

Integrated strategy Initiative for Strengthening the supply of APPrenticeships in TEXtile sector

TEXAPP

TASK	DISSEMINATION PLAN
------	--------------------

Prepared by:	Euratex and TMTE
Contributors:	Ana Manuelito and Gabriella Ecker
Work Package:	WP6
Date:	25-09-2017

1. Consortium

P1	European Apparel and Textile Confederation - BELGIUM
P2	The Huddersfield and District Textile Training Company - UK
P3	Pirin-TEX - BULGARIA
P4	CITEVE – PORTUGAL
P5	Textilipari Műszaki és Tudományos Egyesület (TMTE) – HUNGARY
P6	TexClubTec - ITALY
P7	Bulgaria Association of Apparel and Textile Producers and Exporters (BAATPE) - BULGARIA
P8	Hellenic Clothing Industry Association (HCIA) - GREECE

About this document

This dissemination plan describes in detail the dissemination activities planned by the consortium of the TEXAPP project. It includes all important aspects of planned dissemination activities, defines dissemination phases and presents planned material and tools to be prepared in order to disseminate information of the project TEXAPP. It aims to define the dissemination goals as well as the project's target audience and channels through which the project results are going to be promoted. It also includes the partners' competences in the dissemination area and a planned schedule of activities related to the project's scope. The dissemination plan constitutes the starting point of the whole dissemination process and will be complemented and revised on the basis of partners' input in the first months of the project. This dissemination plan is formulated and will be modified to be agreed by all partners and will define the way, the timing and the place (events) where project's produced materials will be disseminated in order to reach target audiences and interested parties, not directly involved in the project. This report includes information regarding:

- The project's identity;
- The main target groups of the project's outcomes and the end users envisaged;
- The dissemination activities;
- The way the planned events will be organised (venues, dates, duration, number of participants, source and target languages);
- The communication material to be produced (e.g. mailing list, electronic newsletter with resume of reports and event agenda, articles on specific topics) in order to promote project's results;
- The responsibilities relying on each partner.

In other words, the agreed dissemination plan will define "What to Whom", "How", "When" and "Where" the dissemination activities will be implemented.

Contents

1. Consortium.....	2
2. Introduction.....	5
Purpose of the document: criteria for success	6
Structure of the document.....	6
3. Dissemination overview.....	7
Project dissemination objectives	7
Project outputs and results	9
The partners' dissemination competences	10
4. Dissemination channels; online and offline	10
Dissemination materials	11
Project logo.....	11
Leaflets.....	11
Posters	11
Website.....	11
Dissemination activities	12
Newsletters.....	12
Press releases	12
Participation in events.....	12
Internet and Social Media.....	13
5. Dissemination methodology.....	13
Planning dissemination activities.....	14
Carrying out dissemination activities.....	14
Reporting on dissemination activities	15
Defining responsibilities	15
Collecting and updating information and data	16
6. Conclusions.....	16

2. Introduction

The project TEXAPP, addresses the issue of apprenticeships delivery in the fashion sector dominated by small, medium and micro enterprises (SMEs). The objective of TEXAPP is to foster and strengthen the supply of apprenticeships for SME's and micro enterprises active in the sector through the close cooperation between EURATEX (as the European organisation of the Textile and Clothing (T&C) national associations) and its partners – members and affiliates.

For fostering the supply of apprenticeships in an integrated way for the T&C sector, what matters above all is a supportive business environment offering practical assistance to SMEs. Through close cooperation, TEXAPP project partners will create and provide a structure and tools oriented towards the T&C sector considering the SMEs needs and obstacles they face in this regard. The sectoral tool package to be developed aims at assisting SMEs in setting up, planning, delivering and ensuring the quality of their apprenticeships, including apprentice assessment. The TEXAPP project will act and produce targeted tools for pooling resources, sharing information, exchanging knowledge, developing ideas and learning from each other experiences.

The main target group addressed by the project is small and medium enterprises of the sector. Project partners have a thorough and established knowledge of SMEs in the sector and effective platform for company engagement. Reaching out SMEs is an ongoing procedure which achieved mainly through the national associations members and structuring according the project structure and work flow.

Dissemination is an ongoing process starting at the very beginning of the project, involving showcasing the project activities and outcomes, as well as final results. Dissemination is the key element of the project visibility and sustainability. Therefore, the dissemination activities are a focus area within the project duration in order to promote the project ideas, knowledge and results, as well as the completed project outcomes and their future exploitation.

The general aim of this document is to describe in detail and then assist in the generation of an effective flow of information about the project, its objectives and results.

The document can be revised during project implementation (developing the detailed plan of dissemination actions, and preparing all relevant staff required to efficiently run dissemination tasks). At the end of the project all performed activities and prepared material will be reported on and summarised in the dissemination activities report.

Purpose of the document: criteria for success

The Dissemination Plan provides a view of the expected results of the TEXAPP project, and comprehensively defines the strategy on how the knowledge generated by the project will be disseminated within target groups. It describes in detail planned dissemination activities to be undertaken by the whole consortium and/or individual partners.

The purpose of the document is to plan the strategy of the project's dissemination activities, considering all the necessary staff and different dimensions of the dissemination process. That requires:

1. Definition of the project's results;
2. Definition of the target groups and areas which shall be reached within dissemination process;
3. Providing relevant dissemination material, maintaining and systematically updating it;
4. Project website;
5. Project leaflet, roll-up, poster and USB keys;
6. Identification of events relevant to the project area of interest and choosing the ones where the project will be presented;
7. Recommendation of conferences, as well as presentation and publication possibilities where results of TEXAPP can be presented;
8. Plan of effective cooperation with the project's target and focus groups.

The Dissemination Plan will be expanded in the direction of:

1. Raising awareness and motivation of results of the project, used technologies and innovations to sectors SMEs.

The main goal of the planned activities for the dissemination of results of the project is aimed to promote the project's future outcomes among prospective target groups. According to the direction, the relevant types of dissemination activities will be planned and performed in the particular time.

Structure of the document

The document consists of six chapters including introduction and summary formulating main conclusions for the dissemination plan.

After providing the introduction to the document, the second section describes the issues that are the basis for the whole dissemination process, namely: dissemination objectives answering the question "why shall we disseminate", project outputs and

results answering the question “what will be disseminated”, and competences of the TEXAPP consortium in the area of dissemination answering the question “who will disseminate”.

The third section of the document presents how the knowledge about the project may be disseminated. This chapter defines different dissemination tools, dividing them into two groups: dissemination materials, which will be prepared and dissemination activities that will be undertaken by the consortium partners.

The fourth section describes the target audience of the project; to whom and what parties are we going to disseminate the knowledge?

The next chapter presents the dissemination methodology which describes the exact way how the consortium is going to act within the whole dissemination process, which instruments will be used, which activities will be undertaken and how the plan will be updated (to include the future activities). Since it is not possible to minutely plan beforehand all activities for the whole project duration (3 years), the dissemination plan will be prepared, accepted, extended and updated constantly. The plan acts as a guide and stimulus to respond to needs and opportunities.

3. Dissemination overview

Project dissemination objectives

The TEXAPP consortium constitutes a balanced set of institutions operating in the textiles and clothing sector. Additionally, consortium organisations are relevantly related to the target group – SMEs in different countries, which will facilitate direct contact with them. The dissemination plan will explain how the partners will contribute to the project dissemination according to their own (and most relevant) project (reaching the project’s target group) and using the most suitable communication channels. The specific character of each partner will allow optimal and effective planning of the dissemination strategy of the TEXAPP project from its early phase.

The general goals of the dissemination activities of the project are:

- To raise awareness on project aims & objectives;
- To disseminate the project outcomes to appropriate target audiences:
 - SMEs and public stakeholders engaged in apprenticeships
- To disseminate results of the TEXAPP through:
 - Conferences proceedings;

- Workshops and discussion panels;
 - Social Media: Facebook, LinkedIn and Twitter;
 - Articles and papers;
 - Posters and leaflets;
 - Project website.
- To participate in thematically related events and conferences to inform the target groups about the project results
 - To update state bodies responsible for policy planning of apprenticeships and training programs for students

To effectively achieve the dissemination goals a relevant dissemination strategy assuming two phases of the whole dissemination process is introduced. These phases will be adjusted to the project phases. Each of the phases will be adjusted to the project lifetime and dissemination material and activities will be adapted according to the needs and requirements of these phases, which are shortly described in the Table 1 below:

Table 1. Phases of the TEXAPP dissemination strategy

Phase characteristics and timing	Phase purposes	Tools
Phase 1 – Awareness building (months 1 – 12)		
No particular outputs yet, only plans, goals and methodologies to be defined	<ul style="list-style-type: none"> ● Raising general awareness of the TEXAPP project; ● Announcing the project goals and plans ● Raising attention among relevant target groups ● Spreading information among potential participants in the pilot projects; ● Starting dissemination knowledge in the mass and social media. 	<ul style="list-style-type: none"> ● TEXAPP logo ● Presentation template ● Project flyer ● Website ● Newsletters.

Phase 2 – Valorisation and piloting (months 13-24)		
<ul style="list-style-type: none"> • Months when training is planned will be announced • Dissemination shall concentrate on creating awareness of collected good practices • All products, resources and tools are ready 	<ul style="list-style-type: none"> • Raising awareness about the possibilities and good practice usage of the TEXAPP tools among target groups • Announcing the setting up of the TEXAPP HUB to relevant target groups • Developing Internet presence • Publishing TEXAPP news • Announcing the final results of the project • Presenting cases and best practices 	<ul style="list-style-type: none"> • Discussion panels • Newsletters • Social media • National workshops/seminars • Final newsletter summarising the results • Press releases • Social media • e-learning seminars

Project outputs and results

The main outputs of the TEXAPP project are as follows:

- Conduct surveys for the current situation of apprenticeships and draft national and EU level report about the current situation of apprenticeships in partner countries and preconditions for its development – Special chapter for detecting SME’s with no previous experience in apprenticeships – identifying the reasons and their needs
- Development of a “Standard” that describes the capacities and competences required for an SME to manage and deliver an apprenticeship programme successfully
- Development of the company assessment tool to identify area where company development is required
- Piloting in 10 SME’s in each partner country from which at least 5 won’t have previous experience in apprenticeships
- Development of the Action Plan for the TEXAPP Hub
- Institutional setup
- Mobilisation of sector’s SME’s, to participate in TEXAPP Hub
- Memorandum of Understanding among the partners for their close cooperation and support of the TEXAPP Hub in each partner country with the supervision and guide of EURATEX
- Development of training courses for in-company trainers and quality indicators

- Setting-up a concept and implementing of pilot trainings for in-company trainers in the TEXAPP Hub – 10 pilot trainings in each partner's country
- Set up a community of practice for apprenticeships - Memorandum of Understanding
- Meetings for experience exchange with the European Commission / European Alliance for Apprenticeship

The partners' dissemination competences

The well-balanced TEXAPP consortium involves different partners having a variety of competences, which will be useful at different stages of the dissemination process and will be used within the dissemination activities undertaken. Among these competences we shall highlight:

- Previous experience in performing dissemination activities;
- Possibilities to organise seminars, courses and workshops related to project aims and objectives;
- Possibilities of participating in relevant events, where TEXAPP can be presented;
- Relationships and contacts which can be used in searching for relevant target audience (e.g. to send them newsletters);
- Own publications.

4. Dissemination channels; online and offline

There will be different dissemination products, which shall approach different target groups considering their specific needs and requirements.

Dissemination activities may be grouped in the following groups:

- Creation of dissemination material project logo, leaflets, posters, USB keys for project visual identity and marketing purposes;
- Creation of project website, with produced electronic material (reports, studies, results, tools, multimedia, informational material) freely available;
- Electronic newsletters distributed every 6 months with project news, outputs at each? point, resume of available reports, agenda of events and articles on specific topics;
- 6 national conferences and 1 final conference in Brussels.

The promotional material depends on the exact time point and consequently the actual project progress. Promotional material is dedicated to the particular project

products and will be prepared after the particular result comes out.

Dissemination materials

Project logo

Within the first two months, the project logo has been developed. At the kick-off meeting it will be agreed upon which organisation will develop project logo. The partners will agree on the general shape and visual identity of the logo. The logo shall refer to the main issue of the project.

The main aim of the project logo is creating awareness of TEXAPP and attracting the attention of potential target groups.

Leaflets

Project leaflet will be created in electronic form to communicate information about project identity, aims and objectives. It will be addressed to the general public, companies, universities, relevant stakeholders etc. The leaflets will promote the project itself and possibly adjusted also to the target audience in case of preparing it for a planned event.

Posters

Project poster will be created to be used as marketing instrument at events and partner institutions. The project poster will consist of project logo and title, logo of Erasmus+, and it will be consistent with the project visual identity.

USB Keys

USB keys will be produced by all partners as dissemination material in order to be given to the target group and relevant stakeholders in dissemination events that will be organised in the frame of the project such as national and final Conference.

Website

The website will be developed during the first semester of project implementation. It will integrate professional social networking tools such as LinkedIn, and Facebook to

increase its traffic, attract more visitors and disseminate results and planned events more effectively to the target group.

In order to assure project sustainability the website will be maintained active for at least 3 years after project completion. The website will be in English and partner country languages and will initially include a short description of the project, the project phases, tasks to be carried out, and description of partners. News about activities carried out throughout the project will be updated continuously and the website will be enriched gradually along with the findings and all deliverables, uploaded in electronic form, freely available to everyone for downloading.

Dissemination activities

Newsletters

Considering the newsletter definition, it is a regularly distributed publication about a particular topic, which is of specific interest to receivers. Thus, in context of TEXAPP project, thematic newsletter will be distributed every six months in order to notify about the project progress. In that case the target of the newsletters shall be carefully selected to distribute the particular pieces of information to the target groups. A newsletter, telling about the developments throughout the project, will be produced each six months. The newsletter will also be posted to all organisations listed in the electronic index.

Press releases

Press release is a written or recorded short communication spread via a particular media channel in order to announce something claimed as having news value. Depending on the media channel the release might be concentrated on spreading news related to the particular topic (news release, which is compilation of facts, then developed by journalists to complete the short “story”), or it might be concentrated on expressing opinion (for example to highlight an important event).

Depending on topics and project progress both types of press releases might be used. In order to provide press release relevant media channels shall be identified and then selected according to their best suitability to the project needs. In the case of TEXAPP project all possibilities of publicising a short release will be named press releases independently of the media type.

Participation in events

The TEXAPP project shall be effectively presented within relevant conferences, seminars, workshops, etc., which will be thematically related to the project scope. The main goal of this participation is to raise awareness of the project among different

target groups as much as possible. Within such events the TEXAPP project shall be promoted and current progress shall be reported. The presentations shall be concentrated on the area of interest of event participants. The project shall be present both in conferences and national events addressed to target groups. Each partner that participates in events at national or regional level will deliver minutes of the event and the dissemination of TEXAPP and all related materials i.e. presentation that will be published on the website of the project.

Indicative participation in dissemination activities:

- Participation in Expo's and fashion events
- Presentation of the project/project results in the sector's related media (magazines etc).
- UES will organise open days
- EURATEX General Assembly
- Open Days event in Brussels
- Conferences organised at national level related to the sector and/or the institution of apprenticeship

Internet and Social Media

One of the project Internet presences consists of the project website, which will promote its developments. Moreover, the project partners will also promote the project through their own websites. They will insert announcements regarding the project to their corporate or organisation websites, as additional means of dissemination for the project.

Following the consortium dissemination plan, such announcements shall follow up the progress of the work in the project, shall be regularly updated and make the project visible to a broad audience.

Another way of Internet presence is exploring the potential of social projecting websites like Facebook, Twitter, and LinkedIn by spreading information and news among consortium partners' connections and by creating new groups.

5. Dissemination methodology

This chapter defines the methods, rules and principles for realising the TEXAPP dissemination plan. That means detailed description of how we are going to undertake dissemination actions within the whole duration of the project. The methodology is

strongly based on all the above-mentioned sections describing why, what, who, to whom, and how the knowledge about TEXAPP will be disseminated.

The methodology includes principles of planning dissemination activities, performing them, and ways of reporting. Moreover, the methodology defines the responsibilities (who is responsible for what) as well as the way of collecting and updating information and data.

Planning dissemination activities

TEXAPP dissemination activities shall be planned on the basis of ones described (proposed) in the above-mentioned sections including regular updates according to the passing time. But in case of some new, not mentioned propositions they shall also be reported and relevant decisions will be always made by the whole project consortium.

For effective planning activities, the regular updating is required as well as engagement of all partners to disseminate the knowledge evenly in all partner countries. The way of planning activities will be as follows:

- Partners propose activities they would like to undertake and give all necessary details;
- EURATEX and TMTE as dissemination leaders gather and merge the input;
- EURATEX and TMTE present all propositions during the project meetings.

The project consortium jointly decides what will be undertaken and by whom – in this way the responsibility is allocated to particular project partners.

In some urgent cases, when it is impossible to postpone making the decision until the nearest project meeting, the consortium will be informed via emails and/or on the website by EURATEX (the coordinator) and TMTE, and the decision will be made also through the same communication channels.

Carrying out dissemination activities

Performing previously planned dissemination activities consists always of three main steps:

- Organisation of the activity and preparation of all relevant staff (e.g. printing flyers, preparing presentations, etc.);
- Performing the event (e.g. giving the presentation, chairing the workshop, sending newsletter, publishing press release, etc.);
- Gathering all relevant pieces of information, data and feedback to report the activity.

The responsible partner shall undertake the aforementioned steps and keep the project coordinator informed on the progress of the performed activities.

Rules and guidelines for performing particular activities:

- Organising the national events, presentations within conferences shall be previously accepted by the whole consortium;
- All activities shall be always reported to the project coordinator afterwards to the consortium (reporting sheet is provided in the Quality Assessment Plan);
- If necessary relevant partners shall be involved, for example in translations, descriptions of particular parts of the project outputs, etc.
- Articles, press releases and newsletters shall be previously internally reviewed by the consortium before submitting for publication;
- All events shall be accompanied by leaflets distributed to event's participants and/or posters (put in relevant places to attract the wider audience);
- All presentations shall be made on the TEXAPP template;

Since the whole dissemination process was divided into two main phases, all undertaken activities must be adjusted to the dissemination phase according to the current project state (e.g. press releases or articles – in the beginning of the project describe the general idea of the project, its goals and expected outcomes, but in the functionalities development phase present the executed tasks and available tools, methodologies and research results, while the project's end phase activities shall summarise the results and show advantages, etc.).

The dissemination material will be also adjusted to the current progress of the project – the new versions of flyer will be prepared to emphasise the most important achievements and thus to attract new target groups.

Reporting on dissemination activities

The partners responsible for performing dissemination activities will report them after they are finished to the project coordinator (EURATEX) and the lead partners for dissemination work package (EURATEX and TMTE). The activities will be reported in a specific template (presented in the Quality Assessment Plan) in order to be described in a similar way and take into consideration all relevant aspects. In all the cases, activity material used shall be attached – e.g. presentation, article, press release, newsletter, etc.

Defining responsibilities

As mentioned above, responsibilities will be allocated during planning and accepting dissemination activities. However, there are some overall responsibilities, which can be defined at the very beginning, namely:

- EURATEX and TMTE are responsible for coordinating the whole dissemination process and keeping partners informed;
- All partners are responsible for updating information (e.g. forthcoming events, new possibilities of publications, etc. mainly on national and local level) every six months (mainly information related to their countries);
- Partners performing a particular activity are responsible for reporting it to EURATEX and TMTE;
- EURATEX and TMTE are responsible for preparing newsletters scheme and partners involved in the newsletter tasks are responsible for completing and checking the newsletter content.
- All partners are responsible for translating (if needed) and distributing newsletters;
- The partner performing a particular event is responsible for printing current flyers and/or posters (depending on needs);
- EURATEX and TMTE are responsible for introducing changes in dissemination material (leaflets and web site), e.g. in case of some specific needs of a particular event during which the material is expected to be used;

Partners who are going to publish press release or articles are responsible for preparing it and informing the consortium and coordinator about it.

Collecting and updating information and data

Dissemination activities are performed within the whole project's duration according to the agreed plan. Therefore, all needed pieces of information must be updated, since at the beginning of the project we are not able to predict all future possibilities and to recognize all opportunities for the project period. For this purpose, an electronic spreadsheet will be circulated via e-mail in which each of the partners will update their required dissemination activities regularly.

Because of this, data must be gradually updated and completed with new pieces of information. All partners are responsible for updating dissemination information. The most frequently updated information will be the list of events.

6. Conclusions

This document outlines the strategic plan of dissemination activities for the TEXAPP project. The plan has been established to firstly define the objectives of dissemination, the project content to be disseminated, the target groups to be approached, the instruments and tools to be used, recommendations for the action plan and detailed dissemination methodology.

To establish a well-defined strategy, sections of this deliverable answer the questions of what needs to be disseminated, by whom and to whom, how, and why. All included propositions will be extended and updated, what will be involved in the dissemination report at the end of the project.

All project partners are going to be deeply involved in the dissemination process. The main dissemination objective is to widely spread the project assumptions and results and to reach the variety of target groups according to the project's scope. In order to realise these dissemination goals particular activities will be undertaken. Apart from currently prepared material (project logo, presentation template, initial flyers and website) the consortium is going to present the project using Internet, press, journals, articles etc., through participating in different types of events and updating the prepared material. Several newsletters and press releases are going to be published announcing the project's news. Special emphasis will be put on participating in events thematically related to the project scope and creating TEXAPP awareness among participants of these events either through presenting the project, or through distributing dissemination material.

Project Coordinator



Project contact person:
Francesco Marchi
Francesco.Marchi@euratex.eu

Project website
<http://texapp.eu/>



Co-funded by the
Erasmus+ Programme
of the European Union

Erasmus+ KA3
VET-Business Partnerships on Work-based
learning and Apprenticeships

Project duration:
01st October 2016-30th September 2018

The European Commission support for the production of this publication does not constitute an 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.

