



BIOTEXFUTURE Fall Member Day 2023

“From Lab - to story – to impactful communication”

The guiding principle of this BIOTEXFUTURE Fall Member Day was “From Lab to story to impactful communication”, with the goal to collaborate on how to get the ideas and impacts of research projects across to a wider audience outside the “ivory tower of science.”

On October 24, the BIOTEXFUTURE Fall Member Day 2023 took place at the adidas Campus in Herzogenaurach, where more than 30 members of the innovation space met for an active workshop format to develop storylines and models for their projects. The motto was "From Lab to story - impactful communication". The aim was to jointly consider how the ideas and results of the projects could be communicated to a wider audience outside the world of research and development.

Simon Angel, the curator of the Munich Fabric Start trade fair, kicked things off with his keynote speech on "Human-centered Storytelling". He talked about how to make new ideas in sustainable textiles tangible and accessible and give consumers and designers room for maneuver while reaching a diverse audience with low and high-tech solutions

The members began drafting their stories by following a structured guide provided by the BIOTEXFUTURE TransitionLab.



Five groups formulated a clearly structured story that considered the what, why and how to illustrate the ambitions and benefits of their project. The stories developed were tailored to a potential audience and demonstrated the potential lasting impact of the project idea. To unleash the creativity of the participants, the teams built their stories with Lego. During the building process, lively discussions arose about the importance of the circular economy and the recyclability

of new materials or the importance of coatings to meet consumer needs.

At the end of the day, storylines for 5 different projects were developed. These will be used to communicate the project to society, e.g. at the Long Night of Science. At the same time, new networks were established between our members, from which new collaborations can grow.



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