



Advancing industrial digital and green innovations  
in the advanced textile industry through  
innovation in learning and training

## **D.7.1. Joint communication and exploitation plan**



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## Abbreviations and Acronyms

Abbreviation	Full name
Acronym	Full name
.....	

## 1. Executive summary

In the D.7.1 Joint Communication and Exploitation Plan, the main aims and objectives of the communication strategy are outlined, defining the communication goals and KPIs, project graphic identity, target groups, budget, channels/tools to be used, plan of action, messages to be transferred, partner roles and contribution, timing for action, dissemination monitoring and assessment, providing kind of guidelines to partners.

The communication strategy introduces the role of the dedicated communication team in arranging, facilitating and monitoring external communications for ADDTEX. This involves the creation of a coherent graphic identity, the online collaborative platform and communication tools and materials.

In particular, the Plan presents the main audiences for the project objectives, actions, results and the routes that will be used to reach them. Strategic events and channels are identified where ADDTEX project may aim to achieve a high-visibility and good representation from project partners.

## 2. Introduction

### 2.1 ADDTEX in a nutshell

Advanced textile materials are a thriving sub-sector in the textile and clothing ecosystem based on high added value and differentiation as unique selling proposition. Innovation in this field is key in the resilience building of the EU textile sector and its competitiveness, particularly in VUCA environments such as COVID-19 pandemic. Two major trends to increase the innovation ecosystem in the advanced textile sector are the update of digitalization and green innovations to address climate change and improve the sustainability of the sector. However, there is a lack of knowledge by textile SMEs in digital tools beyond traditional CRM and ERP. In addition, while sustainability is raising in the textile sector, many companies are still far from exploiting tools and principles such as eco-design. Therefore, a holistic approach fostering the digital and green transition is needed to boost innovation in the sector through knowledge transfer and co-creation between academia and the industrial sector. Clusters will bring together the triple helix of innovation along with industry. The ADDTEX project main objective is to facilitate the flow and co-creation of knowledge between higher education (HEI) and vocational education and training (VET), research, public sector and business sector within the advanced textile materials sector to foster new, innovative and multidisciplinary approaches to teaching and learning. In parallel, the project aims to stimulate a sense of initiative and entrepreneurial attitudes, mindsets and skills in learners, educational staff and other workers, in line with the Green Deal and Entrepreneurship Competence Framework. ADDTEX will also improve the quality and relevance of skills developed and certified through education and training systems. The project will also reinforce the clusters in each region, supporting education and training of advanced textile materials companies through linkages with HEIs and VETs.

### 2.2 Work Package 7: dissemination and exploitation

#### 2.2.1 Objectives

The objectives of WP7 are:

Goal 1: The awareness raising on the importance of advanced textiles' centres and collaboration between companies and HEIs and VETs for economic development.

Goal 2: The participation of beneficiaries and end-users in the different phases of the project.

Goal 3: The promotion and dissemination of projects intermediary and final results and outcomes.

Goal 4: The take up of project results.

Goal 5: Self-sustainability and exploitation after project ending.

#### 2.2.2 Description of the Work Package

##### Task 7.1: Development of strategy and communication materials

Drafting the dissemination and exploitation plan by CIAPE, containing guidelines and tools in order to guarantee the dissemination and transferability of project outcomes and deliverables. CIAPE will be responsible for defining the communication strategy. Creating and managing the project website and online collaterals (Instagram, LinkedIn, Facebook and Twitter) by CIAPE with support from all partners. Creating the dissemination material, the project look & feel (including logo and graphic identity), leaflet (e-form and paper printed copies) and press pack, with some standard press communication by CIAPE. All partners will contribute with feedback on the plan. This task will be done between M1 and M6.

##### Task 7.2: Implementation of the strategy

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CIAPE will ensure the implementation of the strategy developed within T7.2, prepare the press releases, and manage the social media. All partners will participate in dissemination activities, participate in events, communication activities. AEI Tèxtils, a PC will participate in Techtextil 2024 with a subcontracting of 10.200€ to present the project within a its booth. Elaborating periodic newsletters by CIAPE and the contribution of all partners. This task lasts from M1 to M36.

#### Task 7.3: Impact monitoring

The task 7.3 will be led by CIAPE and the contribution of the rest of the partners. CIAPE will measure the success or failure of the different actions done along the ADDTEX project through a dedicated monitoring scoreboard where the partnership will track a set of pre-defined KPIs with quantitative and qualitative insights based on interviews / surveys with participants and feedback. The impact monitoring will evaluate the evaluation and impact of activities. Each activity implemented will be assessed with a dedicated toll to assess quality and the task leader will gather all these information in order to measure the whole impact. This task will be done from M33 to M36.

#### Task 7.4: Final event

The final event will be held in Terrassa, Spain. It will be organised by UPC. Around 50 participants will attend. All partners of ADDTEX will present the results of the 3-year project. As previous SC meetings, 2 people per partner will attend to this event. The event is open to stakeholders from all over Europe. This task will be held during M33-36.

### 2.2.3 Deliverables

#### D7.1 Joint communication and exploitation plan

The dissemination and exploitation plan will be the main strategic and operational internal report where partners will describe the communication strategy and related plan to promote and disseminate to the target groups project's activities and results in order to engage the stakeholders and end users during project's execution and to enhance their mainstreaming and up-taking after project completion. M3

#### D7.2 Interim communication and dissemination report

The report will be written in English. This report will monitor the impact of the communication and dissemination materials and activities. Delivered in an electronic format, this document will be in English. M18

#### D7.3 Final communication and dissemination report and impact assessment

The final report will collect all the activities and materials done during the project as well as the impact have had in the project. These results will be showed during the final event of the project and sent to all partners. Language: English M36

### 2.2.4 Involved partners

The whole ADDTEX consortium will share the responsibility for communication actions and the results produced and achieved during the project. All project partners, as a whole, will carry out communication activities using all their resources and means. In Annex 1 are provided the key contacts related to communication and dissemination of ADDTEX consortium. CIAPE will have a coordination role and will assure that the planned strategy is implemented on time and by all partners. CIAPE will be responsible for calling corrective actions and contingency plans in case problems arise; this task will be executed in collaboration with the project coordinator.

### 3. Communication strategy

#### 3.1 Objectives

The dissemination strategy and the channels used will represent one of the key pillars of ADDTEX success: it will ensure the visibility of the project and the services offered for academia and industry to collaborate, will address all stakeholders relevant for and possibly interested to develop synergies across Europe, and continuously share information useful to the potential beneficiaries of the action and beyond.

The dissemination and exploitation strategy will make use of the European projects communication best practices and follow the 6W approach: What, Why, When, How, Where and to Whom to disseminate/to communicate.

The strategic objectives for dissemination are to:

- Raise awareness: Develop a high visibility for ADDTEX by notably attracting a high number of SMEs and students from HEIs and VETs in Europe interested to find synergies and promote innovation through academia-industry collaboration.
- Promote: Promote the events, trainings and activities offered by ADDTEX team to a large-scale in the European Union
- Inform: Make the information on the activities planned and implemented by ADDTEX available to focused target groups;
- Engage: Engage stakeholders, especially SMEs, HEIs, VETs and students to promote their inputs and feedback– which is also a mutual self-promotion of the new collaborations created between industry and academia;
- Exploit: Enhance activities of the project as a whole and advise on exploitation opportunities for the collaborative projects emerging from ADDTEX Hubs.

#### 3.2 Audience and target groups

Levels of implementation

Communication and dissemination will be implemented at two levels:

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

External communication and dissemination will also be implemented at 2 levels:

- European, for creating awareness on the concerned domains (textile industry, manufacturing, research and innovation, eco-design, creative design, circular economy, and collaboration among the world of education and industry in shaping training program) and promoting the project and its results among European organizations involved/interested;
- National and regional/local, for promoting the project results among target organizations 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 .The target group will include: universities, research centers, policy-makers responsible for educational, R&D and industrial policies, BIOs, associations and organizations dealing with textile, VETs, textile and clothing manufacturing companies, managers (and potential ones), hubs and incubators, entrepreneurs and trainers.

The main stakeholders of ADDTEX project can be categorised in subset target groups as follows:

##### D.7.1. Joint communication and exploitation plan



Table 1. ADDTEX stakeholders

Main target groups	Examples
HEIs and VETs	German textile universities of applied science, Technical Universities (Dresden, Aachen, Stuttgart), Unifi (University of Florence - <a href="https://www.unifi.it/changelang-eng.html">https://www.unifi.it/changelang-eng.html</a> ); Schools of Rete TAM ( <a href="https://www.retetam.it/">https://www.retetam.it/</a> ), Technological University of the Shannon: Midlands Midwest, University of West Attica, PANSIK VET school, Technical University of Liberec - Faculty of Textile Engineering, Střední průmyslová škola textilní, Universitatea Ghe. Asachi din Iasi, Polytechnical University of Milan
Companies and BIOS	Confindustria Toscana Nord ( <a href="https://www.confindustriatoscananord.it/">https://www.confindustriatoscananord.it/</a> ); CNA Toscana Centro ( <a href="https://www.cnatoscanacentro.it/">https://www.cnatoscanacentro.it/</a> ); Confartigianato Imprese Toscana ( <a href="https://confartigianato.toscana.it/">https://confartigianato.toscana.it/</a> ); Confcommercio Pistoia e Prato ( <a href="https://confcommercio.ptpo.it/">https://confcommercio.ptpo.it/</a> ); PratoFutura ( <a href="http://www.pratofutura.it/">http://www.pratofutura.it/</a> ), Chamber of Commerce of Pistoia and Prato ( <a href="https://ptpo.camcom.it/">https://ptpo.camcom.it/</a> ), MITA (Made in Italy Tuscany Academy - <a href="https://mitacademy.it/">https://mitacademy.it/</a> ); Consiag S.p.A. ( <a href="https://www.consiag.it/">https://www.consiag.it/</a> ); Sirio Solutions Engineering S.p.A. ( <a href="https://www.sse.cc/">https://www.sse.cc/</a> ); BB S.p.A. ( <a href="https://www.bbspa.eu/">https://www.bbspa.eu/</a> ), TOTAL PRECISION LTD, GRATTAN COMPUTERS LTD, RTR ELECTRONICS LTD, MIDLAND STEEL REINFORCEMENT SUPPLIES LIMITED, BUSINESS OPTIMISER UNISON PROCESS SOLUTIONS, BD LEARNING LIMITED, NUMATA BUSINESS IT LIMITED, OCEAN PRINT LIMITED, T/A WAZP NIGHTINGALE HQ LTD, VALSERV ENGINEERING CODY MANUFACTURING AND PROCESS SOLUTIONS, PMT PREMIER MACHINE TOOLS LIMITED, EC PRECISION LTD, KYZENTREE TECHNOLOGIES LTD, TULLAMED LIMITED, QUALITY TECHNOLOGY MANAGEMENT SOLUTIONS DAC, DEVOLTAIRE LIMITED, SHANNON COILED SPRINGS LIMITED, OEE SYSTEMS INTERNATIONAL, OCEAN DIGITAL, CUNNINGHAM LEONARD & ASSOCIATES T/A LBS PARTNERS, HYBRID TECHNOLOGY PARTNERS, PROCAD ENGINEERING, EDU SMART TRAINING CENTRE LIMITED, INNOPHARMA TECHNOLOGY LTD, VBOX LTD, ONEILL INDUSTRIAL LTD, SHANNON COMMERCIAL ENTERPRISES DAC, SHORTT STAINLESS STEEL LTD, CROOM PRECISION MEDICAL LTD, ALLIED IRISH BANK, Prevent Deloza, Tekstina, Littia, Odeja, UF Pro, Inplet, Majutex, SC MAGNUM SX, SC Energy Tex Tehnology Srl, DAVO STAR, Datsa Textil, Materally Srl, members of AEI Textils ( <a href="https://www.textils.cat/en/members/">https://www.textils.cat/en/members/</a> ), Portuguese Textile Cluster members, companies that are affiliated to CITEVE
Clusters and industrial associations	ACTE ( <a href="https://acte.net/">https://acte.net/</a> ); Armenian Marketing Association (Yerevan, Armenia); Yerevak (Tavush region, Armenia); Armada consult (Syunik, Armenia); Light Industry Development Association (Yerevan, Armenia); Light Industry Export Consortium (Yerevan, Armenia); Industry Support Center (Yerevan, Armenia); AM Partners Consulting Company (Yerevan, Armenia), Science Park Borås, Teko, Research Friday in Sweden; Do-tank center; Circularhub, Romanian Textile Concept, Astrico Nord-Est Cluster, Transylvania Textile and Fashion, Magurele High Tech Cluster, Slovene Textile Association; ATP, ANIVEC - APIV / ASM, PTMA - Precision Turned Parts Manufacturers Association of Ireland, GTMA - Manufacturing Resource Centre, Limerick for IT, Explore Engineering, Enterprise Ireland, InterTradeIreland, Innovate Limerick, PTP MODA ( <a href="https://formazionemodatoscana.it/">https://formazionemodatoscana.it/</a> ); Tuscany Fashion Cluster ( <a href="https://www.tuscanyfashioncluster.it/">https://www.tuscanyfashioncluster.it/</a> ); textil-mode.de, DNFI.org, ITMF.org, IWTO.org, vdtf.de, AEQCT
Policy makers	Local, Regional and National Policy Makers, RIS3 authorities, Members of the "Pact for skills" between the Region of Tuscany and workers' associations
General public	Different stakeholders, civil society as a whole

### 3.3 Communication actions and channels

ADDTEX project deliverables, actions and results are designed for a diversified range of stakeholder groups; the dissemination strategy needs to be tailored in a proper manner, to reach all audience the most efficient way and through

appropriately selected communication channels and tools, by enhancing and exploiting the consortium communication channels and capabilities.

In WP7 specific ADDTEX actions, tools and “means” are planned to reach the target groups, promote project actions and disseminate project results. These instruments/tools are presented in following table:

Table 2. ADDTEX instruments and tools

Tools/actions	Specifications	When	Target groups
Visual identity	Included on all communications to clearly identify the project	From M3	All
Website	Included on all communications. Highly ranked and linked from external sites and sites of partners	From M3	All
Press releases	The project will prepare press releases on a regular basis to communicate the project activities to broad range of target groups	At major project events	Broad scope
Social media	Exploitation of the power of social networks in order to enable a more active dissemination towards the community (focus on Twitter and LinkedIn for industry and Facebook/Instagram/ or others for students)	Biweekly and major events of the project	Broad scope & targeted according to each institution status
Promotion materials	Flyer/leaflet: Electronics and hard copies: hard copies for the use at events and at the events where partners present the project. Posters: for the use at the network events / workshops and external events. Roll up, video and PPT	From M6	Broad scope
E-newsletters	Exploitation of the power of social networks in order to enable a more active dissemination towards community (e.g. Twitter, LinkedIn, etc.). Newsletters will be included in regular communications of partners with their members and communities.	Twice a year	Targeted for each partner.
Participation in events	Network workshops and presentations of ADDTEX at relevant international and national conferences and events.	At least twice per partner	SMEs / Students / HEIs / VETS / Policy makers
Networks and partners channels	Communication of project activities and outcomes via networks – personal contacts, partners projects	Regularly	All
Interviews by press	Presentation of the project and the network through dedicated press interviews to highlight the major aspects of the project. Focus on increase the visibility.	Once in the first semester, other at the end of the project	Broad scope / SMEs
Showcase in trade fairs	Presentation of the project through a booth and information in major advance textile material trade fair such as Techtextil 2024	Once at major trade fair in 2024	SMEs, Industry, broad scope
European Cluster Collaboration Platform	Update all activities of the project, press releases, events, and success stories	Regular posting for all events and news	European clusters, policy makers.
Specialised blogs	Update and send the news to specialized blogs for particular target groups such as Textile ETP, etc.	Regularly	Specific target group according to the blog

### Channels of dissemination and interaction with potential users

- Online Dissemination: the ADDTEX website, acting as a main repository for ADDTEX activities, will offer a first and key access point for interested stakeholders. It is aimed to become a reference hub for innovation in education for the advanced textile materials sector. Besides, the project will have its own e-newsletter to disseminate to its networks and participants. Each newsletter will include the latest news of the project and will seek to build linkages with other relevant EU initiatives. Given their implication in many other EU networks, partners will contribute to blogs and newsletters of other projects and contribute through direct e-mailings to their networks.
- Non-Electronic Dissemination: Public materials and deliverables will provide a detailed description of the project findings and, once submitted to the EC, will be published online to the project website, allowing ADDTEX results to be accessible to the public at large.
- Workshops: ADDTEX will implement 10 workshops (1 per country) to support exchanges and cross-fertilization between the industry and academia. The workshop will also help raising awareness among SMEs and support the upskilling of the sector.
- Interactive Dissemination (face-to-face meetings, events...): This channel of dissemination will offer a chance for personal interaction in innovation, technology and scientific conferences, trade fairs and exhibitions and in face-to-face meetings with relevant stakeholders such as researchers and entrepreneurs, but also with students at different levels and policy makers. The participation in external events will increase ADDTEX visibility and impact, develop synergies with related initiatives.
- Final showcase event: A final showcase event allowing the presentation of the overall results and the replication strategy will be organized to support their sustainability and disseminate to a large audience the achievements of ADDTEX.

It is important to underline that, besides the deliverables and activities described in the framework of WP7, communication and dissemination activities will support activities of other WPs. More specifically, they will serve to communicate project activities and engage target groups as well as to disseminate results and deliverables of all WPs.

Beyond project dissemination activities, ADDTEX partners can reach target groups by identifying, linking and using specific channels outside of the consortium, in the following table some examples:

Table 3. ADDTEX external channels

External channels	Examples
EU project consortiums	FOSTEX, CONTEXT, Skills4Smart TCLF Industries 2030, Next Technology, DI4TEX, xBUILD-EU, In Transit, Factive, Cleantex, Hacktex, Wintex, HACKTEX, CLEANTEX, Hi-Tech-TEX, Better Factory, Ecomoda, REGIOSKILLS TCLF, DigiTEX, OptimTex, DigitalFashion
International platforms, schemes, initiatives	European Cluster Collaboration Platform, Association of Universities of Textiles (AUTex), Smarttex Netzwerk, EU Textile 2030, ETP, EIT Manufacturing ECCP TCI Network, textile-platform.eu, eutt.net, ett-club.eu, technical-textiles-germany.com, EURATEX, TEXFOR, TEXTRANET, Czech Technology Platform for Textile
Trade shows and fairs/conferences	International Conferences ICAMS, TexTeh, ItechStyle Summit, TEXCHEM-RegioTEX, EuroClusters conference, ETP conference, TCI Global Cluster Conference, aachen-dresden-denendorf.de, dornbirn-gfc.com, Techtextil.de, Texprocess.de, Manufacturing Solutions National Manufacturing & Supply Chain Conference & Exhibition Robotics & Automation Roadshow, ITMA, MODtissimo, Romexpo Textile Exhibition
General press and Industry magazines	Industria Textila Journal; Textile Today; Textile Focus, Slovene Journal "Tekstilec", Jornal T, Svět textilu a obuvi, MF Dnes, ATOK revue, NEA-DERMA, Noticiero Textil, Textil Express, Pinker Moda, Interempresas, Ediciones Sibila, revista Toldo, MADE in Ireland, La Nazione ( <a href="https://www.lanazione.it/">https://www.lanazione.it/</a> ); <a href="http://www.notiziediprato.it/">http://www.notiziediprato.it/</a> ; MET ( <a href="http://met.cittametropolitana.fi.it/">http://met.cittametropolitana.fi.it/</a> ), <a href="http://textile-network.de">textile-network.de</a> , <a href="http://textiletechnology.net">textiletechnology.net</a> , <a href="http://textination.de">textination.de</a> , <a href="http://dfv.de">dfv.de</a> , <a href="http://textilplus.com">textilplus.com</a> , AEQCT magazine

### 3.4 Consortium potentials and channels

Some information and data about consortium online channels in order to optimise and boost the project communication on the web. An internal survey highlighted the communication capabilities of the whole consortium at the beginning of the project: the kind of channels, which are used and can be used by partners, and related numbers of general audience reachable through these online channels.

The overall aim is to maximise the utilization of the dissemination potentials of ADDTEX consortium. Thus, dissemination activities must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools.

Table 4. ADDTEX consortium potentials and channels

Partner	Website	Facebook	LinkedIn	Twitter	Instagram	YouTube
Universitat Politècnica de Catalunya	<a href="https://www.upc.edu/intexter/ca">https://www.upc.edu/intexter/ca</a>	<a href="https://www.facebook.com/INTEXTERUPC">https://www.facebook.com/INTEXTERUPC</a>	<a href="https://www.linkedin.com/in/intexter/">https://www.linkedin.com/in/intexter/</a>	<a href="https://twitter.com/intexter">https://twitter.com/intexter</a>	intexter.upc	<a href="https://www.youtube.com/user/intexter">https://www.youtube.com/user/intexter</a>
IVGT e.V.	<a href="http://ivgt.de">ivgt.de</a> , <a href="http://ivgt.info">ivgt.info</a>	n/a	<a href="https://www.linkedin.com/company/ivgt/">https://www.linkedin.com/company/ivgt/</a>	n/a	n/a	<a href="https://www.youtube.com/channel/UCRQvWr4QYRO9ya522-8XalQ">https://www.youtube.com/channel/UCRQvWr4QYRO9ya522-8XalQ</a>
PIN SCRL	<a href="https://www.pin.unifi.it">https://www.pin.unifi.it</a>	<a href="https://www.facebook.com/PinPoloPrato">https://www.facebook.com/PinPoloPrato</a>	<a href="https://it.linkedin.com/company/pinpoloprato">https://it.linkedin.com/company/pinpoloprato</a> ;	<a href="https://twitter.com/pinpoloprato">https://twitter.com/pinpoloprato</a> ;	<a href="https://www.instagram.com/pinpoloprato/">https://www.instagram.com/pinpoloprato/</a>	<a href="https://www.youtube.com/c/PinPrato">https://www.youtube.com/c/PinPrato</a>
IDEAM Cluster	<a href="http://ideam.ie">ideam.ie</a>	n/a	<a href="https://www.linkedin.com/company/73501876">https://www.linkedin.com/company/73501876</a>	IDEAM Twitter: <a href="https://twitter.com/IDEAMCluster">https://twitter.com/IDEAMCluster</a>	n/a	n/a
AEI Tèxtils	<a href="https://textils.cat">https://textils.cat</a>	n/a	<a href="https://www.linkedin.com/company/aeitextils/">https://www.linkedin.com/company/aeitextils/</a>	<a href="https://twitter.com/textils_cat">https://twitter.com/textils_cat</a>	<a href="https://www.instagram.com/aei_textils/">https://www.instagram.com/aei_textils/</a>	<a href="https://www.youtube.com/channel/UCi5NRWgNrISEVylHFT8TC5A">https://www.youtube.com/channel/UCi5NRWgNrISEVylHFT8TC5A</a>
Cre.Thi.Dev.	<a href="https://www.crethidev.gr">https://www.crethidev.gr</a>	<a href="https://www.facebook.com/crethidev/">https://www.facebook.com/crethidev/</a>	<a href="https://www.linkedin.com/company/crethidev/">https://www.linkedin.com/company/crethidev/</a>	<a href="https://twitter.com/crethidev?lang=el">https://twitter.com/crethidev?lang=el</a>	<a href="https://www.instagram.com/crethidev/?hl=el">https://www.instagram.com/crethidev/?hl=el</a>	<a href="https://www.youtube.com/channel/UCcrJb2R6tjW907dMill3sJw">https://www.youtube.com/channel/UCcrJb2R6tjW907dMill3sJw</a>
CLUTEX	<a href="https://clutex.cz">https://clutex.cz</a>	n/a	n/a	@Clutex1	n/a	n/a
Citeve	<a href="https://clustertextil.pt">https://clustertextil.pt</a> and <a href="https://citeve.pt">https://citeve.pt</a>	<a href="https://www.facebook.com/CITEVE">https://www.facebook.com/CITEVE</a> and <a href="https://www.facebook.com/academia.citeve?fref=ts">https://www.facebook.com/academia.citeve?fref=ts</a>	<a href="https://www.linkedin.com/company/cluster-t%C3%AAxtil-tecnologia-e-moda/?viewAsMember=true">https://www.linkedin.com/company/cluster-t%C3%AAxtil-tecnologia-e-moda/?viewAsMember=true</a>	<a href="https://twitter.com/PTextilecluster">https://twitter.com/PTextilecluster</a> and	<a href="https://www.instagram.com/academiaciteve/">https://www.instagram.com/academiaciteve/</a>	<a href="https://www.youtube.com/channel/UHCgSRULVu623w3aSiOkKeg">https://www.youtube.com/channel/UHCgSRULVu623w3aSiOkKeg</a> and



			and <a href="https://www.linkedin.com/showcase/academia-citeve">https://www.linkedin.com/showcase/academia-citeve</a>	<a href="https://twitter.com/citeve">https://twitter.com/citeve</a>		<a href="https://www.youtube.com/CITEVE">https://www.youtube.com/CITEVE</a>
Titera	<a href="http://www.titera.tech">www.titera.tech</a>	n/a	<a href="https://www.linkedin.com/company/18350271/admin/">https://www.linkedin.com/company/18350271/admin/</a>	n/a	n/a	n/a
INCDTP	<a href="http://www.incdtp.ro">www.incdtp.ro</a>	<a href="https://www.facebook.com/people/INCDTP-Bucuresti/100064446619900">https://www.facebook.com/people/INCDTP-Bucuresti/100064446619900</a>	n/a	n/a	n/a	n/a
University of Borås	<a href="http://www.hb.se">www.hb.se</a>	<a href="https://www.facebook.com/UniversityofBoras">https://www.facebook.com/UniversityofBoras</a>	<a href="https://se.linkedin.com/school/hogskolan-i-boras/">https://se.linkedin.com/school/hogskolan-i-boras/</a>	<a href="http://twitter.com/hogskolaniboras">http://twitter.com/hogskolaniboras</a>	<a href="http://instagram.com/hogskolaniboras">http://instagram.com/hogskolaniboras</a>	<a href="http://www.youtube.com/user/UniversityofBoras">http://www.youtube.com/user/UniversityofBoras</a>
CIAPE	<a href="http://www.ciape.it">www.ciape.it</a>	<a href="https://www.facebook.com/CIAPE.IT/followers">https://www.facebook.com/CIAPE.IT/followers</a>	<a href="https://www.linkedin.com/company/33458054/">https://www.linkedin.com/company/33458054/</a>	n/a	@ciapeofficial	n/a

Table 5. ADDTEX consortium potentials and channels

Partner	Website (n. of visits)	Facebook followers (n.)	LinkedIn followers (n.)	Twitter (n. followers)	Instagram followers (n.)	YouTube subscribers (n.)
Universitat Politècnica de Catalunya	Around 300	129	439	607	503	78
IVGT e.V.			446			78
PIN SCRL	57763	5732	1657	1574	1389	125
IDEAM Cluster			1293	416		
AEI Tèxtils	22000		1696	1036	252	3
Cre.Thi.Dev.		1233	111	57	115	37
CLUTEX	2500			11		
Citeve	6000 and 2940	17831 and 1485	2976 and 267	594 and 93	339	9 and 148
Titera			354			
INCDTP		44		3581		
University of Borås	3,4 mil	5378	31160	3583	5544	1610
CIAPE	Around 500	1310	174		72	

### 3.5 Communication activities Gantt

ACTIVITY	YEAR 1				YEAR 2				YEAR 3				YEAR 4			
	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
Task 7.1 – Development of strategy and communication materials																
Task 7.2 – Implementation of the strategy																
Task 7.3 – Impact monitoring																
Task 7.4 – Final event																

### 3.6 Communication budget

Graphic design tasks related to the project graphic identity, including logo, communications templates, will be outsourced. All relevant rules and regulations will be complied with. The value of this subcontracting will be EUR 10.000€

Part of the subcontracting will be dedicated also to FB and Instagram advertising (pay per click)

### 3.7 Monitoring and follow up of the communication activities

Like all communication activities, also ADDTEX partners may face potential risks and barriers, e.g.:

- Incorrect messaging, not tailored to diverse stakeholder audiences within AddTex resulting in disengaging audiences early in the project;
- Lack of consistency in marketing and communication message;
- Inability to differentiate the message considering different target groups and audience for different project actions and outcomes, increasing stress on project's communication resources during short time scale into communication action planning.

For these reasons, the WP7 leader will monitor the communication activities (from the consortium to the audience and target groups). It will be an internal follow up to monitor the activities and dissemination performances but also to collect feedback from partners to improve the dissemination and to jointly overcome possible barriers.

All partners are expected to inform the WP7 periodically about:

- communication activities, as well as the ones organised by their own organisation;
- external events they participate in and where the ADDTEX project and/or its actions and outcomes are promoted.

To follow-up the communication activities a template form has been developed and included in this report as Annex 2 – Template of communication activities, in alternative an online version will be used (e.g. online shared doc) to provide continuously updated information in an easy manner, and to be anytime easily checked. After each communication activity, the partners will complete the online form of the file.

The WP7 leader-CIAPE will collect all information and prepare an overview of the performed dissemination activities for each reporting period.

Google Analytics and other relevant analytical data (e.g. mass mailing reports) will be used to evaluate the effectiveness of communication tools and marketing messages. This will include regular review and formal analysis and feedback from the whole consortium during online or face to face meetings on:

- Social media pages - analysis of re-tweets, followers and following;
- Website – hit rates, site use, new and return visitors and audience analysis.

Additionally, as described in the Introduction section, WP7 also foresees the Task 7.3: Impact monitoring at the end of the project. A specific tool will be created on this purpose.



## 4. Communication tools

In order to facilitate a targeted multimedia communication campaign for ADDTEX project, the production of effective communication tools covers a fundamental role. To reach the diversified target group, during the initial project period communication materials are prepared providing tools for different communication channels. Moreover, a dedicated website and social media channels are set up.

CIAPE coordinates and pushes the project's communication activities. Nevertheless, all partners are asked to actively contribute to the diffusion of the project actions, outputs and contents both by publishing on FB and LinkedIn according to a pre-established calendar (Annex 3) and by sharing news and blogposts published on the official channels via their communication social media. Apart from that, each partner will insert one page about the project on their own website and the link of the social media pages.

### Sign off Process

While some communication, marketing and dissemination materials will be general purpose and high level in nature, other material could be required and designed to be targeted to different target groups. These materials should be, where possible, targeted to a specific audience and need to be agreed with Task and Work Package lead during the drafting stage. This will include agreeing target audience, format and content. At final draft stage, materials will be sent to the other project partners to ensure all is correct before distribution. If the communication output is a deliverable, this will also need to be formally reviewed by two project partners and presented in suitable deliverable format.

## 4.1 Communication materials

### 4.1.1 Logo

At the beginning of the project, CIAPE has provided partners different LOGO designs (also with different colors). Based on the preferences expressed by all partners, the following graphical output has been selected as ADDTEX Project logo:



Figure 1. Addtex Project Logo

### Funding institutions and acknowledgements

In addition, the European Union flag, shown in figure below, always appears on any related dissemination material and action. All templates, for internal and external purposes, will contain this image in accordance with the Grant Agreement. All publications will also include the following text: *“Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.”*



Figure 2. European Union Flag



## Presentation template and project-specific MS Word

The use of templates as the basis of all external communication in ADDTEX will ensure all project partners are delivering messages in a consistent and credible way.

A Word template to be used by all partners for all documents (restricted and public) has been made available and shared within the consortium. A PowerPoint template to be used by all partners for all internal and external presentations has been made available and shared within the consortium.

The ADDTEX project summary presentation will be developed to communicate an overview of the project. It describes the objectives, work plan, and consortium, with the purposes of explaining the aims of the project and the content will change regularly to accommodate new outcomes as the project progresses. It also establishes the visual identity for other bespoke presentations partners may create for future events. The presentation will have also the main purposes of attracting target groups interests for their involvement during the different project activities.

### 4.1.2 Project leaflet, poster, roll up and video

CIAPE will provide:

- A leaflet/brochure in English presenting general information about ADDTEX project and indicating direct contact information (website, email, etc.). The format is optimised for printing (A4, pdf) and for digital displaying and will be distributed to the consortium. Partners are encouraged to translate the leaflet to their national language for dissemination at local or regional events.
- An attractive roll-up to be used during events and missions.
- A poster to display key information to be used during events
- A short project video to disseminate ADDTEX in social media.

### 4.1.3 Social media

Social media channels will be leveraged to reach as wide an audience as possible. These communication channels assure to reach a diversified audience.

Table 6. ADDTEX external channels

Social network	Aim
Twitter	Promoting in real time events (speakers; interventions; etc...) and sharing updates of the project to policy makers.
LinkedIn	Reaching out to the world of business and sharing relevant contents.
Instagram	Sharing pictures, stories, infographics and reaching out to the younger target group of society.
Facebook	Creating project events, sharing relevant information, photos, project updates and news.

### 4.1.4 Website

CIAPE purchased the following URL to host the project's website [www.addtex.eu](http://www.addtex.eu)

Based on the visual identity defined for the ADDTEX project, a first version of the website will be designed inviting all partners to provide comments and suggestions for improvements.

The project website provides general information about the project, activities, it will also include ADDTEX official deliverables and all relevant sources of information generated by the project. It will be structured in the following

#### D.7.1. Joint communication and exploitation plan

sections: About the project, Partners, News, Project results, MOOC (from the webpage, it will be a link to connect with the platform where the MOOC will be uploaded).

The website will be user friendly to attract visitors and it will be the project's primary interface to all stakeholders and target groups. Social networks will be strictly linked to the website to spread news and attract visitors. All content is in English. Furthermore, ADDTEX project website will remain online and accessible for two years after project conclusion to spread its outputs.

## 5. Annexes

### 5.1 Annex I – Consortium key contacts

Partner	Main contact	E-mail	Alternative contact	Mail
Universitat Politècnica de Catalunya	Monica Ardanuy	monica.ardanuy@upc.edu	Heura Ventura	heura.ventura@upc.edu
IVGT e.V.	Mr. Stefan Schmidt	stefan.schmidt@ivgt.de		
PIN SCRL	Santo Scaramuzzo	santo.scaramuzzo@pin.unifi.it	Antonio Riccardo Petrella	antonioriccardo.petrella@pin.unifi.it
IDEAM Cluster	Dr. Jamie Meehan	jamie.meehan@ideam.ie	Katrin Weittenhiller	katrin.weittenhiller@ideam.ie
AEI Tèxtils	Raquel Cabello	rcabello@textils.cat		
Cre.Thi.Dev.	Tia Bilali	matinabilali@gmail.com	Maya Dimitriadou	maya.dimitriadou@gmail.com
CLUTEX	Eva Dvorakova	eva.dvorakova@vuts.cz	Ivana Ptackova	ptackova.cibi@gmail.com
Citeve	Helena Soares	hsoares@citeve.pt	Alexandra Cardoso	acardoso@citeve.pt
Titera	DANIELA ZAVEC	daniela@titera.tech	Tin Pavlinic	pavlinic.tin@gmail.com
INCDTP	Aileni Raluca	raluca.maria.aileni@gmail.com	-	-
University of Borås	Mohammad Neaz Morshed	mohammad_neaz.morshed@hb.se	Sweta Iyer	sweta.iyer@hb.se
CIAPE	Desiree Scalia	training@ciape.it	Eleonora Perotti	ciape@ciape.it





### 5.3 Annex III – FB and LinkedIn calendar

Partner	Month
Universitat Politècnica de Catalunya	November 2022
IVGT e.V.	December 2022
PIN SCRL	January 2023
IDEAM Cluster	February 2023
AEI Tèxtils	March 2023
Cre.Thi.Dev.	April 2023
CLUTEX	May 2023
Citeve	June 2023
Titera	July 2023
INCDTP	August 2023
University of Borås	September 2023
CIAPE	October 2023
Universitat Politècnica de Catalunya	November 2023
IVGT e.V.	December 2023
PIN SCRL	January 2024
IDEAM Cluster	February 2024
AEI Tèxtils	March 2024
Cre.Thi.Dev.	April 2024
CLUTEX	May 2024
Citeve	June 2024
Titera	July 2024
INCDTP	August 2024
University of Borås	September 2024
CIAPE	October 2024
Universitat Politècnica de Catalunya	November 2024
IVGT e.V.	December 2024
PIN SCRL	January 2025
IDEAM Cluster	February 2025
AEI Tèxtils	March 2025
Cre.Thi.Dev.	April 2025
CLUTEX	May 2025
Citeve	June 2025
Titera	July 2025
INCDTP	August 2025
University of Borås	September 2025
CIAPE	October 2025



