

AldesignTEX

Deliverable 2.1/D3. Dissemination and Exploitation Plan

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Authors	Katarzyna Grabowska, Anna Bacciarelli-Ulacha
Reviewers	

Abstract	The AldesignTEX Dissemination and Communication (DEC) Plan provides a structured approach to ensuring the visibility, impact, and sustainability of project outcomes. This plan aims to effectively disseminate research findings, engage key stakeholders, and maximize the exploitation of project results within the textile industry and broader scientific community. The document outlines key objectives, target audiences, communication strategies, and dissemination activities to ensure the AldesignTEX project contributes to sustainable textile production and circular economy principles. The plan includes a detailed set of Key Performance Indicators (KPIs) to measure the success of outreach and engagement efforts, as well as risk management strategies to mitigate potential challenges. By fostering collaboration between academia, industry, policymakers, and the general public, the DEC Plan ensures that AldesignTEX's innovations and research outputs achieve long-term impact and contribute to the European Union's sustainability and digitalization goals.
Keywords	Dissemination, communication, exploitation

Disclaimer

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1. Introduction

This Dissemination and Exploitation Plan, including communication activities (DEC) outlines the strategies and actions to maximize the impact of the AldesignTEX project. The plan ensures that the project's results reach relevant stakeholders, facilitate knowledge exchange, and contribute to long-term sustainability beyond the project's duration.

2. Objectives

1. Raise awareness of the AldesignTEX project, its activities, and results.

- Development of targeted communication strategies to inform stakeholders about project milestones and findings.
- Utilization of various channels such as social media, newsletters, and press releases to increase project visibility.
- Organization of public awareness campaigns and educational events to enhance understanding of sustainable textile production.

2. Ensure effective dissemination of research outputs to relevant stakeholders.

- Publication of open-access scientific articles to share knowledge with the academic community.
- Presentation of project results at international conferences, workshops, and industry events.
- Maintaining an up-to-date website with downloadable reports, findings, and best practices.

3. Engaging with industry, academia, policymakers, and the public to maximize impact.

- Foster collaboration between textile manufacturers, researchers, and policymakers through networking activities.
- Conducting roundtable discussions and face-to-face meetings with key industry stakeholders.
- Partnering with NGOs and sustainability-focused organizations to promote circular economy principles.

4. Promoting exploitation of results to foster innovation and sustainability in textile production.

- Encouraging industry adoption of AI-driven sustainable textile production techniques.
- Providing training and technical support to textile manufacturers on implementing research findings.
- Supporting the commercialization of innovative textile solutions developed through the project.

5. Establishing strong networks for long-term collaboration and capacity-building.

- Developing a Strategic Post-Twinning Programme to maintain collaboration beyond the project timeline.
- Engaging in knowledge-sharing activities with international partners, including universities in Asia.
- Creating a Research and Innovation Advisory Board to guide future research directions.

3. Target Audiences

Effective dissemination and communication require identifying and engaging key stakeholders who will benefit from and contribute to the AldesignTEX project. These groups include academia, industry representatives, policymakers, stakeholder associations, and the general public. By tailoring

communication strategies to each audience, the project ensures that its messages are received, understood, and acted upon appropriately.

- Academia: Researchers, students, and educational institutions working in textiles, circular economy, and AI applications.
- Industry: SMEs and large textile manufacturers interested in sustainable production and AI-driven innovation.
- Policymakers and Public Authorities: Regional and national authorities supporting sustainability and innovation.
- Stakeholder Associations: NGOs, industry associations, and organizations promoting sustainable textiles.
- General Public: Consumers and communities interested in sustainable textiles and circular economy practices.

4. Key messages

Effective communication requires the delivery of clear, compelling messages that resonate with the project's target audiences. The key messages of the AldesignTEX project emphasize its commitment to sustainability, innovation, and collaboration. These messages will guide all communication activities to ensure consistency and impact.

- Enhancing sustainable textile production through AI and ML.
- Strengthening research capacity and networking in textile innovation.
- Promoting the circular economy and reducing environmental impact.
- Bridging the gap between academia, industry, and policymakers.
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5. Communication Channels

To effectively reach the target audiences, the following dissemination and communication channels will be used:

- Website & Online Communication Platform (WP2): Central hub for updates, publications, and networking.
- Social Media Campaigns (WP5, D18): Engaging audiences via LinkedIn, Twitter, Instagram, and YouTube.
- Scientific Publications (WP4): Open-access articles in high-impact journals.
- Conferences & Workshops (WP3, WP5): Participation and organization of events, including international conferences and round tables.
- Newsletters & Press Releases (WP2, WP5): Regular updates to stakeholders and industry representatives.
- Public Events & Awareness Campaigns (WP5, T5.1, T5.2): Consumer behavior surveys, public awareness initiatives, and collaboration with influencers.
- Face-to-Face Industry Meetings (WP5, T5.3): Direct engagement with key industry stakeholders.

- Educational Activities (WP3, WP6, T3.2, D.22): Summer schools, training programs, and online courses.

6. Dissemination activities and Deliverables

A structured approach is applied to dissemination activities, aligned with the work packages and deliverables

Table 1. List of Deliverables

Deliverable (number)	Deliverables name	WP number	Delivery date month
3	Dissemination and Exploitation Plan, including communication activities	WP2	6
5	Strategic Post-Twinning Programme of Networking and Cooperation and its Work Plan for the first five years	WP2	36
8	Updated Dissemination and Exploitation Plan, including communication activities	WP2	35
18	Educational/informational campaign and analysis of its results	WP5	36
19	Engaging of the Local Stakeholders	WP5	36
20	Knowledge sharing in third countries (Asia)	WP5	36

Table 2. List of other communication and dissemination activities listed in the project

Number	Other activities listed in the project	WP
1.	First kick-off meeting for all partners in Lodz, Poland (3-day visit),	WP1
2.	1 st Summary meeting: online meeting	WP1
3.	2 nd Summary meeting: personal meeting,	WP1
4.	3 rd Summary meeting: online meeting	WP1
5.	4 th Summary meeting: personal meeting,	WP1
6.	5 th Summary meeting: online meeting	WP1
7.	6 th End project meeting: personal meeting,	WP1
8.	Two day short-term visits of 5 TUL (3 management representatives and 2 researches under mentoring programme) to each advanced partners;	WP2
9.	The Website with Online Communication Platform	WP2
10.	Two 2-day short-term visits of 3 UCAV, 2 GU and 2 UiS representatives in each partners Unit (DURING PERSONAL SUMMARY MEETING)	WP2
11.	Joint Summer Schools for TUL employees and other units dealing with textiles in Poland and representatives of large companies and SME: "Circular Economy in Textile Production: Shifting Towards Sustainable and Regenerative Practices" 5 days, 5 hour a day (T3.2). For this reason, five-day visits by 2 experts from each unit were planned as part of the summer school (2 x 5-day visit of 2 experts from each partner unit to TUL): 3 lectures conducted at TUL; 2 training on CE for business and science community.	WP3

12.	Joint Summer Schools for TUL employees and other units dealing with textiles in Poland and representatives of large companies and SME: "IT tools" hour a day (T3.2). For this reason, five-day visits by 2 experts from each unit were planned as part of the summer school (2 x 5-day visit of 2 experts from each partner unit to TUL): 3 lectures conducted at TUL; 2 training on IT tools for business and science community	WP3
13.	An annual seminar on circular economy and new technologies at the main headquarters in the Catholic University of Avila. It will be a seminar every 6 months of one day and 6 hours per day (online). The seminar will be addressed to all the members of the project and to the respective university communities of the participating universities (WP3, T3.2).	WP3
14.	6 mentoring programs (D13)	WP3
15.	Long term visits (1 month 1 st year) During these visits the following activities will be organized: 3 sessions in UVAV (T3.3), 3 workshops by UiS (T3.3), 3 laboratory experiments in GU (T 3.3).	WP3
16.	Short term visits 10 days in 2 nd and 3 rd year)	Wp3
17.	7 article publications in journals from ISI Master Journal List	WP4
18.	Cooperation with influencers with high numbers of followers to promote sustainable fashion among young audiences.	WP5
19.	A customer behaviour survey will be prepared and incorporated into the awareness campaign (WP5, T5.1).	WP5
20.	The World Day of Recycling containing workshop and forum, that bring together perspectives and ideas on sustainability from diverse backgrounds (online event) (WP5, T5.2,) or Earth Day Picnic (1x)	WP5
21.	International Conference – "International Conference on Circular Economy in Textiles: Shifting Towards Sustainable and Regenerative Practices" (T5.2). This event will be supplied with additional presentations of well-known and respected people who are close to the subject of environmental pollution (writers, actors, representatives of state authorities) (soft and scientific sessions -IT tools in textile production and CE) in the 3rd year of the project (150 persons). – Final project meeting	WP5
22.	Round Table 1	WP5
23.	Round Table 2	WP5
24.	Round Table 3	WP5
25.	Face-to-face meetings (10) with most promising for signing cooperation agreements companies (WP5,T5.3).	WP5
26.	Organization of online workshop for 3rd countries to educate local stakeholders about sustainable textile design and circular economy practices. Create educational resources, such as online course, training manuals, and videos, that are tailored to the needs and interests of stakeholders in 3rd countries.	WP5
27.	Participate in international conferences and events to share the consortium's knowledge about CE and experiences with other experts and stakeholders in these countries (2 conferences in Asia in the last year of the project) (WP5, T5.5), to establish partnerships with local universities to promote sustainable textile design and circular economy practices and support local capacity building (Sri Lanka and Bangladesh)	WP5
28.	The Seminar "Strengthening research management and administration; experience and prospects" (2-day event in the TUL premises for 50 participants; with an opportunity to conduct it in a remote mode in a case of any epidemic	WP6

	restrictions)	
29.	The Joint Summer School "Effective Management of EU Projects within Horizon Europe: From Concept to Success" for TUL ESRs (5 days, each day 5 hours of classes) in UCAV - 1 workshop organized by UCAV (9 persons x 3 days);	WP6
30.	An application of 2 international grants for research projects (D30, M13).	WP6

7. Key Performance Indicators (KPIs)

The following KPIs will be used to measure the effectiveness of dissemination, communication, and exploitation activities within the AldesignTEX project.

1. Reach and Audience Engagement

Communication tools: Website, social media, press, newsletters, conferences

- Number of website visitors and unique users (>50 per year (PY), >100PY)
- Social media engagement (likes >1000 PY on all shared posts and relations, followers >500)
- Number of press releases, presentations, videos, and newsletters distributed (>500)
- Conference and fair participation (number of events attended, presentations delivered, workshops conducted, panels organized)

2. Stakeholder Engagement and Collaboration

Communication tools: Round tables, workshops,

- Number of collaboration agreements or partnerships established with key companies, associations (1 to 2), or NGO organizations (0 to 1, +100%)
- Number of stakeholders participating in dissemination events:
 - Academia: >50 participants from other research units in all events
 - Companies: >50 participants in all events
 - NGOs: >10 participants in all events

3. Reputation and Visibility

Communication tools: Scientific publications, press

- Citations and mentions of the AldesignTEX project in scientific articles, conference papers, and industry publications (>20)
- Media coverage:
 - Number of mentions in online articles (>10)
 - News in local newspapers (>6)
 - Mentions on blogs (>8)
 - Contextual entries (>6)
 - Storytelling entries (>6)
 - Bloggers' posts with action marking (>12)

4. Knowledge Transfer and Dissemination Effectiveness

Communication tools: Website, workshops, Online Communication Platform

- Number of downloads or accesses to project materials, reports, and publications (>100)
- Feedback and ratings on the usefulness and relevance of project materials (>100)
- Attendance and feedback from conferences, workshops, and summer schools (>200)
- Number of new collaborations, joint projects, or initiatives triggered by dissemination activities (>3)

5. Awareness and Perception Change

Communication tools: Events, conferences, website, social media

- Pre- and post-campaign surveys to assess changes in awareness, understanding, and acceptance of AI-designed products, slow fashion, and circular economy in the textile industry (<100 surveys)
- Measurement of sentiment analysis in social media conversations related to the project and its key messages (<50)

To measure the effectiveness of the dissemination and communication activities, the following KPIs are defined:

- Website engagement: At least 50 unique visitors per year, increasing to 100 by the project's end.
- Social media impact: 1000+ likes and interactions per year, 500+ followers.
- Scientific publications: 7+ peer-reviewed journal articles.
- Industry collaboration: 5+ partnership agreements signed.
- Public awareness surveys: 100+ survey responses measuring impact on consumer behavior.

8. Exploitation Strategy

The exploitation strategy focuses on ensuring that the project's results continue to generate impact after the project's conclusion:

- Establishing long-term collaboration with industry and academia.
- Providing training and capacity-building for textile manufacturers.
- Supporting policy recommendations for sustainable textile production.
- Ensuring research data is openly accessible for further innovation.

9. Risk management

Effective risk management is essential to ensuring the success of the AldesignTEX project. The following potential challenges have been identified, along with corresponding mitigation strategies to minimize their impact:

- **Limited stakeholder engagement:** A lack of involvement from key stakeholders, including industry representatives, policymakers, and academia, could hinder the project's dissemination and impact.
 - **Mitigation:** A proactive outreach strategy will be implemented, including regular engagement through targeted networking events, industry roundtables, and academic collaborations. Additionally, project updates will be shared through various communication channels, such as newsletters, social media, and personalized invitations to project-related events.

- **Low public awareness:** If the general public and industry professionals are not adequately informed about the project's objectives and results, adoption of the developed solutions may be slow.
 - **Mitigation:** The project will leverage a robust media engagement plan, including influencer partnerships, public awareness campaigns, and strategic collaborations with high-visibility stakeholders. Social media outreach, webinars, and media coverage will be used to amplify awareness and increase engagement levels.
- **Data protection and open science challenges:** Ensuring compliance with open-access policies while maintaining data protection standards is critical, especially in the context of the European General Data Protection Regulation (GDPR).
 - **Mitigation:** The project will adhere strictly to GDPR guidelines and best practices in data management. A structured Data Management Plan (DMP) will be implemented, ensuring that research outputs are openly accessible while safeguarding sensitive information. Training sessions on data protection and open science principles will be conducted for project partners to ensure compliance and best practices in research data handling.

Potential challenges include:

- Limited stakeholder engagement → Mitigation: Proactive outreach and industry collaboration.
- Low public awareness → Mitigation: Influencer partnerships and media engagement.
- Data protection and open science challenges → Mitigation: Compliance with GDPR and open-access best practices.

10. Summary

The Dissemination and Exploitation Plan (DEC) of the AldesignTEX project sets out a comprehensive framework for communicating project outcomes, maximizing stakeholder engagement, and ensuring the long-term use and impact of project results. It identifies key target groups — including academia, industry, policymakers, stakeholder associations, and the general public — and outlines tailored communication strategies for each.

The plan details dissemination tools such as scientific publications, social media, conferences, newsletters, and educational campaigns, and provides a timeline of related deliverables and activities. To measure the effectiveness of these efforts, a structured set of Key Performance Indicators (KPIs) is established, covering reach, engagement, knowledge transfer, visibility, collaboration, and awareness.

The plan also defines an exploitation strategy focused on facilitating the adoption of project innovations by the textile industry and supporting sustainable practices through training, policy input, and open access to results. Finally, risk management measures are proposed to mitigate challenges related to stakeholder involvement, public engagement, and data governance, ensuring effective and ethical implementation of all dissemination and exploitation activities.