



Marketing, Communication and Dissemination Plan

November 2023



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Lead Partner: CTCP

Contributors: METASKILLS4TCLF consortium

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1. PROJECT OVERVIEW

The new MetaSkills4TCLF project is robust and ambitious, responding to all objectives of the Alliances for Sectoral Cooperation on Skills (implementing the “Blueprint”), intercepts the PACT4SKILLS TCLF (Textile, Clothing, Leather, and Footwear) pillars www.tclfskills.eu, and, with the compromise of consolidating and updating part of the former Skills4Smart TCLF Industries 2030 project outcomes

<https://s4tclfb Blueprint.eu/>, namely skills strategy, curricula and contents, results in a stronger and a wider scope cooperation, anticipating and responding to new skills gaps with innovative educational multilevel resources and delivering methodologies, involving new actors in the educational scene of TCLF across Europe, raising attractiveness and inclusion, preventing that “no talent is wasted”, together with a strong dissemination campaign and sustainability plan.



The new outcomes will be:

- Strong skills partnership with relevant stakeholders, updating the previous one developed in former project and adding 3 more in a total of 12 national skills strategies and the updated EU one;
- Skills Intelligence for Forecasting and Monitoring TCLF Emerging Skills Needs;
- New modular training curricula/training modules “Inside Fashion” (both for initial education & training and upskilling-reskilling of the workforce) in a total of 2 curricula for HE, 2 for EQF 4-5 level, 2 for EQF 3-4, to circular economy for fashion industry and digital fashion, both 1 textile and clothes and 1 footwear and leather, all tested in due piloting opportunities;
- Innovative modular contents, VR training and learning tools and update the ones developed in the former blueprint;
- A European Virtual Reality Campus;
- A train the trainers and teacher package to strengthening skills supply to demand;



- An awareness raising campaign on attractiveness and inclusion in the TCLF industries and correspondent tools for companies.

The project is focused on the PACT4SKILLS for the EU TCLF industries and meets the 5 objectives unfolded in a wide set of expected outcomes and actions, intercepting the 3 pillars of the blueprint, addressing challenges according to priorities which mainly includes the digital, green, the innovation in training education and again the implementation of the PACT4SKILLS https://pact-for-skills.ec.europa.eu/index_en and the EUROPEAN SKILLS AGENDA <https://ec.europa.eu/social/main.jsp?catId=1223&langId=en>

Project Key-ideas:

- Real exploitation of the resources developed in Skills4Smart toward wider target groups and contexts;
- Expansion of the partnership, and correspondent cooperation, what concerns additional countries and sectors inside fashion cluster;
- Expansion of the VET providers and Regio Skills network, outstanding the work with regions' representatives toward better educational solutions;
- Develop curricula to tackle specific TCLF sector urgent needs deriving from covid-19 impact;
- Develop specific curricula for circular economy and digital upskilling and reskilling of the sectors involved: 2 curricula and training programmes for all sectors with optional modules;
- Update of training resources with new contents focused on Digital and Green skills, based on updated diagnosis of training needs, and new delivering methods (METAVERSE);
- Strengthen the training for trainers' strategy, including real/physical exchange;
- Involve/explore cooperation with technology providers at the service of education providers - increase their dialogue by involving them in the training of latest technologies.

2. DISSEMINATION PLAN

Introduction

The success of any European project lies, not only in its innovative research and development but also in its ability to effectively communicate and share its findings, outcomes, and impacts with a diverse audience. The dissemination plan of a European project plays a pivotal role in ensuring that the project's results reach stakeholders, policymakers, industry partners, researchers, and the public in general. This strategic plan outlines the comprehensive approach that will be employed to maximize the visibility, accessibility, and utilization of the project's achievements. By embracing a proactive and multifaceted dissemination strategy, the European project aims to foster collaboration, enhance knowledge transfer, and catalyse the broader societal and economic benefits of its endeavours. In this plan, we detail the key objectives, target audiences, communication channels, and activities that will guide the dissemination efforts throughout the project's lifecycle.

In today's interconnected world, effective dissemination of information is pivotal in realizing the full potential of any project. As we embark on this journey with the MetaSkills4TCLF project, we recognize the importance of sharing our innovative ideas, remarkable achievements, and valuable outcomes with a diverse audience. This Dissemination Plan is meticulously crafted to guide us through the process of ensuring that our efforts are not confined within the project's boundaries but are radiated far and wide.

The section 1 of this plan provides an overview of the MetaSkills4TCLF project, setting the stage for understanding its objectives, significance, and expected impact. With a clear grasp of the project's essence, the section 2 delves into the intricacies of the Dissemination Plan itself, delineating its comprehensive strategy.

Dissemination is not an end in itself; rather, it is a means to achieve specific goals. The section 3 outlines these goals and the corresponding means to attain them, ensuring that our messages resonate effectively with the intended recipients. In the section 4, we identify the target audience, recognizing that tailoring our communication to the right people is pivotal for success.

The section 5 elaborates on key messages, highlighting the core information we want to convey. In today's digital age, the right channel can make all the difference. Therefore, the section 6 meticulously presents a wide array of channels we will utilize – from online platforms like websites and social media to physical events, each chosen to ensure maximum reach and engagement.

Visual identity is an essential component of effective communication. The section 7 details our approach to visual identity and promotional materials, ensuring that our messages are not only impactful but also easily recognizable and associated with the MetaSkills4TCLF project.

Measuring the effectiveness of our efforts is essential for continuous improvement. The section 8 introduces the assessment process, detailing how we will gauge the success of our

dissemination endeavours. Reporting is an integral part of transparency and accountability, and section 9 outlines our approach to documenting our progress and outcomes.

Finally, the Annexes (section 10) offer supplementary information that will support the implementation of this plan. As we set forth on this journey of sharing knowledge, engaging stakeholders, and making a lasting impact, this Marketing, Communication and Dissemination Plan serves as our compass, guiding us towards realizing the full potential of the MetaSkills4TCLF project.

3. DISSEMINATION GOALS

The overall objective of the Marketing, Communication and Dissemination Plan is to maximize the impact of the project, its objectives, and results by reaching and involving all target groups throughout and beyond the project. Standard dissemination channels will be used (website, social media, factsheets, newsletters, press releases, conference events, printed informational materials, etc.) to increase the project's impact and promote the ongoing exploitation of results after the project's completion.



The primary objective of the Marketing, Communication and Dissemination Plan is to optimize the influence of the project, its stated objectives, and achieved outcomes by engaging and involving all identified target groups both within and beyond the project's duration. This plan will employ conventional marketing, communication and dissemination tools such as the project website, social media platforms, informative factsheets, regular newsletters, well-crafted press releases, impactful conference events, and informative printed materials, among others. The overarching aim is to magnify the project's reach and effect, as well as to stimulate the prolonged utilization of outcomes even after the official conclusion of the project.

This Marketing, Communication and Dissemination Plan is strategically devised to ensure widespread recognition and active utilization of the project's accomplishments. The target groups, including stakeholders, policy influencers, industry stakeholders, academic bodies, and the wider public, will be equipped with comprehensible and pertinent information. Tailored messages will be disseminated through a variety of platforms to address the diverse characteristics and interests of these distinct audiences.

By embracing multiple communication channels, this plan endeavours to be inclusive and comprehensive in its approach. The utilization of online platforms, face-to-face events, and tangible promotional materials aims to guarantee that no potential stakeholder remains uninformed about the project's undertakings, aims, and results. Through the proficient utilization of these platforms, the project aspires to cultivate engagement, stimulate conversations, and establish a solid connection with the intended recipients.

Furthermore, the plan's success will be evaluated through a meticulous assessment process. This will enable us to gauge the effectiveness of the dissemination strategies employed and make necessary adjustments if required. The evaluation will consider the level of engagement, the extent of information absorption, and the overall resonance with the target groups.

In the long run, the Marketing, Communication and Dissemination Plan aims to have a lasting impact. By ensuring the visibility of the project's achievements and aligning with key performance indicators, it will contribute to the broader goal of sustaining the project's influence well beyond its formal conclusion. This strategic dissemination initiative is not merely an exercise in sharing information but an integral aspect of maximizing the project's potential, fostering long-term impact, and ensuring the perpetual relevance of its contributions.

In summary, this Plan seeks to amplify the project's impact, connect with target audiences, and facilitate the ongoing exploitation of results, thereby contributing to an effective dissemination of achievements and a broader reach of the project's objectives and goals.

4. TARGET AUDIENCE

A key aspect of the Marketing, Communication and Dissemination Plan involves defining the primary target audience for the project. To achieve this, two questions need addressing: Who might find interest in the project's outcomes? And who stands to benefit from them?

The MetaSkills4TCLF project holds particular relevance for the following target groups: industry, education, policymakers, current TCLF employees, unemployed individuals and young people, immigrants and refugees. Additionally, it's crucial to generate and disseminate content aimed at the general public or customer in general to enhance the image of the TCLF industries.

Target-groups:

1- TCLF companies and employees and their respective national and regional associations, as well regional clusters who will engage on the digital and green transitions and will be able to adopt inclusive and diversified management practices, within a wide level of actors and at different levels of qualifications.

Why?

The goals are to involve industry experts in shaping learning materials, bridging skills gaps, and testing new curricula. This will adapt newly created curricula for both external and internal company training. The aim is to enhance industry development, boost global competitiveness, and advocate for industry needs with policymakers.

Key Messages:

- Skills are a crucial element for enhancing the competitiveness of industries.
- Collaboration between industry and education representatives is a crucial element in addressing changes and meeting the needs of companies.



- To enhance the qualifications of workers, industry representatives need to collaborate with education providers and policymakers to ensure that the TCLF industries are included in education policy plans.

2 - VET and HEI trainers, teachers, and managers, mentors, coaches, and tutors in companies

Why?

To incorporate innovative teaching tools within a modern and advanced offer, more adapted to the real TCLF actual & emergent skills needs, and who will be trained to provide innovative training/education

Key Messages:

Fostering continuous workforce development plays a crucial role in sustaining competitiveness on the global stage and securing a consistent stream of new learners. When we engage in partnerships with industry players, we not only make educational opportunities more attractive but also close the divide between academic knowledge and the practical skills sought after by employers. Highlighting the constant evolution of the industry landscape underscores its transformation into a more innovative, high-value sector.

3 - Policymakers, namely those responsible for education/employment and regional development

Why?

By emphasizing the industry's requirements to policymakers and public authorities, we aim to advocate for measures that support its growth and vitality. Furthermore, spotlighting the pivotal role of a proficient workforce underscores its significance in bolstering the competitiveness of the TCLF sectors. This concerted effort is poised to catalyse positive transformations and initiatives at regional, national, and European levels, effectively aligning strategies with the innovative new curricula we're introducing.

Key Messages:

The TCLF industries play a crucial role in the "Made in Europe" brand. With their distinct significance, these industries contribute to shaping the identity and quality associated with European products. Beyond their individual value, TCLF industries serve as essential components of European households and are integral to the functioning of various other sectors. Their presence ensures the strength and resilience of European supply chains, preventing vulnerability to weakening or dependency. Moreover, addressing skills-related challenges within these industries is a critical factor for enhancing their competitiveness and driving economic growth. By cultivating a skilled workforce, these sectors not only secure their own future but also contribute to the overall prosperity of the European economy.

4 - Partnerships and project consortiums at regional, national, and European level

Why?

Partnerships and project consortiums at regional, national, and European levels are vital for addressing complex challenges, maximizing resources, and achieving common objectives. They promote cooperation, knowledge sharing, and policy coordination, which are essential in a world characterized by interconnectedness and interdependence.

In summary, involving partnerships in project communication is essential for ensuring that all parties work together cohesively, share information, and coordinate their efforts effectively. It promotes alignment, resource sharing, and a unified message, all of which are critical for the success of collaborative projects at regional, national, and European levels.

Key Messages :

The message to be communicated should align with the project's objectives and the roles of the partners. Effective project communication ensures that all relevant information is shared, and partners work cohesively with a common message to achieve the project's goals.

5 - Unemployed, young people, immigrants and refugees, children in school

Why ?

We're dedicated to making upskilling opportunities more accessible, providing individuals with pathways to enhance their careers. Equally important, we're introducing young people to the diverse career options within the TCLF sectors, while also informing their families about these opportunities. Through these efforts, we aim to reshape the image of these industries, showcasing their dynamism and importance.

Key Messages :

Emphasizing the significance of upskilling and reskilling as crucial pathways to enhance personal competitiveness in both the market and the TCLF industries. We're also ensuring everyone is well-versed in industry trends and the various opportunities for upskilling within Vocational Education and Training (VET). Furthermore, we want to highlight that the TCLF sector is captivating and alluring. It's not limited to fashion, and it extends beyond designer roles or seamstresses.

TCLF industries have a wide range of occupations and career paths, offering a mix of artistic, technical, and scientific roles.

TCLF industries bet on circular economy and digitalization, present training programmes on Circular Economy and Digitalization in TCLF, specifically targeted to students.

TCLF industries help immigrants and refugees integrate into their new society and job market, allowing them to confirm their skills and abilities, and providing apprenticeships and training to join the workforce, following the principles of the EU Charter of Fundamental Rights.

6 - General public or customer in general



Why?

To raise awareness about the TCLF industries in Europe, enhance perceptions of these industries, and stimulate interest in craftsmanship, local production, and higher social and environmental standards.

Key Messages:

TCLF industries offer high quality products, produced locally, complying to social and environmental standards.

TCLF sectors represent companies as well, interlinked with other industries such as automotive, aviation, tourism, construction, or healthcare, thus giving plenty of career opportunities and significant impact on daily life.

5. KEY MESSAGES

The communication effort aims to effectively convey the following key messages:

- **Extensive Reach:** Our project extends its influence across the entirety of Europe, with a primary focus on enhancing workforce skills and training throughout the continent.
- **Inclusive Education:** We champion accessible education that remains accessible throughout one's lifetime. This inclusivity is a fundamental driver of success in industries such as fashion, footwear, and textiles.
- **Narrowing the Gap:** Our mission centres on closing the gap that exists between educational content and real-world industry demands. Our educational strategies are tailored to precisely match the needs of the workforce.
- **Revitalizing Learning:** We are revamping the methods used to impart skills to align with the ever-evolving industries of today. Individuals will acquire immediately applicable skills relevant to their professions.

In essence, our communication efforts underscore these key messages, reinforcing our commitment to a holistic and forward-thinking approach that not only supports the development of essential skills but also contributes to the sustained growth and competitiveness of the TCLF industries within the European landscape.

6. DIVISION OF TASKS BY THE PARTNERS

The Dissemination will be made through internal resources, led by CTCP – APICCAPS (Footwear), ATP (Textile, Cloths) and LEATHER CLUSTER BARCELONA), and assisted by the 3 umbrellas organisations CEC, COTANCE and EURATEX.

All partners are responsible for:



- Dissemination and strategic networking activities at a local and national levels, such as participation in sectoral events, transmission of information, engagement in social media platforms;
- Providing content for the project's website (news and articles and events for the calendar section) and Newsletters when required;
- Elaboration of Dissemination reports one per year;
- Providing contacts to stakeholders or inputs to task leaders responsible for dissemination and communication activities (on the website, newsletters, social media accounts, events, and others);
- Updating the project's intranet page with the most up-to-date documents and files for the rest of the partners.

7. COMMUNICATION CHANNELS

A. Website (<https://metaskills4tclf.eu/>)

Partner in charge: CTCP

Partners contributing: ALL

The project's website serves as the digital gateway to our initiative, offering a centralized hub for information, updates, and resources. News, events, updates, and written content will be published first on the website, and subsequently shared through the project's and/or partner's social media outlets. This platform acts as a comprehensive source of knowledge, allowing stakeholders, partners, and the public to access key project details, dissemination materials, and progress reports.

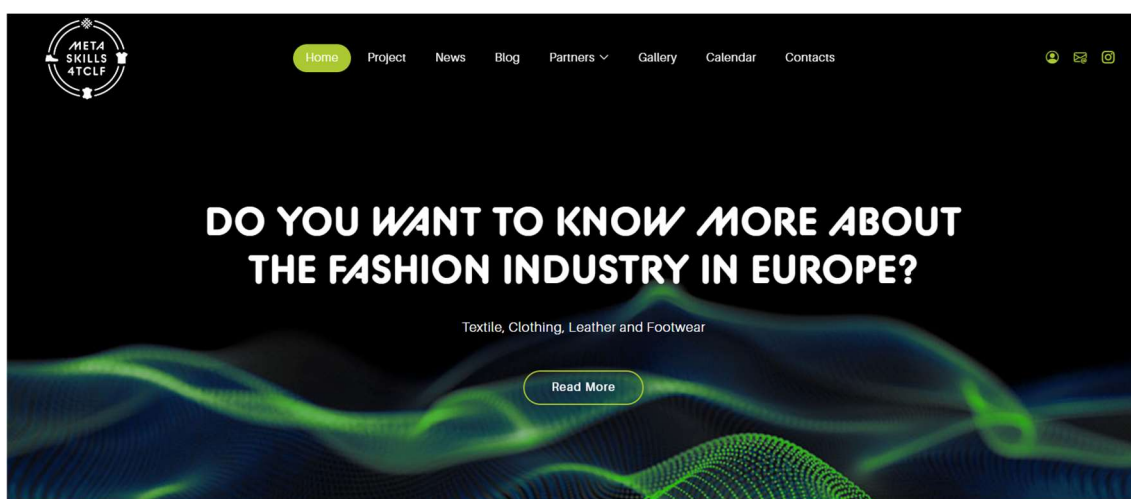
The website is also a repository for written public deliverables and results, promotional materials developed both within the project as well as within the several campaigns to be developed within the project, and a channel to spread information about the TCLF industries, and the main contents' platform, the "European Virtual Fashion Campus" developed by the MetaSkills4TCLF project.

The website is composed of the following sections: Homepage, Project, Partners, News, Calendar, Contacts, Community, which have additional sub-divisions as presented on the table and image below.

Beyond its informative function, the website fosters engagement and interaction, facilitating communication channels and feedback mechanisms. With its user-friendly interface, the website ensures seamless navigation and accessibility for individuals from diverse backgrounds.

Table 1 – Structure of the project website

| Home | Project | News/ Blog | Partners | Gallery | Calendar/ events | Contact | Community Intranet |
|-----------------------------|---|--------------------|-----------------------|---------|---------------------|---------------------|----------------------------------|
| Main section page | Main introduction of the project | News | Enterprises | Videos | | Project contacts | Collaborative space for partners |
| Info. about TCLF industries | objectives | Articles | Education institution | Images | Conferences | Forms to contact us | |
| | Work Packages | Other publications | Social partner | | Seminars | | |
| | Results | | Research institutions | | Webinars | | |
| | E-Courses link to European Virtual Fashion Campus | | | | | | |



B. Intranet

Partner in charge: CTCP

Partners contributing: ALL

The intranet of the project has been designed to offer a collaborative space for partners, facilitating the development of project deliverables and allowing for the sharing of relevant documents. Accessible through personalized login credentials at metaskills4tclf.eu, it is mandatory for each project partner involved in tasks to have their own individual account, with CTCP overseeing the maintenance of the account list.



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This platform is open to all project partners, providing them with the capability to both upload and download necessary documents.

The Project page functions as a centralized repository for documents generated by partners throughout the project's duration, encompassing drafts, finalized versions, and other relevant materials.

The Repository page serves a distinct purpose as a storage area for the final versions of all project deliverables. Task leaders are responsible for providing the responsible from CTCP with the completed versions of their deliverables. These finalized versions will be uploaded to a dedicated section accessible to external evaluators and European Commission staff tasked with evaluating the project's deliverables.

C. European Virtual Fashion Campus / TCLF Metaverse Campus

Partner in charge: SPIN360

Partners contributing: ALL

European Virtual Fashion Campus as a new and updated exploitation of the European Fashion Campus (EFC) - as developed within the Skills4Smart TCLF project. This new Campus, in continuation with the work of previous Work Packages (WPs), e.g., WP4 and WP5 is aiming at being the informative and formative virtual hub at EU and global level for the TCLF sector. Therefore, by leveraging on previous outcomes produced within but also outside the project, the new Campus will be the focal point for:

- Consolidating the TCLF Partnership and existing Networks;
- Strengthening a TCLF Skills Observatory for research and anticipation on future needed skills and trends;
- Promoting innovative training contents courses, especially those incorporating VR experiences, AR, 3D modelling;
- Supporting Metaverse Labs for the use of immersive virtual contents
- Promoting existing tools dedicated to up and reskilling;
- Developing and enhancing an Alumnae Community.

D. Project Newsletter & mailing list

Partner in charge: CTCP (providing content and publication of the newsletter at Brevo (Sendimblue) format and on the website and having control over the mailing list)

Partners contributing: ALL

Newsletters play an important role in our communication strategy, serving as a dynamic channel for disseminating timely updates, valuable insights, and significant developments related





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to our project. These regular newsletters serve as a bridge connecting us with our diverse audience, including partners, stakeholders, and the public in general. By delivering concise summaries of project milestones, breakthroughs, and upcoming events, newsletters keep everyone well-informed and engaged. They create a sense of community, fostering a shared understanding of our project's progress and objectives. With each issue, we aim to not only convey information but also spark curiosity, cultivate interest, and sustain active participation in our project's journey. Through newsletters, we weave a thread of connection that strengthens our collective pursuit of excellence and innovation.

Project newsletters, distributed via Brevo to subscribers, will also be accessible on the project website and promoted through social media platforms.

The opportunity to subscribe to the newsletter will be conveniently provided on the project website's homepage and within registration forms for webinars and conferences organized by project partners.

Management of new subscriptions and cancellations will be overseen by CTCP team. Partners hosting their own events must furnish the list of new registrations within 2 weeks following the event.

Content for the project newsletters will be determined by all partners focusing on pivotal developments within the project. CTCP will also gather input from partners, with those currently spearheading essential tasks providing content to be featured in the newsletter. After collecting input, CTCP will transmit the finalized PDF version of the newsletter's content to all partners. The template will be tailored as needed while adhering to the established visual identity of the Metaskils4tclf project.

Apart from the project newsletters, partners are encouraged to incorporate project news into their own newsletters and publications, in order to reach a larger audience.

E. Press Releases

Partner in charge: CTCP, APICCAPS, ATP, LCB, CEC, COTANCE, EURATEX

Partners contributing: All partners

Press releases are powerful communication tools that can help you reach a broader audience, build credibility, attract support, and effectively manage the narrative surrounding our project. When used strategically, they can play a vital role in the success of the project by ensuring that key information is disseminated to the right people at the right time. It is important to have a database of general media contacts, but also specialized in the TCLF sectors.

The publication of one every 6 months is foreseen, during the project's duration and or additional press releases related to key activities, whenever relevant.





F. Publications

Partner in charge: All

The responsibility for managing and overseeing the dissemination of news, technical articles, and related content in newspapers and magazines is shared among all project partners. Each partner has a role to play in ensuring that relevant and informative materials are effectively communicated to the target audience through various media channels.

This collaborative approach emphasizes the importance of engaging all partners in the dissemination process. It allows for a wide range of perspectives and expertise to be leveraged, ensuring that the content is comprehensive and tailored to the needs of the diverse readership of newspapers and magazines.

Partners are encouraged to inform CTCP about any interviews or references to the MetaSkills4TCLF project in both print and online media. They should also supply supporting evidence and social media handles for the purpose of facilitating content promotion on social media platforms and inclusion in project reports.

G. Articles

Partner in charge: ALL

Project website will have a blog, including regular articles produced by all partners. These articles can also be published on social media in order to bring more audience to our website.

Type of the contribution: Round of articles about TCLF industry in the context of partners' countries or about employment situation or recent trends, etc. Additional articles from EUR-ATEX/CEC/COTANCE about the TCLF industries from the European perspective or about project's developments.

CTCP will create an editorial plan for the articles, that includes the publication of 2 articles per month, starting in 2024.

H. Social Media

Partner in charge: CTCP \ All

Building and maintaining a strong online presence on social media, by creating dedicated project pages on various social media platforms and leveraging the social networks of partner organizations, is an effective way to reach the target audience and achieve broader visibility.

The project's goal is to use social media accounts, with a particular emphasis on platforms like LinkedIn and Instagram, to regularly and effectively communicate project activities, highlight achievements, and share the content and resources created as part of the project. This will facilitate greater engagement and increased visibility for the MetaSkillS4TCLF project and its objectives.





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CTCP will manage these accounts, with the support from CEC, EURATEX and COTANCE, to boost visibility for the TCLF industries.

Partners are expected to supply content related to national TCLF sector activities, project-related activities, and other sector-related partner activities upon an editorial plan.

CTCP and umbrella organizations, and all partners will create and share posts that can be adapted and shared by other partners social media pages. For critical posts, partners will have 24 hours to provide feedback, after which, silence will be considered implicit approval.

The Social Media account will serve to disseminate project results, activities, and events, promote the TCLF industries, workforce, education, and skills development, and enhance sector appeal among Europeans.

The primary target groups on LinkedIn are policymakers, educators, industry representatives, TCLF employees seeking career growth. About Instagram the target group is more youth, and potential students. Materials will include text, video, event announcements, infographics/facts, position papers, and more. LinkedIn and Instagram accounts also re-purpose website content, such as News, articles and others.

Examples of Hashtags that can be used : #metaskill4tclf #TCLF, #textile, #clothing, #leather #footwear, #VET, #skills, #upskilling , #reskilling, #MOOCs #strategy #extiles #Curriculum #design #development #digitalskills #skillsstrategy #sectoralcooperation #Qualifications #sustainability #circularity #digital #inclusion

I. Events

Partners in charge: ALL

Events within the MetaSkills4TCLF project can be categorized into two groups: (1) those organized by MetaSkills4TCLF partners and (2) those where MetaSkills4TCLF partners actively participate to showcase the project, establish connections and conduct direct communication and dissemination activities with external audiences.

Project presentations can be considered as: PowerPoint/speakers interventions talking about the project; participation in workshops or meetings; info booths at fairs and conferences; webinars; others.

Partners organising the event should follow the guidelines established for the visual requirements in their presentations, banners, registration forms and agendas.

Registration form: in the case of a physical meeting, the preparation of the registration form falls under the responsibility of the partner organising the event, while in the case of a virtual meeting, CTCP will prepare and share the access to the registration form with partners organising the activity.

The events' details will be added on the project website under the section calendar and promoted on the social media accounts of the project.





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Project presentations in all kind of events, at local, regional, national and international levels are important to increase the awareness of the project among relevant stakeholders.

Project presentations include:

- PowerPoint/speakers interventions about MetaSkills4TCLF
- Participation in workshops or meetings related to or about MetaSkills4TCLF;
- Info booths at fairs and conferences about MetaSkills4TCLF;
- Webinars about MetaSkills4TCLF project.

Partners participating in events should provide the link to the social media materials (and registration form if available) to the event at least 4 working days before the event itself, so the leader can properly disseminate them via the project's network and add them to the calendar on the website.

Partners organising any event should, in collaboration with CTCP, close the preparation process for the event social media materials, registration form, date, place and title, and agenda of the meeting not later than 7 working days before the event.

Partners organising an event should follow the visual guidelines in their presentations, banners, registration forms, and agendas. As for the registration form – in the case of a physical meeting, the preparation of the registration form falls under the responsibility of the partner organising the event.

Elements to include in a registration form are:

1. Last name
2. First name
3. Email address
4. Organisation
5. Job title
6. Sector in which the organisation is active (T,C,L,F or other)
7. Country
8. City
9. Newsletter option
10. GDPR consent (and consent for recording/filming if necessary)
11. Set of partners' logos and EC logo

Event details will be posted on the project website's calendar section and shared on the project's social media accounts. Therefore, partners are urged to adhere to the deadlines for submitting event-related materials. Partners will also be expected to promote these events through their own communication channels.

After the event, within a two-week timeframe, the designated partner must send the following items to CTCP: an attendance list, visual evidence (such as photos, PowerPoint presentations, agendas, etc.), promotional materials, and a press release. These materials will be featured on the website's News section. For reporting purposes, partners may also be requested to provide the results of the evaluation forms conducted with event attendees.



11 project public events, hosted in every different country of the consortium, are scheduled.

J - Attractiveness and Inclusion Campaign

Partners in charge: CONFINDUSTRIA MODA,

Partners cocontributing: ALL

The promotional campaign and diversity and inclusivity manifesto to boost the TCLF sector will encompass initiatives such as launching events and activities aimed at engaging regional authorities and enterprises to support the project's goals.

Promotional campaign and a manifesto of diversity and inclusivity to boost the TCLF sector will include the following initiatives:

- Launch of events and activities intend to engage regional authorities and enterprises to contribute to the task objective.
- Promotional activities involving Middle Schools and High Schools, with educational workshops applied to the different sectors, playful activities on innovative topics and visits to training centres.
- Open days in companies: daily openings for youngest and their families, but also for teachers/trainers to better understand the sectors, the heart of the factories, transmitting that passion to them.
- An International Fashion Contest for TCLF VET and HE centres and their students. There will be two levels: a first national phase with the selection of winners; and a second phase at EU level with the participation of the various national winners and the selection of the final European winners, one for clothing and the other for footwear, each for VET as well as for HE students.
- Creation of promotional short videos made by youngsters working in leading companies in the sectors, including former students of training courses, telling their experience and training path, to share with young people the important roles they can cover - e.g. in social networks.
- Launch and implementation of an EU Mobility (in frame of WP8) a two-week mobility action for students from different EU countries, that aim to prototype the winning projects of the Metaverse EU Lab, including also visits to companies and research centres.
- An annual school orientation event for students between 14 – 18 years old, also to support their decision in terms of training path or work.
- An annual 4-5 days' holiday course, during children holidays, promoted by the city council of relevant TCLF municipalities for children by the age of 7-9 years old, on 3rd and 4th year.





8. VISUAL IDENTITY AND PROMOTIONAL MATERIAL

Partners in charge: CTCP

Development of a strong corporate image capable to visually communicate the project and the idea behind it. The logo will be basis to initiate other formats of communication materials, project website including regular articles on the subject produces by all partners, social media presence. It will be based on a representative and illustrative project logo.

- a. Logo and colours
- b. EU-funded project disclaimer
- c. Partners' logos
- d. PowerPoint and documents' formats
- e. Save the date/event banners
- f. Newsletter template
- g. Press release & position paper template
- h. Roll-ups
- i. Brochure
- j. Flyer
- k. Poster
- l. Infographics and visual materials



9. ASSESSMENT

Partner in charge: ALL

Dissemination and exploitation success results will be evaluated through different indicators. In the table below we present some of them.

Table 2 – Indicators for evaluation

| Channel | Target |
|--|---|
| Project logo and visual identity | 1 |
| Project poster | 1 (EN + partner's languages) |
| Project website | 1 (EN + partner's languages) |
| Other websites | Promote project, products and results in other websites, namely partners' websites |
| Project newsletter | 8 (1 per each 6 months during project lifetime) |
| Press releases | 8 (1 per each 6 months during project lifetime) |
| Social Media | Create and sustain a strong social media presence, through creation of dedicated pages for the project in social media and use partners' social media networks. |
| Articles | Create and publish regular articles on the project subject produces by all partners |
| Events | 11 dissemination workshops (1 per each country, along the project lifetime) |
| Promotional campaign and a manifesto of diversity and inclusivity to boost the TCLF sector | Promotional activities involving Middle Schools and High Schools; open days in companies; An International Fashion Contest for TCLF VET and HE ; Creation of promotional short videos (12 videos); an EU Mobility (in frame of WP8) a two-week mobility action for students from different EU countries; An annual school orientation event for 14 – 18 years old; An annual 4-5 days holiday course during children holidays promoted by the city council of relevant TCLF municipalities for children 7-9 years old on 3rd and 4th year. |
| TCLF Metaverse Campus | Development of innovative and attractive wide range of educational resources in outstanding, environments to capture all kind of target-groups, from different sector and different EQF levels (3-7) and the creation of a network of 12 MetaSkills Lab Centres (the European Virtual Reality Campus). Promoting innovative training contents courses, especially those incorporating VR experiences, AR, 3D modelling |

10. REPORTING

Partner in charge of collecting the input: CTCP

Partners contributing: All

Partners will report their dissemination activities to the CTCP every year. A shared template, to be updated online (ANNEX 2), will be provided for this purpose.

As leader of the Dissemination work package, CTCP will compile all dissemination activities, publications, and products elaborated by the consortium during the project lifetime, and will Write up the 4 dissemination reports, to be validated by all partners.

The reporting of partner's dissemination and communication activities should follow the structure established at the beginning of the project with modified element that focuses on assessing the impact of the activities.

The reporting should take place once a year. The schedule of the 4 Dissemination reports is following: Month12 ,M24 ,M36 and M48.

11. ANNEXES

ANNEX1 – DISSEMINATION PLAN

| METASKILLS4TCLF - Marketing, Communication & Dissemination PLAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|--|--|
| Project number / Grant Agreement 10111842 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TIME (months) | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | | |
| LOGO/image | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Website | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| poster | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| project brochure | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| project flyer | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Roll-up | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| dissemination | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| European Virtual Fashion Campus / TCLF Metaverse Campus | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Newsletter & mailing list | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Press release/Position papers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Articles | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Social Media | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Events(all events organized by partners our only participation) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2- 7 international workshops for education providers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2- 4 international workshops workshops for regional authorities | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2- 11 national dissemination events of the national strategies | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2- 4 Public eventsworkshops- Pact for Skills | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP2- 1 Public events- Webinar- foranother Fashion related subsectors | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP9 - Attractiveness and Inclusion Campaign - events for students/schools (open days,contest, two week mobility.....) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WP10 - 11 dissemination workshops, 1 per each country | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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ANNEX 2 - DISSEMINATION REPORT

| METASKILLS4TCLF | | | | | | | | | | | |
|--|----------------------|----------|-------|-------------------|---|---|---|---|---|--|--|
| Project number / Grant Agreement 101111842 | | | | | | | | | | | |
| Partner: | | Country: | | Period: MXX - MXX | | | | | | | |
| Name/title of the dissemination activity | Activity description | Date | Place | Level* | | | | | Target group/audience of the dissemination activity | Size Number of organizations Number of people reached Number of accesses Number of likes, etc. | EVIDENCES: documentation available, links, description |
| | | | | L | R | N | E | O | | | |
| Communication Materials and Tools Created (logos, videos, website, leaflets...etc) | | | | | | | | | | | |
| | | | | | | | | | | | |
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| | | | | | | | | | | | |
| Face-to-face Events (workshops, participation in fairs, conferences, etc.) | | | | | | | | | | | |

ANNEX 3 - LIST OF PARTNERS

Project Coordinator

CENTRO TECNOLÓGICO DO CALÇADO DE PORTUGAL (CTCP)

Project Partners:

CONFEDERATION EUROPEENNE DE L'INDUSTRIE DE LA CHAUSSURE ASBL (CEC)

CONFEDERATION DES ASSOCIATIONS NATIONALES DE TANNEURS ET DE MEGISSIERS DE LA COMMUNAUTE EUROPEENNE (COTANCE),

EUROPEAN APPAREL AND TEXTILE CONFEDERATION AISBL (EURATEX)

POLITECNICO CALZATURIERO SCARL (POLICALZ)

PIN SOC. CONS. A R.L. SERVIZI DIDATTICI E SCIENTIFICI PER L UNIVERSITA DI FIRENZE (PIN SCRL)

CENTRO TECNOLÓGICO DAS INDÚSTRIAS TEXTIL E DO VESTUÁRIO DE PORTUGAL (CITEVE)

SPIN 360 SRL (SPIN 360 SRL)

ASOCIACIÓN VALENCIANA DE EMPRESARIOS DEL CALZADO

UNIVERSIDAD DE LLEIDA (UNIV. DE LLEIDA)

CONSELLERÍA DE EDUCACIÓN, CULTURA Y DEPORTE (CIDA)

UNIVERSITATEA TEHNICA GHEORGHE ASACHI DIN IASI (TUIASI)

CENTRUL NATIONAL DE DEZVOLTARE A INVATAMANTULUI PROFESIONAL SI TEHNIC (CNDIPT)

PRUF-UND FORSCHUNGSINSTITUT PIRMASENS EV (PFI)

FILK FREIBERG INSTITUTE GGMBH (FILK)

HELLENIC CLOTHING INDUSTRY ASSOCIATION (HCIA)

CONFINDUSTRIA MODA - FEDERAZIONE ITALIANA MODA TESSILE E ACCESSORIO (CONFIDUSTRIA)



Marketing, Communication and Dissemination Plan

INSTITUT TEXTILE ET CHIMIQUE DE LYON (ITECH)

BORAS KOMMUN (BORAS STAD)

UKRAINIAN ASSOCIATION OF LIGHT INDUSTRY ENTERPRISES

(UKRLEGPROM)

SIEC BADAWCZA LUKASIEWICZ - LODZKI INSTYTUT TECHNOLOGICZNY (LIT)

Affiliated Partners:

ASSOC PORT INDUSTRIAIS CALÇADO COMPONENTES ARTIGOS PELE E SEUS SUCEDÂNEOS (APIC-CAPS)

UNIVERSITA DEGLI STUDI DI FIRENZE (UNIFI)

ASSOCIACAO TEXTIL E VESTUARIO DE PORTUGAL (ATP)

ASSOCIACIO LEATHER CLUSTER BARCELONA

Associated Partners:

COMUNE DI PRATO

REGIONE TOSCANA


INDUSTRIALL EUROPEAN TRADE UNION ASSOCIATION DE

FAIT

CFZ Cobots sl

AGENCIA PER A LA COMPETITIVITAT DE LA EMPRESA





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Cooperation on Digital and
Circular Economy Skills for the
TCLF sector across Europe

PROJECT ACRONYM
METASKILLS4TCLF

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