

PROJECT FOSTEX Deliverable

D.4.1. Dissemination and Exploitation Plan



Project acronym:	FOSTEX
Project full title:	Fostering innovation in the Jordan and Moroccan textile industry
Grant agreement no.:	598347-EPP-1-2018-1-ES-EPPKA2-CBHE-JP
Responsible partner for deliverable:	CIAPE
Contributing partners:	MCI
Author(s):	Desiree Scalia (CIAPE)
Target Group(s):	Institution
Distribution level:	Partnership
Total number of pages:	
Version:	0.3
Language	English
Reviewed by:	Peer review
Status:	Final
Delivery date:	15/06/2019

Version control

Number	Date	Description
0.1	19/04/19	D4.1 Draft version
0.2	15/04/19	D4.1 Final version before evaluation
0.3	22/04/10	D4.1 Final version after evaluation

All rights are reserved. Reproduction and adaptation are authorized, except for commercial purposes, provided the source is acknowledged.

Copyright © FOSTEX Consortium, 2019-2022



Contents

Contents	2
1 Dissemination and Exploitation Plan objectives	3
1.1. Introduction	3
1.2. Partners involved	4
2 Target groups	6
2.1. Data base for contacts and mailing	7
3 Dissemination and exploitation plan	8
3.1. List of activities	8
4 Communication tools	10
4.1. Mailing list	10
4.2. Project logo	12
4.3. Project meetings	12
4.4. G- drive	13
4.5. Whatspp	13
4.6. Social media	13
4.7. Project website	13
4.8. Events	13
4.9. Press release	15
4.10. Newsletters	15
5 Products for exploitation and sustainability	16
5.1. Collaboration platform	16
5.2. Sustainable business model for the advanced textile centers	16
5.3. Recommendations “How advanced textiles centers are useful for the economic development of the region”	17



1 Dissemination and Exploitation Plan objectives

1.1. Introduction

This document identifies the activities to be carried out within the framework of the project to expand the successful dissemination and exploitation of the project by outlining planning, tools and strategies for communication and dissemination. The Dissemination and Exploitation Plan is aimed at ensuring the wide dissemination of the knowledge and results developed in the FOSTEX project in the broadest and most comprehensive way possible. This document is an integral part of the FOSTEX project communication strategy and will facilitate the work of the consortium by providing an easy to use tool, containing the tasks, timeframes, deadlines and roles in terms of dissemination.

Communication and Dissemination Management concerns the planning, organising, leading and controlling of the communication flow, with the objective of ensuring an effective leadership, a good relation among partners and with project stakeholders and adequate information flow.

Communication and dissemination is different from Exploitation; the first consists of targeted actions to inform and promote the project, the latter provides means to present project products and results to stakeholders, with the aim of promoting their use by the audience.

Dissemination and Exploitation will be an on-going activity and will start at the very beginning of the project (M2) and will last even after its end.

The Dissemination and Exploitation activity will be lead by CIAPE that will, in collaboration with MCI, create the Dissemination and Exploitation Plan containing guidelines and tools that will guarantee the dissemination and transferability of project outcomes and deliverables. The Plan will be shared and approved by all project partners; the partnership as a whole will carry out specific promotion, communication and dissemination activities based on the application form, the agreed strategy and the resources and means owned.

Communication and dissemination will be implemented at two levels:

- **Internal communication and dissemination**, that means communication and dissemination among the partnership and to the staff of the involved organizations;
- **External communication and dissemination**, that means communication and dissemination outside the partnership which will be implemented at:
 - Target countries: Jordan and Morocco
 - European level;
 - National and Regional/local level.



Image 1. Communication and dissemination strategy



Internal communication and dissemination is extremely important to assure:

- Smooth communication among the organizations involved;
- Strong team spirit;
- Good cooperation among the partners;
- Interest and commitment of all partners to the project;
- Awareness among the internal staff of the existence of FOSTEX project.

External communication and dissemination is fundamental to assure:

- The involvement of the target groups in FOSTEX activities and events;
- The promotion of projects objectives, activities and results toward the target group;
- The visibility of the FOSTEX project to the broad audience;
- The awareness on the concerned domains among the broad audience.

1.2. Partners involved

All the project partners share responsibility about dissemination and exploitation.

In the description of WP4, roles are clearly defined and tasks clearly and appropriately allocated among partners.

CIAPE will have a coordination role and will assure that activities will be implemented on time and by all partners; besides that, it will be responsible for calling corrective actions in case problems arise (this task will be implemented in collaboration with the lead applicant).

Below, a complete partners list and acronym is reported:



Table 1. List of partners

Partner number	Name	Acronym	Country
P1	Universitat Politècnica de Catalunya	UPC	Spain
P2	Associació Agrupació d'Empreses Innovadores Tèxtils	AEI TEXTILS	Spain
P3	University of West Attica	UNIWA	Greece
P4	CREATIVE THINKING DEVELOPMENT	CRE.THI.DEV	Greece
P5	Centro italiano per l'apprendimento permanente	CIAPE	Italy
P6	MATERIAL CONNEXION ITALIA S.R.L.	MCI	Italy
P7	INSTITUTUL NATIONAL DE CERCETARE-DEZVOLTARE PENTRU TEXTILE SI PIELARIE	INCDTP	Romania
P8	Jordan University of Science and Technology	JUST	Jordan
P9	Al Balqa Applied University	BAU	Jordan
P10	Ecole Supérieure des Industries du Textile et de l'Habillement	ESITH	Morocco
P11	Amman chamber of industry	ACI	Jordan
P12	Université Hassan II de Casablanca	UH2C	Morocco
P13	ASSOCIATION MAROCAINE DES INDUSTRIES DU TEXTILE ET DE L'HABILLEMENT	AMITH	Morocco

D. 4.1 Dissemination and Exploitation Plan Page 5



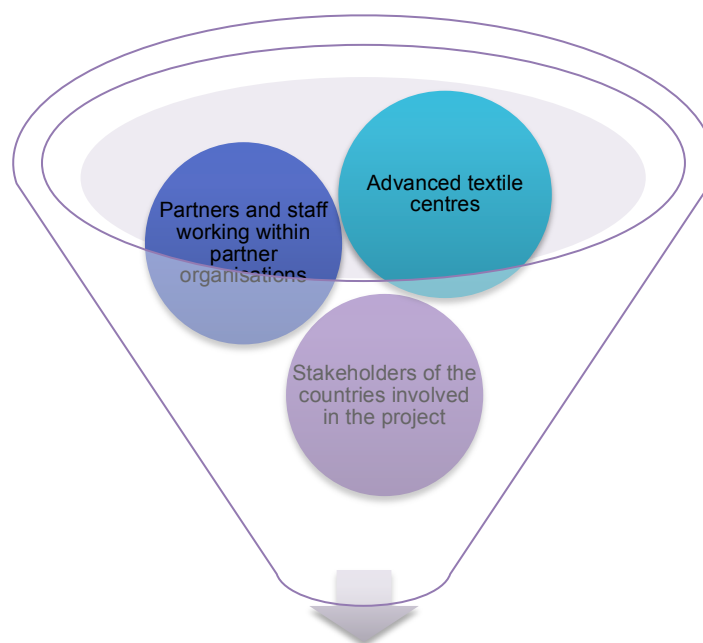
2 Target groups

FOSTEX project main aim is to bridge the gap in the university-enterprise collaboration in the area of specialized services for the textile sector by upgrading two textiles centres in Morocco and by establishing two advanced textiles' centres in Jordan and training their staff by EU experts. The advanced textiles' centres resulting from this project will enable access to business development services, such as quality testing, product certification, training, technology trends, production organization, B2B and funding opportunities for the textile industry from both Jordan and Morocco. At last, this will enable Jordanian and Moroccan textile industry to develop added value products and, therefore, increasing their competitiveness in the global market.

Besides that, other relevant stakeholders at local/regional and national level are (in target countries as well as in European ones): universities and research centres, textile and related companies, BIOs, policy-makers, training centres, investment promotion agencies, corporate executives and investors, International Finance Institutions providing funds for development, researchers and academics and representatives of civil society.

Internal communication and dissemination will be mainly targeted to the partners and to the staff working within the involved organizations. Students of the academic partners will be also reached by communication and promotion activities.

Image 2. Target groups



FOSTEX target groups



2.1. Data base for contacts and mailing

An extremely important activity for dissemination and exploitation purposes will be the D 4.2 Data base for contacts & Mailing, which will consist in a database of contacts interested in project results and activities. Contacts will be recipients of the newsletters and will be informed about each project step. This list will be extremely important in the last year of the project when the advanced textile centers will be set up and it will constitute the base of the Exploitation Strategy.

The collection of contacts will be implemented using an ad hoc excel table that will be developed and provided by CIAPE to partners.

Partners are responsible for filling in their own list of contacts and send the newsletters; following the GDPR rules.

Image 3. Template D 4.2 Database for contacts & Mailing



FOSTEX WP4: contacts list

N°	Organisation	Typology	Country	E-mail	Contact person	Mobile phone (whatsapp) of the contact person	E-mail of the contact person
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
....							



3 Dissemination and exploitation plan

3.1. List of activities

Table 2. List of activities

Activity and Quantity	Month	Targets	Responsibility
D4.1 Dissemination and Exploitation Plan (1)	April 2019	Project partners	CIAPE
D4.2 Data base for contacts & Mailing (1)	June 2019	Project partners	CIAPE in collaboration with all partners
D4.3 Project website and online collaterals (3+6)	From July 2019 to the end of the project Newsletters: June 2019- November 2019- June 2020- November 2020 – June 2021- November 2021	Relevant stakeholders	MCI will design, develop and manage the website (subcontracting) UPC will be in charge of buying the domain and hosting (subcontracting) ACI and MCI will develop the contents for the newsletters CIAPE in collaboration with MCI will coordinate the presence on social networks
D4.4 Dissemination material (3)	From August 2019	Relevant stakeholders	MCI is responsible for providing the project look&feel and the leaflet graphic proposal, and press-pack that should be approved by partners. CIAPE will provide coordination and support.
D4.5 Sustainable business model for Advanced textiles' centers (1)	December 2021	Relevant stakeholders	AEI TEXTILS, supported by CIAPE, ACI, AMITH and the four HEIs
D4.6 Background papers (4)	April 2020	Relevant stakeholders	AMITH (for Morocco) and ACI (for Jordan), supported by AEI TEXTILS and CIAPE



D4.7 – D4.8 Roundtables in Jordan (2) and in Morocco (2)	March 2021	Relevant stakeholders	ACI in Jordan and AMITH in Morocco with the support from AEI TEXTILS
D4.9 Recommendations document “How advanced textiles’ centers are useful for the economic development of the region” (1)	October 2021	Relevant stakeholders	CIAPE, ACI, AMITH and AEI TEXTILS
D4.10 Follow-up report (1)	January 2022	Relevant stakeholders	JUST, BAU, ESITH & UH2C
D4.11 Interim conference in Morocco (1)	March 2021	Relevant stakeholders	ESITH with support from AMITH
D4.12 Final conference in Jordan (1)	January 2022	Relevant stakeholders	JUST with support from ACI



4 Communication tools

4.1. Mailing list

Internal communication among the partners will be guaranteed by e-mails. Ad hoc telephone and Skype calls can be organised by the applicant (or by each WP leader) to solve specific issues. The internal mailing list includes the following contacts

Table 2. Mailing list

NAME	SURNAME	ORGANISATION	TEL	SKYPE	E-MAIL
Josep	Casamada	AEI Tèxtils	+34 608 356 825	projectes.aei_textils	projectes@textils.cat
Ariadna	Detrell	AEI Tèxtils	+34 608 864 754	ariadna.detrell	adetrell@textils.cat
Mònica	Ardanuy	UPC	+34 626 52 77 24	monica.ardanuy	monica.ardanuy@upc.edu
Heura	Ventura	UPC	+34 637 002 670	heura.ventura	heura.ventura@upc.edu
Christian	Tubito	MCI	+39 0286891728	materialconnexion.italia	ctubito@materialconnexion.com
Veronica	Sarbach	MCI	+39 0286891727	materialconnexion.italia	vsarbach@materialconnexion.com
Fahmi	Abu Al-Rub	JUST	+962 7 962 75161	fahmi.rub@outlook.com	abualrub@just.edu.jo
Ruba	Hasan	JUST	+962797280012	Ruba_Ruba	hasan.ruba0@gmail.com
Aileni	Raluca Maria	INCDTP	+40758922776	raluca.maria.aileni	raluca.maria.aileni@gmail.com



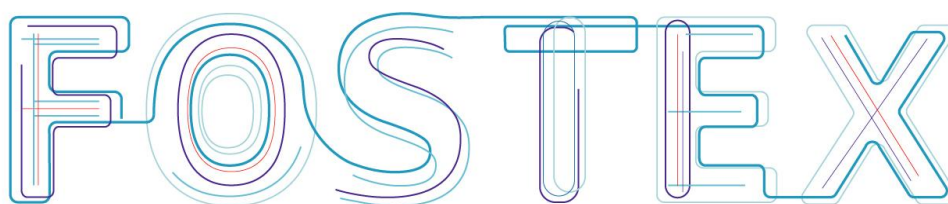
Chiriac	Laura	INCDTP	+40762814261	laurachiriac2202	laura.chiriac@certex.ro , laurachiriac2202@gmail.com
Tareq	Azab	BAU	+962799097077	+962799097077	tazab@bau.edu.jo
Mohammed	Aweshah	BAU	+962776501331	weshah7	weshah@bau.edu.jo
lynda	ouchaouka	UH2C	+212661232799		lynda.ouchaouka@gmail.com
Omar	Cherkaoui	ESITH	+212667459119	+212667459119	Cherkaoui@esith.ac.ma
Najib	Hamouti	ESITH	+212661956806		Hamouti@esith.ac.ma
Desiree	Scalia	CIAPE	+393479044127	desyscalia2710	training@ciape.it
Eleonora	Perotti	CIAPE	+393475645583	perotti_ciape	ciape@ciape.it
Rachid	CHADILI	AMITH	+212663619997		rchadili@amith.org.ma
Dimosthenis	Papakonstantinou	CRETHIDEV	+306944506065	Dimosthenis.p	dpapakon7@yahoo.gr
Sofia (Faye)	Plakantonaki	CRETHIDEV	+306977452858	fplakantonaki	fplakantonaki@gmail.com
Georgios	PRINIOTAKIS	UNIWA	+306932816401	Georgios Priniotakis	gprin@uniwa.gr
Marisa	SIGALA	UNIWA	+30694657775	MarisaSigala	marisa.sigala@gmail.com



4.2. Project logo

Within the first three months of FOSTEX project launch, a set of project logo-concepts have been designed by CIAPE and submitted for the consortium's vote. Based on the preferences expressed by all partners, the following graphical output has been selected as FOSTEX Project logo

Image 3. FOSTEX Project Logo



Funding institutions and acknowledgements

In addition the European Union flag, shown in figure below, always appears on any related dissemination material and action. All templates, for internal and external purposes, will contain this image in accordance with the Grant Agreement. All publications will also include the following text: "FOSTEX project has been Co-funded by the Erasmus+ programme of the European Union. The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Image 4. EU logo



Co-funded by the
Erasmus+ Programme
of the European Union

4.3. Project meetings

Internal communication among the partners will be fostered through face-to-face meeting. 7 project meetings have been set according to the following schedule:

- Kick-off meeting in Spain
- 2nd consortium meeting in Romania
- 3rd consortium meeting in Morocco
- 4th consortium meeting in Jordan
- 5th consortium meeting in Greece



- 6th consortium meeting in Morocco
- 7th consortium meeting in Italy
- Final Meeting in Jordan

4.4. G- drive

G-drive has been chosen as a way of managing FOSTEX project and therefore of facilitating internal communication and the storage of files, pictures and documents.

4.5. Whatsapp

Communication will be also implemented by Whatsapp in target countries (for those contacts who do not have an e-mail and/or prefer to be contacted through Whatsapp). Messages will contain information and news linked to the project and aim at communicating project activities to the relevant stakeholders.

4.6. Social media

FOSTEX is present in the following social media:

- Facebook;
- LinkedIn

Project social media will be created by CIAPE and which will be constantly updated. Project social media will contain news on project activities, project progresses, project products. The contents will be monitored by CIAPE and MCI; partners will contribute with contents. The use of social media will ensure a multiplier effect and therefore will assure to reach a broad target.

4.7. Project website

A project website (www.fostexproject.eu) will be set up and will represent the main way of external dissemination and exploitation, being a meeting place for interactions between partners and other stakeholders interested in the project.

4.8. Events

Two roundtables on economic development of the regions with the textile centres with titles “Advanced Textiles’ centres development and Investment promotion for inclusive and sustainable growth in Jordan” and “Advanced Textiles’ centres development and Investment promotion for inclusive and sustainable growth in Morocco” will be organised by ACI (in Jordan) and by AMITH (in Morocco). Another roundtable “Driving innovation and entrepreneurship in advanced textiles” will be organized one in Morocco and one in Jordan. All the events will receive the support of AEI TEXTILS.



An interim conference will be organized in March 2021 in Morocco. The conference will allow the meeting between project members and stakeholders from Morocco and will aim at promoting the transferability of the project. Draft recommendations “How advanced textiles’ centres are useful for the economic development of the region” will be printed and disseminated during the event. During the conference the draft country-specific entrepreneurial plan will be presented. It will also include a networking among industrial partners and HEIs will be promoted and encouraged. 75 people will be expected. The conference will be organised in the following way:

- Plenary session to present project results and deliverables
- Working tables on the advanced textiles’ centers and entrepreneurial proposal to foster innovation
- Discussion
- Networking among HEIs, students and industry

European experts from the advanced textiles’ industry will be invited.

Also, national potential end-users of advanced textiles will be invited in order to promote the use of these materials in cross-sectorial end-uses such as public officers, hospitals, agriculture, etc.

The final conference will be organised in Jordan by JUST with the support of ACI during the last month of the project. The conference will allow the meeting between project members and stakeholders from Jordan and will aim at promoting the transferability of the project. Recommendations “How advanced textiles’ centres are useful for the economic development of the region” will be printed and disseminated during the event. During the conference the draft country-specific entrepreneurial plan will be presented. It will also include a networking among industrial partners and HEIs will be promoted and encouraged. 75 people will be expected. The conference will be organised in the following way:

- Plenary session to present project results and deliverables
- Working tables on the textile centres and entrepreneurial proposal to foster innovation
- Discussion
- Networking among HEIs, students and industry

European experts from the advanced textiles’ industry will be invited.

Also, national potential end-users of advanced textiles will be invited in order to promote the use of these materials in cross-sectorial end-uses such as public officers, hospitals, agriculture, etc.



4.9. Press release

Periodic press releases will be issued during the project; when main milestones are achieved. The first press release will be issued at the beginning of the project.

4.10. Newsletters

Periodic Newsletters (n. 6) will be elaborated during the project, based on the above-presented calendar. The newsletters will contain information and news linked to the project and aim at communicating project activities to the relevant stakeholders. A template for the newsletter will be elaborated by ACI and MCI that will be responsible for asking partners contents for the newsletters and selecting them. For privacy reasons, newsletters will be sent by each partner to its own database.

Image 5. Template for the newsletter





5 Products for exploitation and sustainability

The main products, which will guarantee the sustainability of the project, are: the collaboration platform (D2.7) produced under WP2, the Sustainable business model for the advanced textile centres (D4.5) and the Recommendations “How advanced textile centres are useful for the economic development of the region” (D4.9).

5.1. Collaboration platform

A collaboration website platform will be set up within the project website (hosted by UPC), designed by MCI (subcontracted) and managed by CIAPE with support from HEIs in partner countries. It will be a virtual space aiming at favoring collaboration:

- Among the advanced textiles’ centers
- Between textile centers and industry (EU, Jordanian and Moroccan)
- Between centers and other relevant stakeholders, such as policy makers, BIOs or research centers
- Between the textile centers and other HEIs willing to create other centers

It will be a collaborative workspace containing chat, forums, community, personal profiles of users and a space for videos and pictures.

ESITH will coordinate the collaboration platform for Morocco and Jordan and will be supported by BAU as coordinators of the advanced textiles’ centers in Morocco and Jordan respectively. The platform will guarantee the sustainability of the project being the ground of new project proposal and transnational business opportunities.

5.2. Sustainable business model for the advanced textile centers

AEI TEXTILS will be supported by CIAPE, ACI, AMITH and the four HEIs with the advanced textiles’ centers to create a sustainable business model for the centers built on a Canvas business model. The graphic representation will be accompanied by a descriptive text and will be available in an electronic format. It will be disseminated to relevant stakeholders. The business model elaborated will be further presented through its inclusion/mentioning in the guidelines.

It will include the results from the different roundtable discussions and feedback from the pilots.



5.3. Recommendations “How advanced textiles centers are useful for the economic development of the region”

Recommendations “How advanced textiles centers are useful for the economic development of the region” will be drafted by CIAPE, ACI, AMITH and AEI TEXTILS. The document will be available both in an electronic and paper format and will contain general recommendation as well as specific ones addressed to a particular target group. Recommendations will be spread among relevant stakeholders both through mails, regular meeting and will be presented at the final conference and printed (N.100 copies). A draft will be available for the interim conference in Morocco.