



Step 2
Sustainability

Dissemination Plan

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

How to Implement Sustainable Manufacturing in Footwear - New Occupational Profile and Training Opportunities

Credits

Title

Dissemination Plan by
STEP 2 SUSTAINABILITY project partnership

Coordination

CEC – Confederation Europeenne de
L'industrie de la Chaussure

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1. Purpose & methodology

The main goal of this Communication and Dissemination Plan is to design and elaborate an effective, comprehensive and complete methodology for the successful implementation of a communication strategy of the project. It should be carried out in consultation with the leader partner and approved by the project partners.

The ultimate purpose of such activities is to allow broad acknowledge of the project and its results. In essence to:

- Raise awareness
- Inform
- Engage
- Promote
- Contribute to the capitalization of the project

This Communication and Dissemination Plan is structured in five steps:

- Step 1: Identification of the audiences
- Step 2: Determination of the information to be provided – the message
- Step 3: Identification of the channels
- Step 4: Budget
- Step 5: Evaluation

Step 1: Identification of the audience

Project audience consists of all the stakeholders that directly and indirectly can benefit from the project results. The identification process of the audience defines who they are and what their main interests are. It also answers the question “Who are we communicating to?”. Such process consists of reviewing the project, and ensuring that all the stakeholder categories are included in the overall list of target audiences.

For this purpose, the main groups identified are namely: Academics / teachers – Employment/ placement services - Employees and Trades Unions - Companies/ Employers and Employers organizations – European/ National/ regional sector associations- Orthopedic clinics – Consumers -Project Partners.

Step 2: Determination of the information to be provided – The message

The two most important ingredients for effective communications are simplicity and consistency. The best way to communicate simply and consistently is to develop key messages. Messages are the essence of what we want to communicate – the key points that we want to get across, and we need to formulate them in a language that can be understood by those outside our sector. They should be identified and customised according to the segmentation previously established, in particular regarding the category of the stakeholder.

Step 3: Identification of the channels

The methods available for information and dissemination are reviewed, and in the light of the previous steps, appropriate means of communication activities and tools are determined.

Step 4: Budget

The main constraint for communication actions is the budget, which will determine the whole process and activities to perform. The project proposal establishes a balanced budget that allows each local partner to produce their planned information tools & actions, with several joint actions.

Step 5: Evaluation

Success or failure of communication actions will be measured through quality indicators.

Each partner should be committed to reach efficiency and effectiveness in communication, by using all the opportunities linked to the project’s field of action, and to communicate the project results in their own language.

Furthermore, CEC, as leader of the Dissemination Package (WP9), is committed to boost the project’s international dimension and will contribute to its dissemination through platforms in which she is involved allowing for the exchange of best practices during the project implementation.

2. Project overview

Goal: creating, designing, developing and piloting a new occupation and qualification profile and correspondent training course on “How to implement sustainable manufacturing in Footwear”.

Objectives:

- To develop a deep knowledge on occupation and training needs;
- To develop a new occupation/qualification profile of the expert in sustainability;
- To develop a learning programme capable of coping with the identified skills and competences which compose the new profile;
- To create awareness for the need of a sustainable manufacturing strategy;
- To enlarge the networking between the partners under an effective and qualitative management.

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	Gheorghe Asachi Technical Univ.	RO	Definition of the learning programme
International Shoe Competence Center Pirmasens gGmbH	ISC Germany	DE	Piloting courses
ARS Sutoria 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	IRCUO	SI	Participation in the development of learning contents and piloting Slovenian companies
KLAVENESS S.A.	SME	PO	Contribution to the evidence based research

3. Strategy

The strategy seeks to use the most efficient means to disseminate information. The communication strategy establishes a bottom-up approach that seeks gathering local data to be disseminated at all targeted levels.

Local Partners must carry out communication activities about the project objective and ongoing activities, during all the project life. They should report them regularly to the project leader according to the template reports received.

This information will be submitted to CEC as coordinator of the Communication WP9, which will analyse, compile and organize it in the intermediate and final reports.

Strategy at European level

European communication strategy is mainly based on strengthening dissemination through the internet and taking advantage of:

- The CEC's physical location in Brussels that allows to extend the dissemination to other European sector associations, in particular of the fashion industry, regional offices, European institutions, think tanks, etc.
- The CEC's representing the national associations and federations of the main footwear manufacturers in Europe. Together they count with more than 14.000 footwear companies, which represent 87% of the footwear manufactured in EU28.

Web-based communication has been selected as the main dissemination instrument. An interactive website is under development, where all project reports and deliverables will be made accessible. In addition the website will run for the duration of the project plus at least five years after its ending as a project management tool.

Through the Internet, messages shall be delivered to targeted audiences in an accurate and punctual fashion. Several tools –listed under section 8.Communicaton activities- will be used to guarantee an up-to-date dissemination of the project.

4. Objectives and goals

The objective of the communication activities is to disseminate the project to the maximum amount of different targeted categories of stakeholders, i.e. companies, educational centres, employment services, media, consumers, etc... The dissemination of the results will focus on the key target groups described below and happen on different levels of interest.

Standard dissemination channels will be set up at every project level (website, newsletter, thematic conference events, print information material, etc.). The main objective of this component is to increase the project impact and to ensure its widest exploitation, through several activities.

The objectives and goals of the communication activities include:

- To communicate the reasons for and background of the project, including its likely impact and implications;
- To communicate the current project status and forward planning;
- To provide practical and technical guidance to promote participation in a successful implementation;
- To promote dialogue at all stakeholder levels on issues related to the project to help ensure involvement and support for it;
- To make available the information that stakeholders need to understand each phase of the project, and to contribute to it so as to derive the benefits originally foreseen by its implementation.

5. Target audience

Communication and dissemination activities will focus on key target groups and happen in the countries involved in the project as well as those under CEC's representation. European, national and regional public bodies will be addressed, including other intermediate associations, companies, etc. The groups will include:

Academics / teachers – Employment services - Employees and Trade Unions - Companies/ Employers and Employers organizations – European/ National/ regional sector associations- Orthopedic clinics –Media- Project Partners.

It is envisaged that the project partners will disseminate the results to their national stakeholders (also in national languages).

The overall objective is to create a comprehensive network/database for distributing information related to the project implementation and results.

6. Key messages

Typically, besides the dissemination of the project and its results, every European Union Lifelong Learning project should communicate this core message:

- LEONARDO LIFE LONG LEARNING is an EU-funded programme "to contribute through lifelong learning to the development of the European Union as an advanced knowledge-based society, with sustainable economic development, more and better jobs and greater social cohesion, while ensuring good protection of the environment for future generations".
- The particular Call of Proposal "Sector Skill Alliances", under which STEP2SUSTAINABILITY was approved, aims at gaining experience of transnational partnerships, which address the challenges of skills mismatches and shortages. Those alliances are partnerships between education and training providers and businesses to promote employability by forming new sector-specific curricula and innovative forms of vocational teaching and training. This initiative will not only tackle the numerous shortages that exist for vocational skills today, but will also boost VET policy and strategy in the footwear sector concerned.

The Project Leader may establish other main messages to be delivered through Communication tools & actions.

7. Communication tools

The dissemination activities will be supported by the following communication tools:

Logo and corporate image

A project logo and a general corporate image of the project have been proposed, and once approved, they will appear in all project documentation, which will include as well the Commission Lifelong Learning Programme's logo.

Website

A website www.step2sustainability.eu is being designed and will be updated regularly to provide public information on the project through its extranet.

CTCP and CEC will be responsible of designing, feeding and animating the website, which will include information such as: the project description, its goals, results achieved, a calendar of events and meetings, the dissemination material and related news, etc. Every partner will be responsible of providing information on their activities.

The website will have a useful Intranet, a restricted area that enables partners to have access to internal documents. The Intranet offers access to information on the workflow of every document, which can be uploaded for review, and then approved and published.

Database for mailing list

In order to keep the entire target groups efficiently organised and to achieve a quicker dissemination, all partners will contribute to establish a comprehensive database, which will be used for sending all the communication documentation, including newsletters.

Poster

In order to promote the project in public events, such as conferences and exhibitions, a poster in English will be designed and printed. Partners will translate the text in their own language.

Fact-sheet

A one-page leaflet, in English, summarising the project and describing its main goals and expected results will be published. It should be used for dissemination purposes in events.

If partners want a version in their own language, they can send the information in a Word document to CEC and the layout will be formatted and sent back to the partner.

Leaflet

A three-page leaflet (A4, colour, folded and printed both sides), providing information in English, will be published. 1000 copies will be printed and it will also be available on the website. The content will be provided by local partners, who will gather general information to reach the overall public.

e- Newsletter

CEC will lay-out a quarterly four-page digital newsletter in English, providing information on the project, its progress and results. The content will be provided by the partners and its aim is to disseminate the project activities. It will be available online on the project website and distributed through the project database.

Power Point Presentation

CEC will provide a corporate power point template in English for all the presentations to be used by the partners. The template will include information on the project, its main objectives and expected results.

Promotional signature

The staff in the partner organisations is advised to use a promotional signature in all their e-mails on the occasion of specific project events or outcomes (e.g. final project conference). CEC will provide a model that each partner may adapt and use in every external professional contact by e-mail.

Promotional material

Agendas, pens, or other items envisaging the project marketing will be defined and produced.

Website banner exchange

The CEC's website (www.cec-footwearindustry.eu) counts with a specific section devoted to the dissemination of European projects developed. A banner of the project will be included in this portal linked to the project website. Project partners are invited to replicate this action at local level.

The CEC's website will disseminate the results obtained since the beginning of the project. Furthermore, banners will be designed to announce up-coming events related to the project. The dissemination material (mainly press releases and the e-newsletters) will be uploaded on both, the project and the CEC's website.

E-mail alerts

Informative emails will be sent to the stakeholder's database with activities and results achieved in order to increase the level of dissemination of the project. The email alerts will be sent at least before specific events, including the Final Conference. CEC will disseminate the email alerts through the project's entire database

Final brochure

The project will produce a final brochure to be printed, highlighting its methodology, describing the implementation process in every participating region, and the partners' conclusions and achievements. The final brochure will be distributed during the Final Conference; it will also be available online to be disseminated among other stakeholders.

8. Communication activities

Through a variety of events, the partners are able to transmit information directly to those who should eventually exploit the project results and enable them to discuss specific issues with the partners. This communication and dissemination plan sets a list of different events taking place in each region, in Brussels or in any other EU country, representing a good opportunity to show the efforts and results of the project. Among them, some major events can be highlighted:

- Dissemination meetings with Education and Training system entities;
- European Commission project meetings dedicated to skills and competences (ESCO Project, Skills Councils, Sector Skill Alliances, Social Dialogue meetings at EU level, etc.), and Footwear Technological Platform;
- Participation in worldwide conferences related to Footwear (UITIC –CEC & CESECA) Nov 14 and Nov15;
- Trade Fairs: Project will be presented by all partners through the distribution of leaflets, poster and informal dissemination meetings at main relevant Footwear fairs like the MICAM, SIMAC/LINEAPELLE, MODACALZADO, GARDA, GDS, etc. during the 2,5 years of the project;
- Final Conference for the exploitation of results in the MICAM in March 2016 – preparation, invitations, press release, and other arrangements.

The project will be continuing disseminated in all possible means of media, and stakeholders will be continuing involved through other project strategies such as Evaluation, Piloting.

9. Media Communication

- CEC will issue a press release in English after each project meeting with the outlines of the project developments, and outcomes, which will be distributed to all sector specific media and other contacts.
- Project partners will translate them and send them to the local media and contacts.
- Local partners will also distribute press releases regarding specific local results of interest for their stakeholders.
- It is important to note that articles may only have an interest for the media if they offer some kind of novelty, so it becomes necessary to wait until some project's results are achieved.
- Press releases will be published on the project website in English.

10. Evaluation

The evaluation of the communication plan should be done in accordance with quality indicators listed in the project proposal and at the kick-off meeting.



Lifelong
Learning
Programme

Project Number:
539823-LLP-1-PT-LEONARDO-LMP

Project Duration:
30 months
October 2013 - March 2016

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

The project ***STEP to SUSTAINABILITY*** aims at:

Developing a new qualification profile
and correspondent training in the field
of sustainable manufacturing.

Training technicians with knowledge and
skills to implement manufacturing
strategies envisaging the sustainability in
Footwear and Leather goods.

www.step2sustainability.eu