



# **Shoes Made in EU**

## **The European Shoemaker**

PROJECT 2015-1-PLO1-KA202-016442

### **Dissemination Plan**

Prepared by



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## 1. Purpose and Methodology

The main goal of this Dissemination Plan is to create an effective and comprehensive methodology and outline actions that will ensure the successful implementation of the project's dissemination strategy. The strategy is designed to reach the project's target audience through the most effective communication channels. The coordinator of the Communication and Dissemination activities, the European Confederation of the Footwear Industry (CEC), will use its international network and strategic position as the umbrella organisation of the industry with its office in Brussels, to ensure widespread dissemination, which will be supported by the consortium partners' own dissemination activities at local and international levels.

The activities will be undertaken with the ultimate aim of:

- ✓ Raising Awareness
- ✓ Informing
- ✓ Engaging
- ✓ Promoting
- ✓ Contributing to the overall success of the project

The Dissemination Plan is structured around five steps:

Step 1: Identification of Target Audience

Step 2: Elaboration of Message and Information

Step 3: Identification of Dissemination Tools

Step 4: Planning Dissemination Activities

Step 5: Evaluation

### **Step 1: Identification of Target Audience**

The main target audience consists of stakeholders who will directly or indirectly benefit from the project results, including stakeholders with an interest in participating in the project's activities. The target group includes the footwear industrial and business community, employers' organisations, VET providers, and policy/decision makers responsible for business, industry and education.

## **Step 2: Elaboration of Message and Information**

In order to attract the appropriate audience to the project and engage their participation, it is important to produce relevant information in a clear and concise format and create a simple and consistent narrative tailored to the audience. The information provided should include a description of the overall purpose of the initiative and the details that will allow the respective audiences to participate in the project and benefit from its results. To raise the profile of this initiative, the message should focus on the advantages and positive impacts of the project results.

## **Step 3: Identification of Dissemination Tools**

A wide range of dissemination tools will be explored by the consortium in order to reach the targeted audiences quickly and effectively.

## **Step 4: Planning Dissemination Activities**

Each partner will plan and implement dissemination activities which will create the highest impact and reach the relevant audiences at the most effective and lowest cost. For that purpose, they will make use of their networks of contacts to reach the relevant audiences and will use every opportunity to raise general awareness on the project and its benefits.

## **Step 5: Evaluation**

The success or failure of dissemination actions will be evaluated by monitoring every six months the activities undertaken by the partners.

## **2. Project Overview**

The goal of the project is to develop a new curriculum for shoemakers with a focus on the engineering and manufacturing process. The curriculum will draw from the experience of Poland, Portugal, Italy, and Germany, and will aim for EU-wide recognition of the professional qualification in order to strengthen VET in the European footwear sector.

### **Project objectives:**

- ✓ To adapt the profile and curriculum of the Industrial Footwear Technician with the latest technologies, innovations and other external factors affecting our society and industry.
- ✓ To create an EU shoemaker training model, following the principles of the EU Quality Framework and European Credit VET system (ECVET), and facilitate mobility in other European countries
- ✓ To bring closer the footwear industry to students with an interactive and online learning tool.
- ✓ To better match young shoemakers' skills with labour market needs
- ✓ To contribute to greater mobility of professionals within the European Union

### 3. Strategy

The strategy is designed to ensure the dissemination of the project to the target audience at local and European levels. Coordination between the consortium partners will be essential to ensure the effective dissemination to direct project beneficiaries and other stakeholders at all targeted levels.

#### Strategy at national level

All partners will be in contact with national representatives of the target categories as well as national bodies, including local administrations, universities and research centres, training centres, public and private VET schools, and local authorities responsible for VET policies.

#### Strategy at European level

The CEC, whose members - national footwear associations and federations - represent 87% of the footwear manufactured in EU28, will be in charge for EU-wider dissemination.

CEC will:

- ✓ Disseminate information through its member associations to footwear companies.
- ✓ Disseminate information to other European sector associations, in particular from the fashion industry and other consumer products, as well as to the European trade unions, regional offices, think tanks, and other relevant entities present in Brussels.
- ✓ Inform EU policy-makers about the project during its lifetime to raise their awareness about the needs of educational centres and business communities in terms of educational programs for the footwear sector.
- ✓ Reach general audiences and stakeholders around the world through CEC's website [www.cec-footwearindustry.eu](http://www.cec-footwearindustry.eu) and press releases sent to sector specialised press.

#### Coordination

One person responsible for dissemination from each partner will be nominated at the beginning of the project. Their role will be to raise awareness, inform and promote, engage target groups and stakeholders in project activities, contribute to the project's sustainability, and transfer the results of the project at national and European level through multiplying activities.

The activities of the partners' contacts with national stakeholders will be shared among the consortium and the proposed strategy will be followed systematically and periodically revised.

## 4. Objectives and Goals

The objective of the Dissemination Plan is to reach the maximum number of representatives of all the targeted groups outlined in the Target Audience section and to ensure that the tailored messages are communicated clearly and effectively throughout the project lifetime. The Dissemination Plan should lead to a maximum number of participants and engage as many stakeholders from each target group as possible.

Standard dissemination channels will be used (website, fact sheet, newsletter, press release, thematic conference events, print information material, etc.) to maximise the impact of the project and promote the continued exploitation of the results after the end of the project.

The objectives and goals of the communication activities include:

- ✓ To inform about the objectives and benefits of the project to all target audiences
- ✓ To involve and ensure the participation of specific target audiences in the project
- ✓ To update on the current project status and forward planning
- ✓ To promote dialogue at all stakeholder levels on issues related to the project to gather further support through complementary actions

## 5. Target Audience

The target audience for this project is divided into 7 groups:

### 1) Public Institutions/bodies

An important target will be the Polish Ministry of Economy to ensure their support and contribution to the development of the new training model. In addition, the local administrations and local authorities responsible for VET policies in each partner country will be targeted to engage their collaboration and facilitate their use of the project's results.

The project partners will aim to reach other policy-makers and decision-makers with responsibility in the fields of business, production and education. The partners will involve them at local level (municipality, county, and region), national level (ministerial) and European level (EC, Executive Agencies, and EP).

### 2) Employers' Representative Organisation

The targeted organisations will include APPICAPS, the Portuguese Association of Footwear Industry, Assocalzaturifici, the Italian Association as well as the Polish Trade Union Association "Federacja Niezależnych Samorządnych Związków Zawodowych Przemysłu Lekkiego".

### 3) Footwear Business Sector

The dissemination activities will target both SMEs and larger industries. In addition, the dissemination activities will reach associations of enterprises, networks and associations of employers due to their potential for reaching a large number of users.

The project partners will respectively target their national and local networks and organisations, while CEC will target associations at European level as well as national through its members in order to directly involve SMEs and larger companies. In this relation, two main German companies in the footwear sector have already been identified, namely Ara and Gabor, as well as Sternjakob, a German tanning company, particularly interested in the inter-sectorial applications of the project's results. Further industrial sector representatives will be identified in the partner countries.

### 4) VET Community

The partners will target VET providers offering technical courses in the footwear sector, namely public and private educational institutions from schools to vocational training centers.

### 5) Other Stakeholders

Other stakeholders may include private consulting companies, students, & research centres.

## 6. Key Messages

In addition to disseminating information on the project's progress and developments, the consortium partners should include the following messages regarding the impact of the project and contribution to reach EU goals in their communication activities:

- ✓ *Shoes Made in EU* project will adapt the profile and curriculum of the Industrial Footwear Technician with the latest technologies, innovations and other external factors affecting our society and industry
- ✓ *Shoes Made in EU* will bring closer the footwear industry to students with an interactive and online learning tool.
- ✓ *Shoes Made in EU* will contribute to promoting European excellence and quality in higher education & high performance in European footwear manufacturing
- ✓ *Shoes Made in EU* will help fill the gap between VET in footwear and labour market needs
- ✓ *Shoes Made in EU* will contribute to greater mobility of professionals within the European Union

## 7. Dissemination Tools and Channels

The following dissemination **tools** will be used by all project partners when disseminating information about the project to the relevant target audiences.

- Corporate image, logo
- Project website to be maintained with information from all partners.
- E-news and press releases
- Promotional material: project information fact sheet and A3 poster in 5 languages (EN, DE, IT, PO, & PL); three-side folded leaflet with training content.
- Banner/link with project description in websites of all project partners

The tools will be distributed through different **channels**:

- E-mails
- Project platform
- Communications towards virtual communities, social media?
- Conferences and professional meetings where partners participate
- Trade fairs

## 8. Dissemination Activities

The following dissemination activities are designed to maximise the reach to target audiences at all levels with the cooperation of all project partners, and coordinated by CEC.

**Internet presence integrated with Social Networking Services of the European Commission**

**Publishing information and updates on platforms:** forums, blogs and relevant magazines

**Four Newsletters on different steps:**

1. Results of survey
2. Profile, content of curriculum
3. Pilot
4. Final recapitulation

**Production of informational and promotional material:** Informative fact sheet, small leaflet, A3 poster

**Creating and publishing web 2.0 tools:** LinkedIn; Facebook

### **Announcements to the Press**

- ✓ CEC will issue a press release after each important project development and will send it to sector specific media and other contacts.
- ✓ Each partner will distribute the press release to the national press/ relevant contacts to raise awareness on the project and its results.

### **Dissemination of Promotional materials- printed and electronic versions**

- ✓ Networking events
- ✓ Meetings with National and EU policy-makers
- ✓ Meetings with stakeholders (target audience)
- ✓ Project and partner websites

### **Special Interest Groups of end users**

- ✓ Engage the participation of end users in the project
- ✓ Encourage end users to exploit the results of the project

### **Organisation of Project Final Conference**

- ✓ Presentation of project results
- ✓ Promotion of the European Shoemaker model

## **9. Reporting**

- ✓ Partners will report every six months to CEC the dissemination activities carried out during that period. The necessary guidelines will be provided for this purpose.
- ✓ CEC will compile all dissemination activities, publication, and products elaborated by the consortium during the project lifetime.

## **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.

The Communication Plan may be adjusted in order to reach the best project results and sustainability along the project life.

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