S4FASHION

SUSTAINABILITY FOR FASHION INDUSTRY

GRANT AGREEMENT NUMBER: 958038

DELIVERABLE 3.1

DISSEMINATION PLAN, VISUAL IDENTITY AND COMMUNICATION TOOLS

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Author(s)	Angeliki Georgokosta Gün Ergör
Point of Contact	Angeliki Georgokosta, info@s4fashion.eu
Reviewers	Ingrid Willems Christina Skoubridou Isabel Berz David Lapof
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Abstract (for public dissemination only)	This document details the communication and dissemination strategy that maximises the impact of the project's results at EU and local level and promotion to the targeted audience. This document also outlines the visual identity of the project. Last, it includes the necessary communication tools that will guide the consortium in order to maintain a uniform look and feel for S4Fashion.
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…				
1.0				Final version by the consortium to be submitted to the EC.

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EXECUTIVE SUMMARY

This document is the deliverable 3.1 of the S4Fashion project co funded by the COSME programme of the European Union.

S4Fashion is mainstreaming sustainability and circularity for the Fashion Industry. Through an evidence-based approach and the amplification of its impact, the project aims to develop new tools, methods and business models for a sustainable and greener fashion sector.

This Dissemination Plan is produced within the first three months of the project to define the strategy of communicating the project's progress and the dissemination of the results of the project to its target audiences with the ultimate goal to highlight sustainability and circular economy as a source of innovation and growth. The Dissemination Plan defines the outreach objectives, activities and tools for the general public, key stakeholders of the fashion industry as well as entities and professionals that have the potential to exploit and take action on the project's results. Moreover, this document outlines the visual identity of the project. Last, it includes the necessary communication tools that will guide the consortium in order to maintaining a uniform look and feel throughout the project's lifecycle.

TABLE OF CONTENTS

Table of Contents

LIST OF FIGURES

LIST OF TABLES

ACRONYMS AND ABBREVIATIONS

ACRONYM	DESCRIPTION
CA	Cooperation Agreement
S4Fashion	Sustainability for Fashion
GA	General Assembly
SG	Steering Group
EC	European Commission
DT	Dissemination Team
GA	Grant Agreement
DPO	Data Protection Officer
CT	Project Coordination Team
WP	Work Package
WP-L	Work Package Leader
EISMEA	European Innovation Council and SME Executive Agency

1. Introduction

S4Fashion is mainstreaming sustainability and circular economy processes in the Fashion Industry by elaborating a strategy of demonstration, dissemination and amplification of its impact through an evidence-based approach.

The project will provide grants to a panel of 25 paradigmatic pilots, accurately selected from applicants from across all COSME countries, and will furthermore support a much larger number of organizations, thus building a system of "transnational sustainable fashion laboratories" that will function as arenas in which to test methodologies for the introduction and/or the refinement of ideas and business models for sustainability in Fashion Industry and to measure their impacts.

These sets of methodologies, tools and evidence will be disseminated and amplified through a strategy of continuous dialogue and engagement of different target audiences based on:

1) the demonstration and communication of the pilots' results;

2) an open and collaborative learning process on sustainability methods and tools;

3) the co-production of new knowledge and guidelines drawn from empirical evidence.

The overarching aim of the S4Fashion project is thus to create and run one COSME pilot scheme to select, support, connect and strengthen existing and promising regional, national and European sustainable fashion startups, to measure their impacts on business and society/environment, and build evidence-based recommendations for the mainstreaming of financial and business support to make the Fashion Industry sustainable and greener.

1.1. Purpose of this document

S4Fashion is co-funded by the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME) programme of the European Union under the Call for proposals: Accelerate and scale up innovation applications for a sustainable and circular fashion industry COS-CIRCFASH-2019-3-02.

Communication, dissemination and exploitation are integral parts of the project in order to achieve its objectives and this document outlines how S4Fashion will communicate, disseminate and amplify the impact of its activities and its outputs over the three years lifecycle of the project and beyond. More specifically this document outlines how the pilot projects and their results will be showcased, how the research findings and knowledge generated will be disseminated; and how the project is going to build a strong community around the themes of sustainability and circularity for the fashion sector through the S4Fashion digital platform.

The main objective of the Engaging & Disseminating (WP3) activities of the project is to connect different actors, stakeholders, and intermediaries operating in the field of fashion, to create a meaningful place where the European community of fashion and innovation can meet, discuss and exchange knowledge and experiences about sustainability and circular economy, during the project and beyond.

1.2. Scope of this document

This deliverable D3.1 Dissemination plan, visual identity and communication tools, describes the activities planned and the channels developed to communicate with and disseminate the project's progress and results as well as the tools to be used by the partners in order to ensure the uniformity and identity of the project.

It specifies the target audience and the applied communication and dissemination strategy and is presented in a verifiable way, to ensure that the project management and the European Commission and more precisely EISMEA can keep track of them.

The S4Fashion Dissemination Plan is a key component of the project's work plans and all consortium partners are committed to maximising the outcomes and benefits of the project to reach the widest possible audience in the fashion sector and the ecosystem that surrounds it.

1.3. Intended audiences for this document

This Dissemination Plan is aimed at the following audiences to fulfil the aforementioned S4Fashion objectives:

The EISMEA established by the European Commission (to communicate the consortium's strategy and report on dissemination activities);

The Consortium partners (to adequately and timely implement their respective dissemination activities and to activate their respective ecosystems);

S4Fashion stakeholders - team members of the pilot projects, the creative hubs ecosystem as well as other third sector organisations across fashion sectors taking part in the activities of the project. Moreover, existing and promising regional, national and European sustainable fashion startups, policymakers, public authorities and funding institutions as well as innovation intermediaries and scientists that will be involved in the project's workshops and activities and have the means and professional incentives to disseminate and exploit the project's results.

2. Dissemination Strategy

Through this dissemination plan the S4Fashion consortium is defining the different target audiences, their communication needs as well as the corresponding messages for each target group. To ensure that the project's results are fully exploited and widely disseminated S4Fashion sets up a continuous dialogue with external actors and stakeholders operating in all Europe. S4Fashion engages a wide network of stakeholders operating in different fashion sectors in order to better connect them with sustainable and circular enabled innovation knowledge and processes. Engagement activities aim at reaching those in the fashion industry who currently do not identify sustainability and circular economy as a potential source of innovation, competitiveness and growth, as well as those who recognize sustainability as a strategic tool but are not able to introduce and exploit it in their innovation strategies and processes.

2.1. Awareness, Understanding and Action

The communication, dissemination and exploitation strategy of S4Fashion can be framed in the following three levels of the target audiences's engagement to enhance the objectives of the project:

Communication for awareness: raising general awareness about the project and its main subjects through the use of social media, e-newsletter, press releases and promotional printed material. This level of engagement is directed towards the general public and the tone of voice and communication messages are delivered in a way that it is easy to understand by people who do not necessarily have previous knowledge on the subject of sustainable fashion.

Dissemination for understanding: directed towards target audiences who already have a deep understanding of the subjects of the project and they have the ability and professional interest to engage with its outputs. These targets can also function as dissemination partners and communicate the project's results and progress into their networks.

Exploitation for action: engagement of actors who can build upon the project's results, amplify them and bring the desired change. Exploitation is addressed towards innovation intermediaries, the creative hubs ecosystem as well as policy makers, public authorities and the scientific community. Especially these groups are the ones in an authority position able to influence future developments and bring change for the whole fashion industry. This engagement level also addresses the SMEs involved in S4Fashion's activities or exploiting upon the project's results to shift towards a more sustainable model for their business.

Often communication, dissemination and exploitation channels, tools, messages and campaigns overlap within S4Fashion. This document details the dissemination efforts of the project which also have an immediate effect regarding the communication and exploitation.

2.2. Key Objectives

The Dissemination Plan of S4Fashion aims to address audiences across Europe and across fashion sectors and its wider ecosystem. The Specific Objectives that the consortium aims to reach through this Dissemination Plan can be summarised as follows:

● To generate awareness and convince existing and promising regional, national and European sustainable fashion businesses and other SMEs to participate to the open call;
● To engage with actors and stakeholders operating in fields, fashion sectors and geographical areas where sustainability and circular economy is still to be recognised as a source of innovation and growth;
● To communicate effectively outside the project to the wider public and raise awareness of sustainability and circular methods in the fashion industry;
● To disseminate the results of the project to key audiences, such as startups, SMEs, businesses and business associations, hubs, public and third sector managers and operators, designers, policy makers, practitioners and innovation intermediaries operating across fashion sectors;
● To raise awareness of the project's results, through relevant events and conferences around Europe (S4Fashion Days, S4Fashion Conference and Showcase).

In order to reach the above objectives, the project will

● set up a strong digital environment through its website and the S4Fashion platform;
● establish a strong online presence through a wide range of social media channels;
● integrate and leverage existing adjacent communities, such as WEAR Sustain and the ECHN community (more than 10.000 users);
● develop a tailor-made communication strategy to establish a continuous dialogue with the core target groups of the project, via the website, digital platform and S4Fashion e-newsletters.

2.3. Target Audiences (Call to Action & Channels for each audience)

This part outlines the project's target markets and stakeholder, as well as the intended dissemination efforts for the duration of the project. The dissemination strategy for the project is presented, as well as the individual plans for each partner.

This part further outlines the methods that will be used to disseminate the open calls, project's findings and results, publications, events, engagement to the digital platform via the project's website, digital channels and social media networks.

The definition of the S4Fashion target audience and the project dissemination strategy are critical to ensure that the project reaches the targeted stakeholders in the domain of Fashion.

The S4Fashion target audience is made up of a variety of stakeholders, including, but not limited to:

1. Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises that belong in the fashion sector or their products or services have proven track record in applications within the fashion industry.
2. Pilots
3. Third sector organisations (TSOs)
4. Policymakers & public authorities (including funding institutions)
5. Innovation intermediaries
6. Scientific Community
7. General Public

Target Audience along project life time

S4Fashion will address those stakeholders via specific communication and dissemination activities designed to reach the project's objectives along the 4 main project phases.

The table below describes the project phases (horizontally) and the target audiences (vertically). The middle cells define the main activities to be held in order to respond to each target group's needs.

Table 1 – target audience along project phases

	PHASE 1 OPEN CALL, MATCH MAKING & SELECTION	PHASE 2 EXPERIMENTATION, PILOT DEMONSTRATION & PARALLEL PROGRAM	PHASE 3 ENGAGEMENT WITH POLICY MAKERS	PHASE 4 PROJECT RESULTS
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises	**DEAL FLOW**	KNOWLEDGE SHARING	KNOWLEDGE SHARING	KNOWLEDGE SHARING
Pilots		**SHOW CASE**	**SHOW CASE**	**SHOW CASE**
TSOs	CALL FOR PROPOSALS DISSEMINATION	CO-CREATION PILOT SUPPORT	CO-CREATION POLICY MAKING	KNOWLEDGE SHARING
Policymakers & public authorities (including funding institutions)	AWARENESS	AWARENESS	**POLICY MAKING**	KNOWLEDGE SHARING
Innovation Intermediaries	CALL FOR PROPOSALS DISSEMINATION	CO-CREATION PILOT SUPPORT	CO-CREATION POLICY MAKING	KNOWLEDGE SHARING
Scientific Community	CALL FOR PROPOSALS DISSEMINATION	KNOWLEDGE SHARING	CO-CREATION POLICY MAKING	KNOWLEDGE SHARING
General Public	AWARENESS	AWARENESS	AWARENESS	AWARENESS

Dissemination Strategy per Target Audience

1. Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises that share the same passion and urgency about re-coding the Fashion Industry and act as game-changers, early adopters, innovators, preaching the use of sustainability and circularity models, practices, materials for the Fashion Industry of the future.

Call to Actions & Channels:
Pre-call and Call for pilots as well as all related Info Days, events and webinars will be published through the S4Fashion digital environment to reach the target audience of the S4Fashion call for proposals. The ambition is to reach the stakeholders in this target group, to build awareness for the open call and motivate them to register to the S4Fashion Digital Environment and to participate in the open call. Upon publishing the information on the S4Fashion Digital Environment (website and platform), the information will be shared online via the extensive network of all consortium partners, ECHN and each member of the ECHN member websites, related communities such as WEAR Sustain, ReFreame, WORTH, the ECAS portal and last but not least widely publicized through PR-activities and targeted communication to relevant innovation intermediaries, public agencies and the scientific community engage in sustainable and circular fashion.

Parallel programme with a range of modular activities including the S4Fashion crash programme for non-selected projects. The dissemination will happen via personalised communication to this target group, as they registered to the S4Fashion Digital Environment as part of the Open Call process.

Disseminate pilot results via a series of (online and where possible physical) events such as the Final Conference, S4Fashion Days (see WP3) and the S4Fashion Integrated Methodological Framework (a toolbox with evidence based guidelines from the pilots and research activities of the project) ; the S4Fashion Digital Environment allows the audience to directly exploit project results online (find information about the pilots, project documents, access the public knowledge base etc.); via the ECHN platform with almost 1.000 users from the creative hubs community; via adjacent communities such as WEAR Sustain, WORTH to reach stakeholders of the European and global sustainable fashion ecosystem.

Key Messages:
- A strong community of sustainable and circular fashion actors across Europe has the power to redefine the future of fashion.
- The fashion sector needs to make a shift from linear to reverse logistics business models.
- Innovation on new sustainable and circular fashion processes is the only way to move forward the fashion industry.
- Real time sharing of knowledge and expertise will make advancements on sustainable and circular fashion stronger and timely.
- Collaboration is the key to solve industry challenges and generate a real impact on the future.

Purpose & Benefit: The overarching aim of the S4Fashion project is to select, support, connect and strengthen existing and promising regional, national and European sustainable

fashion startups, to measure their impacts on business and society/environment, and build evidence-based recommendations for mainstreaming financial and business support to make the Fashion Industry sustainable and greener. This target group will directly benefit from a funding scheme and a dedicated support programme.

2. Pilots: the selected projects (and involved organisations), which will take part in S4Fashion's experimentation programme.

Call to Actions & Channels:
Pilots are treated as S4Fashion internal audience and **S4Fashion dissemination partners**. The teams participating in the pilot projects will be called to communicate the progress of their project as well as all the other S4Fashion activities and results through the channels of their businesses. The consortium is going to have an open communication with the pilots, informing them in advance for any promotional campaigns so that they can participate and amplify the campaigns messages. In addition, the consortium will make sure to always keep engaged the pilot teams in activities directed towards them as part of their support programme.

Key Messages:
- The pilot projects have the power to move forward innovation for the whole fashion sector.
- Sharing every step of the process will offer meaningful insights to the S4Fashion community and beyond.

Purpose & Benefit: S4Fashion will co-design, test, assess and refine its integrated methodological framework in close collaboration with the Pilots. Pilots will benefit from S4Fashion in terms of financial support, access to the S4Fashion network and the implementation of a specific support programme that will help them develop, validate and bring new products, services or business models for sustainable and circular fashion to market.

3. Third Sector Organisations (TSOs): voluntary and community organisations (registered charities, associations, self-help groups and community groups), social enterprises, mutuals and co-operatives who are motivated by the desire to achieve a sustainable Fashion Industry and are interested in the development, use and promotion of sustainability and circularity models, practices, materials for the Fashion Industry.

Call to Action & Channels:
Pre-call and Call for pilots information will be shared to TSO's in order to support us with the Open Call dissemination and reach the Startups and SMEs in their network. We will invite them to announce the open call via their own communication channels and publish a link to the S4Fashion Digital Environment, or to the ECHN or the website of local ECHN members.

Disseminate the pilots results including events (Final Conference, S4Fashion Days: see WP3) via the network of TSOs.

Key Messages:
S4Fashion will present the key messages produced by the research and piloting phases. These key messages will become available towards the end of the project and they will be presented to TSOs in order to support them in the development of programmes and initiatives for sustainable and circular fashion.

Purpose & Benefit: Voluntary and community organizations who are sharing the motivation for achieving the sustainable fashion industry, will bring their knowledge on sustainable fashion, and this will help to improve networking opportunities in the platform, also will be the chance for connecting TSOs in one platform. In other words, TSOs are providing existing channels and networks to build public awareness and to reach interested Fashion Startups & SMEs. TSOs can also submit their relevant project/work for the selection process (in partnership with an SME which will be the main applicant) or just be an ecosystem member.

4. Policymakers & public authorities (including funding institutions): operating at the European, national, regional and local level.

Call to Actions & Channels:
Policy makers and public authorities represent S4Fashion's ultimate target audience. A number of activities and products are designed to directly support policy makers, public authorities and funding organisations by exploiting its results. Policymakers & public authorities and especially funding institutions are invited to support the Open Call dissemination and ensure awareness with the local and national stakeholders they are representing. To maximise the objective of S4Fashion, WP4 has been conceived to be developed in collaboration with representatives from policy makers and public authorities. An example of these activities is the **S4Fashion policy workshops** (T4.1). Alongside dedicated events and activities, policy makers will have access to all project information, Pilot Biogrpahies, publications, insights through the S4Fashion Digital Environment.

Key Messages:
The specific key messages directed towards policy makers will be produced throughout the WP1 and WP2 activities of the project. S4Fashion is going to build new knowledge around sustainable and circular fashion in order to inform innovation policy making on a European, national and regional level.

Purpose & Benefit: S4Fashion will advance the knowledge of Policymakers & public authorities on streamlining business and financial support for Sustainable & Circular Fashion based on the evidence collected during the piloting phases. Policymakers will be involved in the co-creation processes that facilitate learning and sharing applicable knowledge on how to ensure economic and social impact of sustainable fashion and how they can support Sustainable & Circular Fashion ecosystems to thrive and generate measurable impact.

5. Innovation intermediaries, such as digital innovation hubs, incubators, accelerators, living labs, fablabs and other professional supporting organisations facilitating access to resources, access to capital and access to market for startups and scale-ups **.**

Call to Actions & Channels : Innovation intermediaries and practitioners act as S4Fashion's indirect dissemination partners for the Open Call as well as the main target audience for the train the trainer module. The S4Fashion Digital Environment will effectively support the dissemination of S4Fashion's project results incl. the integrated methodological framework. Intermediaries will be able to exploit and disseminate the knowledge, competences and tools available through the S4Fashion Digital Environment, towards the organisations and projects they are incubating, accelerating and supporting.

ECHN and WCD will tap into their extensive network of ca. 200 innovation intermediaries to ensure the involvement of these actors in S4Fashion's online and off-line communication and dissemination activities and ensure participation in the train the trainer module for creative hubs.

Key Message:
- Innovation intermediaries, such as digital innovation hubs, incubators, accelerators, living labs, fablabs as the focal points of their community have the ability to influence and support SMEs, startups and designer in making their work more sustainable and circular.

Purpose & Benefit: Innovation intermediaries will be reinforcing the Call Dissemination and build a bridge with the startups in their cohorts and programs. Innovation Intermediaries will benefit from the findings from S4Fashion and exploit the integrated methodological framework and results, and the train the trainer programme to acquire and use in their support processes for their Fashion Startup community.

6. Scientific Community: Scientists from various disciplines researching subjects such as advanced materials, fashion, circular economy, sustainability, green technologies, etc.

Call to Action & Channels: Scientists from various disciplines researching subjects such as fashion, circular economy, sustainability, green technologies, etc., interested in S4Fashion's results that represent potential linkages into their research fields. A direct communication stream will be built with the scientific community to provide feedback on the research activities of S4Fashion and to encourage the exchange of knowledge whenever possible. The S4Fashion consortium will further seek advice from the scientific community for the co-creation of the S4Fashion methodological framework.

Key message:
- The two-way communication between industry and science can accelerate the advancements in sustainable and circular fashion.

Purpose & Benefit: S4Fashion will integrate scientific experts to provide feedback on the S4Fashion research activities. S4Fashion invites researchers to exploit the knowledge gained during the project and feed it back into their scientific communities, contributing to the multidisciplinary theoretical foundation of sustainable fashion.

Within each of these audiences, S4Fashion aims to ensure the largest possible reach. S4Fashion has a strong and deliberate focus on reaching **"unusual suspects":** individuals or organisations that would benefit from sustainable fashion but that are unaware of the state-of-the-art, best practices and potential impact. To engage with this audience, S4Fashion will organise a series of S4Fashion Days and provide access to the project's results through S4Fashion's digital environment. Besides these activities, partners of the consortium will be spurred to actively participate in "non-S4Fashion" events and to disseminate the project's results in adjacent contexts.

S4Fashion Dissemination Activities & Channels

The table below provides an overview of the dissemination efforts of S4Fashion. This is a full list of the S4Fashion dissemination activities and key messages per target group. Moreover, these tables define the channels that will facilitate the whole dissemination process.

Listed in black are the main target audiences per activity and key message, while in grey you may view the secondary target audiences to be reached for each specific purpose.

Table 2- S4Fashion Dissemination Channels

Target Audience	Channel	Activities
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	S4F Digital Environment	• Dissemination of the call for pilots • Announcement & Invitation of Events (Call Info Days / S4Fashion Final Conference and Showcase) • Documentation of pilots throughout experimentation • Access to knowledge base incl. integrated Methodological Framework • Dissemination of S4Fashion's results;
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions)	S4F Social media (LinkedIn / Facebook / Instagram / Twitter)	• Announcement of S4FProject • Dissemination of the call for pilots • Announcement & Invitation of Events (Call Info Days / S4Fashion Final Conference and Showcase) • Dissemination of S4Fashion's results;

Innovation intermediaries Scientific Community		
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	S4F Newsletter	● Dissemination of the call for pilots ● Announcement & Invitation of Events (Call Info Days / S4Fashion Final Conference and Showcase) ● Dissemination of S4Fashion's results;
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	S4Fashion events - Call Info Days	● Dissemination of the call for pilots
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	ECHN platform and members websites	● Announcement of S4FProject ● Dissemination of the call for pilots ● Announcement & Invitation of Events (Call Info Days / S4Fashion Final Conference and Showcase) ● Access to knowledge resources of S4Fashion

Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	Related (digital) communities such as WEAR Sustain	● Announcement of S4FProject ● Dissemination of the call for pilots ● Announcement & Invitation of Events (Call Info Days / S4Fashion Final Conference and Showcase)
Designers, start-ups, scale-ups and businesses identified as Small Medium-sized Enterprises Pilots TSOs Policymakers & public authorities (including funding institutions) Innovation intermediaries Scientific Community	PR	● Announcement of S4FProject ● Dissemination of the call for pilots
Pilots	Pilot's facebook and linkedin & pages	● Announcement of S4FProject ● Dissemination of the call for pilots ● Dissemination of project's results ● Showcase of the work of the pilot projects

2.4.   Description of Dissemination Actions & Channels

The specific channels used and actions which the partners will undertake to achieve the dissemination objectives and targets, are:

- S4Fashion Digital Platform combining
    - Project website with public information about the project and the call for proposals, pages dedicated to the showcase of the pilot project, access to project deliverables, details about the consortium partners.
    - Online platform facilitating interested stakeholders to join the S4Fashion community, by registering and creating a profile, to find matching partners, to be kept up-to-date about upcoming events and relevant news, to submit their

- proposal, to provide a visual report of their pilot project, to build and tap into an open knowledge base .
- Social Media pages (Facebook,Twitter, Linkedin, Instagram) to share updates on the project activities reaching a broad audience. The Social Media pages will be updated on a regular basis by the project partners with scheduled posts on a weekly basis linked to the project's activities such as the open call launch, the selection of pilots, the progress of pilots, events, workshops and publications.
- A YouTube channel to share all audio-visual content linked to the main project's activities, such as the selection of pilots, events, workshops and conferences as well as final results.
- E-newsletter which will be sent out to registered users through the S4Fashion digital environment quarterly.
- Press releases to be produced in response to the project's activities such as the open call launch, the selection of pilots, the project progress, events, workshop and publications.
- The brand identity (including: logo, fonts, colours and templates) which is established by month 3 of the project and which will be used in all resources and material produced throughout the project lifecycle.
- Communication and dissemination of S4Fashion's open call, project progress and results through the communication channels of the consortium partners and related communities such as WEARSustain and ECHN.
- The open call will be published at M4 and remains open until M10. The call will be disseminated through the aforementioned channels of the project as well as the official EU communication channels; the communication channels of the networks included in our consortium (ECHN) and related communities (such as WEARSustain , EEN, ECBN, ERRIN, Fablabs Network and more).
- Call Info Days to be completed by month 9 organized by all partners as online transnational events with a programming of keynote speeches, speed dating and networking opportunities for participants.
- The S4Fashion Sandpit Day where the pre-selected projects will present and showcase their work to be completed by month 13.
- The S4Fashion Days to be completed by month 31 and with the goal to spread the results of the project towards targets interested in introducing sustainability and circular economy processes in the fashion industry but lack the know how.
- The S4Fashion Conference and showcase to disseminate the final result of the project and the outcomes of the pilot projects.This activity will be implemented towards the end of the project.

It is essential to maintain a procedure to monitor the impact of the dissemination tools and actions used throughout the project lifecycle. Monitoring will include the numbers reached on social media and analytics from the website as well as the number of participants to the project's events. Moreover, a press clipping section has been created in the internal google drive of the project to keep track of the dissemination of the press releases. Other indicators include the number of newsletters produced across the 3 years of the project and the number of members engaged through the distribution of on-line newsletters.

2.5. **Partners Responsibilities**

The partners have been assigned to different tasks and responsibilities as follows:

ECHN with the contribution of **WCD:** Development of the dissemination plan regarding the project and its results, including the internal and external communication plan.

ECHN: Development of S4Fashion brand identity and communication tools (logo, brochures, banner, document templates).

WCD with the contribution of **ECHN** and **Envolve:** WCD is going to set up the social media accounts and in coordination with ECHN and Envolve they will conduct the social media campaigns via Facebook, Twitter, LinkedIn, Instagram. WCD is going to create a social media calendar to coordinate efficiently with the rest of the partners. The three partners are also responsible for other external communication campaigns through press-releases and newsletters.

WCD and **ECHN:** Development of the website and digital platform.

ECHN with the contribution of all partners: Implementing the dissemination activities to promote the open call through the project's and its partners communication channels and the Call Info Days. After the closing of the call the organization of the Sandpit Day will take place under the coordination of ECHN with the participation of all partners.

IED and **ECHN** with the contribution of **Envolve** and **ZIPHOUSE**: Spreading the results of the project through the organization of five open events, the S4Fashion days.

ECHN with the contribution of all partners: Organize a one-day final conference and showcase to disseminate S4Fashion's final results and outcomes from the pilot projects.

2.6. Dissemination & Communication Timeline

The tasks and deliverables of S4Fashion will be delivered according to the following project months of delivery.

Table 3- Dissemination Tasks Timeline

Task Number	Task Title	Lead Partner	Months
T3.1	Dissemination Plan	ECHN (task leader), WCD	1-3
T3.2	Visual identity of the project and institutional communication tools	ECHN (task leader)	1-3
T3.3	Internal Communication	ECHN (task leader), all	1-36
T3.4	External communication	WCD (task leader), ECHN, Envolve	4-36
T3.5	S4Fashion digital environment	WCD (task leader), ECHN	1-36
T3.6	Call launch and dissemination	ECHN (task leader), all	3-10
T3.7	S4Fashion Sandpit Day	ECHN (task leader), all	10-13
T3.8	S4Fashion Days	IED and ECHN (task leaders), Envolve, ZIPhouse	12-31
T3.9	S4Fasion Conference and showcase	ECHN (task leader), all	30-36

Table 4- Dissemination Deliverables Timeline

Deliverable Number	Deliverable Title	Lead Partner	Month of Delivery
D3.1	Dissemination plan, visual identity and communication tools	ECHN	3
D3.2	Call info days	ECHN	10

D3.3	S4Fashion digital environment	WCD	3
D3.4	S4Fashion Days	IED	34
D3.5	S4Fashion conference and showcase	ECHN	36

2.7. Key Performance Indicators

The communication and dissemination strategy will be evaluated with the goal to access the effectiveness and relevance of the project's practices in order to improve its outcomes and impact. Evaluation will be made through progress reports on months 10 and 28 as well as the reporting as the reporting periods as defined from the Grant Agreement from month 1 to 18 and from month 19 to 36. The evaluation will be made on the basis of the following factors:

- Website clicks and analytics. The number of website visitors throughout the lifecycle of the project. A minimum of 10.000 people visiting the website is expected.
- Social media following and engagement
- Events registration and participation
- E-newsletter subscribers
- Youtube channel subscribers and video views

KPIs
S4Fashion is expected to reach out to each target audience and wider public. The Key Performance Indicators (KPIs) listed in the table below detail the expected impact from the project's communication and dissemination activities.

Table 5-Dissemination KPIs

Activity	Short description	Target / Indicator
Communication campaign	Digital Communication campaign	10.000 people reached out
Open call	Publish the open call	10.000 people reached out 80 hubs disseminate the call to their networks

Sandpit Day	Selection event, where a jury of experts will select 25 pilots	50 participants
Call Info Day	5 online transnational events dedicated to S4Fashion's call for proposals to communicate the call and facilitate the applying process of the interested organisations	250 participants
S4Fashion Days	4 events organised in 4 COSME countries to spread results and reach unusual suspects	280 participants
S4Fashion Final Conference and Showcase	Final conference to disseminate S4Fashion's results and present the pilots	200 participants
Social Media Channels	Monthly presence on social media with news, updates of the project and relevant content	At least 4 posts per month
Press releases	Press releases with news and updates for the project to be distributed to the project's dedicated media list and the networks of the partners	Total number of press releases
E-newsletter	E-newsletter with the news and updates of the project	1 newsletter send every 4 months Total number of newsletter subscribers

3. Dissemination Tools

3.1. Description of Social Media Tools

To attract a wide audience for the open call and to establish a continuous dialogue, social media will play a crucial role in this project. The exchange of knowledge broadens and enriches the S4Fashion collective.

The S4Fashion dissemination team believes that social media tools provide two-way networking opportunities, allowing project partners to engage with individuals and organisations through disseminated information such as shared challenges, upcoming events, pilot insights as well as feedback, thoughts and questions.

To have a better control and consistency on social media accounts, the consortium is discussing about using a social media marketing and management tool in order to track and control the project's activities and analytics.

Social media channels will be created by WCD. WCD, ECHN and Envolve will be responsible for the content creation and the operational follow up of all social media activities.

To reach out and communicate with the above-mentioned target audiences, the project team has chosen 5 main social media channels to support the dissemination activities. Other social media platforms, however, could be chosen as the project progresses. The social media channels written in this report, will be created when the visual identity is ready.

1. LinkedIn
2. Instagram
3. Facebook
4. Twitter
5. Youtube

After the creation of the social media accounts, social media content planning will be created through an editorial calendar to draft posts, create content and ensure smooth cooperation amongst the partners

1)LinkedIn

S4Fashion will use LinkedIn to disseminate and raise awareness for the open call. LinkedIn will serve as the project's main social media account to interact with Policy Makers and Public Authorities, 3rd industry actors as well as Innovation Intermediaries (especially linked to corporate venturing and funding). With the efficient use of LinkedIn, S4Fashion can generate broad awareness among professional audiences and to lobby industry experts in the fashion, e-textiles, design, and related creative and tech industries that have common interests. On LinkedIn, a (closed) group will be used to create the community and capture discussions and input.

The S4Fashion Linkedin community & private account will be administered by all project members.

2 , 3) Facebook & Instagram

Facebook and Instagram are the most well-known and widely used social media and networking platforms among our key target audiences, especially Fashion Startups and SMEs and designers. On Facebook, users can join groups and like pages which enable them to participate in S4Fashion Community. Postings of relevant content and connections to S4Fashion page and group will raise awareness and visibility.

Creating an Instagram group for S4Fashion is one of the most effective ways to increase engagement, and keep in touch with designers.

Facebook and Instagram contain a wealth of information on our fans' interests and demographics. In addition to website analytics, Instagram and Facebook offer a much more accurate picture of who our target audience is. However, due to recent privacy updates in Apple iOS14, analytics could be impacted.

4) Twitter

Although Twitter has lost reach over the last years, it remains a powerful platform to disseminate project calls and results and to reach journalist and the scientific community.

5) YouTube

Youtube is the most used video-sharing platform on the web. From the S4Fashion Youtube channel, event promo videos, how-to guides, brief interviews, and any other video materials for other partners and the general public to watch will be shared.

Social Media Campaigns

Social Media Campaigns will be planned for each phase. As an overview, we will plan the following social media campaigns. Additional campaigns can be added during the project.

- For the launch of the S4Fashion Open Call via the S4Fashion website, the ECHN network, WEAR Sustain and related communities and their social media, social media launch campaign will be built and shared along with the press release.
- Facilitating registration to the S4Fashion platform in order to enable matchmaking, by promoting events including Call Info Days, online webinars and the platform via social media.
- Meeting with the mentors to promote the open call, having interviews and use case calls to provide shareable content in order to increase the traffic & visibility.
- Meeting with the pilots to showcase their work,and foresee continuous dialogue and interaction between the pilots and the consortium by establishing a digital diary, reporting the key steps, learnings and insights from their project and communicating & publishing those contents on social media.
- Editorial content of best practices to be posted on the website and disseminated through social media to attract actors to the platform.

- Campaigns with infographics and sneak pics of the digital platform to make it appealing for more actors to join.

3.2. Visual Identity and Logo

Through the S4Fashion brand identity the goal is to communicate the message that a sustainable and greener fashion industry is possible and necessary. S4Fashion suggests a way of systemic thinking that is going to showcase new, tested and measured methodologies to realise its aim. The transition of the new age that we come to experience in all aspects of life and especially in the fashion industry is the key theme of the visual identity. At the same time, the visual identity also addresses the professionals that the project aims to engage. Therefore, the visual identity is directed towards the whole range of the fashion value chain: Creators (designers, hubs); Companies (SMEs); Fashion suppliers (tech companies, manufacturers, B2B); Retail (online sales/ physical stores).

In order to combine a way of showcasing the values of the project while at the same time delivering a clear message towards our target audiences, we came up with the binary images that cover all of the spectrum of sustainable and circular fashion and the depiction of the words that highlight the values of the project. This is the base that gives the opportunity to highlight strong communication messages as the project progresses in the future. The visual identity of the project is complimented by a tagline to show the sustainability aspects of the project.
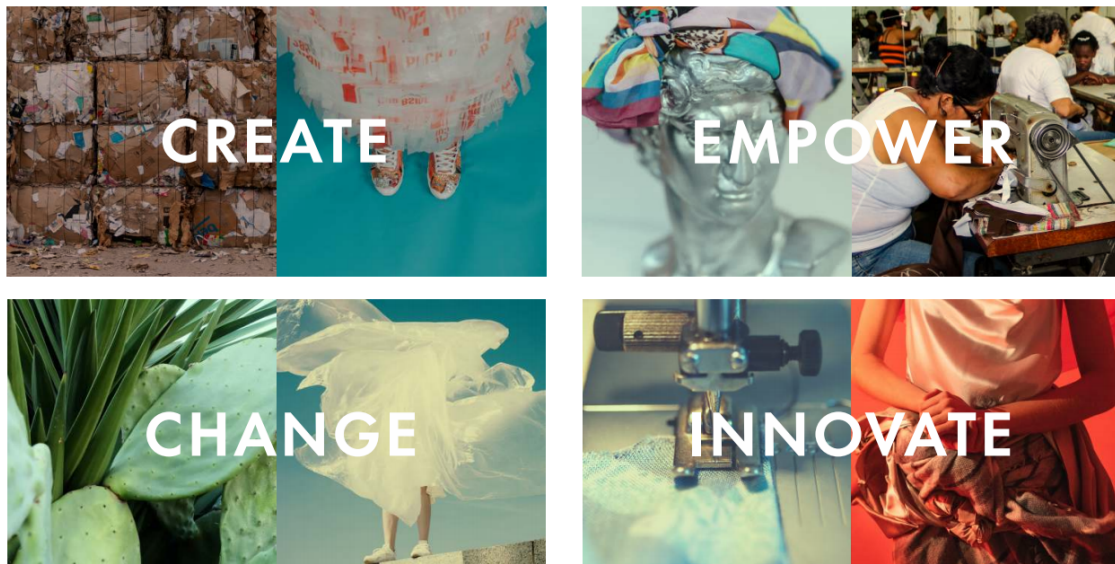
Binary pictures are used the one next to the other in different combinations highlighting in this way, all the targets of the project alongside the relevant project values.

Brand Manual

Brand manual represents the handbook of the S4Fashion brand, illustrating its core visual elements and highlighting guidelines and good practices. The guide is designed to help us use correctly the S4Fashion logo. In order to maintain the integrity of S4Fashion identity and what it represents, it is important to apply all the elements of the brand manual properly and consistently. The brand manual can be found annexed with this document.

Logo Variations

The logo depicts an S with the movement within an infinity symbol rotated 90 degrees. It is the perfect symbol for sustainability and circularity. The S4F is made in a bold and clear representation in order to facilitate its dynamic use. The Brand Manual includes all forms of logo variations and guidelines on the correct use of the logo.

Figure 2- Logo variation 1

Figure 3- Logo variation 2

Figure 4- Logo variation 3

Brand Colors

The palette consists of six main colors that can be used equally and have been selected in order to create a memorable and distinct combination. The brand colors communicate the personality of S4Fashion as a brand. S4Fashion brand colors and variations have been designed with the aim to promote notions circularity and sustainability.

screen: #03B59D	screen: #FECFCF	screen: #E6FFE6	screen: #FFFFFF	screen: #2C3546	screen: #323332
print process: C75M5Y50K5	print process: C0M30Y15K0	print process: C20M0Y20K0	print process: C0M0Y0K0	print process: C85M70Y40K50	print process: C70M56Y60K58
RGB: 3 181 157	RGB: 254 207 207	RGB: 230 255 230	RGB: 255 255 255	RGB: 44 53 70	RGB: 50 51 50

Figure 5- Brand Colors

3.3. **Communication Templates**

Letterheads

A letterheads template has been created to be exclusively used by the partners in all communication related to the project. The letterheads template can be used for consent forms, reports, press releases and all other communication documents.

Deliverables Template

For the needs of the preparation of the project's deliverables, a deliverable template has been produced in an MS Word format using a certain style. The purpose of such a template is to have a consistent and recognisable layout for the project's deliverables.

Presentation Template

The ppt template will be used in project meetings and all other events and meetings where S4Fashion activities and results will be presented, and it was designed following the project's graphic identity to facilitate its recognition.

All communication templates can be found annexed to this document.

4. **Internal Communication**

Following the kick-off meeting on the 24th of February 2021, the consortium agreed upon the main internal communication procedures.

All formal communication will be getting place through e-mail with the subject indicating the name of the project, S4Fashion.

For the storage of common files and data, the project coordinator has provided a google drive folder with subfolders of the relevant Work Packages so that each partner can share, store and work collaboratively with each other.

The consortium has also agreed on the following structure of meetings, at least for the first six months of the project:

Mondays, 10.30 – 12.30 WP2 weekly meeting

Thursdays, 10.30 – 12.30 WP1 weekly meeting

Fridays, 10.30 – 12.30 WP3 weekly meeting

Following these first months the consortium will decide upon a new structure for their meetings that will respond to their current needs.

List of Annexes

ANNEX 1: EU funding citation

Compulsory guidelines for the use of the European logo can be found online via the Commission website: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

With the contribution of the COSME Programme of the European Union

ANNEX 2: Brand Manual

ANNEX 3: Letterheads

ANNEX 4: Deliverables Template

ANNEX 5: Presentation Template