



WINTEX

WP4 - D1: Dissemination and Exploitation Plan

WP4 - D1: DISSEMINATION & EXPLOITATION

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AEI Tèxtils

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Weaving innovation among academia and industry in the Tunisian textile sector

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Contents

Contents	4
Abbreviations and Acronyms	6
1. Introduction	7
1.1 Role of Dissemination and Exploitation Plan	7
1.2 Transparency	7
2. Objectives of dissemination and exploitation actions	8
2.1 Target group	9
2.2 Expected impact	14
2.3 Dissemination stages	20
2.4 Key messages	22
3. General rules	23
4. Internal communication	24
5. Evaluation and Monitoring	25
6. Exploitation plan	27
7. Visual identity tools	29
8. Communication tools	30
8.1 Data base for contacts & Mailing	30
8.2 Project website	31
8.3 Project description in the partners' websites	33
8.4 Promotional materials	35
8.5 Background papers	36





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8.6	Round tables, conferences and other events	37
8.7	Textile reports	38
8.8	Videos	40
8.9	Posters on textile innovation opportunities	41
8.10	Press releases	43
8.11	Social media	44
9.	List of annexes	45



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Abbreviations and Acronyms

Abbreviation/acronym	Full name
EACEA	Education, Audiovisual and Culture Executive Agency
EC	European Commission
EU	European Union
GA	Grant Agreement
HEI	Higher Education Institution
ICT	Information and Communication Technologies
PC	Project Coordinator
WP	Work Package

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1. Introduction

1.1 Role of Dissemination and Exploitation Plan

This document identifies the activities to be carried out within the framework of the project to expand the successful dissemination and exploitation of the project by outlining planning, tools and strategies for communication and dissemination.

The Dissemination and Exploitation Plan is aimed at ensuring the wide dissemination of the knowledge and results developed in the WINTEX project in the broadest and most comprehensive way possible. This document is an integral part of the WINTEX project communication strategy and will facilitate the work of the consortium by providing an easy to use tool, containing the tasks, timeframes, deadlines and roles in terms of dissemination.

Dissemination and Exploitation will be an on-going activity that will start at the very beginning of the project and will last for the whole project. AEI TÈXTILS, as WP leader, has drafted this Dissemination and Exploitation Plan containing guidelines and tools that will guarantee the dissemination and transferability of project outcomes and deliverables. The Plan will be shared and approved by all project partners following the quality management procedures implemented by Cre.Thi.Dev.; the partnership as a whole will carry out specific promotion, communication and dissemination activities as depicted in the project proposal.

1.2 Transparency

Transparency of the project will be ensured by correctly informing the activities performed using the ERASMUS+ programme rules by registering those within the dissemination report. Project partners should also publish their activity results in line with the programme implementation manual and visual identity to ensure proper promotion of co-funding by EU funds.



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2. Objectives of dissemination and exploitation actions

Each communication and dissemination action aims at:

- Making WINTeX project known to the relevant stakeholders and disseminate its intermediate and final results.
- Raise specific attention of stakeholders, policy and decision makers to the project as an important instrument for the benefit of the programme area.
- Make the general public aware of the results and benefits achieved by WINTeX project.
- Creating the basic technical conditions to actively involve the public at large.
- Facilitating communication between the project partners.

The Dissemination and Exploitation Plan in general should be adaptable according to the project activities, expected outputs and results, should clearly identify target groups, should have proactive relations with the media, good internal communication, use of innovative tools, e.g. interactive websites, profiting on lessons learnt from previous programme projects and tools targeted to meet programme demands.

The role of dissemination changes over the life of the project from creating awareness about the issue addressed by the project to publicize the results of the project. The plan needs in turn to reflect this and address the changing requirements.

During the early phase of the project, communication activities tend to primarily target potential beneficiaries. At the later stages, the focus shifts to disseminating results and encouraging beneficiaries to communicate in their turn.

In order for the plans to be effective, the aims and objectives need to be clearly articulated – this is to ensure the focus, but also so that they can be monitored and evaluated using appropriate indicators to enable the successes and difficulties to be identified and lessons learned and passed on to others.



2.1 Target group

To allow communication activities to be better targeted, a clear identification of the target groups is crucial. We should think about the target group every time we communicate.

Target groups are identified on the basis of the following motivations:

- To disseminate its topics, also during the years after the project's completion.
- To support the sharing of information through partnerships with research institutions and actors operating nationally and internationally in the sector.
- To favour multiplying effects of the WINTEX issues and objectives with younger generations and the academic world through the involvement of universities, environmental associations, stakeholders and decision-makers.

Table 1 Target groups

Target Group	Means of Communication to Reach These Target Groups	When	Indicators to measure the effectiveness of the means of communication
Students in partner HEIs	Internal dissemination of the project within participating HEIs in Tunisia. Use of newsletters, project website,	During the whole duration of the project: each time an output directly related with the students or with	- Number of students interested in doing internships in the textile centers.

	internships in the textiles' centers	their HEI is finished as well as with relevant events such as meeting in Tunisia.	<ul style="list-style-type: none"> - Number of students who open up the newsletters. - Number of students that send inquiries for more information.
Researchers in partner HEIs	Internal dissemination of the project within participating HEIs in Tunisia. Use of newsletters, project website, surveys and focus groups during preparation actions	During the whole duration of the project. Particular focus during the first half to involve and engage them in active collaboration.	<ul style="list-style-type: none"> - Number of researchers involved in the focus groups. - Number of researchers participating directly in the project. - Number of inquiries for more information.
HEIs technical staff from partners	Internal dissemination of the project within participating HEIs in Tunisia. Use of newsletters, project website, postings for becoming a staff in the textile centers.	During the whole duration of the project: two times a year, with the launch of lasts newsletter editions (Jul2020, Oct2020, Jun2021, Dec2021, Jun2022 and Dec2022).	<ul style="list-style-type: none"> - Number of technical staff involved in the focus groups. - Number of technical staff participating directly in the project. - Number of inquiries for becoming staff in the textile centers.

Textile centers' staff	Direct contact after hiring or appointment, active participation in the capacity building and the implementation of the textiles' centers	Second half of the project and beyond	<ul style="list-style-type: none"> - Number of staff interested in joining the centers. - Number of people receiving directly the capacity building in EU. - Number of people receiving the capacity building in Tunisia from the materials prepared.
Students in other HEIs in Tunisia	Reach out via website, newsletters and social media.	During the second half of the project and after the project ends, during replication phase (January - February 2023).	<ul style="list-style-type: none"> - Number of students following the project in social media posts. - Referrals from other HEIs.
Researchers in other HEIs in Tunisia	Reach out via website, newsletters and social media. Direct contact for analysis of country during preparation stage and invitations for major dissemination events.	During the whole duration (Jul2020, Oct2020, Jun2021, Dec2021, Jun2022 and Dec2022). Particularly during preparation WP and major events of the	<ul style="list-style-type: none"> - Number of contributions for the country report. - Number of participants in WINTEX events.

		project. Especially when D1.2, D1.3 and D1.4 concluded.	
Other HEIs' staff	Reach out via website, newsletters and social media. Direct contact for analysis of country during preparation stage and invitations for major dissemination events.	During the whole duration. Particularly during preparation WP and major events of the project (meetings and visits scheduled in Tunisia).	<ul style="list-style-type: none"> - Number of contributions for the country report. - Number of participants in WINTeX events.
Textile companies	Direct reach out via the industrial (MFCPole) and professional (ATCTex) associations and networks from CNRS. Website, newsletters, social media, final conference invitations, roundtables and workshop invitation. Direct promotional material sent for the innovative textile centers.	<ul style="list-style-type: none"> - During the whole duration of the project. - Preparation for benchmarking and analysis of the needs. - Implementation for assessing the textile centers. - Participation on the roadmaps for the Academia 	<ul style="list-style-type: none"> - Number of companies participating in focus groups. - Number of companies responding the questionnaires. - Number of companies participating in other events. - Number of companies using the textile centers. - Number of companies benefiting launching new

	Testing discounts during the pilot stage of the innovation textile centers.	Textile Industry Council. -Participation in conferences, workshops and roundtables (Nov2021, Oct2022).	innovative products to the market. -Number of companies engaged in the Academia Textile Industry Council.
Public authorities	Direct emailing, newsletters, invitations to roundtables, council, and final conference.	During the whole duration of the project, with special focus on key events for multiplier effect.	- Number of public authorities participating in WINTEX events.
General public	Press releases, website updates, social media updates.	During key events of the project that are relevant for the broad audience (Kick off, launch of the centers, release of publications, Transnational Project Meetings, Outputs releases, conferences, etc.)	- Number of press releases issued. - Social media impact per post. - Website traffic. - Press impacts of the project (number of broad public publications).

Communication and dissemination will be implemented at two levels:



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- **Internal communication and dissemination**, that means communication and dissemination among the partnership and to the staff of the involved organizations.
 - Smooth communication among organisations involved.
 - Strong team spirit.
 - Good cooperation among partners.
 - Interest and commitment of all partners.
 - Awareness among internal staff of the existence of WINTEX project.

- **External communication and dissemination**, that means communication and dissemination outside the partnership which will be implemented in Tunisia, Europe and at regional level with the ambition of:
 - engaging the target groups in WINTEX activities and events
 - promoting of projects objectives, activities and results towards the target group.
 - outreach of the WINTEX project to the broad audience
 - raising awareness on the concerned domains among the broad audience
 - Results 1 and 2 a Dissemination by EU partners to HEI and T&C actors in their countries could be interesting to prepare and promote future collaborations between Tunisian and EU actors.

2.2 Expected impact

#	Project results	Who will they impact at national, regional level?	How?
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1	Preparation of a Research Report and conclusions about the local needs and anticipations of the textile sector in Tunisia	Tunisian HEIs, public authorities, industrial associations and industry, researchers, EU HEIs and EU T&C stakeholders.	<p>They will be provided with a better overview of the current status of the textile sector in Tunisia, identified list of opportunities with up to date information.</p> <p>Engagement is foreseen with active dissemination during and after the project through the Tunisian business and professional associations involved in WINTEX, MFCPole and ATCTex.</p> <p>EU partners are expected to promote future collaborations with Tunisian actors taking benefit of the Tunisian textile sector improvement.</p>
2	Preparation of a Good Practices database for collaborations between EU and Tunisia	Tunisian HEIs, public authorities, industrial associations and industry, EU HEIs and EU T&C stakeholders.	<p>Newsfeed highlighting the different good practices identified via social media, newsletter and other updates on the project website.</p> <p>Also, dedicated communication during the roundtables/workshops with national Tunisian stakeholders.</p> <p>EU partners will be spreading those advances and good practices through the European textile sector.</p>

3	Capacity building for 12 experts in the EU (4 from each of the three HEI in Tunisia) that will lead the textile centers	Directly staff at textiles' centers. Indirectly students, textile industry in Tunisia that will benefit from the different materials generated including the ebook.	Direct engagement for staff at textile centers via internal recruitment at each participating HEI during the project. Indirect impact during and after the completion of the project via the project website with the different training materials, as well as each individual member newsletters.
4	Establishment of 3 fully operational innovation textiles' Centers in Tunisia hosted within the referent HEI of each region (ISMMM, ISET and USF)	Tunisian HEIs hosting a textile center, staff employed in the centers, industrial users (companies)	Actively engagement from the 3 textiles' centers host HEI in promoting the services and the centers in collaboration with the industrial Tunisian partners to outreach to industry at large during and after the project.
5	Pilot test of the 3 textile centers and refinement of the services offered	Tunisian textile companies, staff of the centers	During the project, the 3 HEIs in cooperation with the business associations and the research center CNRS will actively disseminate and test a set of services and the contracting procedure to validate the sustainability of the textile centers.

6	Implementation of the roundtables/ workshops on textile innovation	Textile industry in Tunisia, HEIs, associations, public authorities, students, researchers	Active participation of diverse group of stakeholders in the roundtables engaged directly by Tunisian partners (CNRS, ATCTex, MFCpole and all three HEIs). Impact during the organization and beyond the project involving them into the Academia textile industry council.
7	Establishment of the Academia Textile Industry Council	Researchers, professors, companies at national level in Tunisia and also public authorities	Alignment of the Tunisian HEIs with the industrial needs and establishment of cooperation, easier to make joint actions for public policy, favoring the participation of industry in the textile centers needs analysis and service design. Engagement during the project via directed actions by partners and long term establishment of self-sustaining collaboration among all stakeholders involved.
8	Collaboration network of innovation textile centers	HEIs participating in the consortium, other research and innovation centers in Tunisia, European partners, business associations	The current collaboration between EU partners and Tunisia partners will continue to after the project end by seeking further collaborations on long-term strategy for promoting innovation in the textiles sector.

Overview of short-term impact indicators (during the project EU funding period)

Short term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Establishment of Advanced Textiles' Centers in Tunisia	HEIs in Tunisia, Textile sector in Tunisia	Number of Textile Centers	Assessment of the textile centers' operation
Equipping of the Textile Centers	HEIs' staff or postgraduate students	Number of Textile Centers' staff trained	Successful training
Training of staff of Textile Centers	Textile companies and researchers	Number of persons trained Number of equipment for each textile center, number of tests performed	Successful operation of the equipment at the Centers
Training on innovation tools for the Tunisian textile sector	HEIs' students, entrepreneurs in the textile sector, textile sector at large	Number of new industrial innovations supported by the centers Number of start-ups registered in the textile sector in Tunisia	Assessment of innovation and entrepreneurial ecosystem
Academia Textile Industry Council establishment	Textile companies, researchers, professors, HEIs staff	Number of events held as part of the Academia Textile Industry Council	Assessment of the roadmap for the deployment of the council, generation of trust among participants.

Overview of long-term impact indicators (after the projects EU funding period)

Long term impact	Target groups/potential beneficiaries	Quantitative indicators (in numbers please)	Qualitative indicators
Development of the innovative textiles' sector	Companies of the textile sector	Growth of sales, exports	Quality of textile products
Services to the textile sector	Companies of the textile sector	Number of companies receiving consultancy and services	Assessment of textile Centers by the users of their services
New projects undertaken by Textile Centers	Companies of the textile sector, researchers, other stakeholders	Number of projects undertaken	Successful implementation of the projects
New centers established in Tunisia	Companies of the textile sector, policy makers	Number of centers established	Successful operation of the new centers
Innovation development	Entrepreneurs, students of HEIs,	Number of new start-up ventures in textile sector	Assessment of new textile sectors addressed by start-ups

	textile sector at large		
Academia Textile Industry Council policy impact	Public authorities, textile industry and HEIs	Number of policy actions initiated from the council	Assessment of the impact on the textile sector and the collaboration between academia and industry
Better decision making by Government	Textile sector at large	Number of decisions	Decisions regarding the support of the development of the textile sector in Tunisia
New research topics with regard to innovative textiles	HEIs' students	Number of research works with regard to innovative textiles	Use of research results by the sector

2.3 Dissemination stages

In each project phase, specific key aspects will be addressed so that they may emerge in the dissemination efforts.

The initial steps will include:

- The dissemination, through the project's website and the media, of the project's objectives.
- The involvement of stakeholders and of other potentially interested groups.

In the following stages, when workshops and industrial pilots will be carried out, dissemination priorities will be:



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- Meeting the media.
- Meetings with stakeholders, research institutions, universities and professional associations.

In addition:

- In order to maximize results, all available communication tools will be used, i.e. the project's website, the social networks' profiles and a specific brochure.
- Workshops, for in-depth discussions on the WINTEX environmental contributions and first-hand testimonials of industrial pilots, are scheduled to be organised.

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2.4 Key messages

Messages have a special meaning in public relations. A message is not the same as an advertising slogan or a marketing line; a message is a simple and clear idea that acts as a guiding principle for all kinds of communications, from the content of leaflets, brochures and websites to the agenda for a media interview, to conversations with stakeholders. The goal of key messages is to ensure that the target group notices, understands, remembers, cares, etc.

Key project messages

What does the project do?

Explain in 1 phrase (around 140 characters)

To foster innovation and cooperation in Tunisian textile sector with transfer of knowledge from EU by enhancing the HEIs with advanced textiles' centres and the creation of the Academia Textile Industry Council as catalysts of the action.

Why is it doing it?

Explain in 1 phrase (around 140 characters)

Crossing the available information, the immediate conclusion is that there are two problems:

- A problem of low added value products.
- A problem of competitiveness.

Why is this important?

Explain in 1 phrase (around 140 characters)

Fostering of enterprise-university collaboration in Tunisia by the establishment of three advanced textiles' centers at each participating HEI. Those will boost the collaboration among textile SMEs and the participating HEIs.



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3. General rules

Communication, as agreed among the partners of WINTEX, foresees:

- The drafting of the project's logo
- The planning, with a user-friendly approach, of the website and the sitemap.
- Multilingual Responsive Web Design (RWD) website sections including:
 - Home (presentation)
 - About the Project
 - News
 - Contact
- Background papers
- Project's promotional news on web and on-line media.
- Newsletters
- Project panel and posters
- Editing, publication and dissemination of press releases.
- Presentations at specialized conferences
- Videos
- Final event

All dissemination materials will include all the project's references (logo, visual identity, contacts, link) and in all publications, both on-line and paper copies, the ERASMUS+ logo and the sentence: "WINTEX project (Weaving innovation among academia and industry in the Tunisian textile sector; project reference number 610373-EPP-1-2019-1-ES-EPPKA2-CBHE-JP) is co-funded by the Erasmus+ programme of the European Union."



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4. Internal communication

Internal communication is a top priority and the foundation for successful external communication. In order to keep proper communication in all levels, each project partner has to have specified communications manager role.

The roles of communication manager are:

- Coordinating promotion activities related to the project (exhibitions; brochures, newsletter and other promotion materials)
- Workshops, roundtable and meetings organization according the project plan.
- Supporting the project implementation by preserving proper communication between project partners.
- Dissemination the project results

All communication managers should communicate between themselves and have to communicate with Mr. David Gómez from AEI Tèxtils, the lead partner communication manager, if they need to clarify any points mentioned above in order to preserve unification of approaches.

Internal communication will be ensured through the project web page, emails, participating on project meetings and attending project teleconferences. Skype, GoToMeeting and other virtual communication tools will be used for teleconferences.

Partners will access all the available materials through the specific shared folder in Google Drive.



5. Evaluation and Monitoring

Monitoring and evaluation will be ensured by identifying indicators and using appropriate techniques.

Table 2. Monitoring and evaluation

Communication tool	KPI	Responsible monitoring for	Calendar for monitoring
Project Website	Page views per month Users per month	AEI Tèxtils & UPC	2 times a year, for the TPM.
Newsletter	Feedback received Performance indicators	ISET + the rest of the partners	June 2020 December 2020 June 2021 December 2021 June 2022 December 2022
Events (kick off meeting, 2 nd -7 th project meeting and final project meeting)	Nº of participants Feedback received Media mentions	The hosting partner/s	After each meeting (2 times a year) and final meeting (December 2022)
Media Coverage	Press release impacts Tweets/re-tweets/followers	CIAPE	After a TPM, a Wintex event (roundtables or trainings) and an IO launch.

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<p>Printed materials (project look & feel, press pack, leaflets, brochures, background papers, recommendations).</p>	<p>Nº of leaflets, brochures, etc. Printed and distributed</p>	<p>All</p>	<p>At the end of the project (January 2023).</p>
<p>Video</p>	<p>Nº of visualizations Feedback received</p>	<p>All</p>	<p>At the end of the project (January 2023).</p>

6. Exploitation plan

Table 3 Sustainable outcomes

Sustainable Outcomes	Strategy to ensure their sustainability	Resources necessary to achieve this	Where will these resources be obtained?	When these actions will be taken? Partner in charge.
Textile centers	Sustainable business model developed in WP4	A model will be developed and validated during the pilot operation stage in WP2 and active use from industry will be fostered from the roundtables with industry.	Service offering to industrial users of Tunisia, collaboration with other institutions, host HEI own resources.	14/08/2022 CEDECS. Supported by CIAPE, AEI Tèxtils and the 3 HEIs with the textiles' innovation centers
Innovation textile centers' services	Strategical tech transfer program and support activities to regional and national textile companies after the pilot test during development WP along with the sustainable business	A model will be developed and validated during the pilot operation of the centers during WP2. Learnings from this period along with the results from the roundtables and the establishment of the	Service offering to industrial users of Tunisia, collaboration with other institutions, host HEI own resources.	14/12/2022 CNRS. Supported by CEDECS, AEI Tèxtils & all other Tunisian partners.

	model developed in WP4.	Academia Textile Industry council will drive the service set to become sustainable and affordable to users in Tunisia.		ATCTex and MFCPOLE local support.
Capacity building material and e-book	Digital training material on the project website	Project website, shared folder among partners	UPC will ensure that the project will be online at least for 5 years after the end of the project with own funds. Tunisian HEIs will use those materials to train new staff in the centers as they grow and get consolidated	14/06/2021 UNIWA + all partners TUIASI
Tunisian collaboration platform: Academia Textile Industry Council	Open collaboration system among different Stakeholders in Tunisia led by industry associations and academia	Human resources from HEIs in Tunisia and business associations (MFCpole and ATCTex). Support in terms of the roadmap during WP4.	Active collaboration between different institutions is already ongoing but those will be further formalized with a collaboration agreement among all Tunisian stakeholders to provide traction to the initiative.	14/11/2022 ATCTex & MFCPole



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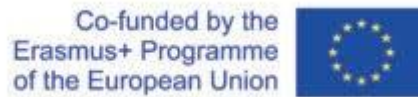
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7. Visual identity tools

A clear visual reference to the European Union support with the emblem of at least 1cm will be added with the funding acknowledgement: *“This project has been co-funded by the Erasmus+ programme of the European Union.”* Examples of eligible communications sets are available on the EACEA communication toolkit: https://eacea.ec.europa.eu/about-eacea/visual-identity_en



All public documents will also contain the following disclaimer (in accordance to the rules of programme visual identity):

“The European Commission support for the production of this website 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.”

The visual identity will be created in order to preserve unity of the project and to assure that everybody will clearly identify the project by graphic layout of all documents.

All project partners have to use graphical design that will be agreed together. It is very important to communicate with the same project look and feel. All communication managers engaged in the project are responsible for compliance of visual identity in all communication tools related to the project.

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8. Communication tools

8.1 Data base for contacts & Mailing

	Description
Objective	Direct communication with all target groups is crucial to reach all the organizations, companies and institutions potentially interested in the project's aims and issues.
Target	Individuals, companies, institutions and organizations directly interested in the project.
Target group interest in the project	Mailing-list from website registration plus the mailing list of each participant will help extrapolating the various contacts potentially reachable for the project purposes. Newsletters, edited with all partners' support, will be circulated after the completion of each project phase and on the occasion of project events, through the mailing-list of each partner.
General aspects	Each partner will follow the directives under GDPR and be responsible to send the communication to their own network to avoid spamming and misuse of personal data. Thus, newsletters will be integrated to communication within the partners among their contacts and people explicitly requesting updates on the project.
Contents	<ul style="list-style-type: none"> Project progress update

	<ul style="list-style-type: none"> • Links to news relevant to the project • Diffusion of workshops
Time frame	Biannual
Where	Online
Indicators	Number of people registered on the mailing list Campaign visit to project website
Responsible	CIAPE
Launch date	M5 + periodic revision

8.2 Project website

Objective	To reach the maximum possible number of contacts with minimum costs.
Target	General and specialized public.
General aspects	The website will be updated through the entire project's duration with technical and scientific contributions from all partners. A moderator will facilitate coordinating the work. Working language will be English, with the translation into local languages of Arabic and French. The website will be optimized so that it has a good position in the main search engines, mainly using SEO techniques.

Contents	<p>Minimum page structure:</p> <ul style="list-style-type: none"> • Landing page (Home) • About WINTEX • News • Contact • Language Selection <p>Minimum contents:</p> <ul style="list-style-type: none"> • ERASMUS+ logo and explicit mentioning of the ERASMUS Programme co-funding • WINTEX project logo • Partners' logos • Partners' websites • Documents • Activities images and photos
Quantity	<ul style="list-style-type: none"> • Regular updates for the project's duration.
Time frame	During the entire project's life-cycle (3 years)
Where	On-line. (http://www.wintexproject.eu/)

Indicators	Google Analytics
Materials for reporting	Website implementation plan and Google Analytics reports

8.3 Project description in the partners' websites

Objective	To circulate information about the project and its activities to an audience potentially interested in the fields in which project partners are active. Particularly, for the partner country universities.
Target	General public in the partners' areas of work. Partner country stakeholders
General aspects	A concise, easy-to-read and user-friendly text.
Contents	<ul style="list-style-type: none"> • Short project description. • Images. • Activities and events' photos. • Link to the project website.
Quantity	<ul style="list-style-type: none"> • One in each Tunisian partner website.
Time frame	During the entire project implementation



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610373-EPP-1-2019-1-ES-EPPKA2-CBHE-JP

Where	On-line.
Indicators	Internal check of task done
Materials for reporting	Screenshot of the partner website + link

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8.4 Promotional materials

Objective	To concisely and effectively communicate the project aims
Target	General and specialized public
General aspects	The promotional materials official language will be in English/Arabic/French the format will be agreed among project partners.
Contents	<ul style="list-style-type: none"> • ERASMUS+ logo. • Project logo. • Project partners' logos. • Photos and images (optional); • Project website
Quantity	<ul style="list-style-type: none"> • Leaflet (500 copies) • Logo (in each website, document, etc.) • Graphic identity
Time frame	The dissemination materials will be used all along the duration of the project within WINTEX events and within other events organized by partners and within relevant events where partners participate on relevant project issues.

Where	In places where project's participatory and other events are being held.
Indicators	Number of distributed copies, taking into account how many participants attend to the various events.

8.5 Background papers

Objective	Background papers will be the starting point for a debate about the importance of innovation in textiles' centers and the relevance of innovation fostering and transferring in Tunisia
Target	Specialized public.
General aspects	Technical articles, with the publication on specialized media, will be edited through the cooperation by all project partners.
Contents	<ul style="list-style-type: none"> • Project code. • Reference to the ERASMUS+ co-funding. • Mention of the project leader and partners. • Project stages, objectives and implemented tasks.
Quantity	3 background papers for the two round tables

Time frame	During the two round tables
Where	Tunisia
Indicators	Number of printed copies.

8.6 Round tables, conferences and other events

Objective	To disseminate the project's objectives, developments and results.
Target	Specialized public in partner country.
General aspects	<p>Each partner organizing a meeting on the project's issues will disseminate information about it through its local, national and European contacts, sharing also WINTEX updates.</p> <p>The project presentation will also be possible when participating in other organizations' relevant events. Each partner will assess and decide the most suitable dissemination tools to be used.</p> <p>Language: English, Arabic and/or French.</p> <p>Round tables:</p>

610373-EPP-1-2019-1-ES-EPPKA2-CBHE-JP

	<ul style="list-style-type: none"> • Two Roundtables on entrepreneurial and innovation transfer opportunities with the innovation textiles' centers • Final conference
Contents	<ul style="list-style-type: none"> • Project and partnership presentation (power point and/or other suitable materials).
Quantity	Two round tables One final conference
Time frame	2021, 2022 and 2023
Where	Partner country
Indicators	Number of participants
Materials for reporting	Meeting agenda, proof of registration/attendance, photos, etc. Each partner will have to report their participation on dissemination events using annex I template WP leader will compile the reports on a dissemination activity report.

8.7 Textile reports

Objective	To effectively communicate, the project aims to a specialized audience.
Target	Specialized public.

General aspects	The documents will be available both in an electronic and paper format and will contain general recommendation as well as specific ones addressed to a particular target group. This will be made from the different outcomes of the roundtables and also based on the first months of operation of the innovation textiles' centers.
Contents	<ul style="list-style-type: none"> • Project code. • Reference to the ERASMUS+ co-funding. • Mention of the project leader and partners. • Project stages, objectives and implemented tasks.
Quantity	<p>Recommendations "How innovation textiles' centers are useful for the economic development of the region".</p> <p>Sustainable business model for textiles' innovation centers</p> <p>Road Map</p>
Time frame	After publication
Where	Participating countries / EU / World
Indicators	<p>Number of reports published.</p> <p>Number of impacts registered.</p>

8.8 Videos

Objective	To highlight the potential for collaboration of the Tunisian textile industry with the innovation textiles' center
Target	Specialized and general public.
General aspects	The videos will be shared thorough the social media pages from each partner as well as from their website news section. The recording will be made only in local language, whereas subtitles will be made in English, Arabic and French.
Contents	Motivation for the collaboration in textile industry.
Quantity	5 short (less than 2 min) videos
Time frame	From 2023 onwards
Where	Internet
Indicators	Number of reproductions Impact on other media (shares, citing of the video on media,...)
Materials for reporting	Video link

8.9 Posters on textile innovation opportunities

Objective	To feature different textile innovation driven by the innovation textiles' centers to promote the best practices and innovation across the Tunisian textile sector.
Target	Specialized public
General aspects	The communication materials official language in English, Arabic and French versions of the poster will be produced if partners consider it necessary. The format will be agreed among project partners.
Contents	<ul style="list-style-type: none"> • ERASMUS+ logo. • Project logo. • Project partners' logos. • Photos and images (optional); • Project title • Project website and e-mail.
Quantity	8 Posters
Time frame	Last semester of the project.
Where	In textile innovation centers.

8.10 Press releases

Objective	To involve media, specialized and not, on web, national and local, and through them the general public, in the project events, to both raise awareness and foster participation in the WINTEX issues and activities.
Target	Broad audience.
General aspects	<p>For each event a press release will be prepared and circulated after the initiative has taken place.</p> <p>Following the publication of WINTEX reports and relevant documents a press release should also be generated.</p> <p>All press releases will include the project website link, the WINTEX contact details and the ERASMUS+ communication requirements and partners' logos.</p>
Contents	<ul style="list-style-type: none"> • A standard introduction to the project and partners and information on the participants attending, objectives and topics addressed. • A short and clear description of the event organized • Updates on forthcoming project meetings and events. <p>Constant updating and real time information on the documents produced within the project.</p>
Quantity	1 press release for each public event.

Time frame	Before and/or after all WINTEX events during the whole project duration.
Where	Participating countries / EU / World
Indicators	Number of press releases circulated during the project duration. Number of impacts registered.
Impact monitoring	Each communication manager should create a Google Alert with the keywords that best fit in their local language. Links to daily newspapers, magazines and on-line media with the published pieces will be collected in the project archive. A press report will be created.

8.11 Social media

Objective	Direct communication with all target groups is crucial to reach all the organizations, companies and institutions potentially interested in the project's aims and issues.
Target	Individuals, companies, institutions and organizations directly interested in the project.
Target group interest in the project	Broad audience and followers of the project's and partners' social media (LinkedIn®, Twitter® among others)
General aspects	Each partner will update their own social media profiles with news of the project such as press releases, technical articles, general considerations, guidelines and recommendations.

	<p>Each partner will also post relevant updates on specialized groups on social media using the hashtag #wintexproject</p> <p>CIAPE will manage the accounts with support from with ATCTex and MFCpole for Arabic and French.</p>
Contents	<ul style="list-style-type: none"> • Project updates • Links to news relevant to the project • Diffusion of workshops • Sharing of relevant news from other projects / EU
Time frame	During the whole life-cycle of the project
Where	Online
Indicators	<p>Number of followers / subscribers</p> <p>Number of visualizations</p>

9. List of annexes

Annex I – Template for reporting dissemination activities



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610373-EPP-1-2019-1-ES-EPPKA2-CBHE-JP

However, no clear assignments to specific partners nor specific deadlines are given for the outcomes to be followed up and measured. **Likewise, we recommend a specific timeline for the measures to be taken as a guideline for the responsible partners to act on this matter.**

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