



# Step to Sustainability

## How to Implement Sustainable Manufacturing in Footwear - new occupational profile and training opportunities

Project 539823-LLP-1-2013-1-PT-LEONARDO-LMP

### Exploitation Plan

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## ▪ Purpose / Goals

The main goal of the Exploitation Plan is to seek the sustainability of the products, creating conditions inside the consortium and outside for the continue actualization of the products and strengthening the relationships with beneficiaries, intermediate users and end-users and consolidating the mainstreaming to E&T system at European level.

The Exploitation Plan should be carried out in consultation with the leader partner and approved by the project partners.

PROJECT PARTNERS			
Partner name	Partner short name	Country	Main role in consortium
Centro Tecnológico do Calçado de Portugal	CTCP	PO	Project coordinator
European Confederation of the Footwear Industry	CEC	BE	Research on training needs and dissemination
The "Gheorghe Asachi" Technical University of Iasi	Gheorge Asachi Technical Univ.	RO	Definition of the learning programme
International Shoe Competence Center Pirmasens gGmbH	ISC Germany	DE	Piloting courses
ARSUTORIA School srl	ARS	IT	Exploitation activities
Instituto Tecnológico del Calzado y Conexas	INESCOP	ES	Development and description of the new occupation profile
Development and testing center for leather and footwear industry	IRCUCO	SI	Participation in the development of learning contents and piloting Slovenian companies
KLAVENESS S.A.	SME	PO	Contribution to the evidence based research

The exploitation plan goes at the same pace with the dissemination plan, that aims to disseminate the project to the maximum amount of different targeted categories of stakeholders, i.e. companies, educational centres,



employment services, media, consumers, etc... offering to the target-groups a solution to address their needs in the field of Sustainability.

## ▪ Steps

For an effective plan of activities, several marketing activities have been identified, developed and supported by different tools of communication:

1. Exploitation workshops
2. Participation in fairs
3. Final conference at GDS in Germany
4. Promotion through B2B Magazine
5. Online marketing

### 1. Exploitation workshops

- 11 workshops till July 2016 – Portugal (2 workshops 29 participants), Spain (2 workshops, 63 participants), Romania (2 workshops, 40 participants), Czech Republic (2 workshops, 24 participants), Germany (1 workshop, 24 participants), Slovenia (2 workshops, 33 participants)
- 2 workshops in Italy in October 2016 in the frame of SS 18 Trend Seminar Presentation
- 228 participants in all exploitation workshops implemented

### 2. Participation in fairs

Industry fairs and congresses at European and international level are the most appropriate events to promote the products and discuss the project results with potential customers. Project partners have agreed to attend the following events:

- UITIC congress (February 3<sup>rd</sup> – 5<sup>th</sup> 2015) where participants are European and international associations, manufacturers, research and training centres
- trade fairs such as GDS in Germany (July 26<sup>th</sup> – 28<sup>th</sup> 2016) and theMicam in Italy (September 3<sup>rd</sup> – 6<sup>th</sup> 2016) where manufacturers meet retailers;
- materials and technology supply fairs, such as Lineapelle (September 20<sup>th</sup> – 22<sup>nd</sup> 2016) and SIMAC (February 2017) where materials and technology companies meet designers and manufacturers.



During both the GDS and theMicam fair we have organised the distribution of the ARSUTORIA Sustainability magazine and flyers to all exhibitors (a total of 2.500 companies reached).

### 3. Final Conference at GDS

During the GDS fair (July 26th – 28th 2016) the final conference of the project has also been organised. Speakers for leading European companies has been invited both manufacturers (as Deichmann, Bata and Klaveness) and retailers (such as Zumnorde and Store GmbH, Eco Fashion & Green Lifestyle). Industry experts and journalists have been invited too (e.g. Mike Redwood and Helge Neumann of Schuhkurier). Almost 100 participants have attended the conference.

Some figures regarding the Final conference

- 8 speakers
- 81 people registered for participation
- 80 effective participants (signed in the participants list)

### 4. Magazine

The project partners have decided to take advantage of an opportunity offered by the ARSUTORIA school. A sister company of the Italian school – named Ars Arpel Group (AAG) - is the leading European publishing house in the field of magazines for footwear manufacturers. AAG has offered to dedicate one of the issues of ARSUTORIA magazine to the subject of footwear sustainability. In this issue different articles prepared by the project partners have been published. 1 page of ADV on the Step 2 Sustainability project and on the online courses have been included in the magazine.

The Sustainability issue of ARSUTORIA magazine has been released in July and it has been distributed to:

- subscribers of ARSUTORIA magazine (approx. 12.000 companies worldwide)
- exhibitors of the fair GDS (approx.. 800 companies) and of theMicam fair (approx. 1.500 companies)
- final conference participants (approx. 100 copies)
- 500 copies delivered to project partners to be distributed to their local mailing lists

Future plans for the magazine – 1 edition per year in July with the contribution of all partners.



### **5. Online marketing**

Each project partner will place a banner or a web page dedicated to the Step to Sustainability project in their website. The website <http://www.step2sustainability.eu/> will be adapted to promote the online courses.

Website of the project will be used to promote the on-line course instead of the project itself. It will be transformed to be more focused on the on-line course.

### **6. Commercial exploitation of the on-line course**

Each project partner will take advantage of the networking within their countries to disseminate and promote the on-line course. A specific agreement was made to assure the due and fair promotion of the course among the partnership and the fair revenues.