

ART CHERIE

DISSEMINATION PLAN

*Achieving and Retrieving Creativity through
European fashion Cultural Heritage Inspiration
Dissemination Plan
Supporting material for Project Management
December 2016*

European Apparel and Textile Confederation, EURATEX, Belgium

<i>Project Title</i>	<i>Achieving and Retrieving Creativity through European fashion Cultural Heritage Inspiration</i>
<i>Project Acronym</i>	<i>ART CHERIE</i>
<i>Reference Number</i>	<i>16PP0001 (2016-1-BE01-KA202-016281)</i>
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<i>Project Partners</i>	P1 <i>European Apparel and Textile Confederation - EURATEX (Belgium)</i> P2 <i>Fondazione Museo del Tessuto di Prato (Italy)</i> P3 <i>Hellenic Clothing Industry Association - HCIA (Greece)</i> P4 <i>University of the Arts London - UAL (United Kingdom)</i> P5 <i>Gnosi Anaptixiaki NGO (Greece)</i>



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*To bridge the gap between
fashion industry and the
lack of specific expertise
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1. Purpose & methodology

The main goal of this Communication and Dissemination Plan is to design and elaborate an effective, comprehensive and complete methodology for the successful implementation of a communication strategy of the project. It should be carried out in consultation with the leader partner and approved by the project partners.

The ultimate purpose of such activities is to allow broad acknowledge of the project and its results. In essence to:

- Raise awareness
- Inform
- Engage
- Promote
- Contribute to the capitalization of the project

This Communication and Dissemination Plan is structured in five steps:

Step 1: Identification of the audiences

Step 2: Determination of the information to be provided – the message

Step 3: Identification of the channels

Step 4: Budget

Step 5: Evaluation

Step 1: Identification of the audience

Project audience consists of all the stakeholders that directly and indirectly can benefit from the project results.

The identification process of the audience defines who they are and what their main interests are. It also answers the question “*Who are we communicating to?*”. Such process consists of reviewing the project, and ensuring that all the stakeholder categories are included in the overall list of target audiences.

For this purpose, the main groups identified are namely:

- Local fashion SME'S owners and entrepreneurs
- Universities with design and marketing departments
- Large Fashion companies' and SME's personnel working in the design departments
- Training organisations in the sector
- Local stakeholders such as Chambers of Commerce, Business Associations, Employees Associations

Step 2: Determination of the information to be provided – The message

The two most important ingredients for effective communication are simplicity and consistency. The best way to communicate simply and consistently is to develop key messages. Messages are the essence of what we want to communicate – the key points that we want to get across, and we need to formulate them in a language that

can be understood by those outside our sector. They should be identified and customized according to the segmentation previously established, in particular regarding the category of the stakeholder.

Step 3: Identification of the channels

The methods available for information and dissemination are reviewed, and in the light of the previous steps, appropriate means of communication activities and tools are determined.

Step 4: Budget

The main constraint for communication actions is the budget, which will determine the whole process and activities to perform. In the ERASMUS+ programme there is no separate cost category for Dissemination. Dissemination and communication activities and costs are part of the Project Management and Implementation Cost Category and each partner will produce its planned information tools & actions, with several joint actions and claimed under Project Management and Implementation category.

Step 5: Evaluation

Success or failure of communication actions will be measured through quality indicators. Each partner should be committed to reach efficiency and effectiveness in communication, by using all the opportunities linked to the project's field of action, and to communicate the project results in its own language.

Furthermore, all the partners are committed to boost the project's transnational and international dimension and will contribute to its dissemination through platforms and networks allowing for the exchange of best practices during the project implementation.

2. Project overview

Objectives:

- Organisation and digitization of the collection, historical material and data which are exposed in Prato Museum.
- Development of an integrated, innovative and specialized in designer's skills-training tool with the form of
- a Web Platform with courses for fashion designers, workers in the Fashion Industry and young students' designers aiming to work in EU T&A Fashion Sector

3. Strategy

The strategy seeks to use the most efficient means to disseminate information. The communication strategy establishes a bottom-up approach that seeks gathering local data to be disseminated at all targeted levels.

Local Partners must carry out communication activities about the project objective and ongoing activities, during all the project life and they should report them regularly to the project leader.

This information will be submitted to P.1 EURATEX as the Lead Partner, who will analyse, compile and organize it in the intermediate and final reports.

Strategy at European level

European communication strategy is mainly based on strengthening dissemination through the internet. EURATEX will act as the ART CHERIE ambassador in the wider European and International public. ART CHERIE will take advantage of the following:

- EURATEX's participation in European Confederation of European Business (BUSINESSEUROPE), the Alliance for a Competitive European Industry (ACEI), to extend the dissemination to other European Accreditation Bodies and laboratories across Europe.
- other branch federations having a direct or indirect link with the textile and clothing pipelines (e.g. machinery manufacturers, chemical industry, distribution, etc.), research institutions and universities active in the T&C sector (AUTEX, Textranet).
- EURATEX's cooperation through a Memorandum of Understanding with few key major industrial branch federations (i.e. CEMATEX).
- EURATEX has a regular and official social dialogue under the auspices of DG Social Affairs. This is a key point for its recognition at Commission level in full respect with the Lisbon Treaty.
- EURATEX's member federations directly or indirectly represent, in the EU, some 174.500 companies of an industry employing 1.7 million workers. The companies which are overwhelmingly small and medium-sized enterprises



cover a broad industry cross-section in terms of product, market segment and geographical spread.

- EURATEX has regular contacts with international organizations in the textile sector field: International Textile Manufacturers Federation, International Wool Textile Organisation, International Apparel Federation.

Web-based communication has been selected as the main dissemination channel. An interactive website is under development, where all project reports and deliverables will be made accessible. In addition, the website will run for the duration of the project plus at least two years after its ending as a project management and dissemination tool.

Through the Internet, messages shall be delivered to targeted audiences in an accurate and punctual fashion. Several tools – listed under section **8. Communication activities**- will be used to guarantee an up-to-date dissemination of the project.

4. Objectives and goals

The objective of the communication activities is to disseminate the project to the maximum amount of different targeted categories of stakeholders, i.e. companies, educational centres, employment services, media, consumers, etc... The dissemination of the results will focus on the key target groups described below and happen on different levels of interest.

Standard dissemination channels will be set up at every project level (website, newsletter, multiplier events, print information material, etc.). The main objective of this component is to increase the project impact and to ensure its widest exploitation, through several activities.

The objectives and goals of the communication activities include:

- To communicate the reasons for and background of the project, including its likely impact and implications;
- To communicate the current project status and forward planning;
- To provide practical and technical guidance to promote participation in a successful implementation;
- To promote dialogue at all stakeholder levels on issues related to the project to help ensure involvement and support for it;

- To make available the information that stakeholders need to understand each phase of the project, and to contribute to it so as to derive the benefits originally foreseen by its implementation.

5. Target audience

Communication and dissemination activities will focus on key target groups and happen in the ERASMUS+ countries involved in the project and through EURATEX and dissemination channels to a wider European and International public.

European, national and regional public bodies will be addressed, including other intermediate associations, companies, etc. The groups will include:

- Local fashion SME'S owners and entrepreneurs
- Universities with design and marketing departments
- Large Fashion companies' and SME's personnel working in the design departments
- Training organisations in the sector
- Local stakeholders such as Chambers of Commerce, Business Associations, Employees Associations

It is envisaged that the project partners will disseminate the results to their national stakeholders (also in national languages).

The overall objective is to create a comprehensive network/database for distributing information related to the project implementation and results.

6. Key messages

Typically, besides the dissemination of the project and its results, every ERASMUS+ project should communicate this core message:

- “ The Project is Co – Funded by the Erasmus+ Programme of the European Union”
- “The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.”.

The Project Leader may establish other main messages to be delivered through Communication tools & actions and the all the partners are free to propose Key Messages.

7. Communication tools

The dissemination activities will be supported by the following communication tools:

Logo and corporate image

A project logo and a general corporate image of the project have been proposed, and once approved; they will appear in all project documentation, which will include as well the Commission **Erasmus+ programme logo**.

Website

A website will be designed and will be updated regularly to provide public information on the project through its extranet.

LP will be responsible of designing, feeding and animating the website, which will include information such as: the project description, its goals, results achieved, a calendar of events and meetings, the dissemination material and related news, etc.

Every partner will be responsible of providing information on their activities. The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents. The Intranet offers access to information on the workflow of every document, which can be uploaded for review, and then approved and published.

Database for mailing list

In order to keep the entire target groups efficiently organized and to achieve a quicker dissemination, all partners will contribute to establish a comprehensive database, which will be used for sending all the communication documentation, including newsletters.

Poster

To promote the project in public events, such as conferences and exhibitions, a poster in English will be designed and printed. Partners will translate the text in their national language.

Leaflet

A three-page leaflet (A4, colour, folded and printed both sides), providing information in English, and each partner's language, will be published. Leaflets will be printed and it will also be available on the website. The content will be provided by partners, who will gather general information to reach the overall public.

e- Newsletter

Partners will lay-out a four-page digital newsletter in English every six months, providing information on the project, its progress and results. The content will be provided by the partners and its aim is to disseminate the project activities. It will be available online on the project website and distributed through the project database. In total 5 newsletters, will be published. Each Partner will be responsible to translate the Newsletter in national language and disseminate it to its contacts list.

Partners Responsible

P.1 EURATEX (1st Newsletter)

P.2 Fondazione Museo del Tessuto di Prato (2nd Newsletter)

P.3 Hellenic Clothing Industry Association - HCIA (3rd Newsletter)

P.4 University of the Arts London - UAL (4th Newsletter)

P.5 GNOSI NGO in cooperation with EURATEX (5th Newsletter)

Promotional material

Agendas, pens, or other items envisaging the project marketing will be defined and produced.

Website banner exchange

A banner of the project will be included in each partner's portal linked to the project website. Project partners are invited to replicate this action at local level.

Furthermore, banners will be designed to announce up-coming events related to the project. The dissemination material (mainly press releases and the e-newsletters) will be uploaded on both, the project and each partner's website.

E-mail alerts

Informative emails will be sent to the stakeholder's database with activities and results achieved to increase the level of dissemination of the project. The email alerts will be sent at least before specific events, including the Final Conference.

8. Communication activities

Through a variety of events, the partners can transmit information directly to those who should eventually exploit the project results and enable them to discuss specific issues with the partners.

This communication and dissemination plan sets a list of different events taking place in each region, or in any other EU country, representing a good opportunity to show the efforts and results of the project. Among them, some major events can be highlighted:

- Multiplier Events;
- Dissemination events with relevant entities
- Participation in worldwide conferences related to Fashion Sector

The project will be continuing disseminated in all possible means of media, and stakeholders will be continuing involved through other project strategies such as evaluation etc.

9. Media Communication

Each partner will be responsible for the issue of a press release in English after each project meeting and multiplier event with the outlines of the project developments, and outcomes, which will distribute to all sector specific media and other contacts.

– Project partners shall upload them to their websites and is at each partner's disposal to translate them and send them to the local media and contacts.

Project's LOGO

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- Local partners will also distribute press releases regarding specific local results of interest for their stakeholders.
- It is important to note that articles may only have an interest for the media if they offer some kind of novelty, so it becomes necessary to wait until some project's results are achieved.
- Press releases will be published on the project website in English.

10. Evaluation Indices

The evaluation of the communication plan should be done in accordance with quality indicators. It is always useful to set up specific measure indices from the beginning. By comparing the indices with the final results, we achieve a real and correct measurement of project's achievements.

Index	Target	Achievement
Press Releases	At least 1 Press Release per partner after each project meeting and multiplier event. In total 6 Press Releases for TM and 4 press releases related to multiplier events.	
Dissemination Material	1.500 Leaflets (Each partner will print 300 leaflets. 5 Banners (each partner will produce 1 banner) 100 Posters (Each partner will print 20 posters) 625 Usb Keys (Each partner will produce 150 USB keys) 625 Folders (Each partner	



	will produce 150 folders) 625 notebooks (Each partner will produce 150 notebooks)	
Newsletters	5 Newsletters	
Multiplier Events	4 Multiplier Events	



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The Project Aims:

To bridge the gap between fashion industry and the lack of specific expertise in fashion industry SME's designers using innovative approaches deriving from the project and that the EU Fashion Industry urgently needs.

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