

RE-FASHIONABLE – REFA PROJECT

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1. Introduction

This document outlines a **detailed strategy towards the Re-fashionable** (hereinafter: REFA) **project's communication dissemination and exploitation** to ensure continuous communication about the project activities and results throughout its lifespan. The document also includes a guideline for all partners on how to drive activity on each designated platform and how to follow project dissemination and communication protocol and how to reach the desired impact of the communication.

Dissemination material will be prepared to create **awareness** of the needs that the project addresses, and the solutions and the resources the project offers. Social media activities, project website, promotional material, and partner platforms will help raise awareness and interest among our target group.

In order to **reach the designated dissemination aims**, the document briefly outlines and introduces the main Re-Fashionable project dissemination tools, social media accounts, dissemination activities and deadlines with responsible parties. This document provides a thorough understanding of the Re-fashionable project's dissemination guidelines and directions to make sure the project reaches the desired impact.

Thank you for adhering to the project dissemination guidelines.

The Re-fashionable Dissemination Team

2. Aims, Target Group, Mission Statement

Project Aims

We aim to support the Vocational Education and Training (VET) sector and the Fashion industry to adapt to a more sustainable and circular work and study model. We will create a new meeting, collaboration and change-making process for all the fashion world protagonists: fashion schools, designers, producers, and environmental organisations mitigating climate change resulting from the fashion cycle.

We want to make fashion more sustainable and guide the above target groups in their journey to climate neutrality until 2050.

In the REFA project the following outcomes will be implemented:

- A **“meet-connect-collaborate” Digital Platform**: A cutting edge platform where all target groups (VET school trainers, staff and students, fashion companies, fashion professionals and environmental organizations focusing on fashion sustainability) can register and meet in order to cooperate, exchange ideas, build new projects and learn from each other.
- An **eLearning course**: An innovative, inclusive and supportive course for people who work directly in the fashion industry (designers, manufacturers, marketing etc.), or indirectly (trainers, consultants, service providers) or people who aspire to work with or for this industry (students, entrepreneurs, developers etc.). The course will be made “sur mesure” to fit the needs of all the target groups in providing all the necessary basic knowledge regarding fashion sustainability such as: Environmental criteria, Social criteria for sustainability, Terminology, Avoiding Greenwashing, Sustainable Supply Chain Management.
- A **Summer Lab** which will bring members of the target groups together to create a sustainable fashion business plan, and a set of documenting Video Stories. The members of the project’s target groups will have the unique opportunity to interact in person at an intersection of sustainability, conceptualizing opportunity, and new media.

Particular/Specific aims of the project:

- A more sustainable fashion sector for all the parties involved, from VET schools and students, to fashion professionals, fashion companies, and environmental organisations.
- A greater awareness, ability to employ and motivation to implement the principles of GreenComp, and the EU Strategy for Sustainable and Circular Textiles.
- A greater willingness to change and to move to more sustainable practices by designers, producers, retailers, and even consumers and the wider public.

Target Group

The primary target group of Re-fashionable involves

- the Vocational Education and Training (VET) school trainers, staff and students
- Fashion companies, fashion professionals (designers, retailers, consultants – designers, couturiers, tailors)
- Representatives of a fashion company
- Environmental organizations that focus on fashion sustainability, the pollution created by the apparel and accessories usage and circulation, ways to overcome the damage done and prevent future damage.
- Member of a local or national authority focusing on sustainability issues

Mission Statement

In order to successfully reach the above-mentioned aims and target groups, the project partners determined the following **mission statement**, to which they adhere to via the whole lifespan of the project:

Let's make the fashion industry more sustainable.

This mission statement is used widely in the dissemination platforms and during the dissemination activities of Re-fashionable project.



3. Re-Fashionable – Social Media Accounts

Although there are several dissemination tools to be used throughout the project's lifespan, we assign a significant role to social media channels as these fit perfectly with the digital topics and the target group's needs. EKO is responsible for social media activities, but **all partners contribute** to social media content. Moreover, **partners share the content** of the Re-fashionable dissemination channels, if necessary, with translations to their own national languages.

The following social media accounts are created and used during and after the end of the project: Facebook, Instagram, YouTube.

Facebook

- Aims:
 - to reach the members of the target groups, as Facebook is a platform widely used by the people who are interested in fashion
 - to inform and raise the awareness and sustainability of the members of the target groups on hot topics regarding fast fashion and its consequences, slow fashion, sustainability issues in all stages of fashion production and consumption
 - to promote creative ways of Re-fashionable Digital Platform
 - to promote the Re-fashionable e-learning course
 - to promote the Re-fashionable Summer Lab
- Link: <https://www.facebook.com/profile.php?id=61554964197502>
- Compulsory: #Re_Fashionable #RefashionNow #ReSet_the_trend
- Responsible: EKO (+ All partners)
- Partner to do: Share content on partner profile. If necessary, translate content to national languages.
- Indicator: 300 followers

Instagram

- Aims:
 - to reach the members of the target groups, as Instagram is a platform widely used by the people who are interested in fashion

- o to inform and raise the awareness and sustainability of the members of the target groups on hot topics regarding fast fashion and its consequences, slow fashion, sustainability issues in all stages of fashion production and consumption
- o to promote creative ways of Re-fashionable Digital Platform
- o to promote the Re-fashionable e-learning course
- o to promote the Re-fashionable Summer Lab
- Link: https://www.instagram.com/re_fashionable_eu/
- Compulsory: #Re_Fashionable #RefashionNow #ReSet_the_trend
- Responsible: EKO (+ All partners)
- Partner to do: Share content on partner profile. If necessary, translate content to national languages.
- Indicator: 200 followers

YouTube

- Aims:
 - o to reach the members of the target group as YouTube is an audiovisual platform widely used by all age groups
 - o to inform of the members of the target groups about the Summer Lab
 - o to disseminate all video material made during the project and serve as a collection from which videos can be shared on other social media platforms
 - o to promote the Re-fashionable Digital Platform
 - o to promote the Re-fashionable e-learning course
 - o to promote the Re-fashionable Summer Lab
- Link: @Re-fashionable_EU
- Responsible: EKO (+ All partners)
- Partner to do: Share content and videos on partner profile. If necessary, prepare video descriptions in national languages.

4. Re-fashionable – Other Tools for Dissemination

Even though social media channels are crucial for dissemination, project partners also utilize other forms and tools for dissemination. As expressed in the project proposal, the following tools are used during the lifetime of the Re-fashionable project: **Dissemination and Exploitation plan, Project Brand Manual, leaflet, roll-up, website, newsletters, press releases and multiplier events, videos about the Summer Lab.**

Dissemination and Exploitation Plan

The present document (Dissemination and Exploitation plan) and the Project Brand Manual are closely related.

- Aims: They set out the main aims for dissemination and note down the responsibilities of each partner.
- Responsible parties: Both documents are created by EKO. Other project partners also contribute their ideas on the development of these documents.

Promotional material

Due to environmental reasons, the Re-fashionable project uses e-documents and printed materials when it comes to promotional items. Therefore, our leaflet and our roll-up are created both in an e-format and in a printed format. These materials incorporate the project logo and visual identity, plus the compulsory Erasmus+ project elements.

- Aims: to provide an easy-access and easy-to-understand material for the members of the target group and interested parties of the project
- Responsible: EKO are responsible for producing these materials, but every project partner contributes to them
- Indicators:
 - leaflet: in all partner languages (ES, IT, EL, NL, HU) + English
 - roll-up: English

Website

The Re-fashionable website works as a separated webpage. All project-related materials are available on the website.

- Aims:

- o to provide a platform for target groups to engage with the topic of sustainability in the fashion activities and find more information on its possibilities
- o to promote the Re-fashionable Digital Platform
- o to promote the Re-fashionable e-learning course
- o to promote the Re-fashionable Summer Lab
- Responsible: EKO is responsible for the management of the website, but all partners contribute to the content of the website
- Indicator: 2000 visitors over the period of 2 years
- Maintenance period: 5 years

Newsletters

Newsletters are used to inform the members of the target groups and other interested parties about the latest news regarding the Re-fashionable project. The content of the newsletters is determined jointly and with the agreement of partners.

- Aims:
 - o to disseminate latest project news and accomplishments
 - o to make sure of the visibility of project results (Digital Platform, e-learning course, Summer Lab)
 - o to raise awareness towards the topic of the project
- Responsible:
 - o EKO is responsible for creating the newsletters
 - o Each partner is responsible for providing content for the newsletters
 - o EKO is responsible for uploading the newsletters and their content to the webpage and share the content on the social media accounts
- Topics of the newsletter:
 - o 1st Digital Platform
 - o 2nd e-learning course
 - o 3rd pop-up events
 - o 4th Summer lab + project closing
- Language: in all partner languages (ES, IT, EL, NL, HU) + English
- Indicators:
 - o 4 newsletters over the 2 years
 - o at least 600 recipients (100 per partner)

Publications of articles

Articles are additional tools for making an even bigger impact with the Re-fashionable project. Press releases are timed so that they could disseminate the multiplier events.

- Aims:
 - to increase the project visibility at a national level
 - to raise awareness towards the topic of the project
 - to promote the achievements of the project
- Responsible:
 - Each partner is responsible for assembling at least 1 press release throughout the project lifetime
- Indicator: 6 articles in relevant media (magazine, newspaper, portal)

Pop-up Events

Pop-up events make sure that the project results, like Re-fashionable Digital Platform, Re-Fashionable e-learning course, Summer Lab and dissemination activities and their impact is multiplied, as the members of the target groups and the stakeholders of the project are invited for these events.

- **Aims:** to raise awareness and sustainability in the whole lifespan of the fashion products, especially in the production and consumption phase, disseminate and invite the members of the target group to the Re-fashionable project
- **Responsible:**
 - Transnational conference in Friesland
 - Pop-up event in
 - Blue Room: Girona (The Netherlands)
 - IDEC: Piraeus (Greece)
 - Machiavelli: Lucca (Italy)
 - EKO: Szeged (Hungary)
- **Indicators:** 30 participants per event (150 in total)
- **Members of the target group:** Fashion professionals, representatives of fashion companies, fashion students, trainers at fashion schools, members of environmental organizations, members of local or national authorities focusing on sustainability issues.

Webinars



- Aims:
- Responsible:
- Indicators: 2 webinars during the project implementation

5. Dissemination among Project Partners

In the course of the project, dissemination and communication among partners will be maintained through a number of activities and instruments which will increase efficiency, and the impact the project intends to achieve.

AdminProject

Every detail of the project (dissemination included) is shared and collected in the common AdminProject folder. This ensures that each project partner can reach any project material at any time. Transparency is a main and basic element in the Re-fashionable project.

Dissemination input and output are collected in the common Dissemination folder of the shared AdminProject.

Link:

Regular Online Meetings

Project partners agreed to have regular partner meetings to ensure the continuation of the project and provide high-quality communication standards. Regular project meetings are conducted via Zoom a video conference system, where partners can see and hear each other and are also able to share presentations with each other.

Partner Meetings and Pop-up Events

International partner meetings encourage the work of project partners and ensures the easy and flawless communication between them.

- 1st: Girona, Spain, 11-12 December 2023
- 2nd: Szeged, Hungary first half of 2024
- 3rd: Lucca, Italy second half of 2024
- 4th: Friesland, The Netherlands first half of 2025

Pop-up events, on the other hand, make sure that project outputs can effectively reach the target group of the project.

- Blue Room: Girona (Spain)
- IDEC: Piraeus (Greece)
- Machiavelli: Lucca (Italy)
- EKO: Szeged (Hungary)
- Learning Hub Friesland: (The Netherlands) – Transnational conference

Each partner is responsible for preparing for partner meetings and hosting their own multiplier events.

Email communication

Communication via e-mail and AdminProject is also encouraged with the inclusion of all partners.

6. I am a project partner. How should I disseminate?

In this chapter we are providing a **step-by-step description** on the role of each and every project partner on the dissemination activities. Dissemination is a key part of every project. Therefore, it is the common task and responsibility of each partner to contribute to it.

If you do not know how to start, **please follow the steps** below that might ensure high-quality project dissemination.

1. Please follow the social media accounts of the Re-fashionable project (detailed above – Facebook and Instagram).
2. Like and comment on project news on the Re-fashionable project dissemination platforms.
3. Share regularly (at least once a month) the content of main Re-fashionable dissemination platforms with your project partner accounts.
4. If necessary, translate all the news into your own national language and share it with the relevant stakeholders.
5. If you disseminate the project (either in English or in your own national language), please always send the link and photo (or any proof) of that dissemination to EKO (Noémi Vizi) no later than at the end of each month.
6. EKO collects all the partners' dissemination activities and reminds partners at the end of each month to send them the disseminated material.
7. Please disseminate each and every month at least once.
8. If you need ideas on what to disseminate about, follow closely the Re-fashionable main social media accounts, or check our dissemination schedule and intended topics here:

[link](#)

Happy dissemination to everyone! 😊

Dissemination: **Blue Room**

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least 1 during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary
- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

Dissemination: Qstura

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least 1 during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary
- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

Dissemination: IDEC

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab
- edit the Summer Lab videos (which was made Machiavelli), edit 3 videos about the Summer Lab
 - Preparation of the lab
 - Work-in-progress
 - Lessons Learned and presentation of the Business Plan
- upload these videos to the platform

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least 1 during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary
- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

Dissemination: Machiavelli

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab
- documenting the Summer Lab in 3 video stories

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary
- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

Dissemination: EKO

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least 1 during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it
- EKO is responsible for the whole project communication
 - creating Facebook and Instagram profiles
 - taking pictures about the events + create contents and posts to the Re-fashionable social media accounts
 - creating newsletters (edit the translated newsletters)
 - creating the website
 - updating the website regularly with news
 - posting regularly, at least 2 times a month
 - coordinating the promotion of Re-fashionable Digital Platform, e-learning course and Summer Lab

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary

- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

Dissemination: Learning Hub Friesland

WP2: Re-Fashionable Digital Platform

- write 5 blog posts to the platform (+share it via social media)
- send 10 resources to the platform
- at least 3 posts about the platform
- at least 3 media appearances in magazines, newspapers, fashion portals
- at least 3 presentations in conferences or meetings at a European level

WP3: Re-fashionable e-learning course

- share contents via own project partner social media platforms about Re-fashionable E-learning course

WP4: Re-fashionable Summer Lab

- share contents via own project partner social media platforms about Re-fashionable Summer Lab

WP5: Events and others

- 1 pop-up event (number of participants at least 30)
- 1 article in national media (at least 1 during the project implementation)
- After the summer lab, keep a training with the knowledge in national level + share contents about it

Regularly on social media (at least once a month)

- please share at least 1 content per month in connection with Re-fashionable project

Do not forget to use:

- project logo if necessary
- project name: Re-fashionable
- #Re_Fashionable #RefashionNow #ReSet_the_trend

7. Detailed Dissemination Timeline and Tasks for partners

It is crucial for the Re-fashionable project partners to always know what the main tasks and the responsibilities of each partner are. One of the aims of the current document is to **make sure that each partner understands their role** in the dissemination activities of the project. Additionally, it is also the purpose of this document to clarify the roles and responsibilities of partners regarding dissemination.

As the Re-fashionable project intends to have a great **impact** both on a national and international level, a **joint effort** from its partners is needed. Therefore, a dissemination indicator table was created to show the exact tasks, desirable dissemination indicators, the timeline, and the topics for dissemination.

Project partners agree to always keep track of their own progress, while continuously reporting to EKO (Noémi Vizi) about their dissemination activities. The **dissemination indicators' excel table** can be found and consulted any time here online:

link

8. Sustainability

At the **local level**, the project will have significant long-term impacts to enhance and improve students' knowledge on environmental issues and the fashion industry in an artistic way. At the national and **European level**, the project will promote implementation of the EU Agenda for broadening the knowledge on sustainable development and which will create possibilities for the contribution to the economic and social progress in the long run.

The Re-fashionable project aims to react to a **trend** that is still at the onset. It is expected that in the future every step of fashion production and consumption have to be sustainable, and the members of the target group know the possibilities of sustainable ways of the working and decision making process.

The **long-term sustainability** of the project's outputs is guaranteed by the following actions and solutions:

- Following the closure of this tender, the Re-fashionable project's webpage will still be active for **5 years**,
- Re-fashionable Digital Platform will be active for **x** years,
- Re-fashionable e-learning course will be available for **x** years.

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