awareness about the possible utilization of mulberry | Delivered |
| | The book "Silk at the foot hill of the Veneto Region" presented in Marostica (Vicenza) | Conference | Local public | Aracne/CREA/website/social/local press | Publication/information about the project themes | Delivered |
| | Can sericulture be carried out in Veneto in the third millennium? | Conference | Local public/Farmers' associations | Aracne/CREA/website/social/local press | Awareness about the economic and environmental benefits of sericulture | Delivered |
| | CREA's revives Silk Heritage at the 1364th International Agriculture Fair of Santa Lucia di Piave | Exhibition/Laboratories for schools/Conference | Local public/farmers/schools | Aracne/CREA/website/social/local press | Awareness about the economic and environmental benefits of sericulture | Delivered |
| | HABITAT 2022. Is silkworm rearing possible in the province of Belluno in the third millennium? | Conference | Local public/farmers/schools | Aracne/CREA/website/social/local press | Awareness about the economic and environmental benefits of sericulture | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------------------|---|---|--|--|--|-------------------|
| | Calabrian students from “Enzo Ferrari” Institute shine with the European Project ARACNE | Event | Local authorities/schools/institutions | Aracne/CREA/website/social/local press | Students involved in the sericulture heritage/awareness of local communities | Delivered |
| SSM – Lepi State Silk Museum | Social Media Campaign | In August 2024, SSM started visual campaign “DO YOU KNOW?” - creating informational cards and promote silk related stories and narratives in the framework of ARACNE project | General public | Museum social media platforms FB/IG link1 link2 link3 | Awareness on the project themes | Delivered/Ongoing |
| | Local Agro TV NEWS | In August 2024, local Agro TV news made a reportage about final stage of museum rehabilitation and further plans. Collection Curator Salome Pachuashvili represented ARACNE activities in her interview | Local public | Youtube channel / museum official FB page link | Awareness on the project themes | Delivered |
| | Exhibition “Silk Chronicles from Padua to Soviet Era” | Temporary Exhibition in the framework of ARACNE project represents rare infographics from late 19th century from Padua (illustrations of silkworm and silkworm diseases), soviet era posters of sericulture and moriculture from the museum | General Public | Museum website & social media platforms link | Awareness on sericulture history | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|------------------------------|---|-----------------------------|--|----------------------------------|-----------|
| | | collection as well as archival photo-video material. The presented material introduces visitors to the field of sericulture by artistically combining the general characteristics of the era, visual and textual elements. By looking back, important contours are drawn that demonstrate how much influence silk has had on Georgian cultural heritage in relation to global industry. | | | | |
| | News on local media platform | Museum reopening program was launched and exhibition in the framework of ARACNE project "Silk Chronicles from Padua to Soviet Era" was one of the main highlights of this historically significant event. | General public/local public | Georgia Today's and Fb webpages / museum social media platform link | Awareness on sericulture history | Delivered |
| | Local Tv Ertulovneba | Museum collection curator Salome Pachuashvili, as a guest on local TV, presents the museum reopening and discusses the ARACNE project in her interview. | Local public | Local TV channel / Museum social media platforms | Awareness on the Aracne's themes | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|---|---------------------------|---|----------------------------------|-----------|
| | Educational activity, school visits to the museum | During Oct-Nov. 2024 in the framework of ARACNE project collaborating schools groups have visited the museum. Planned activities involve 20 students (9th and 10th grades) from three different regions of Georgia - Batumi, Zemo Alvani, and Tbilisi. | Schools | Museum social media platforms FB/IG link | Education in sericulture | Delivered |
| | Educational activity, mentor school visits | In December 2024, the museum representative and Head of Educational Programs, Ekaterine Mumladze, visited collaborating schools in Tbilisi, Batumi, and Alvani, where she shared guidelines for working on the ArcGIS Map. | Students | Museum social media platforms FB/IG link | Education in sericulture | Delivered |
| | Public Lecture "The Great Silk Road in Georgia" | At the end of November 2024, the museum launched a public meeting cycle as part of the ARACNE project. On November 30th, the public lecture "The Great Silk Road in Georgia" was held in collaboration with invited researchers and | General public/historians | Museum social media platforms FB/IG link | Awareness on sericulture history | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|---------------------|----------------------------------|---|-----------------------------|--|--------------|-----------|
| | | historians Nikoloz Murghulia and Besik Lortkipanidze. In the initial stage, the historians were invited to develop a scientific paper on this topic within the project framework. Their research was later presented to the general audience. | | | | |
| Exhibition visitors | Interactive Memory Cards corner/ | In the framework of the ARACNE project's temporary exhibition, <i>Silk Chronicles: From Padua to the Soviet Era</i> , visitors can share their memories and connections related to silk and sericulture. Selected memory cards from visitors worldwide are published on the museum's social media platforms | General Public/ Citizens | Museum social media platforms FB/IG Link 1 Link 2 Link 3 Link 4 Link5 Link6 Link7 | Open science | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|---|--|---|-----------------|-----------------------|--|-----------|
| PIOP - Piraeus Bank Group Cultural Foundation | Meeting with the High School/Junior High School students of Soufli for the school activities of the ARACNE project | Presentation and initiation of the ARACNE school activities at the High School/Junior High School of Soufli (https://aracneproject.eu/meeting-with-the-high-school-junior-high-school-students-of-soufli-for-the-school-activities-of-the-aracne-project/) | Citizens | Website | Increase awareness about ARACNE's educational activities | Delivered |
| | Visit to the silk museum by students – Soufli | Description of the High School/Junior High School of Soufli visit at the Silk Museum (https://aracneproject.eu/visit-to-the-silk-museum-by-students-soufli/) | Citizens | Website | Increase awareness about ARACNE's educational activities | Delivered |
| | School activities for the ARACNE project at the Silk Museum of PIOP | Description of the High School/Junior High School of Soufli artistic activities at the Silk Museum (https://aracneproject.eu/school-activities-for-the-aracne-project-at-the-silk-museum-of-piop/) | Citizens | Website | Increase awareness about ARACNE's educational activities | Delivered |
| | We celebrate International Museum Day at the Silk Museum | Students presented the results of their ARACNE educational activities at the Silk Museum | Civil society | Press release | Increase awareness about ARACNE's educational activities | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|-----------------|-----------------------|--|---------|
| PIOP website | | Presentation of the project on the Foundation's website: https://www.piop.gr/en/Programmes/EuropeanProjects/european_programmes_Aracne.aspx | Citizens | Website | 183 views (129 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 | Increase awareness about ARACNE's educational activities | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|--------------------------|---|--|-----------------|-----------------------|--|-----------|
| UM - Univerza v Mariboru | Presentation of ARACNE project at the AGRA agricultural fair | The 62 nd AGRA International Agriculture and Food Fair took place in Gornja Radgona, Slovenia, from August 24 th to 29 th 2024. The Faculty of Agriculture and Life Sciences participated in the event, showcasing its current research activities and study programs. As part of the faculty's dissemination efforts, the Aracne project was presented through a small exhibition featuring silk fabric patterns developed by students from the High School of Design Maribor and the Faculty of Mechanical Engineering (University of Maribor). Additionally, the scientific contributions of the mulberry research group were highlighted. | Civil society | Event | To inform the general public about the topics of sericulture and the ARACNE project | Delivered |
| | Announcement on the ARACNE project website about the presentation of the ARACNE project at the AGRA agricultural fair | The 62 nd AGRA International Agriculture and Food Fair took place in Gornja Radgona, Slovenia, from August 24 th to 29 th . The Faculty of Agriculture and Life Sciences participated in the event, showcasing | Civil society | Website | To inform the general public about the participation of the ARACNE team at the AGRA agricultural fair. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|------------------------------|--|-----------------|-----------------------|---------|--------|
| | | its current research activities and study programs. As part of the faculty's dissemination efforts, the Aracne project was presented through a small exhibition featuring silk fabric patterns developed by students from the High School of Design Maribor and the Faculty of Mechanical Engineering (University of Maribor). Additionally, the scientific contributions of the mulberry research group were highlighted. | | | | |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE Linkedin profile about the presentation of the ARACNE project at the AGRA agricultural fair | The 62 nd AGRA International Agriculture and Food Fair took place in Gornja Radgona, Slovenia, from August 24 th to 29 th 2024. The Faculty of Agriculture and Life Sciences participated in the event, showcasing its current research activities and study programs. As part of the faculty's dissemination efforts, the Aracne project was presented through a small exhibition featuring silk fabric patterns developed by students from the High School of Design Maribor and the Faculty of Mechanical Engineering (University of Maribor). Additionally, the scientific contributions of the mulberry research group were highlighted. | Civil society | Linkedin | To inform the general public about the participation of the ARACNE team at the AGRA agricultural fair. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE Instagram profile about the presentation of the ARACNE project at the AGRA agricultural fair | The 62 nd AGRA International Agriculture and Food Fair took place in Gornja Radgona, Slovenia, from August 24 th to 29 th 2024. The Faculty of Agriculture and Life Sciences participated in the event, showcasing its current research activities and study programs. As part of the faculty's dissemination efforts, the Aracne project was presented through a small exhibition featuring silk fabric patterns developed by students from the High School of Design Maribor and the Faculty of Mechanical Engineering (University of Maribor). Additionally, the scientific contributions of the mulberry research group were highlighted. | Civil society | Instagram | To inform the general public about the participation of the ARACNE team at the AGRA agricultural fair. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|---|-----------------|-----------------------|--|-----------|
| | Organization of an excursion for Slovenian silkworm rearers | The Department of Botany and Plant Physiology at the Faculty of Agriculture and Life Sciences, University of Maribor, recently organized a professional excursion to the Veneto and Friuli-Venezia Giulia regions as part of training program on mulberry cultivation in sustainable agriculture. The rearers learned about the Venetian silkworm rearing method, the polycultural method of growing vines alongside mulberry trees and the impressive collection of historic mulberry trees in Vivaro. | Rearers | Event | To familiarize Slovenian rearers with various sericultural and moricultural practices. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|---|-----------|
| | Announcement on the ARACNE project website about the excursion of Slovenian silkworm rearers as part of training program on mulberry cultivation in sustainable agriculture. | The Department of Botany and Plant Physiology at the Faculty of Agriculture and Life Sciences, University of Maribor, recently organized a professional excursion to the Veneto and Friuli-Venezia Giulia regions as part of training program on mulberry cultivation in sustainable agriculture. The excursion was held on 13th September 2024. The rearers learned about the Venetian silkworm rearing method, the polycultural method of growing vines alongside mulberry trees and the impressive collection of historic mulberry trees in Vivaro. | Civil society | Website | To inform the general public about the implementation of the Silk Road excursion as part of the ARACNE project. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|-----------------|-----------------------|---|-----------|
| | Announcement on the ARACNE project website about the excursion of Slovenian silkworm rearers as part of training program on mulberry cultivation in sustainable agriculture | The Department of Botany and Plant Physiology at the Faculty of Agriculture and Life Sciences, University of Maribor, recently organized a professional excursion to the Veneto and Friuli-Venezia Giulia regions as part of training program on mulberry cultivation in sustainable agriculture. The excursion was held on 13th September 2024. The rearers learned about the Venetian silkworm rearing method, the polycultural method of growing vines alongside mulberry trees and the impressive collection of historic mulberry trees in Vivaro. | Civil society | Linkedin | To inform the general public about the implementation of the Silk Road excursion as part of the ARACNE project. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|---|-----------|
| | Announcement on the ARACNE Instagram profile about the excursion of Slovenian silkworm rearers as part of training program on mulberry cultivation in sustainable agriculture. | The Department of Botany and Plant Physiology at the Faculty of Agriculture and Life Sciences, University of Maribor, recently organized a professional excursion to the Veneto and Friuli-Venezia Giulia regions as part of training program on mulberry cultivation in sustainable agriculture. The excursion was held on 13th September 2024. The rearers learned about the Venetian silkworm rearing method, the polycultural method of growing vines alongside mulberry trees and the impressive collection of historic mulberry trees in Vivaro. | Civil society | Instagram | To inform the general public about the implementation of the Silk Road excursion as part of the ARACNE project. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|----------------------|-----------------------|--|-----------|
| | Participation in the Veterinary Congress on the topic of sericulture | On Saturday, 28 September 2024, the workshop on the revival of Slovenian sericulture and silk industry took place at the Faculty of Veterinary Medicine of the University of Ljubljana (UL) as part of the Slovenian Veterinary Congress 2024. The workshop began with a presentation by Andreja Urbanek Krajnc, the coordinator of the UM ARACNE consortium, on mulberry trees as fodder for silkworms and gave practical insights into the cultivation and care of mulberries. The participants were introduced to the recent activities of the ARACNE project consortium in the field of mulberry research and were invited to use the mulberry APP to report on mulberry trees in their neighbourhood. | Research communities | Presentation | To inform the professional public about the proper care of mulberry plantations. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|---|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE project website about participation at the Veterinary Congress on the topic of sericulture. | On Saturday, 28 September 2024, the workshop on the revival of Slovenian sericulture and silk industry took place at the Faculty of Veterinary Medicine of the University of Ljubljana (UL) as part of the Slovenian Veterinary Congress 2024. The workshop began with a presentation by Andreja Urbanek Krajnc, the coordinator of the UM ARACNE consortium on mulberry trees as fodder for silkworms and gave practical insights into the cultivation and care of mulberries. The participants were introduced to the recent activities of the ARACNE project consortium in the field of mulberry research and were invited to use the mulberry APP to report on mulberry trees in their neighbourhood. | Civil society | Website | To inform the general public about the participation of the ARACNE project at the Veterinary Congress. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|---|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE LinkedIn profile about participation in the Veterinary Congress on the topic of sericulture. | On Saturday, 28 September 2024, the workshop on the revival of Slovenian sericulture and silk industry took place at the Faculty of Veterinary Medicine of the University of Ljubljana (UL) as part of the Slovenian Veterinary Congress 2024. The workshop began with a presentation by Andreja Urbanek Krajnc, the coordinator of the UM ARACNE consortium on mulberry trees as fodder for silkworms and gave practical insights into the cultivation and care of mulberries. The participants were introduced to the recent activities of the ARACNE project consortium in the field of mulberry research and were invited to use the mulberry APP to report on mulberry trees in their neighbourhood. | Civil society | Linkedin | To inform the general public about the participation of the ARACNE project at the Veterinary Congress. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|----------------------|-----------------------|---|-----------|
| | Organization of an expert excursion for members of the Slovenian Society of Plant Biology | On Friday, 4 th October 2024, members of the Slovenian Society of Plant Biology embarked on an expert excursion to the Karst, to follow the trail of mulberry trees in order to learn more about the ethnobotanical background of the once important silkworm industry in Slovenia. | Research communities | Event | To inform the professional (botanical) public about the importance and new findings about mulberries. | Delivered |
| | Announcement on the ARACNE project website about the organization of an expert excursion for members of the Slovenian Society of Plant Biology | On Friday, 4 th October 2024, members of the Slovenian Society of Plant Biology embarked on an expert excursion to the Karst, to follow the trail of mulberry trees in order to learn more about the ethnobotanical background of the once important silkworm industry in Slovenia. | Civil society | Website | To inform the general public about the organization of expert excursion on moriculture and sericulture in Slovenia. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|---|-----------|
| | Announcement on the ARACNE project LinkedIn profile about the organization of an expert excursion for members of the Slovenian Society of Plant Biology | On Friday, 4th October 2024, members of the Slovenian Society of Plant Biology embarked on an expert excursion to the Karst, to follow the trail of mulberry trees in order to learn more about the ethnobotanical background of the once important silkworm industry in Slovenia. | Civil society | Linkedin | To inform the general public about the organization of expert excursion on moriculture and sericulture in Slovenia. | Delivered |
| | Announcement on the ARACNE project Instagram profile about the organization of an expert excursion for members of the Slovenian Society of Plant Biology | On Friday, 4th October 2024, members of the Slovenian Society of Plant Biology embarked on an expert excursion to the Karst, to follow the trail of mulberry trees in order to learn more about the ethnobotanical background of the once important silkworm industry in Slovenia. | Civil society | Instagram | To inform the general public about the organization of expert excursion on moriculture and sericulture in Slovenia. | |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE project website about the expansion of the University of Maribor's mulberry collection plantation | Mulberry varieties were recently added to the mulberry collection at Villa Pohorski dvor, University of Maribor's Department of Botany and Plant Physiology, under the European Horizon ARACNE project. This diversification includes additional <i>Morus alba</i> and <i>M. indica</i> reference varieties from ARACNE partners, as well as 42 local Slovenian genotypes (95 trees). Green cuttings were taken from monumental mulberry trees across different regions in Slovenia in 2023, rooted in a fogging system, and cultivated in the local nursery Dolinšek before being planted in November 2024. | Civil society | Website | To inform the general public about the expansion of mulberry collection at Villa Pohorski dvor and raise awareness about the importance of maintaining diverse mulberry genotypes. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|--|-----------|
| | Announcement on the ARACNE project Instagram profile about the expansion of the University of Maribor's mulberry collection plantation | Mulberry varieties were recently added to the mulberry collection at Villa Pohorski dvor, University of Maribor's Department of Botany and Plant Physiology, under the European Horizon ARACNE project. This diversification includes additional <i>Morus alba</i> and <i>M. indica</i> reference varieties from ARACNE partners, as well as 42 local Slovenian genotypes (95 trees). Green cuttings were taken from monumental mulberry trees across different regions in Slovenia in 2023, rooted in a fogging system, and cultivated in the local nursery Dolinšek before being planted in November 2024. | Civil society | Instagram | To inform the general public about the expansion of mulberry collection at Villa Pohorski dvor and raise awareness about the importance of maintaining diverse mulberry genotypes. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|----------------------|-----------------------|---|-----------|
| | Conference paper about Development of eco-friendly printing pastes using natural dyes extracted from mulberry branches at 17th scientific-professional symposium Textile Science and Economy and 7th international scientific-professional symposium in Zagreb (Croatia). | The 17th International Scientific-Professional Symposium "Textile science and economy" - TZG 2025, was organised by the University of Zagreb, Faculty of Textile Technology on January 28th, 2025. The presentation prepared by Alen Erjavec, Manja Kurečič, Anita Krajnc, Julija Volmajer Valh was about exploring an innovative approach for extracting natural dyes from mulberry residues generated during the seasonal pruning of mulberry trees and to develop an eco-friendly printing paste from these dyes. | Research communities | Symposium | To inform the research communities about development of eco-friendly printing pastes using natural dyes extracted from mulberry branches. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|---|----------------------|----------------------------------|--|-----------|
| | Scientific article »Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of <i>Morus nigra</i> L. Stem Node Culture« published in Plants MDPI | In this scientific article, authors Jan Senekovič, Špela Jelen and Andreja Urbanek Krajnc presented the results of the effect of treating stem node cultures of <i>Morus nigra</i> with CuSO ₄ . The results focus primarily on the potential of utilizing this <i>in vitro</i> culture for the production of phenolic compounds. In addition, the article also addresses the potential of <i>Morus nigra</i> for use in the phytoremediation of Cu. | Research communities | Scientific journal "Plants MDPI" | The potential of stem node culture of <i>Morus nigra</i> for the production of phenolic compounds was evaluated. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|---|-----------------|-----------------------|--|-----------|
| | Announcement of the publication of a scientific article "Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of <i>Morus nigra</i> L. Stem Node Culture" on the ARACNE project website. | Announcement about the publication of a scientific article published in the journal <i>Plants</i> MDPI in which Jan Senekovič, Špela Jelen and Andreja Urbanek Krajnc studied the effect of CuSO ₄ on the biosynthesis of phenolic compounds in an stem node culture of <i>Morus nigra</i> . | Civil society | Website | To inform the general public about the findings published in the scientific article (Senekovič, J., Jelen, Š., & Urbanek Krajnc, A. (2025). Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of <i>Morus nigra</i> L. Stem Node Culture. <i>Plants</i> , 14(5), 766.) related to the response of <i>in vitro</i> cultures of <i>Morus nigra</i> to copper treatment. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|--|-----------------|-----------------------|--|-----------|
| | Announcement of the publication of a scientific article "Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of <i>Morus nigra</i> L. Stem Node Culture" on the ARACNE project Linkedin profile. | Announcement about the publication of a scientific article published in the journal Plants MDPI in which Jan Senekovič, Špela Jelen and Andreja Urbanek Krajnc studied the effect of CuSO ₄ on the biosynthesis of phenolic compounds in an stem node culture of <i>Morus nigra</i> . | Civil society | Linkedin | To inform the general public about the findings published in the scientific article (Senekovič, J., Jelen, Š., & Urbanek Krajnc, A. (2025). Copper Sulfate Elicitation Effect on Biomass Production, Phenolic Compounds Accumulation, and Antioxidant Activity of <i>Morus nigra</i> L. Stem Node Culture. <i>Plants</i> , 14(5), 766.) related to the response of <i>in vitro</i> cultures of <i>Morus nigra</i> to copper treatment. | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|--|----------------------------|----------------|----------------|
| NKUA | Publication to a peer-reviewed journal | A research paper titled: <i>“Tangible evolution dynamics of the early European Silk Road”</i> by Panagiota Fragkou, Claudio Zanier and Skarlatos G. Dedos, (Ref.: Ms. No. FMHR-2024-0051R1) has been submitted to the journal Mediterranean Historical Review for publication. The manuscript examines the introduction routes in Europe of the silkworm, Bombyx mori during the Middle Ages | Scientific community, Historians, Archaeologists | Open access when published | Under Revision | Under Revision |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|---|--|----------------------------|--------------------|--------------------|
| | Publication to a peer-reviewed journal | A research paper titled: <i>"Multiomics Coalescent Analyses Delineates the Complex Anthropogenic Evolution of Silkworm Races in Europe"</i> by Panagiota Fragkou, Ioannis Martakos, Georgia Rouni, Demetrios Vasilakos, Evangelos Koutsoukos, Alessio Saviane, Silvia Cappellozza, Marios G. Kostakis, Martina Samiotaki, Sotiris Kotsiantis, Mariana Barcenas, Skarlatos G. Dedos (Ref.: MBE MS: MBE-25-0363) has <u>just been submitted</u> to the journal <i>Molecular Biology and Evolution</i> for review and publication. The manuscript presents the results of WP1, Task 1.3 of the Aracne project that is completed and the results of that task are now sent for publication. | Scientific community, Sericulture specialists, Evolutionary Biologists, Biodiversity specialists, Natural Resources specialists | Open access when published | Initial Submission | Initial Submission |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|---|--|--|--|-----------------------|---|-----------|
| IMIDA - Instituto Murciano de Investigación y Desarrollo Agrario y Medioambiental | Presentation of the use of geospatial technologies in the ARACNE project | IMIDA presented »The use of geospatial technologies to recover the cultural heritage of silk in the ARACNE project« at the ESRI Spain Conference in Madrid (Spain) | General public and GIS experts community | Congress | Presentation of the technologies used and developed in the project | Delivered |
| | Opening of the Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" | The Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" was opened to the public at the Science and Water Museum of Murcia (Spain) with more than 50 pieces, historical documents and photographs, videos, digital content and around 30 explanatory panels on the work and activity of the Sericulture Station of Murcia, the science of silk that was developed there and the new applications of this fibre that are currently being investigated by the Biotechnology research group at IMIDA. | Citizens | Temporary Exhibition | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|--|-----------------------------|---|-----------|
| | Explanatory panels at the Temporary Exhibition: “The Silk in Murcia: Weaving History and Science”. | Design and development of more than 30 explanatory panels with the information and didactic contents for the exhibition. | Citizens | Printed large format panels | To bring the cultural, historical and scientific heritage of sericulture closer to the public | Delivered |
| | Presentation of the use of geospatial technologies in the ARACNE project | IMIDA presented “The use of geospatial technologies to recover the cultural heritage of silk in the ARACNE project” at the ESRI Spain Conference in Madrid (Spain) | General public and GIS experts community | Congress | Presentation of the technologies used and developed in the project | Delivered |
| | Opening of the Temporary Exhibition: “The Silk in Murcia: Weaving History and Science” | The Temporary Exhibition: “The Silk in Murcia: Weaving History and Science” was opened to the public at the Science and Water Museum of Murcia (Spain) with more than 50 pieces, historical documents and photographs, videos, digital content and around 30 explanatory panels on the work and activity of the Sericulture Station of Murcia, the science of silk that was developed there and the new applications of this fibre that are currently being investigated by the Biotechnology research group at IMIDA. | Citizens | Temporary Exhibition | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------------|---|-----------|
| | Explanatory panels at the Temporary Exhibition: "The Silk in Murcia: Weaving History and Science". | Design and development of more than 30 explanatory panels with the information and didactic contents for the exhibition. | Citizens | Printed large format panels | To bring the cultural, historical and scientific heritage of sericulture closer to the public | Delivered |
| | Presentation of »Recuperando el Patrimonio Cultural de la Seda« (Recovering the Cultural Heritage of Silk) | | Citizens | Event | Publicize and dissemination of the project | Delivered |
| | Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" | The Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" was opened to the public at the Science and Water Museum of Murcia (Spain) with more than 50 pieces, historical documents and photographs, videos, digital content and around 30 explanatory panels on the work and activity of the Sericulture Station of Murcia, the science of silk that was developed there and the new applications of this fibre that are currently being investigated by the Biotechnology research group at IMIDA. | Citizens | Printed brochures | Publicize the exhibition | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|--------------------------|-----------------------|---|-----------|
| | ARACNE project presentation at the local radio | Presentation of ARACNE project, it aims as well as the work carried out and the ongoing activities. | Citizens | Interviews | Dissemination the project | Delivered |
| | ARACNE project presentation at a local TV channel | Presentation of ARACNE project, it aims as well as the work carried out and the ongoing temporary exhibition. | Citizens | Interviews | Dissemination the project | Delivered |
| | Mid-ARACNE Project presentation event | Presentation of the progress of ARACNE project to the research community of IMIDA. | IMIDA Research community | Event | Dissemination the project | Delivered |
| | Mid-ARACNE Project presentation event | Presentation of the progress of ARACNE project to the research community of IMIDA. | IMIDA Research community | Press article | Dissemination the project | Delivered |
| | Guided visits to The Temporary Exhibition: "The Silk in Murcia: Weaving History and Science" | Daily school visits and organized guided visits to The Temporary Exhibition are being performed to explain and show the public the work and activity of the Sericulture Station of Murcia, the science of silk that was developed there and the new applications of this fibre that are currently being investigated by the Biotechnology research group at IMIDA. | Citizens | Guided visits | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|--|--|-----------------|-----------------------|---|---------|
| | Virtual tour of the temporary exhibition with 360° photos: "The Silk in Murcia: Weaving History and Science" | Virtual tour of the temporary exhibition in English and Spanish | Citizens | Web | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |
| | Virtual museum of the Silk Science at Murcia sericulture station | Virtual museum (6 rooms) of the science of silk and the history of the Murcia sericulture station, in English and Spanish. | Citizens | Web | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |
| | Catalogue of objects, documents and photographs | Catalogue of objects, documents and photographs of the silk science and the history of the sericulture station of Murcia. | Citizens | Web | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|------------------------------|--|-----------------|-----------------------|---|---------|
| | Story Maps | Map of stories about the science and culture of silk | Citizens | Web | Publicize the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |
| | Web application | Map of stories about the science and culture of silk in Europe | Citizens | Web | Publicise the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |
| | Web application | Map of stories about the science and culture of silk in Europe | Citizens | Web | Publicise the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Ongoing |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|---|--|---|----------------------------|---|--|-----------|
| ASSOIE Association - Chemins de la soie des Alpjarrras | Presentation of the Aracne European project in Saint-Hilaire de Lavit | Conference and screening of the film 'La Fabuleuse Histoire de la soie' followed by a debate on silk with the public | Local public | Chemins de la soie's website, local media | Advertisement of the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Delivered |
| | "Madame Soie en Cévennes" Film projection and conference from Michel Costa in Alès | As part of the "Japan Comes to the Cévennes" festival, which will be themed in 2024 as "Silk, a Thread Stretched Between Occitania and Japan," and following the success of the November screenings, the Maison de Ma Région in Alès is offering a screening of the documentary "Madame Soie Cévennes" on the silk industry, initiated by Mr. Hosoo, a Japanese industrialist, and directed by Mr. Koichi Sato. The screening was attended by Mr. Michel Costa, Vice-President of the Cévennes en Soie association. | Local public | Chemins de la soie's website, local media | Advertisement of the project in addition to bring the cultural, historical and scientific heritage of sericulture closer to the public | Delivered |
| Art of the Silk | Weaving lessons for young people and adults with silk yarns | Vocational training course | Local farmers and artisans | Museum website, local media | Avoiding loss of technical know-how | Delivered |

| Partner involved | Communication activity name* | Description | Target audience | Communication channel | Outcome | Status |
|------------------|---|---|------------------------|---|-------------------------------|-------------------|
| | 'What her heart conceals, her apron reveals' | Special exhibition with the Tracks4Crafts project | General Public | Tracks4Crafts website, museum app | Awareness about silk heritage | Delivered/ongoing |
| | Handicrafts workshops using silk cocoons and fabrics with children and adults | Workshop with silk rearing by-products | General Public/schools | Museum website | Awareness about silk heritage | Delivered |
| | Eco printing with natural dyes on silk fabric. | Workshop. This activity was awarded by the Green Brand Awards with gold and platinum metal. | Specialistic public | https://greenawards.boussias-events.gr | Awareness about silk heritage | Delivered |