



Communication and dissemination plan

Communication, Dissemination and Exploitation plan

AEI Tèxtils

Spain

22/07/2022

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Page 1 of 30

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Deliverable nº - name

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Page 2 of 30

EXECUTIVE SUMMARY

Abbreviations list:

- Multiplier Event/s (ME/MES)
- Transnational Project Meeting/s (TPM/TPMs)
- Massive Online Open Course (MOOC)
- High Education Institution/s (HEI/HEIs)
- Small and Medium Enterprises (SMEs)
- European Union (EU)
- Textile & Clothing (T&C)
- Result 1, 2, 3,... (R1, R2, R3,...)
- IT (Italy)
- SW (Sweden)
- GR (Greece)
- SP (Spain)
- SL (Slovenia)
- RO (Romania)

EXECUTIVE SUMMARY

The textile sector in Europe is surrounded by newly and determinant changes and challenges. Nowadays, the digitalisation and the intelligence endowment of the industrial processes are essential for the development of the industry and for the greening process that all sectors transversally shall implement to advance to the climate neutrality.

In that sense, HACKTEX project aims at developing innovative pedagogical tools to improve the skills of engineering students on higher education in relation to innovation and, particularly, in the field of smart textiles.

In terms of this innovative pedagogical tools, they are targeted to obtain its objectives:

- To create innovation in the virtual teaching in the field of smart textiles.
- To support engineering students to acquire digital and transdisciplinary innovation skills in smart textiles.
- To create virtual course (MOOC) on smart textiles.
- To foster student cooperation in hands-on projects.
- To provide knowledge, skills and competences for smart textiles using virtual learning tools.
- To promote the application of good practices for the enhancement of innovative skills.
- To strengthen collaboration between HEIs and companies from advanced textile industry.

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The Project raises a proposal that is oriented to the reassessment of the sector dynamics by enhancing and targeting the skills of the future workforce generations, producing competitive products, developing the 4.0 industry, and giving to the sector adaptability to external inputs and demands... in conclusion, endow the textile industry with resilience starting from the beginning of its value chain: the students' education and training.

Deepening in smart textiles and matching the science field with new technologies and the textile sector, means giving a renewed potential, a consolidated competitiveness and an important green component to the European textile industry.

For that, the needs for digital education responding to the identified gaps and mismatches related to skills and competences that are needed to open up new opportunities enabled by smart textiles research into advanced textiles' manufacturing. It will provide HEIs with valuable methodologies and tools to use in day-to-day training future specialists in the field of advanced/smart textiles. The skills generated based on the tools and methodologies developed by HACKTEX for digital training will then transfer to the industry.

TABLE OF CONTENTS

| | |
|---|----|
| EXECUTIVE SUMMARY | 3 |
| TABLE OF CONTENTS..... | 5 |
| 1. INTRODUCTION | 7 |
| 1.1 Role of the dissemination plan..... | 7 |
| 1.2 Background..... | 7 |
| 1.3 Objectives..... | 7 |
| 1.4 Partnership..... | 8 |
| 1.5 Partnership..... | 9 |
| 1.5 Transparency..... | 9 |
| 2. STRATEGIES FOR COMMUNICATION AND DISSEMINATION | 10 |
| 2.1 Communication strategy..... | 10 |
| 2.2 Dissemination strategy..... | 10 |
| 2.2.1 Expected impact..... | 10 |
| 2.2.2 Key messages | 11 |
| 2.2.3 Dissemination stages..... | 12 |
| 2.3 Scope of communication and dissemination | 13 |
| 2.3.1 Internal | 13 |
| 2.3.1 External | 13 |
| 2.3.3 Target groups | 14 |
| 3. GENERAL RULES..... | 16 |
| 4.INDICATORS..... | 18 |
| 5. DISSEMINATION WORK PLAN | 19 |
| 6. PROMOTION AND DISSEMINATION TOOLS | 19 |
| 6.1 General communication tools..... | 19 |
| 6.1.1 Project Logo..... | 20 |
| 6.1.2 Corporate Templates..... | 20 |
| 6.1.3 Project leaflet | 22 |
| 6.1.4 Project Roll-up..... | 23 |
| 6.1.5 Project Poster | 24 |
| 6.1.6 Newsletter..... | 25 |
| 6.2 Communication channels and social media..... | 25 |

Deliverable n^o - name

www.hacktex.eu

Page 5 of 30

| | |
|---|----|
| 6.2.1 Project website and social media..... | 25 |
| 6.3 Guidelines for Multiplier events..... | 26 |
| 6.3.1 Preparation..... | 26 |
| 6.3.2 Holding the national multiplier event | 27 |
| 6.3.3 Reporting..... | 27 |
| 6.4 Programme rules..... | 28 |
| 6.5 Visual and identity tools..... | 28 |
| 6.5.1 Official colours..... | 28 |
| 7. MECHANISMS OF EXPLOITATION..... | 28 |

1. INTRODUCTION

1.1 Role of the dissemination plan

This document identifies the activities to be carried out within the framework of the project to expand the successful dissemination and exploitation of the project by outlining planning, tools and strategies for communication and dissemination.

The Dissemination and Exploitation Plan is aimed at ensuring the wide dissemination of the knowledge and results developed in the HACKTEX project in the broadest and most comprehensive way possible. This document is an integral part of the HACKTEX project communication strategy and will facilitate the work of the consortium by providing an easy-to-use tool, containing the tasks, timeframes, deadlines and roles in terms of dissemination.

Dissemination and Exploitation will be an on-going activity that will start at the very beginning of the project and will last for the whole project. AEI TÈXTILS, as Communication and dissemination manager, has drafted this Dissemination and Exploitation Plan containing guidelines and tools that will guarantee the dissemination and transferability of project outcomes and deliverables. The Plan will be shared and approved by all project partners following the quality management procedures implemented by Cre.Thi.Dev.; the partnership as a whole will carry out specific promotion, communication and dissemination activities as depicted in the project proposal.

1.2 Background

The textile sector in Europe is surrounded by newly and determinant changes and challenges. Nowadays, the digitalisation and the intelligence endowment of the industrial processes are essential for the development of the industry and for the greening process that all sectors transversally shall implement to advance to the climate neutrality.

In that sense, HACKTEX project aims at developing innovative pedagogical tools to improve the skills of engineering students on higher education in relation to innovation and, particularly, in the field of smart textiles.

1.3 Objectives

Each communication and dissemination action aims at:

- Making HACKTEX project known to the relevant stakeholders and disseminate its intermediate and final results.

Deliverable nº - name

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Page 7 of 30

- Raise specific attention of stakeholders, policy and decision makers to the project as an important instrument for the benefit of the programme area.
- Make the general public aware of the results and benefits achieved by HACKTEX project.
- Creating the basic technical conditions to actively involve the public at large.
- Facilitating communication between the project partners.

The Dissemination and Exploitation Plan in general should be adaptable according to the project activities, expected outputs and results, should clearly identify target groups, should have proactive relations with the media, good internal communication, use of innovative tools, e.g., interactive websites, profiting on lessons learnt from previous programme projects and tools targeted to meet programme demands.

The role of dissemination changes over the life of the project from creating awareness about the issue addressed by the project to publicize the results of the project. The plan needs in turn to reflect this and address the changing requirements.

During the early phase of the project, communication activities tend to primarily target potential beneficiaries. At the later stages, the focus shifts to disseminating results and encouraging beneficiaries to communicate in their turn.

In order for the plans to be effective, the aims and objectives need to be clearly articulated – this is to ensure the focus, but also so that they can be monitored and evaluated using appropriate indicators to enable the successes and difficulties to be identified and lessons learned and passed on to others.

1.4 Partnership

The HACKTEX partnership comprises 7 institutions from 5 European countries. There is a mixture of institutions with complementary profiles, capacities and competences (higher education institutions, training centres, SME's and large enterprises companies, non-profit institutions, and business associations) that are appropriate for the development of the work plan. The partners that are leading the project are the following:

| Partner | Organization name | Abbreviation | Country |
|---------|---|--------------|---------|
| P1 | Universitatea Tehnică "Gheorghe Asachi" din Iasi | TUIASI | Romania |
| P2 | Associació Agrupació d'Empreses Innovadores Tèxtils | AEI TEXTILS | Spain |

Deliverable n° - name

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| | | | |
|----|--|-------------|----------|
| P3 | Creative Thinking Development | CRE.THI.DEV | Greece |
| P4 | Universitat Politècnica de Catalunya | UPC | Spain |
| P5 | Panepistimio Dytikis Attikis (university of West Attica) | UNIWA | Greece |
| P6 | Högskolan i Borås (university of Borås) | UB | Sweden |
| P7 | TITERA technically innovative technologies | TITERA | Slovenia |

1.5 Partnership

The strategic partnership of different types of organizations will be used strategically for the project's communication, dissemination and exploitation purposes.

All partners have diverse and extensive networks of education organizations, HEIs, research centres, HEIs, associations dealing with textile and design, clusters, textile and design manufacturing industries, incubators and other stakeholders, including policy-makers.

Each partner will fully use these existing networks and resources, relevant to the project, so as, to efficiently and effectively achieve its dissemination and exploitation purposes.

Finally, partners commit themselves to promote the project at every possible event or occasion both externally and internally (among their staff).

1.5 Transparency

Transparency of the project will be ensured by correctly informing about the project activities, using the European Commission rules, within the dissemination reports. Project partners should also publish their activity results respecting the programme implementation manual and visual identity to ensure proper promotion of co-funding by EU funds.

2. STRATEGIES FOR COMMUNICATION AND DISSEMINATION

Communication and dissemination strategies, defined below.

2.1 Communication strategy

The communication strategy of the HACKTEX project will provide tools, mechanisms and rules to assure smooth communication among the organizations involved and therefore to assure a strong team spirit and good implementation of the project.

Frequent partner meetings shall see to the even development of the project, wherein each partner shall be represented by at least one representative. The periodicity of the meetings structures as follow. The organisation of two kinds of meetings: 1. regular internal meetings, that will ensure a smooth communication between partners, advances, doubts and daily updates and 2. transnational project meetings, that will focus on the organizational issues, accomplishment of the Results and on sharing its results openly. The first kind of meetings, attended by the members of the Steering Committee (formed by designed representatives of each organization) will be held each time the coordinator or other partner asks for them. The format will be virtual. The second one, as the project proposal suggests and according to the Results advances, twice a year and in person format.

At each meeting, the leaders responsible for upcoming project activities in the period following the meeting will present their plans for discussion and approval by the partnership. Each meeting will also have presentations of the activities that have taken place and results achieved in the period before the meeting.

The meetings will be about planning, evaluation of the project's progress, corrective actions and decisions on future activities.

There will be continual contact with the stakeholders through communication and dissemination channels. Stakeholders will also be invited to project meetings where they will have the chance to see project results and engage in discussions with the partnership.

2.2 Dissemination strategy

The dissemination strategy previews its actions, the stages when they take place and the expected impact of these actions, ideas and messages to be transmitted.

2.2.1 Expected impact

It is expected that HACKTEX will generate positive and lasting impacts for partners, HEI providers in the textile and clothing field, T&C companies, HEI students as well as companies and other relevant stakeholders as follows:

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Regarding the PARTNERS, it is expected the possibility to integrate the HACKTEX approach in the framework of implemented educational and training activities; increased capacity to cooperate at European and local level between and among organizations and single experts; increased knowledge and skills in relation to the development of innovative teaching/ learning models and tools and strengthened capacity to deal in a critical and innovative way with the issues covered by the project.

For HEI PROVIDERS IN THE TEXTILE AND CLOTHING FIELD, to access to a modernized curricula with a focus on smart textiles; generate a better capacity to respond to the changing needs in the sector by applying training contents and methodologies built following a bottom-up approach, therefore taking into consideration T&C companies' needs; increased ability to involve T&C enterprises in the educational path building a more businesses centred training offer making it more attractive; increased possibilities in applying flexible, innovative learning approaches and delivery methods; therefore increased capacity to improve quality and relevance of training while expanding student numbers, widening participation to diverse groups of learners.

Then, the T&C COMPANIES, the possibility to be involved in the definition of the learning needs, to obtain a better prepared working force and of the most crucial strategies for the sector growth.

Increased motivation to engage in partnerships with HEI institutions and the possibility to use the training materials and methodologies developed for their own training paths.

In the longer term, the tools will represent a good practice to which draw inspiration in order to implement integrated company strategies finalised to cooperation with universities and research centres.

The HEI STUDENTS AND EMPLOYEES FROM TEXTILES AND CLOTHING SECTOR will get improved skills and mind-sets for the labour market (MOOC based on real companies' exigencies), as well as proper soft and entrepreneurial skills; increased motivation/interest in following and successfully complete a T&C training path and better possibilities of employment or career within T&C companies.

And finally, for OTHER RELEVANT STAKEHOLDERS the impact generated will be the possibility to get access to project products and to adapt them to their contexts/realities and the participation to dissemination activities such as multiplier events will represent a good chance for them to develop new contacts and these will promote synergies and new opportunities.

2.2.2 Key messages

Messages have a special meaning in public relations. A message is not the same as an advertising slogan or a marketing line; a message is a simple and clear idea that acts as a guiding principle

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for all kinds of communications, from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders. The goal of key messages is to ensure that the target group notices, understands, remembers, cares, etc.

Key project messages

Slogan

Explain in 1 phrase (less than 100 characters)

New digital education methods to open up textile engineers' skills and knowledge about smart textiles

What does the project do?

Explain in 1 phrase (around 140 characters)

To develop necessary tools for skills enhancement of higher education students and to enhance transdisciplinary skills, multidisciplinary cooperation, virtual learning, good practices, and promote stronger collaboration between HEIS from textile industry and advanced textile industry.

Why is it doing it?

Explain in 1 phrase (around 140 characters)

To foster the innovation growth within textile companies, higher education systems need to extend the inclusion of smart textiles knowledge.

Why is this important?

Explain in 1 phrase (around 140 characters)

To endow the textile industry with resilience starting from the beginning of its value chain: the students' education and training.

2.2.3 Dissemination stages

In each project phase, specific key aspects will be addressed so that they may emerge in the dissemination efforts.

The initial steps will include:

- The dissemination, through the project's website and media, of the project's objectives.
- The involvement of stakeholders and of other potentially interested groups through project social media channels and internal channels.

In the following stages, when the Results carry out, dissemination priorities will be:

- Meeting the media with press releases, posts and other actions.
- Hold multiplier events.

In addition:

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- In order to maximize results, all available communication tools will be used, i.e., the project's website, the social networks' profiles and a specific brochure.
- Workshops, for in-depth discussions on the HACKTEX educational contributions and first-hand testimonials of stakeholders, are scheduled to be organised.

2.3 Scope of communication and dissemination

Communication and dissemination scope has two levels:

- **Internal communication and dissemination**, that means communication and dissemination among the partnership and to the staff of the involved organisations.
- **External communication and dissemination**, that means communication and dissemination outside the partnership.

2.3.1 Internal

Speaking about internal communication and dissemination, the strategy will provide tools, mechanisms and rules to assure smooth communication among the organizations involved and therefore to assure a strong team spirit and good implementation of the project. Communication and dissemination of project objectives and activities will be directed also toward the staff working for the involved organisations. This will be assured through presentation of the project in internal meetings within organisations.

For a smoother and effective internal communication, each partner will design a member of their organization to join the Steering Committee. This committee will be in charge to discuss daily advances of the project as well as a more effective communication channel than an e-mail and a space where general doubts and discussions can take place.

The steering committee will receive the instructions and updates from the communication leader in order not to overload the communication channels.

2.3.1 External

The external communication and dissemination will increase the visibility of the project, promoting the projects' objectives and results outside the partnership. Goal is to create a level of involvement of relevant stakeholders and to assure that the project potential audience will be as large and relevant as possible.

The external communication will be carried out at 2 levels:

- European, for creating awareness on the concerned domains and promoting the project and its results among European organisations involved/interested;

Deliverable nº - name

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- National and regional/local, for promoting the project results among target organisations and end-users, fostering the self-sustainability of the project results. It will be exploitation-oriented as it will aim at supporting the incorporation of project intellectual outputs into traditional educational offer of the partners' countries and supporting the implementation of actions as follow-up of Results.

Partners commit to pursue a multiplier effect with reference to the involvement of potential stakeholders through their institutional channels and networks leading to increase the target group reached, thus enlarging the scope of project activities and results. This will be ensured by the following partner specific links with previous project networks and organizations of interest.

Partners commit to interact (like, share, reply) with the publications made by the official HACKTEX project social media channels.

Partners commit to create a profile for HACKTEX project in their websites where is provided a general overview, objectives and, if it is possible, updates of it as well as deeper and wider information.

2.3.3 Target groups

HACKTEX target group members are mainly students of HEI's in textile and university staff of the textile sector, managers textile SMEs, managers textile, technical staff at textile SMEs, universities, research centres, policy-makers responsible for educational, R&D and industrial policies, BIOs, associations and organizations dealing with textile and clothing, HEIs, textile and clothing manufacturing companies, managers (and potential ones), hubs and incubators, entrepreneurs and trainers as well as other stakeholders in the field. As HACKTEX project aims at developing innovative pedagogical tools to improve the skills of engineering students on higher education in relation to innovation and, particularly, in the field of smart textiles, the principal actions and benefits previewed for the targeted groups will be the following:

They will benefit from the project results either by their direct participation in multiplier events and surveys and interviews using the HACKTEX virtual training, by participating in the intensive training course, the e-book and handbook of good practices and by getting informed by the newsletters.

They will be offered open access to the project intellectual outputs during and after the project's lifecycle, through the website. These include up-to-date training material in digital form, appropriate to actual needs of managers and potential managers in the textile manufacturing SME's: the HACKTEX virtual training that will be produced by the project will consist of a MOOC on functional and smart textiles with specific videos, training materials.

On the other hand, SMEs from the textile sector, by getting involved in the preparation of the Needs Analysis (R1), are more motivated to engage in partnerships with HEIs and research centres, even more inclined by the Project Handbook of good practices that will be produced.

Deliverable n° - name

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Also, the EU need analysis report that will be produced as intermediate part of R1 will contain valuable information about the sector and the necessary information about the research and innovation on sustainability in Textile manufacturing SME and will be free to be used by all relevant stakeholders (universities, HEI, BIOs, associations dealing with textile SMEs, research organizations, textile institutes, European Union, researchers, training organizations, textile and clothing manufacturing companies, policy makers etc.) that hold interest in the textile sector and can be the starting point for further research in the field.

Students, participants in the virtual training, and the summer bootcamp, will have the opportunity to share ideas and brainstorm with other students in order to develop their fresh and innovative ideas regarding smart textiles acquired knowledge to implement them in textile industry to achieve a more sustainable industry.

3. GENERAL RULES

Communication and dissemination will be an ongoing activity; however, it will be intensified, as the project outputs will be ready for exploitation. The main tasks will be:

- Drafting the Communication, dissemination and exploitation plan, taking into account internal communication, and for external communication the European and regional/national level (the plan will be drafted at the beginning of the project and integrated, for what refers the exploitation part, even after the project ends).
- Elaboration of 5 periodic external newsletters (M8, M13, M18, M24, M30), containing information and news linked to the project. Newsletter will be disseminated to each partner's contacts;
- Inclusion of news related to the project on newsletters that partners already send to their stakeholders for their daily activities;
- Periodic reporting of all on the project promotion/dissemination activities by every project partner every 6 months of the project implementation;
- Promotion of 6 multiplier events;
- Publication of the project fiche on the Erasmus Plus dissemination platform;
- Creation a project logo;
- Creation and content update of the project website;
- Creation and update of a project leaflet;
- Creation and update of a project roll-up;
- Creation and update of a project poster;
- Creation and update of a project presentation;
- Project information on partners and collaborators webpages;
- Dissemination through articles in international journals, national/local/regional press and specialised blogs.
- Face-to-face contact with members of the target group, informative workshops and personal interviews;
- Participation to fairs/conferences such as: Techtextil 2022, ETP, iTechStyle Summit, etc...
- Scientific presentation of project results in conferences with e-learning sections.
- Project dissemination during project meetings of other EU projects.
- Project dissemination through existing social media channels: Twitter and LinkedIn.
- Organisation of multiplier events and the final event.

All dissemination materials will include all the project's references (logo, visual identity, contacts, link) and in all publications, both on-line and paper copies, the European Union logo and the sentence: HACKTEX project "Innovative smart textiles & entrepreneurship" (2021-1-RO01-KA220-HED-000027527) is co-funded by the European Union.

Deliverable n° - name

www.hacktex.eu

Deliverable nº - name

www.hacktex.eu

Page 17 of 30

4. INDICATORS

For the HACKTEX project, quality management is an ongoing procedure that starts at the beginning of the project and is carried out for the whole project implementation period. The project shall ensure that all relevant measures shall be taken in order for the project to be implemented with high quality provisions. Both results and processes of the project are going to be periodically evaluated.

The Quality Committee will develop the quality plan of the project containing its milestones, as well as the means and the indicators for the evaluation of the project progress and project's results. It will be the roadmap for the evaluation of the quality of the project. The project quality will be assured through the monitoring and evaluation of the quality of the project progress, its deliverables and of the processes that are used to develop the project outcomes and deliverables.

Main quality characteristics of the project progress will be the smoothness of its management and communication between the partnership, the timely accomplishment of its milestones and the effective budget control. Clear allocation of tasks will be ensured by the project coordinator, during the transnational project meetings and reinforced by e-mail, online meetings or telephone contacts throughout the lifetime of the project.

The evaluation strategy shall make use of monitoring and evaluation tools, such as project status evaluations, meeting and event evaluations, results progress evaluations, deliverable evaluations and validation reports from external stakeholders, as per the implementation strategy provided by the description of the results.

The evaluation will be done based on qualitative and quantitative indicators in line with the monitoring instruments appropriate for reasonable assurance of the achievement of objectives. Monitoring will be implemented on a regular basis and will produce 3 quality reports (one per 10-months period), based on information gathered by all partners in the different activities of the project and by external inputs.

The main quality instruments for the evaluation of the HACKTEX project results shall include:

- The validation of the methodology of the virtual training program and syllabus (R1) by relevant stakeholders during the first multiplier event.
- The comments as well as general and specific feedback by the users of the virtual training and virtual guide to foster entrepreneurship and market uptake of smart textiles, as well as other visitors, while they will be asked to comment on its contents, attractiveness and user friendliness.
- Feedback from participants to the HACKTEX bootcamp summer school in terms of the organization, materials used, lectures and learning

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- Questionnaires distributed to the participants to the multiplier events. They will be asked to evaluate the organization of the event as well its content and usefulness.
- Other quantitative indicators may include the number of inquiring visitors to the website, social media presence impact (visibility of information, followers etc.), traffic data (origin of visitors, number of times they accessed the site, etc.), number of participants in events, etc.

5. DISSEMINATION WORK PLAN

Dissemination work plan consists on the following actions. Responsible partners will be mainly the leaders of their Results/event hosting plus the project web and project social media responsible. Social media and website responsible will be in charge to post and, if necessary, to adapt the texts in order to disseminate them. The press releases and content to be published will be prepared previously by the responsible of each Result, ME and TPM.

| Date | Action | Responsible |
|----------------|---|-------------|
| September 2022 | ME 1 - Dissemination R1 | CIAPE |
| October 2023 | ME 2 - Dissemination R2 – R3 + R1 | UB |
| December 2023 | ME 3 - Dissemination R2 – R3 + R1 | UNIWA |
| February 2024 | ME 5 - Dissemination R4 | AEI TÈXTILS |
| February 2024 | ME 6 - Dissemination R4 | TITERA |
| June 2024 | ME 7 - Dissemination R5 + all other results | TUIASI |

6. PROMOTION AND DISSEMINATION TOOLS

6.1 General communication tools

Communication tools are designed for maximum exploitation of project outputs and results. Relevant communication tools will be provided to partners for their use in all project communication and dissemination activities:

- Project logo
- Corporative templates
- Project leaflet
- Project poster

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- Project roll-up
- Newsletters

The official hashtag the partnership should use in all of their publications on social media and any other proper field is **#HACKTEXproject**. Just in case it needs a shortened adaptation, it would be **#HACKTEX**.

6.1.1 Project Logo

The selected logo is:



This logo is the CLEANTEX basic identity of the project and will be used in all dissemination materials.

6.1.2 Corporative Templates

AEI TEXTILS will develop templates partnership requires for the internal and external communication and will send them to all partners by email.

6.1.2.1 Presentation templates

This is the template to be used for the HACKTEX presentations.



Deliverable nº - name

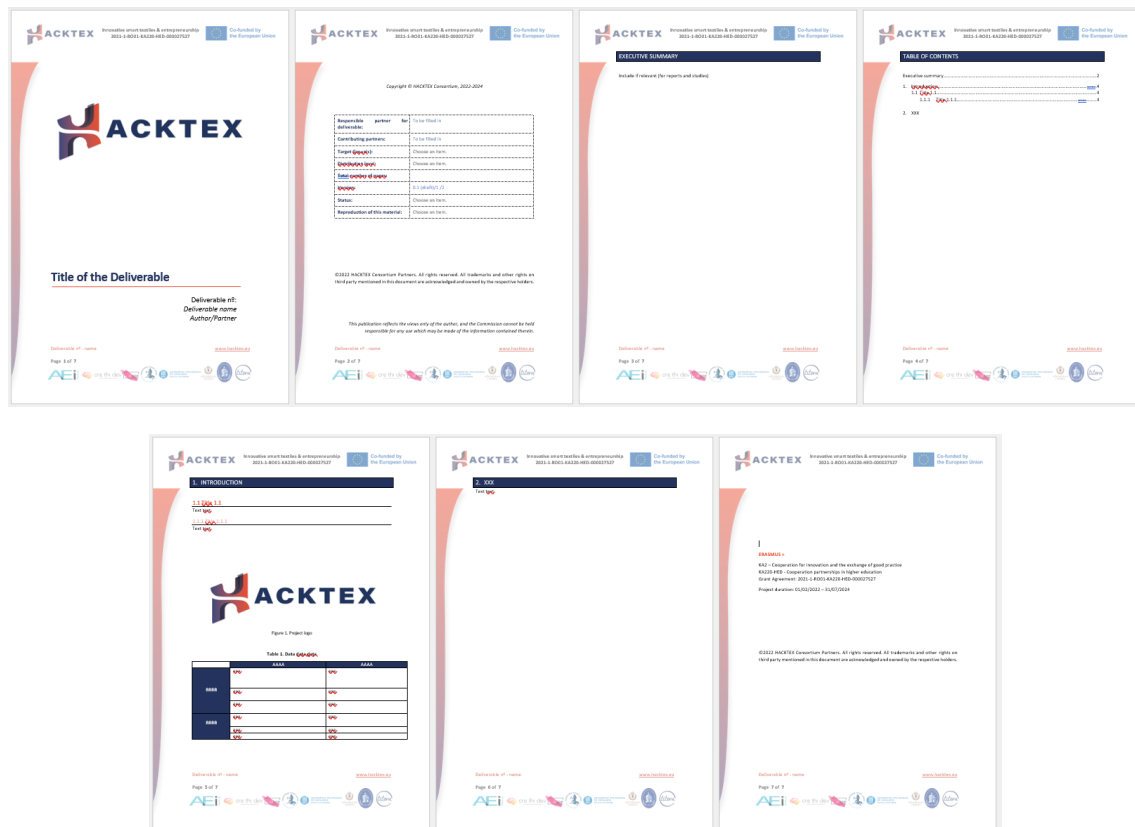
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Page 20 of 30



6.1.2.2 Deliverable templates

This is the template to be used for the HACKTEX Deliverables.



Deliverable nº - name

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Page 21 of 30

6.1.2.3 Dissemination reporting template

A dissemination reporting template has been developed. It aims at compiling all those dissemination activities carried out by each partner during the project duration. The computable activities can be several (social media channels publications, website posts and profiles, events, mailing, newsletters, etc.). This report must be sent to the communication leader every six months.



The template consists of three pages:

- Page 1:** Features the HACKTEX logo, the title "Dissemination Report (M1-M6)", and a field for the partner's name and surname.
- Page 2:** Contains a table for dissemination data with columns for type of dissemination, date, name of the person responsible, number of participants, short description, and conclusions. It also includes a disclaimer.
- Page 3:** Similar to Page 2, it contains a table for dissemination data and a disclaimer.

6.1.2.4 Attendance template

An attendance to template will be distributed to each attendee for the assistance registration and the meetings control.

6.1.3 Project leaflet

A leaflet in English, optimized for printing (A4, pdf), will be developed by AEI Tèxtils and distributed to all partners. The leaflet will summarize the aims of the HACKTEX project and will contain all useful contact information (website, email, etc.).

Partners are encouraged to translate the leaflet to their national language for dissemination at local or regional events.

Whenever needed, the leaflet will be updated to include important project results or international events.

The latest version of the leaflet will be made available for download on the HACKTEX website.

Reverse

THE PROJECT

The textile sector in Europe is surrounded by newly and determinant changes and challenges. Nowadays, the digitalisation and the intelligence endowment of the industrial processes are essential for the development of the industry and for the greening process that all sectors transversally shall implement to advance to the climate neutrality.

HACKTEX project aims at developing innovative pedagogical tools to improve the skills of engineering students on higher education in relation to innovation and, particularly, in the field of smart textiles.

The Project raises a proposal that is oriented to the reassessment of the sector dynamics by enhancing and targeting the skills of the future workforce generations, producing competitive products, developing the 4.0 industry and giving to the sector adaptability to external inputs and demands. In conclusion, endow the textile industry with resilience starting from the beginning of its value chain: the students' education and training.

CONTACT US

info@hacktexproject.eu

HACKTEX is a project co-funded by the European Union with Agreement no. 2021-1-RO01-KA220-HED-000027527



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INNOVATIVE SMART TEXTILES
& ENTREPRENEURSHIP

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Inverse

SPECIFIC OBJECTIVES

TO CREATE INNOVATION in the virtual teaching in the field of smart textiles.

TO SUPPORT ENGINEERING STUDENTS to acquire digital and transdisciplinary innovation skills in smart textiles.

TO CREATE VIRTUAL COURSE (MOOC) on smart textiles.

TO FOSTER STUDENT COOPERATION in hands-on projects.

TO PROVIDE KNOWLEDGE, skills and competences for smart textiles using virtual learning tools.

TO PROMOTE THE APPLICATION OF GOOD PRACTICES for the enhancement of innovative skills.

TO STRENGTHEN COLLABORATION between HEIs and companies from advanced textile industry.

SUMMER BOOTCAMPS

C1 Selected students from the participating universities will be trained in a summer school bootcamp in Sweden. A combination of morning lessons, hackathon (group challenges) format and flipped classroom methodology will compose this training experience.

C2 Teachers and trainers from the participating partners will use the lectures and materials developed by the consortium to deepen their knowledge on smart textiles and consolidate their resources on virtual training tools.


RESULTS OF THE PROJECT

- HACKTEX training methodology and syllabus.
- Virtual training program as a MOOC on functional and smart textiles with specific videos, training materials.
- Industrial smart textiles bootcamp training program for intensive summer education course.
- Creation of virtual methodological guide focused on smart textiles entrepreneurship.
- Project Handbook of Good practices. Virtual training tools and blended methodologies to foster smart textiles into the manufacturing sector.

PARTNERSHIP

HACKTEX partnership comprises 6 institutions from 4 European countries with complementary profiles and competencies. The partnership includes universities, training centres, technological centres and non-profit institutions.

PARTNERS



6.1.4 Project Roll-up

A roll-up in English, optimized for printing, developed by AEI Tèxtils and distributed to all partners. The roll-up summarizes the aims of the HACKTEX project and will contain all useful contact information (website, email, etc.).

The roll-up will be exposed at HACKTEX live events.

Deliverable n° - name

www.hacktex.eu

Page 23 of 30



6.1.5 Project Poster

A poster in English, optimized for printing, developed by AEI Tèxtils and distributed to all partners. The poster summarizes the aims of the HACKTEX project and will contain all useful contact information (website, email, etc.).

Deliverable nº - name

www.hacktex.eu

Page 24 of 30



6.1.6 Newsletter

A graphical template for each newsletter will be created by AEI Tèxtils and shared with all partners so then send they will be able to send it to their contacts. Each partner is responsible for sending each newsletter to stakeholders in their network and send inputs to fill them.

The newsletters editions will be launched every six months and disseminated widely through all the potential interested stakeholders.

6.2 Communication channels and social media

At the start of the project, partners will be asked to list all relevant universities, companies, HEI and research centers, associations and textile professionals and consultants in their national/regional/local context. These contacts will be used for newsletters (after confirmation of interest), social media updates and they will be invited to take part to the activities. The initial list is not thorough as other individuals and stakeholders can be added during the life of the project.

6.2.1 Project website and social media

The HACKTEX project website (hacktex.eu) will be the primary digital source of information about HACKTEX aims, activities, results and partners and AEI Tèxtils will be in charge to design it

Deliverable n° - name

www.hacktex.eu

and keep it updated. Relevant project information will also be published through social media, using various multimedia formats, such as:

- Partnership description
- Project description
- Activities
- News about the advances of the project (events, completion of the Results, partners' meetings, etc.)
- Diverse support materials to display the project main aims and results.

AEI Tèxtils will contribute to the diffusion of the contents. All the contents will be in English.

Social Media, in particular Twitter and Twitter, are excellent instruments of interaction with the target groups. In fact, Social Network instruments enable to:

- spread information in a simple and immediate way;
- engage target groups and get them involved in project activities;
- get to better understand target group needs with the aim of satisfying their expectations.

6.3 Guidelines for Multiplier events

Multiplier events will be organised in six countries (IT; SW; GR; SP; SL; RO). The events will be organised in the form of a Capacity Building Event and with the foreseen participation of at least 20 people. Finally, a multiplier event will be organised in Iași (at least with 50 people) with the aim of transferring project products and methodologies to the participants.

During the event, the projects' aims & objectives, results and activities as well as the EU contribution and support will be presented and analysed towards the participants who will be coming from the projects' desired target groups.

6.3.1 Preparation

The organizer of a multiplier event will last two months and undertake the following preparatory tasks:

- Preparing the event agenda (subjects to be presented, speakers - members of partner organization, trainers & experts, participants & representatives of the target groups, stakeholders etc.)
- Target groups and other categories to be invited (university teachers and coming from the partners countries).
- Elaboration and distribution of invitations to the target groups.
- Promotional activities for the event in order to inform, invite, and recruit participants.

Deliverable nº - name

www.hacktex.eu

- Arrangement of the venue and other organizational practical issues.
- Preparation of the documents / attendance list, evaluation form.
- Collection of the materials to be presented.

6.3.2 Holding the national multiplier event

The event will be carried out according to the prepared agenda and the preparatory arrangements. Every participant of the national event will in charge to:

- Preparing the event agenda (subjects to be presented, speakers - members of partner organization, trainers & experts, participants & representatives of the target groups, stakeholders etc.)
- Target groups and other categories to be invited (end-users, beneficiaries, project stakeholders, etc.)
- Elaboration and distribution of invitations to the above target groups.
- Promotional activities for the event in order to inform, invite, and recruit participants.
- Arrangement of the venue and other organizational practical issues.
- Preparation of the documents / attendance list, evaluation form.
- Collection of the materials to be presented.

And also, will get:

- Materials about the disseminated project results,
- Access to the presented results,
- Support by the project partner and its trainers in using the project products.

The projects' aims & objectives, results and activities as well as the EU contribution and support will be presented and analysed for the participants coming from the projects' desired target groups and stakeholders

The participants will be involved in a brainstorming session or workshop to discuss the quality, effectiveness and transferability of the outputs presented.

Finally, the participants will complete an evaluation session (participatory methodology) to assess the organizational issues of the seminar, speakers but also the usefulness of the received data and project products. Participants will be made aware about the possibilities of involvement offered by the project (i.e., enrolling into the MOOC and access to other materials in development).

6.3.3 Reporting

After their completion, information about the organized national dissemination event will be uploaded on the project website accompanied by the dissemination materials and presentations used during the national dissemination seminars. The results of the evaluation will be

Deliverable n° - name

www.hacktex.eu

summarized in the national report prepared by the organizing partner.

6.4 Programme rules

Information about the EU support with the EU logo will be visible on ALL project products and promotion & dissemination materials (including the project brochure) used during the project implementation and beyond of its duration too.

6.5 Visual and identity tools

The following are the identity tools to be used for the project.

6.5.1 Official colours



7. MECHANISMS OF EXPLOITATION

Communication and dissemination activities will be carried out during the lifetime of the project and implemented by all project partners. Due to its strong network of stakeholders (especially clusters in the textile sector) and its active participation in national, European and international associations, networks and working groups, AEI Tèxtils will be responsible for coordinating the partner activities, in order to assure coherence and therefore to implement an effective strategy for communication and dissemination (but also exploitation).

Foreseen activities will be agreed and finalized at the first meeting among partners. A Communication, dissemination and exploitation plan will be drafted and circulated the month after the kick-off meeting. The plan will include the following aspects: target groups, dissemination objectives for each target group, schedule of the dissemination activities, number of the individuals/ organizations/ intermediaries and companies reached, partners' tasks and

Deliverable nº - name

www.hacktex.eu

responsibilities, promotion and dissemination tools, mechanism of the exploitations. The plan will be further integrated after 2 years for better defining the topics linked to exploitation. AEI Tèxtils has among its staff, people expert in communication, dissemination, events management and stakeholders' engagement. As underlined, promotion, communication and dissemination activities will be carried out by all project organizations in their countries with the aims of:

- Promoting and disseminating project objectives and results toward the target groups;
- Identifying players and bodies that need to be aware of, or involved with the project, laying the basis for the exploitation of project outputs by other interested organizations;
- Making universities, research centres and HEI aware about the project products in order to encourage the take-up of its' outputs and success stories;
- Making universities, research centres, HEI, companies, BIOs and policy-makers active in the field of education and R&D aware about the benefits of project-based training and collaboration among HEIs and companies about shaping policies and about the challenges the sector is facing;
- Assuring the continuing visibility, accessibility and use of the results after the end of the project in order to promote maximum impact and sustainability;
- Assuring the implementation of actions supporting collaboration among research, training centres and companies and new research and project activities to tackle the remaining challenges.

There will be a various tool used to spread out information about the project results: social media hashtags, project brochure; participation in sectorial fairs and conferences; in order to assure saving of resources and protection of the environment, the majority of communication and dissemination will be implemented electronically. Moreover, the strategic partnership of different types of organizations will be used strategically for the project's communication, dissemination and exploitation purposes. All partners have diverse and extensive networks of education organizations, HEIs, research centres, HEIs, associations dealing with textile and clothing, clusters, textile and clothing manufacturing industries, incubators and other stakeholders, including policymakers. Each partner will fully use these existing networks and resources, relevant to the project, so as, to achieve its dissemination and exploitation purposes efficiently and effectively. Finally, partners commit themselves to promote the project at every possible event or occasion both externally and internally (among their staff).

ERASMUS +

KA2 – Cooperation for innovation and the exchange of good practice

KA220-HED - Cooperation partnerships in higher education

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Deliverable nº - name

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Page 30 of 30