

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

## TEXAPP

<b>TASK</b>	<b>EXPLOITATION AND SUSTAINABILITY PLAN</b>
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## 1. Consortium

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P2	The Huddersfield and District Textile Training Company - UK
P3	Pirin-Text - 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 document describes in detail the exploitation activities planned by the consortium of the TEXAPP project. It includes all important aspects of those activities that are required to ensure project results are best exploited and are sustainable on the long term.

It aims to define the exploitation goals as well as the project's target audience and channels through which the project results are going to be best exploited. It also includes the partners' competences and a planned schedule of activities related to the project's scope. The exploitation plan is also referring to other scheduled project activities in the final stages of the project, that are needed for the longterm sustainability.

This report includes information regarding:

- Aims and objectives of exploitation;
- Tangible and intangible project results to exploit;
- The main target groups of the project's outcomes and the end users envisaged;
- The exploitation activities and its channels to be used (online and offline);
- Timing of exploitation activities;
- Materials of exploitation;
- The responsibilities relying on each partner.

In summary, the exploitation plan will draw a specific strategy that will enhance the sustainability and transferability of project results during the final stage and after the completion of the project.

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## 2. Introduction

### ***Project background***

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.

### ***Terminology***

Knowing that exploitation and dissemination definitions are very close to each other, this document correlates with the dissemination plan, the definitions and aspects defined within.

For the exact definition of dissemination and exploitation, we propose the links to EC Erasmus+ website: [https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii\\_en](https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en)

According to the above:

*“Although dissemination and exploitation are closely related, they are distinct processes. While the mechanisms for dissemination and exploitation (mainstreaming and multiplication of results) often overlap, dissemination (including also information provision and awareness raising) can take place from the beginning of a project and intensify as results are becoming available, but full exploitation can happen only when*

*it becomes possible to transfer what has been learnt into new policies and improved practices. Furthermore, the project manager and all the key actors need to view exploitation as a process that reaches beyond the life of the project so that its results are sustained”.*

In the current document the different activities are defined as:

To DISSEMINATE – it is to make that our project and its outcomes will be widely known and widely used. The results generated, the lessons learned and the experience gained by project team should be made available to the widest possible audience. The prime objective for Dissemination of the project (ideas, activities, results, etc.) is to let people know about the ideas we have and we develop, about objectives we seek, about effectiveness and benefit of the results for target group.

EXPLOITATION – it is the act of employing/using results to the greatest possible advantage, looking beyond generating publicity to actually encouraging stakeholders to use or further develop project results. It involves activities in order to plan and ensure long term exploitation of results.

SUSTAINABILITY – it is the capacity of the project to continue its existence and functioning beyond its end. Sustainability of results implies use and exploitation of results in the long term.

### ***Purpose of the document***

The purpose of the exploitation plan is to draw a specific strategy that will enhance the sustainability and transferability of project results during the final stage and after the completion of the project.

Considering all the necessary staff and different dimensions of the exploitation process, this requires:

1. Definition of the project's results;
2. Definition of the target groups and areas;
3. Definition and institutional set up of TEXAPP HUB;
4. Identification of events relevant to the project area of interest;
5. Recommendation of conferences, as well as presentation and publication possibilities where results of TEXAPP can be presented;
6. Plan of effective cooperation with the project's target and focus groups.

The main goal of the exploitation activities is to promote and institutionalize the project's future outcomes.

Therefore it is important to know that although exploitation and dissemination are closely related, they are distinct processes. While the mechanisms for dissemination and exploitation (mainstreaming and multiplication of results) often overlap,

dissemination (including also information provision and awareness raising) can take place from the beginning of a project and intensify as results are becoming available, but full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices.

The current document describes the activities closely related with exploitation, while building and referring to the dissemination plan and its activities. Also, as specific project activities are defined to ensure long term sustainability of the project results, these form integral part of the overall exploitation process. These include references to the TEXAPP HUB and Memorandum of Understanding by each partner.

### ***Structure of the document***

The document first describes the scope and the definition of exploitation, followed by the definition of the outputs and project results.

In the later chapter the document details the steps and actions required, the responsibilities of each partner in executing the exploitation strategy, the different online and off-line channels used and the methodology to collect measurable results of these activities.

## **3. Exploitation overview**

### ***Project objectives on exploitation***

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 common exploitation strategy describes the measures and defines specific goals of the project. These are:

- Plan concrete activities to transfer the project results, e.g. the transfer to SMEs in partner countries, to other European regions – members of EURATEX and sector's relative unions and associations and also VET systems;
- Plan activities concerning the commercialisation of the results, e.g. the examination of sustainable business models for the further implementation of apprenticeships;
- Plan activities assuring the sustainability of the project results, e.g. the continued operation of the TEXAPP Hub and their continuing assistance of the SME's in engaging in apprenticeships;
- Also the project's website will be running during whole project duration and for at least 2 years after project completion so SME's can access its content, learn from it and use it as a reference point for future work.

Each partner will contribute to the project exploitation using both the suitable communication channels on national-level, as well as the common TEXAPP HUB as the European-wide channel for exploitation.

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

- To raise awareness on the project results;
- To give easy access to the project outcomes to appropriate target audiences:
  - SMEs and public stakeholders engaged in apprenticeships
  - Both a European wide legislation framework as well as national training programmes in national languages;
- To promote co-operation with national authorities for apprenticeship;
- To foster knowledge exchange between SMEs;
- 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;
- Involve target groups in activities to maximise the use of the project's results.

To achieve the above goals a relevant exploitation strategy assuming three phases is introduced. These 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 exploitation strategy

Phase characteristics and timing	Phase purposes	Tools
<b><i>Phase 1 – Dissemination related activities during the project, until the standards are developed and piloted (1-18 months)</i></b>		
From project planning, and national surveys until company standard is developed and trainings piloted.	Activities shall concentrate on <ul style="list-style-type: none"> <li>• Creating awareness of the TEXAPP project, its goals and objectives;</li> <li>• Raising attention and gain involvement of relevant target groups</li> <li>• Disseminate knowledge in the mass and social media</li> </ul>	<ul style="list-style-type: none"> <li>• TEXAPP logo</li> <li>• Project flyer</li> <li>• Website</li> <li>• Social media</li> <li>• Newsletters</li> <li>• Discussion panels</li> <li>• National workshops/seminars</li> <li>• Press releases</li> <li>• e-learning seminars</li> </ul>



	<ul style="list-style-type: none"> <li>• Raising awareness about the possibilities and good practice usage of the TEXAPP tools among target groups</li> <li>• Publishing TEXAPP news</li> <li>• Developing Internet presence</li> </ul>	
<b><i>Phase 2 – Set up sustainable exploitation tools in the final stages of the project (months 18-24)</i></b>		
<ul style="list-style-type: none"> <li>• All products, resources and tools are ready, company standards developed and training is piloted</li> <li>• Dissemination shall concentrate on creating awareness of collected good practices</li> </ul>	Activities focus on: <ul style="list-style-type: none"> <li>• Announcing the setting up of the TEXAPP HUB to relevant target groups</li> <li>• Announcing the final results of the project</li> <li>• Presenting cases and best practices</li> </ul>	<ul style="list-style-type: none"> <li>• National conference, discussion panels</li> <li>• National workshops/seminars</li> <li>• Trainings</li> <li>• Newsletters</li> <li>• Social media</li> <li>• Final conference</li> <li>• TEXAPP HUB homepage</li> </ul>
<b><i>Phase 3 – Exploitation activities after the project ends</i></b>		
<ul style="list-style-type: none"> <li>• After the end of the project, when TEXAPP HUB is running</li> </ul>	The Parties keep the promotion of the TEXAPP even after the project, by: <ul style="list-style-type: none"> <li>• promoting its tools, the TEXAPP Hub, the TEXAPP website and any other related-information based on the targeted audience previously defined;</li> </ul>	<ul style="list-style-type: none"> <li>• TEXAPP HUB homepage</li> <li>• National framework updates</li> <li>• Best practices and case study updates</li> <li>• National newsletters, social media, seminars</li> <li>• Further training sessions</li> </ul>

## ***Main project outputs and results***

The expected project results which could be valorised and exploited in Phase 3 are:

- Company Standards that describes the capacities and competences required for an SME to manage and deliver an apprenticeship programme successfully
- Company assessment tool to identify area where company development is required
- Training courses for in-company trainers and quality indicators
- Report on piloting the training courses
- Any content in the TEXAPP HUB, such as
  - National training programme
  - Eligibility rules for national training programme

- Funding details of national training programme
  - National provider details
  - Link(s) to sources of information on national training programme
  - Case Studies and good practices examples
  - Training Courses for Supervisors/Mentors/Managers
  - Other specific national information that partner consider relevant.
- Meetings for experience exchange with the European Commission / European Alliance for Apprenticeship

### ***The partners' exploitation competences***

The well-balanced TEXAPP consortium involves different partners, who provide resources in these activities during and after the project.

The project partners will be involved in a closer cooperation in relation to the management and availability of the TEXAPP tools to the targeted audience after the end of the project. Therefore partners will develop the TEXAPP HUB Action Plan and sign a Memorandum of Understanding to ensure exploitation activities are carried out after the project end.

Among the experiences and competences of the partners for these activities, we shall highlight:

- Previous experience in performing training activities;
- Possibilities to organise seminars, courses and workshops to valorize project results;
- Possibilities of participating in relevant events, where TEXAPP can be presented;
- Relationships and contacts which can be used in searching for relevant target audience (both SMEs and relevant Authorities);

## **4. On-line and offline channels of exploitation**

Exploitation activities may be grouped in the following groups:

- Usage of dissemination materials (project logo, leaflets, posters, USB keys) to provide companies information about training programmes;
- Creation of TEXAPP HUB website, with produced electronic material (national training programme, national provider details, links to useful information, case studies, etc.) freely available, in national language;
- Creation of TEXAPP Booklet with the results of the project, including access options;
- Continuous use of social media, or electronic newsletters on specific topics.

## ***Tools of exploitation***

### **TEXAPP HUB**

In the TEXAPP Action Plan the project partners define the development of a business and organisational model for the Hub and an approach for further training in-company trainers in the Hub.

The TEXAPP Hub are organised in European level and in National level (Bulgaria, Greece, Hungary, Italy, UK, Portugal) guaranteeing the differences among countries, in legislation considering the Apprenticeship system.

The TEXAPP Hub will boost companies to work together and motivate them to help each other out with different aspects of apprenticeship programme delivery. In summary, SME's can exchange ideas and knowledge.

The TEXAPP Hub covers:

- Institutional setup to specify how each partner country will facilitate the information exchange on the TEXAPP Hub, including the design of the hub, definition of its content and the definition of the country roles;
- Adaptation of each partner's national legal framework, in order to ensure apprenticeship programmes will be in line with national VET systems;
- Concept to mobilize new and additional resources, and how to maximize the usage of the existing ones.

### **TEXAPP Booklet**

In the project result booklet the project results will be summarised. SMEs and interested parties can get a quick overview of the project. At the same time the project result booklet can serve as an inspiration to implement the project ideas also in other countries – members of EURATEX

### **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.

## ***Exploitation activities***

### **Maintaining TEXAPP HUB**

The TEXAPP HUB will provide a one-step source for all national Standards and Training materials developed by the project. A coherent and a common structure will be used and each partner will collect and share relevant information in the Hub. This includes activities like:

- Translation of the main page of the TEXAPP Hub in the different partners languages
- Desk research about national apprenticeship programmes
- Provide national information about apprenticeship programmes
- Identify and share good practices
- Be in charge and update information
- Monitoring of the national page information

### **Participation / organization of events**

Off-line activities include steps taken by each partner to improve the supply of young people to the sector and approaching new companies to apply the Standards in their apprenticeship programmes.

This can be achieved through good working relationship to schools, VET providers or authorities, participating in their events (e.g. school open days) or organize an event to address actual topics on national level.

### **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 exploitation of project results.

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. Exploitation methodology

This chapter defines the methods, rules and principles for realising the TEXAPP exploitation plan. That means detailed description of how we are going to undertake exploitation 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 results of TEXAPP will be exploited.

The methodology includes principles of planning 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 exploitation activities***

Exploitation activities in Phase 1 are strongly correlated to dissemination activities. Therefore, for planning and executing these activities, details defined in the Dissemination Plan are to be followed.

Exploitation methodology described in the current document rather refers to planning and execution of activities in the final stages of the project and after the project end (Phase 2 and 3).

The development of the TEXAPP HUB Action Plan is a co-operation between all project partners. Before the development of the Action Plan, each partner has to fill in a survey and describe the main contents that each partner would like to integrate in the Action Plan.

- Partners propose activities they would like to undertake and give all necessary details;
- CITEVE as main partner gather and merge the input;
- CITEVE creates the Texapp Hub Action Plan document and inform all project partners;
- EURATEX as the owner of the website will create the Hub based on the structure agreed by the project partners.

### ***Carrying out exploitation activities***

The project partners acknowledge the need for a closer cooperation in relation to the management and availability of the TEXAPP tools to the targeted audience after the end of the project, especially in what regards the TEXAPP Hub.

Therefore, the project partners will develop the TEXAPP Hub Action Plan comprising:

- the institutional set up how each partner propose to facilitate the information exchange;
- the mobilization of sector SMEs, referring to all activities involved, including new and additional resources to reach the targeted audience and making better use of the TEXAAP Hub;
- the community of practice framework, including a Memorandum of Understanding.

The Memorandum of Understanding will be closed among partners to ensure the continued execution of exploitation activities, after the project end.

After the project end, the organization of exploitation activities will be planned and executed by the project partners:

- The partners will have direct access to the TEXAPP Hub through editorial credentials given by EURATEX;
- The partners will maintain the relevant national sections of the Hub, keep the information contained updated, new events or case studies included;
- Each partner will keep its contact details up-to-date so that new companies can easily join the trainings.

### ***Reporting and measuring exploiting activities***

After the project end, specific activities and its results will be recorded and reflected in TEXAPP Hub, and in the partner's own website and media channels.

In order to assure project sustainability the website, including the TEXAPP Hub, will be maintained active for at least 3 years after project completion. The website will be in English and partner country languages. News about activities carried out after the project will be updated continuously by each partner, in the relevant section of the TEXAPP Hub. All deliverables, uploaded in electronic form, will be freely available to everyone for downloading.

### ***Defining responsibilities***

As mentioned above, the Memorandum of Understanding will be closed among partners to ensure the continued execution of exploitation activities, after the project end.

This document will define and regulate the responsibilities of each partner in the period of exploitation.

## 6. Conclusions

Current exploitation plan draws a specific strategy that will enhance the sustainability and transferability of project results during the final stage and after the completion of the project.

The main goal of the exploitation activities is to promote and institutionalize the project's future outcomes. It is important to note that although exploitation and dissemination are closely related, they are distinct processes. While the mechanisms for dissemination and exploitation (mainstreaming and multiplication of results) often overlap, dissemination (including also information provision and awareness raising) can take place from the beginning of a project and intensify as results are becoming available, but full exploitation can happen only when it becomes possible to transfer what has been learnt into new policies and improved practices.

Therefore, the current document focuses on the activities closely related with exploitation, while building and referring to the dissemination plan and its activities.

To achieve the exploitation goals a relevant exploitation strategy assuming three phases is introduced. Phase 1. overlaps with the Dissemination activities during the project, but Phase 2 focuses on specific project activities to ensure long term sustainability of the project results. Phase 3 already goes beyond project execution, including references to activities after the project end. These include the TEXAPP HUB and Memorandum of Understanding designed and signed by each partner.

The development of the TEXAPP HUB Action Plan is a co-operation between all project partners. It will be the one-step source for all national Standards and Training materials developed by the project. A coherent and a common structure will be used and each partner will collect and share relevant information in the Hub.

The TEXAPP Hub covers:

- Institutional setup to specify how each partner country will facilitate the information exchange on the TEXAPP Hub, including the design of the hub, definition of its content and the definition of the country roles;
- Adaptation of each partner's national legal framework, in order to ensure apprenticeship programmes will be in line with national VET systems;
- Concept to mobilize new and additional resources, and how to maximize the usage of the existing ones.

The Memorandum of Understanding will be closed among partners to ensure the continued execution of exploitation activities, after the project end.

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