

D6.1 – Communication Strategy



Co-funded by
the European Union

Grant Agreement 101256183

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them."



Deliverable factsheet

Number: **101256183**

Title: **FashionKIC – Knowledge Innovation Community for Sustainable Fashion**

Lead beneficiary: Envolve Entrepreneurship

Work package: **WP6 – Strategic Communication and Ecosystem Building**

Dissemination level: **PU**

Submission date: 30/04/2026

Due date: 30/04/2026

Reviewer 1: GFA

Reviewer 2: Modalisboa

Document history

| Revision | Date | Main Modification | Author |
|----------|------------|--|------------|
| 0.1 | 27/03/2026 | Preparation of 1 st draft | Envolve |
| 0.2 | 04/04/2026 | Internal review of 1 st draft | Envolve |
| 0.3 | 07/04/2026 | Font Change | Envolve |
| 0.4 | 16/04/2026 | Review of 1 st draft – partner comments | GFA |
| 0.4 | 16/04/2026 | Review of 1 st draft – partner comments | Modalisboa |
| 1.0 | 30/04/2026 | Submission-ready version integrating partners comments | Envolve |

Disclaimer

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

The information contained in this deliverable is provided for general guidance only. While the FashionKIC Consortium has made every effort to ensure the accuracy and completeness of the content at the time of publication, no warranty is given regarding its correctness or fitness for a particular purpose. The consortium members shall not be liable for any use that may be made of the information contained herein.

Copyright Notice

© FashionKIC Consortium, 2026–2027. This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is permitted, provided the source is acknowledged.

Acknowledgement

This document is a deliverable for the FashionKIC project.

This project has received funding from the European Union under Grant Agreement 101256183.

Table of Contents

| | |
|---|----|
| D6.1 – Communication Strategy | 1 |
| Deliverable factsheet | 2 |
| Document history | 2 |
| Disclaimer | 3 |
| Executive Summary | 6 |
| 1. Rationale | 7 |
| 1.1 Purpose of the Document | 7 |
| 1.2 Connection Between Project Objectives and Communication Objectives..... | 7 |
| 1.3 Dissemination and Communication Strategy | 12 |
| 1.4 Reference Documents | 13 |
| 1.5 Definitions..... | 13 |
| 1.6 Methodology | 14 |
| 1.7 Relation to other Deliverables | 15 |
| 1.8 Internal Consortium Communication | 17 |
| 2. Stakeholder Engagement and Integration into Communication Strategy..... | 19 |
| 2.1 Approach to Stakeholder Engagement..... | 19 |
| 2.2 Stakeholder Categories..... | 19 |
| 2.3 Stakeholder Segmentation Analysis | 20 |
| 2.4 Structured Stakeholder Engagement Approach | 23 |
| 2.5 Structured Stakeholder Journey Approach | 25 |
| 2.6 Tone of Voice and Messaging Positioning | 27 |
| 2.6.1 Communication Do’s and Don’ts | 27 |
| 2.6.2 Timing of messaging activity | 28 |
| 2.7 Stakeholder Database and ongoing engagement register | 28 |
| 3. Content, Dissemination Measures and Communication Activities | 29 |
| 3.1 About Content | 29 |
| 3.2 Guidelines for External Communication Tools | 32 |
| 3.3 Dissemination Guidelines | 33 |
| 3.4 External Dissemination & Communication Tools and Channels..... | 35 |
| 3.4.1 Project Website..... | 36 |

| | |
|--|----|
| 3.4.2 Social Media Channels..... | 38 |
| 3.4.3 Media and Press Relations..... | 41 |
| 3.4.4 Events and Flagship Activities..... | 43 |
| 3.4.5 Publications and Open Access Outputs..... | 46 |
| 3.5 Monitoring, KPIs and Reporting | 48 |
| 3.5.1 Key Performance Indicators..... | 48 |
| 3.5.2 Monitoring Mechanisms..... | 49 |
| 3.5.3 Reporting and Continuous Improvement..... | 50 |
| 4. Visual Identity and Branding Framework | 50 |
| 4.1 Brand Governance and Strategic Positioning | 50 |
| 4.1.1 Brand Core | 50 |
| 4.1.2 Core Values | 51 |
| 4.1.3 Logo Usage..... | 51 |
| 4.1.4 Color Palette | 52 |
| 4.1.5 Typography | 52 |
| 4.1.6 EU Communication and Visibility Compliance | 52 |
| 4.1.7 Templates and Communication Assets..... | 53 |
| 5.Sustainability and Long-Term Impact of Communication | 53 |
| 5.1 Strategic Sustainability of Communication Efforts | 53 |
| 5.2 Sustainability of Key Outputs..... | 54 |
| 5.3 Ecosystem Continuity..... | 54 |
| 6. Risk Management and Mitigation Measures..... | 54 |
| 6.1 Communication-Related Risks | 54 |
| 6.2 Mitigation Measures..... | 55 |
| 6.3 Adaptive Management | 56 |
| 7. Conclusions..... | 56 |
| ANNEXES..... | 58 |
| Annex I – Communication and Dissemination KPI Overview | 58 |
| Annex II – Communication and Dissemination Timeline (24 Months)..... | 61 |
| Annex III – Roles and Responsibilities Matrix..... | 63 |
| Annex IV- Communication Channel Summary Matrix | 63 |
| Annex V: Priority Media Outlets by Country and Sector | 65 |

Executive Summary

D6.1 outlines the Communication, Dissemination and Outreach Strategy for FashionKIC – Knowledge Innovation Community for Sustainable Fashion, a 24-month European project funded under Grant Agreement GAP-101256183. The project aims to accelerate the green and digital transformation of the European fashion ecosystem by fostering innovation, strengthening skills development, supporting entrepreneurship, and building structured collaboration between education, industry and ecosystem actors.

Led under WP6 – Strategic Communication and Ecosystem Building, this strategy establishes a clear distinction between communication activities (raising awareness of FashionKIC’s vision, activities and results) and dissemination activities (structured transfer of project outputs, tools, methodologies and policy-relevant insights to external stakeholders). The strategy leverages a coordinated mix of channels, including the project website, social media platforms, newsletters, promotional materials, stakeholder engagement initiatives, and participation in sectoral and policy events.

Communication and dissemination efforts target key stakeholder groups across the European fashion ecosystem, including fashion SMEs and manufacturers, designers and creative professionals, start-ups and entrepreneurs, education and training providers, students, policymakers, clusters, and innovation support organizations. The strategy aims to maximize EU visibility, strengthen ecosystem activation, promote inclusiveness and sustainability, and ensure long-term uptake of project results beyond the project’s lifetime.

Monitoring and evaluation mechanisms are embedded within the strategy to ensure accountability and continuous improvement. Progress will be tracked through defined Key Performance Indicators (KPIs) measuring reach, engagement, stakeholder participation, and dissemination impact. Interim monitoring will support strategic adjustments where necessary, while final reporting will provide a comprehensive overview of communication, dissemination, and ecosystem impact achieved throughout the 24-month implementation period.

Through this structured and impact-oriented approach, FashionKIC positions communication and dissemination as core instruments for systemic change in the European fashion sector.

1. Rationale

1.1 Purpose of the Document

The purpose of this deliverable is to define the strategic framework guiding all communication, dissemination, and outreach activities of the FashionKIC project throughout its 24-month implementation period.

D6.1 serves as a structured action plan for consortium partners and as a coordination tool under WP6 Strategic Communication and Ecosystem Building. It's a monitoring reference aligned with the Grant Agreement (GAP-101256183) and at the same time a living document subject to refinement based on implementation progress and stakeholder engagement outcomes

The document clarifies the objectives, principles, target groups, channels, tools, roles and Key Performance Indicators (KPIs) governing communication and dissemination activities.

Communication and dissemination are treated as integral components of FashionKIC's impact pathway. Given that the project aims to foster systemic change within the European fashion ecosystem - including sustainability integration, digital transformation, skills development and innovation support - structured and strategic outreach is essential to ensure uptake, replication and long-term sustainability of results.

1.2 Connection Between Project Objectives and Communication Objectives

FashionKIC is designed to accelerate the green and digital transition of the European fashion sector through innovation, education–industry collaboration, and ecosystem building. Communication and dissemination activities are directly aligned with the project's five strategic objectives. The table below maps each objective to its communication purpose, key channels and activities, and the specific KPIs by which progress will be measured.

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|---|---|--|
| Build Connected Innovation Ecosystem a | <ul style="list-style-type: none"> Project website (news, partner pages, event pages) Social media (LinkedIn, | <ul style="list-style-type: none"> ≥2,500 stakeholders reached via digital channels ≥5,000 total social media followers ≥150 participants at FashionKIC Summit (E6.1) |

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|-------------------|---|--|
| | <p>Instagram, Facebook) — event activation and community content</p> <ul style="list-style-type: none"> • Newsletters to registered stakeholders • Regional node events (E2.1–E2.4) and Cross-Node Workshops (E2.5–E2.6) • FashionKIC Summit (E6.1) in Copenhagen at Global Fashion Summit • Partners' institutional channels and regional networks | <ul style="list-style-type: none"> • ≥200 SMEs registered on the platform • 20 participants per country at node events E2.1–E2.4 • 60 participants per Cross-Node Workshop (E2.5–E2.6) • 4 high-visibility industry events attended (T6.3) |

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|--|--|--|
| <p>Accelerate Sustainable Practices</p> | <ul style="list-style-type: none"> • Website content hub (case studies, pilot results, digital product passport stories) • Press releases and structured media campaigns aligned to project milestones • Social media campaigns highlighting sustainability innovations • #SustainableThreads public campaign • Fashion Futures podcast featuring sustainability practitioners and consortium experts • Outreach to lifestyle and business journalists via partners networks, especially GFA | <ul style="list-style-type: none"> • ≥50 media mentions across relevant outlets • ≥5 structured media campaigns implemented • ≥10,000 unique website visitors over 24 months • ≥20 media articles published • ≥5,000 social media impressions per month |

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|--|--|---|
| <p>Boost Digital Transformation and Innovation Capacity</p> | <ul style="list-style-type: none"> • Platform launch campaign at M10 (website, social media, targeted email to SMEs) • AI tools release announcement at M14 (demo videos, explainer content) • Digital product passport pilot stories from Portugal and Greece • Open call campaign for accelerator (T4.2, M12) • Demo Day and investor showcase (E4.1) media coverage • Venture storytelling series throughout acceleration programme | <ul style="list-style-type: none"> • ≥200 SMEs and designers reached via platform and digital channels • ≥50 SMEs participating in active pilots • 20 ventures accelerated and publicly showcased • 2 investor events organised • 70% of ventures report increased investment interest (post-programme survey) • ≥50 attendees at Demo Day (E4.1) |

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|---|---|---|
| <p>Develop Skills and Talent for the Twin Transition</p> | <ul style="list-style-type: none"> • Website training pages and learning module landing pages • Email campaigns and newsletters targeting educators and learners • Social media promotion via ELISAVA academic networks and partner channels • Multilingual content in GR, PT, ES, RO, EN via partner Communication Liaisons • Curriculum showcase content from train-the-trainer pilots • Student and educator testimonials from Living Lab activities | <ul style="list-style-type: none"> • ≥100 designers trained • 30 designers participating in collaborative pilots • 20+ designers featured in online showcases • ≥40 trainers certified via train-the-trainer programme • ≥60 learners completing pilot curriculum tests • 5 online learning modules published on platform |

| Project Objective | Communication Channels and Activities | Directly Connected KPIs |
|---|---|--|
| Influence Policy and Drive Systemic Change | <ul style="list-style-type: none"> • Policy briefs distributed to EU and regional authorities (D5.3) • Stakeholder Forums (E6.2, E6.3) — structured digital dialogue • Policy Dialogue event (E5.1) • Targeted outreach via RIS3 platforms, EU policy events, and Creative Europe Desks • FashionKIC Summit high-level policy session • Evidence-based content from pilot results and node activities | <ul style="list-style-type: none"> • Policy recommendations disseminated to ≥ 10 authorities • ≥ 3 policy briefs published and disseminated • Engagement with authorities from ≥ 5 countries • ≥ 80 participants per Stakeholder Forum (2 total: E6.2, E6.3) • ≥ 20 attendees at Policy Dialogue event (E5.1) |

By aligning communication and dissemination with project objectives, FashionKIC strengthens its European added value and maximizes impact beyond the duration of EU funding.

1.3 Dissemination and Communication Strategy

The goal of the Dissemination and Communication Strategy is to reach the widest possible audience of individuals and stakeholders relevant to the European fashion ecosystem. The strategy aims, first, to raise awareness about the existence, objectives and activities of the FashionKIC project (communication component) and, second, to disseminate the project results to external actors who may benefit from using them or integrating them into their practices (dissemination component).

The strategy is fully compliant with the FashionKIC Grant Agreement and with the obligations concerning confidentiality, open access and visibility of EU funding. Based on these principles, the strategy will be developed according to the following guidelines:

1. All communication and dissemination actions must be tailored to the different categories of stakeholders addressed by the project, to adapt messages, formats and channels to each audience, recognising that the language used for students or the general public differs from that used for policymakers, industry representatives or the research community.
2. The most appropriate communication and dissemination channels will be selected and implemented. In the subsequent sections of this document, a clear distinction between communication and dissemination is provided, together with the specific channels associated with each activity.
3. For each channel, the most effective implementation path must be designed, considering the rapid evolution of web-based tools and social media, and their interaction with the project website.
4. All channels and activities will be monitored through a dedicated set of KPIs, allowing partners to assess the level of achievement of objectives and to take corrective actions whenever necessary.
5. Finally, all communication and dissemination activities must be properly documented and reported to ensure transparency, accountability and continuity of actions throughout the project lifecycle.

This strategy builds upon previous experience of the consortium in European projects and has been refined to maximize the visibility, uptake and long-term impact of the FashionKIC results.

1.4 Reference Documents

This Communication, Dissemination and Outreach Strategy is developed in alignment with:

- The FashionKIC Grant Agreement (GAP-101256183).
- Description of Action (Part B).
- The objectives and work plan defined under WP6 – Strategic Communication and Ecosystem Building.
- EU guidelines on communication and visibility requirements.

1.5 Definitions

To ensure a common understanding across all consortium partners and external stakeholders, the following key terms are defined as used within this Communication, Dissemination and Outreach Strategy. These definitions clarify the scope, purpose and operational distinction of core concepts guiding FashionKIC’s outreach activities.

| Term | Definition |
|------|------------|
|------|------------|

| | |
|--------------------------|--|
| Communication | The strategically planned and continuous process of promoting the project, its objectives, activities and interim results throughout its lifecycle, with the aim of raising awareness, increasing visibility and fostering stakeholder engagement. |
| Dissemination | The structured and targeted public disclosure of project results to relevant external stakeholders who may adopt, replicate, integrate or scale them. |
| Outreach | Proactive engagement activities aimed at connecting with specific stakeholder groups, networks or communities to expand ecosystem participation and inclusiveness. |
| Primary Results | Cross-cutting outputs and knowledge generated through project activities that are relevant to multiple stakeholder groups within the fashion ecosystem. |
| Secondary Results | Targeted outputs tailored to specific stakeholder categories, such as SMEs, educators, policymakers or start-ups. |

1.6 Methodology

The Communication, Dissemination and Outreach Strategy of FashionKIC is led by Global Fashion Agenda, with the support of Envolve, and is developed through a collaborative and co-creative process involving all consortium partners. The strategy is based on continuous consultation, structured exchanges and coordinated planning across work packages, ensuring that communication activities remain aligned with project implementation and evolving stakeholder needs.

This document serves as a guiding framework for all partners, establishing a coherent and coordinated approach to maximizing the visibility, uptake and long-term impact of FashionKIC results. It ensures that communication and dissemination actions are strategically embedded within the project's overall impact pathway and contribute directly to ecosystem activation.

The strategy has been designed in line with the principles and requirements of the provisions of the Creative Europe Program, with particular attention to visibility of EU funding, accessibility of results and engagement of relevant stakeholder communities in the European fashion ecosystem. Communication activities follow the European Commission's guidance on communicating and raising EU visibility, including the correct use of the EU emblem and funding acknowledgement statements, as outlined in the official communication guidelines: https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en.

The methodological approach explicitly considers the diversity of the European fashion ecosystem addressed by FashionKIC, including fashion SMEs and manufacturers, designers and creative professionals, start-ups and entrepreneurs, education and training providers, innovation clusters, policymakers and sustainability actors. Given the project's objective to accelerate the green and digital transition of the fashion sector,

effective communication and structured stakeholder engagement are essential to ensure broad awareness, active participation and long-term adoption of project results.

GFA, as leader of WP6, coordinates the implementation of all communication and dissemination activities, ensuring consistency of messaging and alignment with project objectives, with the support of Envolve. Nonetheless, all partners are actively involved and share responsibility for outreach to their respective target groups and its geographical and sectoral networks, ensuring that project results reach relevant target groups across European regions. Communication and dissemination activities are discussed regularly through project meetings, digital collaboration platforms and internal coordination mechanisms, enabling continuous information exchange and joint planning.

Partners commit to disseminating FashionKIC results in a timely and responsible manner, once they become public and suitable for external communication, and to providing regular feedback to the WP6 leader to support monitoring, evaluation and progressive refinement of the strategy throughout the 24-month project lifecycle.

Through this collaborative and adaptive methodological approach, FashionKIC ensures that communication and dissemination are fully integrated into project implementation and contribute to sustainable impact beyond the duration of EU funding.

Multilingual Communication Strategy

Given that FashionKIC operates across five European countries — Greece, Portugal, Spain, Romania and Denmark— all with distinct fashion ecosystems and stakeholder audiences, effective communication requires targeted multilingual delivery. Each consortium partner appoints a designated Communication Liaison who is responsible for adapting and distributing key project communications in their national language and regional context. This includes translation of major announcements, event invitations, and milestone content.

Priority languages for project communication are English (project-wide). Where deemed necessary by each partner, local language can be used (Portuguese (MODALISBOA), Greek (Envolve, RDFCM), Spanish (ELISAVA), Romanian (Reginnova NE), and Danish (GFA). Consequently, if necessary, communication materials will be prepared in other relevant languages: e.g. the accelerator open call (T4.2), the FashionKIC Summit invitation (E6.1), policy brief summaries (D5.3), and the node event announcements (E2.1–E2.4). WP6, led by Global Fashion Agenda, maintains a central editorial calendar that coordinates multilingual content planning, ensuring consistency of messaging while enabling local relevance.

1.7 Relation to other Deliverables

D6.1 does not exist in isolation. This Communication Strategy is the operational framework through which the outputs of all other work packages are made visible and accessible to external audiences. The table below identifies the key interdependencies between D6.1 and other FashionKIC deliverables and milestones, clarifying how

communication activities are triggered, informed, or conditioned by project outputs across WP1 through WP5.

| Deliverable milestone / | Work Package | Relation to D6.1 and communication strategy |
|---|-------------------------|---|
| D1.2 — Platform MVP | WP1 (INFOLYSIS) | Platform launch is the single most important communication moment in the first half of the project (M10). D6.1 plans a coordinated multi-channel campaign around this milestone. Platform performance data from D1.2 also feeds website visitor KPIs in Annex I. |
| D1.3 — AI Modules | WP1 (INFOLYSIS) | Release of AI sustainability tools at M14 triggers a dedicated communication campaign targeting SMEs and startups. Explainer content, demo videos, and platform tutorial material are produced under T6.2 in coordination with WP1. |
| D2.1, D2.2 — Node Setup and Stakeholder Mapping | WP2 (all node partners) | The stakeholder register developed under WP2 directly informs the communication targeting strategy and stakeholder segmentation matrix in Section 2.3. Node event communications (E2.1–E2.4) are coordinated between WP2 node leads and WP6. |
| D3.1, D3.3 — Learning Modules and Train-the-Trainer Materials | WP3 (ELISAVA) | Educational outputs are promoted via the website, social media and partner academic channels as they are published. CC BY-SA 4.0 licensing (Section 3.4.5) applies to these outputs. Content from the train-the-trainer programme feeds the skills-focused communication stream in Section 3.1. |
| D4.2 — Accelerator Methodology and Impact Report | WP4 (Envolve) | The accelerator generates a continuous stream of communication content from M12 (open call) through M22 (Demo Day). D4.2 is a key dissemination output for ecosystem actors and innovation intermediaries, promoted via media and sector events. |
| D5.3 — Policy Briefs and Recommendations | WP5 (RDFCM) | Policy briefs are the primary output of the policy dissemination stream (Section 3.1, Stream 5). Their publication timeline determines the timing of media campaign 5 and the targeted authority |

| Deliverable milestone / | Work Package | Relation to D6.1 and communication strategy |
|---|--------------|--|
| | | outreach tracked in Annex I. Dissemination to 10+ authorities is a direct KPI. |
| D6.2 — Digital Communication Mid-Term Report | WP6 (GFA) | D6.2 at M12 documents performance against the KPI framework defined in this deliverable (Annex I). D6.1 is therefore the baseline against which D6.2 is measured. The mid-term review process in Section 3.5.3 prepares the data for D6.2. |
| D6.3 — Final Event Report | WP6 (GFA) | D6.3 documents the FashionKIC Summit (E6.1). Summit communication activities planned in Section 3.1 (Stream 6) and the Annex II timeline (M22) feed directly into the content of D6.3. |
| MS16 — Communication Strategy and Brand Identity Approved | WP6 (GFA) | MS16 is the approval milestone for D6.1. Verification is through this strategy document and the Brand Guidelines. Both must be in place before the Digital Communication Ecosystem (MS17) is considered established. |

1.8 Internal Consortium Communication

Effective external communication depends on structured internal coordination. This section defines the tools, processes, roles, and contribution expectations that govern communication activity within the FashionKIC consortium.

Coordination Structure

Communication coordination within the consortium is structured around three layers. The WP6 leadership layer — Global Fashion Agenda (WP6 lead) and Envolve (T6.2 lead)— sets the editorial calendar, manages central channels, coordinates media activities, and monitors KPIs. The Communication Liaison layer comprises one designated individual per partner organisation, responsible for feeding content to WP6, distributing approved communications through national channels, and providing monthly reporting on local activities. The wider consortium layer — all project partners — contributes content inputs, amplifies central communications through their own channels, and alerts WP6 to relevant dissemination opportunities.

Coordination Tools

| Tool | Use |
|--|---|
| MS Teams chat & Mailing list — #wp6-communications channel | Real-time coordination between WP6 lead, Envolve, and Communication Liaisons. Used for content approvals, editorial calendar updates, urgent communications, and sharing of media opportunities. |
| MS Sharepoint — WP6 Content Library | Repository for all communication assets: approved templates, brand files, press releases, content briefs, social media visuals, translated materials, event photos. All partners have view & read access. |
| Monthly WP6 Coordination Call | 30-minute call, first week of each month, between WP6 lead (GFA), Envolve, and all Communication Liaisons. Agenda: editorial calendar review for the coming month, partner content submissions, upcoming events, performance data review, any issues or opportunities. |
| Communication Toolkit | Provided by WP6 to all partners at project start and updated at key milestones. Contains: ready-to-use social media copy (in English), approved visual templates, hashtag guidance, EU acknowledgement language, and factsheets on key project activities. |
| Content Submission Template | Standard form used by partners to submit content ideas or inputs to WP6. Fields: content type, proposed channel, draft text, supporting assets (images, quotes), suggested timing, relevant milestone or deliverable, language. Submission deadline: 7 working days before desired publication. |

Communication Liaison Responsibilities

Each partner appoints a Communication Liaison by M1 and notifies WP6 Leader and the Coordinator. Liaison responsibilities include: attending the monthly WP6 coordination call (separately or as part of the monthly consortium call) ; submitting approximately one piece of content per month to WP6, shared via email with Envolve; distributing approved communications through institutional channels within a reasonable timeframe of WP6 publication; translating key milestone announcements into the national language if need it for regional dissemination; monitoring local media coverage of FashionKIC and forwarding to WP6; and reporting monthly on local communication activities via the excel monitoring tool to WP6 by the last working day of each month.

Partner Monthly Reporting

Monthly communication reports from Communication Liaisons feed directly into the KPI monitoring process (Section 3.5.2) and contribute to the data consolidated in D6.2 (mid-term report). Reports should record: channel used, content type, date, approximate reach or engagement (where measurable), and any media coverage achieved. WP6 consolidates these reports into a shared tracking document reviewed quarterly at project coordination meetings

2. Stakeholder Engagement and Integration into Communication Strategy

2.1 Approach to Stakeholder Engagement

Stakeholder engagement constitutes a central pillar of the FashionKIC impact strategy. As the project aims to accelerate systemic transformation within the European fashion sector - particularly in relation to sustainability, circularity, digital innovation and skills development - structured interaction with ecosystem actors is essential to ensure adoption, replication and long-term sustainability of results.

FashionKIC operates within a complex and multi-layered ecosystem where industry actors, education providers, entrepreneurs, policymakers and innovation intermediaries interact across local, national and European levels. Communication and dissemination activities are therefore designed not as one-directional information flows, but as mechanisms to activate, connect and strengthen this ecosystem.

Stakeholder engagement in FashionKIC is guided by three core principles:

Relevance: Engagement efforts are tailored to stakeholder roles and needs.

Participation: Communication mechanisms promote interaction and co-creation rather than passive reception.

Impact Orientation: Dissemination targets actors capable of integrating project outputs into practice, policy or education.

2.2 Stakeholder Categories

FashionKIC is designed to engage a diverse range of stakeholder groups across the European fashion ecosystem, reflecting the project's objective to build a connected and collaborative innovation community.

Fashion SMEs & Start Ups

Enterprises active in design, production, distribution and retail. These actors are central to the adoption of sustainable and digital practices promoted within the project.

1. Designers and Creative Professionals

Independent designers, creative entrepreneurs and innovation-driven actors who play a key role in shaping sustainable and circular fashion models.

2. Educators and Academic Institutions

Universities, vocational education institutions, lifelong learning organizations and sector-specific training providers contributing to skills development and capacity building.

Ecosystem Actors (clusters, networks, NGOs)

3. Innovation Ecosystem Actors

Clusters, incubators, accelerators, research centers, NGOs and sustainability networks supporting collaboration and scaling of innovation.

4. Policymakers and Public Authorities

Regional, national and European decision-makers involved in industrial policy, sustainability frameworks, innovation strategies and skills agendas.

5. Manufacturers / Production Units

key actors in implementing sustainable and digital solutions at the production level.

2.3 Stakeholder Segmentation Analysis

During the initial phase of the project (M1–M3), FashionKIC implemented a structured and collaborative stakeholder mapping process across all partner regions. This task was carried out jointly by the consortium, with each partner contributing through their regional networks, expertise, and sectoral knowledge.

The mapping aimed to identify and engage key actors within the European fashion ecosystem that can support the project's communication, dissemination, and ecosystem-building objectives from the outset. Each partner was responsible for mobilising its local and international networks, ensuring a balanced and representative coverage of stakeholders across geographical areas and value chain segments.

As a result, the mapping includes stakeholders from the entire fashion value chain, namely fashion SMEs and start-ups, designers and creative professionals, educators and academic institutions, innovation ecosystem actors (clusters, networks, NGOs), manufacturers and production units, as well as policymakers and public authorities. These stakeholders operate at regional, national, European, and international levels, ensuring both strong local anchoring and broad European outreach. These actors operate at regional, national, European, and international levels, ensuring both strong local engagement and wide European visibility.

In total, more than 60 organizations have been identified as priority stakeholders across the consortium. Contributions from partners enabled the inclusion of a diverse range of entities, such as fashion brands, manufacturing companies, research and innovation centres, universities, fashion week organisations, industry associations, sustainability initiatives, and public authorities.

To ensure a strategic and targeted engagement approach, the stakeholder analysis was based on a common assessment framework applied by all partners. This framework evaluated stakeholders across three key dimensions:

- **Influence** within the fashion ecosystem
- **Interest** in sustainable and digital fashion innovation
- **Strength** of existing relationships with consortium partners

This coordinated methodology allowed the consortium to prioritize stakeholder engagement, leverage existing networks, and establish new strategic connections that support the long-term sustainability of the FashionKIC community.

Key stakeholders will be actively engaged through a wide range of targeted communication and dissemination mechanisms throughout the project lifecycle. These include, but are not limited to:

- Invitation to and participation in FashionKIC regional node events, co-creation sessions, and ecosystem workshops;
- Engagement in roundtables and policy dialogue sessions at regional, national, and European level;
- Co-hosted training sessions, masterclasses, and educational activities;
- Contribution to case studies, interviews, and best-practice storytelling initiatives;
- Participation in innovation pilots and acceleration programme activities;
- Amplification of project results through stakeholders’ own networks, channels, and sector-specific events;
Dissemination via digital channels, including social media, newsletters, and ecosystem platforms.

Through this structured and multi-channel engagement approach, FashionKIC ensures that communication activities are stakeholder-driven, with clearly defined target audiences and tailored messaging. The matrix below links each key target group with their needs and interests, core messages, preferred channels, and suitable content formats, ensuring that communication is strategically tailored rather than one-size-fits-all.

| Stakeholder Category | Key Message from FashionKIC | Role in Communication | Preferred Channels | Main Content Format |
|-------------------------------------|---|--|---|---|
| Fashion SMEs & Start ups | Focus: Practical value and competitiveness “Discover tools and practices to integrate sustainability | Case studies, innovation pilots, accelerator participation, testimonials | Website, LinkedIn, Newsletter, Workshops, Partners Networks, Media & press coverage | Case Studies, How-to-guides, testimonials, short videos |

| | | | | |
|--|---|---|---|--|
| | into your operations.” | | | |
| Designers & Creative Professionals | <p>Focus: Opportunity, experimentation and growth</p> <p>“Explore new pathways for sustainable design.”</p> | <p>Storytelling, design showcases, participation in pilots & events</p> | <p>Instagram, Facebook, Website, Events & exhibitions, Partners Network, Media & press coverage</p> | <p>Short Videos, Interviews, Showcases</p> |
| Educators & Academic Institutions | <p>Focus: Curriculum innovation and collaboration</p> <p>“Enhancing education–industry collaboration in sustainable fashion.”</p> | <p>Training dissemination, student engagement, skills development, curriculum integration</p> | <p>Website, Newsletter, LinkedIn, Seminars</p> | <p>Educational Materials, Reports & Frameworks, Webinars, Presentations , Research Outputs</p> |
| Ecosystem Actors (clusters, networks, NGOs) | <p>Focus: Collaboration, amplification and ecosystem growth</p> <p>“Join forces to build a stronger, more connected European fashion innovation ecosystem.”</p> | <p>Network amplification, community building, dissemination support, knowledge sharing</p> | <p>LinkedIn, Newsletter, Partners Network, Events, Website, Media & press coverage</p> | <p>Reports & Insights, Reports, Interviews, Short Videos</p> |

| | | | | |
|--|--|--|--|---|
| <p>Policy Makers & Public Authorities</p> | <p>Focus: Evidence, impact and policy alignment</p> <p>“Contributing to the European green and digital transition of the fashion sector.”</p> | <p>Policy dialogue, regulatory alignment, ecosystem support, uptake of recommendations</p> | <p>Direct email outreach, LinkedIn, Policy events & roundtables, Website, Media & press coverage</p> | <p>Policy briefs, Reports, Events Presentations</p> |
| <p>Manufacturers / Production Units</p> | <p>Focus: Operational efficiency and sustainable production</p> <p>“Adopt innovative and sustainable manufacturing practices to remain competitive.”</p> | <p>Industry pilots, testing of solutions</p> | <p>LinkedIn, Newsletter, Website, Industry Events</p> | <p>Case Studies, Guidelines, Workshops, Videos</p> |

This matrix ensures that:

- ⇒ Communication is needs-driven and audience-specific
- ⇒ Messages are adapted in tone, depth, and format depending on the stakeholder group
- ⇒ Channels are used strategically rather than uniformly
- ⇒ Content planning remains aligned with both the Content Pillars and the project’s impact objectives

All partners should refer to this matrix when planning communication and dissemination actions, ensuring that FashionKIC maintains a clear, relevant, and differentiated voice across stakeholder communities

2.4 Structured Stakeholder Engagement Approach

FashionKIC adopts a stakeholder engagement model to ensure that different actors across the fashion ecosystem are involved at appropriate levels throughout the project lifecycle. Rather than treating engagement as a single activity, the project distinguishes between varying degrees of participation - from initial awareness and information sharing to active engagement, co-creation, and long-term ownership of results.

This structured approach enhances the relevance of project activities, supports the uptake of sustainable and digital innovations, and ensures that FashionKIC evolves in continuous dialogue with its ecosystem, fostering a dynamic and collaborative European fashion community.

| Engagement Level | Purpose | Stakeholder | Main Content Format |
|--------------------|---|---|--|
| INFORM | Provide stakeholders with accessible information about the project, its progress and results. | All stakeholders groups | Project Website updates, social media, newsletters, explanatory videos, press releases, infographics |
| CONSULT | Gather Feedback, Insights and needs from stakeholders to ensure relevance | SMEs, Start-ups, Designers, Manufacturers, Educations, Ecosystem Actors | Surveys, feedback forms after workshops, interviews, event discussions |
| COLLABORATE | Actively involve stakeholders in events, workshops, accelerators, nodes, and | SMEs, Start-ups, designers, manufacturers, educators, ecosystem actors | Co-design educational materials, interviews, pilot testing, testing of tools and materials. |
| EMPOWER | Enable stakeholders to apply project results beyond the consortium | SMEs, Manufacturers, Start-ups, policymakers, educators | Policy recommendations, toolkits, case studies, open-access resources, frameworks, reports |

Inform-level engagement ensures broad visibility and awareness of FashionKIC activities and opportunities. This is particularly important for attracting learners, professionals, and new stakeholders to the ecosystem.

Consult-level engagement guarantees that FashionKIC remains responsive to real needs. Input from industry, educators, and learners directly influences the development of curricula, learning formats, and skills intelligence outputs.

Collaborate-level engagement represents the core operational model of FashionKIC. Industry partners, HEIs, and VET providers are not passive recipients but co-creators of learning pathways, innovation challenges, and training methodologies.

Empower-level engagement supports sustainability and long-term impact. By enabling institutions, companies, and policymakers to adopt and scale FashionKIC outputs, the project extends its influence beyond its formal duration

2.5 Structured Stakeholder Journey Approach

To complement the structured engagement levels, FashionKIC adopts a Stakeholder Journey Model that illustrates how different actors across the fashion ecosystem can progressively deepen their involvement in the project - moving from initial awareness to active participation, co-creation, and long-term ownership and adoption of results.

This journey-based approach ensures that engagement is not treated as a one-off activity, but as a continuous, developmental, and impact-oriented process. By guiding stakeholders along this pathway, FashionKIC strengthens relevance, increases the uptake of sustainable and digital solutions, and fosters a resilient and collaborative European fashion ecosystem.

| Journey Stage | Stakeholder Experience | FashionKIC objective | Example of Touchpoint & Activities |
|---------------|---|--|---|
| Aware | The stakeholder becomes aware of FashionKIC and its mission | Increase awareness and visibility of FashionKIC and its objectives across Europe | Social media campaigns, website updates, press releases, media coverage, partner dissemination through their channels |

| | | | |
|------------------------|--|--|---|
| Interested | The stakeholder explores how FashionKIC is relevant to their needs | Facilitate understanding of project value and relevance, and initiate engagement | Website, newsletters, targeted email, informational webinars, landing pages for nodes/accelerator, content such as case studies and project overviews |
| Engaged | The stakeholder interacts with the project and provides input | Facilitate cross-border knowledge exchange and gather insights to shape project activities | Surveys, feedback forms, participation in workshops, webinars, roundtables, consultations during events, discussions with partners |
| Involved | The stakeholder actively contributes to project activities | Support innovation development, co-creation, and ecosystem building | Node events participations, accelerator programme, co-design workshops, pilot testing, training, tools & content |
| Advocate | The stakeholder promotes FashionKIC and its results within their networks | Amplify project and strengthen ecosystem reach through stakeholder networks | Sharing social media content, testimonials, speaking at events, co-hosting workshops & training |
| Owner Adopter / | The stakeholder adopts, applies, or scales FashionKIC outputs beyond the project | Support innovation uptake, long-term impact, and policy integration | Adoption of tools & practices, implementation of digital solutions, usage of materials, dissemination of policy recommendations |

Different stakeholders may enter the journey at different stages depending on their role (e.g. industry may start at Involved, while students may start at Aware), but the model provides a shared framework for designing targeted engagement actions across the project lifecycle.

2.6 Tone of Voice and Messaging Positioning

Effective communication within FashionKIC requires a consistent, recognizable, and strategically defined tone of voice. Given the diversity of stakeholders across the European fashion ecosystem, messaging must balance institutional credibility with accessibility and practical relevance.

FashionKIC adopts a tone of voice that is:

- **Professional and credible**
- **Accessible and inclusive**
- **Impact-oriented and forward-looking**
- **Collaborative and ecosystem-driven**

The tone reflects FashionKIC's positioning as a European initiative supporting sustainable and digital transformation in the fashion sector, while remaining approachable to SMEs, designers, learners and emerging innovators.

2.6.1 Communication Do's and Don'ts

To ensure consistency and credibility, partners are encouraged to follow these guidelines:

Do:

- Use clear, evidence-based language.
- Emphasize European collaboration and added value.
- Highlight practical outcomes and benefits.
- Acknowledge EU funding appropriately.

Avoid:

- Overly promotional or commercial language.
- Unsubstantiated claims about impact.
- Excessive technical jargon without explanation.
- Inconsistent terminology across channels.

Example 1 – Instagram Reel (SMEs Focus)

Visual:

Quick cuts: small fashion brand, fabric selection, laptop with design software, production moments

Text / Voice-over: “Running a fashion brand today means more than creating collections. It means working sustainably, using digital tools and staying competitive. FashionKIC supports SMEs across Europe to make that transition, with practical tools and real support.”

#FashionKIC #SustainableFashion #FashionSMEs #DigitalFashion

Why this works:

- Clear, relatable message
- Short and easy to follow
- Focus on practical value

Example 2 – Short Video (Designers & Ecosystem Focus)

Format: 60–90 sec video

Concept: “The future of fashion”

Narration / On-screen text: “Fashion is changing. Designers rethink materials. Businesses rethink production. The industry moves toward sustainability and digitalization. FashionKIC brings these actors together to build new solutions for the future of fashion in Europe.”

Why this works:

- Strong, simple narrative
- Easy to understand
- Connects creativity with impact

2.6.2 Timing of messaging activity

FashionKIC will seek to perform messaging especially supporting the goals of the project. That means messaging can be/will be undertaken when certain events occur, like:

- ⇒ milestone accomplishment
- ⇒ public project deliverable or dissemination item publishment
- ⇒ advertisement of communication or dissemination activity undertaken by FashionKIC (e.g. presentation at a conference or workshop).
- ⇒ noteworthy news/results communication.
- ⇒ Sharing of any initiatives that the project may participate in.

2.7 Stakeholder Database and ongoing engagement register

The stakeholder mapping conducted during M1–M3 produced an initial register of over 60 priority organisations across the FashionKIC ecosystem. This register is not a static

document — it is a living coordination tool maintained by WP6 throughout the 24-month implementation period.

The stakeholder database records, for each organisation: category and sub-type; country and region; current engagement level (using the journey model in Section 2.5); the primary consortium contact responsible for the relationship; preferred communication channels; and relevant notes on engagement history and planned activities. The database is held in the shared WP6 Google Drive and is accessible to all Communication Liaisons.

The register is updated at the following intervals: after each node event and cross-node workshop (new contacts and engagement level upgrades recorded); after each Stakeholder Forum; after each media campaign (new journalists and media contacts added to the media contact sub-register); and quarterly as part of the monitoring review process. WP6 is responsible for consolidating updates from Communication Liaisons into the central register.

The stakeholder database informs: targeting of newsletter distribution and event invitations; selection of organisations for policy brief dissemination (ensuring coverage of the 10+ authorities and 5 countries committed in PartB); identification of potential speakers for the FashionKIC Summit and Stakeholder Forums; and reporting on stakeholder reach KPIs in Annex I and in D6.2.

3. Content, Dissemination Measures and Communication Activities

3.1 About Content

Communication and dissemination content in FashionKIC is not a parallel activity — it is built directly from the project's work plan, deliverables, milestones, and the distinctive assets that each consortium partner brings to the project. Content development is coordinated under T6.2 (Envolve) with WP6 led by Global Fashion Agenda, and is planned in advance through a central editorial calendar that aligns publishing moments with project events and output releases.

The following seven content streams structure FashionKIC's communication and dissemination output over the 24-month project lifecycle.

Stream 1: Platform and Digital Innovation

The launch of the FashionKIC platform at M10 (D1.2) and the release of the AI sustainability tools at M14 (D1.3) are among the project's most newsworthy moments. Content around these milestones will be explicitly designed for impact: pre-launch teaser content on LinkedIn and Instagram from M8, a coordinated platform launch

announcement across all channels at M10, demo videos and explainer content for SMEs on the platform's AI tools, and case study.

Key communication moments: M8 (pre-launch content), M10 (platform launch), M14 (AI tools release), M16–M22 (ongoing pilot stories).

Stream 2: Regional Innovation and Node Events

Four regional node events (E2.1–E2.4) in Greece, Portugal, Spain and Romania, and two cross-node workshops (E2.5–E2.6) generate both local engagement and pan-European narrative content. Each node event has a dedicated communication arc: pre-event promotion (open call, venue, speakers), live coverage (social media, photography, short videos), and post-event dissemination (blog post, partner channel amplification). WP2 nodes leaders provide the content input (information, dates, description, agenda etc. (based on the timeline and WP6 delivers the necessary content for social media, newsletter, website use and publish them to project channels. Partners distribute them to their channels of influence according to the needs of the relevant task. The circular design micro-factory in Romania and the sustainability pilot activities across nodes provide project-specific stories with tangible visual content. Node focal points coordinate with WP6 to ensure content is delivered in national languages as well as English.

Key communication moments: M4–M8 (node event promotions and coverage), M9–M14 (cross-node workshop content).

Stream 3: Skills, Education and Training

ELISAVA leads WP3 and brings established academic communication channels including design school networks, alumni platforms, and connections across European fashion education institutions. Content in this stream focuses on the launch of the five online learning modules, the train-the-trainer certification programme (targeting 40 educators). Content formats include educator profiles, student testimonials, module launch announcements, and short videos from training sessions. This stream targets educators, academic institutions, and VET providers specifically.

Key communication moments: M8–M10 (module launches), M12–M18 (train-the-trainer certifications).

Stream 4: Acceleration and Entrepreneurship

The FashionKIC accelerator is one of the most content-rich elements of the project. It generates a sustained, episodic communication opportunity over six months: the open call campaign at M12 (targeting sustainable fashion start-ups across all partner countries), announcement of the 20 selected ventures, regular venture profile content during the acceleration period (M16–M22), build-up to Demo Day (E4.1) with investor-facing messaging, and post-Demo Day coverage of outcomes. GFA's investor and industry network is a critical asset here — its global reach into the fashion investment community

gives Demo Day content unusually high potential for pick-up. Content formats include venture spotlight articles, short interview videos, investor-facing briefings, and accelerator methodology explainers.

Key communication moments: M12 (open call launch), M14 (venture selection announcement), M16–M22 (acceleration content), M22 (Demo Day coverage).

Stream 5: Policy and Systemic Change

Policy-oriented content positions FashionKIC as an evidence base for European fashion policy. RDFCM, as a public development authority, and GFA, with its direct access to EU and international policy forums, anchor this stream. Content includes the publication and targeted dissemination of three policy briefs (D5.3), communications around the two Stakeholder Forums (E6.2, E6.3), and the Policy Dialogue event (E5.1). Formats are predominantly written - policy brief summaries, op-eds, event reports - and are distributed through direct institutional channels, RIS3 platforms, Creative Europe Desks, and Smart Specialisation Platform members rather than general social media.

Key communication moments: M15 (Stakeholder Forum E6.2), M20 (Stakeholder Forum E6.3), M24 (policy brief final dissemination, D5.3).

Stream 6: Flagship Visibility and Campaigns

Three flagship communication activities concentrate the project's highest-visibility moments:

- #SustainableThreads Campaign: A public-facing social media and storytelling campaign running throughout the project duration, curating sustainability innovation stories from across the FashionKIC ecosystem — partner organisations, supported ventures, trained educators and participating SMEs. The campaign is designed to build a living archive of European fashion innovation and to position FashionKIC as a credible voice on sustainable fashion transformation. The campaign hashtag is used consistently across all partner channels.
- FashionKIC Summit (E6.1): The Summit takes place in Copenhagen in the context of the Annual Global Fashion Summit, organised by GFA — a strategic positioning that gives FashionKIC direct access to GFA's global audience of fashion sustainability leaders, investors, and policymakers. Communication activities include a dedicated pre-Summit press kit, targeted media outreach via GFA's established journalist relationships, live social media coverage, and a post-Summit report published on the website. A minimum of 150 participants is targeted.

Key communication moments: Campaign active throughout M1–M24; podcast episodes from M6 onwards; Summit at M22.

Stream 7: Partner Ecosystem and Cross-Promotion

Each consortium partner has distinct institutional communication assets — MODALISBOA's connection to Lisbon Fashion Week LAB (an established platform with

media coverage and fashion industry reach), ELISAVA's design press and academic networks, Reginnova NE's textile sector industry channels in Romania, and Envolve's startup and CCI networks in Greece and Cyprus. Content planning under WP6 explicitly maps project milestones to partner communication windows: for example, the accelerator open call aligns with Envolve's startup network outreach and MODALISBOA's Fashion Week programme. Partner amplification of central WP6 content is tracked and reported as part of the monitoring framework.

All content produced under this strategy must acknowledge EU funding, follow the FashionKIC brand guidelines, and be approved through the internal review process defined in Section 3.3 before external publication.

3.2 Guidelines for External Communication Tools

External communication tools play a central role in ensuring the visibility, engagement and uptake of FashionKIC activities and results across the European fashion ecosystem. All communication channels will be used in a coordinated and strategic manner, in full alignment with the provisions of the Grant Agreement (no:101256183) and the European Commission's communication and visibility requirements for EU-funded projects under the Creative Europe Programme.

The objective of external communication is to effectively reach and engage the diverse stakeholder groups identified in Section 2, including fashion SMEs and manufacturers, designers and creative professionals, start-ups and entrepreneurs, education and training providers, students, innovation ecosystem actors, policymakers and the wider public. Communication formats, language and channels will be adapted according to the characteristics and needs of each stakeholder category.

All external communication materials will:

- Clearly acknowledge EU funding and display the EU emblem in accordance with official visibility guidelines;
- Follow the agreed FashionKIC visual identity and branding framework;
- Reflect the messaging pillars and tone of voice defined in Section 2.6;
- Ensure clarity, accessibility and inclusiveness;
- Respect confidentiality and data protection obligations where applicable.

Communication activities are coordinated under WP6: Strategic Communication and Ecosystem Building, led by GFA with the support of Envolve Entrepreneurship, with clearly defined responsibilities across partners. Each partner is expected to contribute by:

- Providing content inputs (e.g. event updates, milestones, success stories, photos, quotes) aligned with project activities such as Nodes, Accelerator, and local events.

- Disseminating project outputs through their institutional channels (social media, newsletters, websites) following WP6 guidelines and timelines
- Engaging their local ecosystems (startups, SMEs, academia, policymakers) to support participation in FashionKIC initiatives
- WP6 will provide a structured communication plan, templates, and dissemination toolkits to ensure consistency, while partners are responsible for timely contributions and local activation. Partners are allowed to create their own content materials for their local communication of the project. Approval by Envolve is needed to ensure consistency and EU visibility guidelines alignment.

By applying these guidelines consistently across all external tools - including the project website, social media channels (Instagram, Facebook, LinkedIn, YouTube), newsletters, press materials, public events and publications - FashionKIC ensures coherent messaging, regulatory compliance and measurable impact throughout the 24-month project lifecycle.

3.3 Dissemination Guidelines

The responsibility for performing dissemination activities lies with the entire FashionKIC consortium. Each consortium partner is expected to identify key results suitable for dissemination and propose appropriate channels for publication and presentation. The general policy for dissemination includes the following principles:

- Each partner is encouraged to propose project results, tools or outcomes suitable for dissemination.
- Proposals will be discussed with the WP6 leader (GFA), the relevant Work Package leader and, where necessary, the project coordinator. A joint decision will be taken regarding the timing, format and dissemination channel.
- Partners should actively seek synergies with other consortium members and promote joint dissemination activities where relevant, particularly in relation to cross-work package outputs such as the SME Toolkit (WP3), learning modules (D3.1, D3.3), accelerator methodology (D4.2) and policy recommendations (D5.3).
- Partners are encouraged to inform the WP6 leader and the consortium about dissemination opportunities (e.g. conferences, policy events, publications, media opportunities), even when they do not intend to disseminate their own results.
- The consortium will be informed of planned dissemination activities sufficiently in advance and retains the right to raise objections in accordance with the Consortium Agreement, particularly in cases involving confidentiality, intellectual property or strategic positioning.
- Drafts of dissemination contributions (e.g. articles, presentations, policy briefs, media materials or demonstrators) will be shared internally for review at least at

a conceptual level before external submission or publication, ensuring consistency, accuracy and compliance with EU visibility requirements.

This structured dissemination process ensures that all communication and outreach activities are coherent, high-quality and strategically aligned with FashionKIC's objectives. It also safeguards the interests of all consortium members while maximising the impact and visibility of project results across European regions.

To ensure consistency, accuracy and compliance with EU visibility requirements, all external communication and dissemination outputs are subject to an internal review and approval process coordinated by WP6. The level of review required depends on the content type, as defined in the table below. All partners must respect these timelines when planning communication activities.

| Content type | Approval required from | Minimum lead time | Notes |
|--|--|-------------------|--|
| Social media post (standard milestone/event) | T6.2 Leader — notification | 2 working days | Partners may post independently using approved templates and messaging guidelines |
| Blog post / website article | T6.2 Leader — review and approval | 5 working days | Technical accuracy review by relevant WP leader also required |
| Press release | WP6 Lead (GFA) + Project Coordinator (Envolve) | 7 working days | All press releases must include EU funding acknowledgement and follow brand template |
| Media interview / expert commentary | WP6 + Project Coordinator — notification and key message brief | 3 working days | A key message brief will be provided by WP6 prior to any media engagement |

| Content type | Approval required from | Minimum lead time | Notes |
|--|--|-------------------|--|
| Scientific/sector publication or article | Relevant WP leader + WP6 + Project Coordinator | 10 working days | Intellectual property review required; CC BY-SA 4.0 applies to WP3 outputs |
| Policy communication (policy briefs, position papers) | WP5 lead + WP6 + Project Coordinator | 10 working days | Legal and factual review required before dissemination to authorities |
| Partner-led national/regional content (in national language) | WP6 notification — Communication Liaison to inform | 2 working days | Must follow brand and messaging guidelines; WP6 lead informed but no formal approval required for standard institutional amplification |
| Conference presentation (featuring project results) | WP6 notification + relevant WP leader | 5 working days | Slides must follow FashionKIC template and include EU acknowledgement |

Partners who identify dissemination opportunities — including media invitations, conference slots, or publication calls — are encouraged to inform the WP6 lead and the Coordinator as early as possible, even if they do not intend to submit project material, so that opportunities can be assessed for joint consortium participation.

3.4 External Dissemination & Communication Tools and Channels

Each communication channel, serves a specific purpose within the broader impact pathway of the project. Digital tools ensure continuous visibility and accessibility of outputs, while events and media outreach strengthen ecosystem activation and public engagement. All tools are coordinated under T6.2 - Digital Communication Platform and

Content Creation, led by Envolve, ensuring consistency, regulatory compliance and alignment with project objectives.

The following sections describe the main external dissemination and communication tools and their role within the FashionKIC strategy.

3.4.1 Project Website

The FashionKIC project website serves as the central digital communication and dissemination hub of the project. It provides structured, accessible and regularly updated information about project objectives, activities, milestones and results, and plays a key role in ensuring transparency, stakeholder engagement and public visibility.

The website contributes directly to the project's quantitative communication targets, including the objective of achieving at least 10,000 unique website visitors during the 24-month project lifecycle.

The project's official website is accessible via this url: www.fashionkic.eu .

The website aims to:

- Present the project's mission, objectives and European added value;
- Provide up-to-date information on ongoing activities and events;
- Disseminate publicly available project outputs and deliverables;
- Promote participation in open calls and ecosystem events;
- Showcase accelerated ventures and innovation outcomes;
- Serve as a reference point for policymakers and ecosystem actors;

Contribute to digital reach targets of at least 2,500 stakeholders via online channels.

Website Content Structure

The website will include the following key sections:

1. About FashionKIC

Overview of objectives (vision & mission), consortium partners and strategic priorities

2. Activities & Work Packages

Presentation of regional node events (E2.1–E2.4), cross-node workshops (E2.5–E2.6), accelerator activities (WP4), Stakeholder Forums (E6.2, E6.3) and the FashionKIC Summit (E6.1).

3. Open Calls & Opportunities

Dedicated section for the accelerator open call (T4.2) and participation opportunities.

4. Resources & Publications

Publicly available outputs including:

- Sustainable Fashion SME Toolkit (WP3)
- Learning modules and train-the-trainer materials (D3.1, D3.3)
- Accelerator methodology and impact report (D4.2)
- Policy briefs and recommendations (D5.3)

5. News & Updates

Articles highlighting project milestones, events, venture showcases and ecosystem developments.

6. Contact Us

7. Privacy Policy & Terms (Footer Menu)

Accessibility and Compliance

The website will:

- Display the EU emblem and funding acknowledgement in accordance with official visibility requirements;
- Ensure accessibility and clarity of language;
- Respect GDPR and data protection regulations;
- Provide publicly accessible content while protecting confidential information.

Governance and Maintenance

The website is managed under T6.2 - Digital Communication Platform and Content Creation, led by Envolve, in coordination with the project coordinator and work package leaders.

Content contributions are provided by relevant partners and reviewed internally prior to publication to ensure:

- Technical accuracy;
- Consistency with messaging guidelines (Section 2.6);
- Alignment with dissemination strategy;
- Compliance with EU visibility requirements.

Website performance will be monitored through analytics tools to track:

- Number of unique visitors;
- Page views and engagement;
- Traffic sources;
- Downloads of project outputs.

Monitoring results will contribute to periodic reporting and KPI assessment.

3.4.2 Social Media Channels

Social media constitutes a key pillar of FashionKIC's digital dissemination strategy. The project will leverage Instagram, LinkedIn, and YouTube as foreseen in the Description of Action to increase visibility, engage stakeholders and disseminate project outputs in accessible formats.

As per the project proposal, the social media pages aim to reach a minimum of 2,500 stakeholders during the 24-month implementation period.

Each platform serves a distinct communication function within the overall strategy.

⇒ [LinkedIn](#)

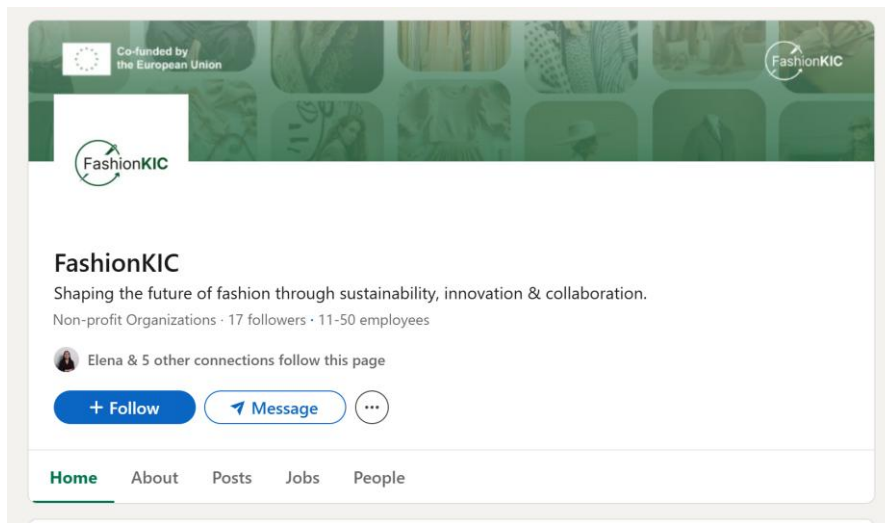
LinkedIn will serve as the primary professional communication channel of FashionKIC. It targets:

- Fashion SMEs and manufacturers
- Designers and entrepreneurs
- Innovation ecosystem actors
- Policymakers and institutional stakeholders
- Education and training providers

Content published on LinkedIn will include:

- Project updates and milestone announcements
- Promotion of regional node events and cross-node workshops
- Open call announcements for the accelerator (T4.2)
- Highlights of selected ventures and accelerator outcomes
- Dissemination of the SME Toolkit (WP3) and learning modules (D3.1, D3.3)
- Policy recommendations and ecosystem insights (D5.3)
- Promotion of the FashionKIC Summit (E6.1) and Stakeholder Forums

LinkedIn content will maintain a professional and impact-oriented tone, aligned with the messaging framework defined in Section 2.6.



⇒ [Instagram](#) / [Facebook](#)

Instagram will focus on visual storytelling and ecosystem engagement, targeting:

- Designers and creative professionals
- Start-ups and emerging entrepreneurs
- Students and early-career professionals
- Sustainability-oriented audiences

Content formats may include:

- Event highlights and behind-the-scenes content
- Visual summaries of workshops and regional activities
- Infographics explaining project tools and methodologies
- Short-form updates on accelerator progress
- Showcasing of the 20 accelerated ventures
- Visual promotion of the FashionKIC Summit

Instagram posts will prioritize clarity, inclusiveness and visual accessibility while maintaining consistency with the project's branding guidelines.



FashionKic

13 ακόλουθοι • Ακόλουθοι: 0

FashionKIC is a European Knowledge & Innovation Community accelerating the green and digital transformation of the fashion industry. We connect designers, SMEs, educators, and innovators to build a more sustainable, circular, and future-ready fashion ecos

📁 Σχέδιο και μόδα

🔔 Ακολουθείτε

💬 Μήνυμα

🔍 Αναζήτηση

:a.122099046627244434

fashionkic.project

FashionKIC

3 δημοσιεύσεις 37 ακόλουθοι Ακολουθείτε 1 χρήστη

EU Knowledge & Innovation Community for sustainable fashion. Empowering designers, SMEs & innovators to shape a... περισσότερα

Επεξεργασία προφίλ

Προβολή αρχείου

+

Νέο

⇒ [YouTube](#)

YouTube will be used for structured audiovisual dissemination, particularly for:

- Recorded webinars and workshops
- Interviews with experts and ecosystem actors
- Venture showcase videos

- Highlights from Demo Day (E4.1) and the FashionKIC Summit (E6.1)
- Explanatory videos presenting the SME Toolkit or policy recommendations



Governance and Coordination

All social media activities are coordinated under T6.2 - Digital Communication Platform and Content Creation, led by Envolve, in collaboration with consortium partners.

Partners are encouraged to:

- Amplify official posts through their institutional channels;
- Contribute content related to work package outputs;
- Inform WP6 of relevant sectoral opportunities for cross-promotion.

All social media content will:

- Display EU funding acknowledgement where required;
- Follow the agreed visual identity;
- Respect data protection and consent requirements;
- Maintain consistency with the messaging framework.

Social media performance will be monitored through platform analytics, tracking reach, engagement and interaction levels to support KPI reporting and strategic refinement.

3.4.3 Media and Press Relations

Media and press relations constitute a key component of FashionKIC's external communication strategy, supporting public visibility, ecosystem recognition and amplification of project impact beyond the immediate consortium network.

In line with the Description of Action, FashionKIC aims to implement at least five structured media campaigns and achieve a minimum of 50 media mentions during the 24-month project duration.

Media activities aim to:

- Increase public awareness of FashionKIC’s objectives and achievements;
- Promote sustainable and digital transformation narratives within the fashion sector;
- Showcase accelerator ventures and innovation outcomes;
- Strengthen credibility among policymakers and institutional stakeholders;
- Reinforce European added value and alignment with sustainability priorities.

Media Tools and Activities

Under Task 6.2, the project will develop and deploy the following media tools:

- ⇒ Media kits presenting project objectives, consortium composition and key outputs;
- ⇒ Press releases at major milestones (e.g. launch, open call, Demo Day, Summit, publication of key deliverables);
- ⇒ Interviews with consortium representatives, experts and accelerator participants;
- ⇒ Infographics and visual materials explaining project results;
- ⇒ Startup success stories highlighting accelerated ventures;
- ⇒ Targeted outreach to lifestyle and business journalists.

Media outreach will be coordinated to ensure consistency of messaging and alignment with the communication framework defined in Section 2.6.

Key Media Moments

Structured media campaigns will be aligned with major project milestones, including:

- Launch of the FashionKIC initiative;
- Opening of the accelerator call (T4.2);
- Announcement of selected ventures;
- Demo Day and investor showcase (E4.1);
- Publication of policy recommendations (D5.3);
- FashionKIC Summit (E6.1).

This milestone-based approach ensures timely and newsworthy media engagement.

Governance and Coordination

Media and press activities are coordinated under T6.2 Digital Communication Platform and Content Creation, led by Envolve, and T6.3 Stakeholder Engagement and Event Participation, led by GFA, in collaboration with all consortium partners. Partners contribute by:

- Identifying relevant national and regional media outlets;
- Facilitating interviews and expert commentary;
- Sharing press materials through their institutional networks;
- Informing WP6 of relevant media opportunities.

All media materials will comply with EU visibility requirements and include appropriate funding acknowledgement.

Media coverage will be monitored and documented to assess progress toward the target **of five media campaigns and 50+ media mentions**, contributing to periodic reporting and KPI evaluation.

3.4.4 Events and Flagship Activities

Events constitute a central pillar of FashionKIC's communication and dissemination strategy. They provide structured opportunities for stakeholder engagement, knowledge exchange, ecosystem activation and visibility of project results.

Events serve both communication and dissemination objectives by:

- Raising awareness of FashionKIC activities and opportunities;
- Facilitating direct interaction among ecosystem actors;
- Showcasing project outputs and accelerated ventures;
- Enabling policy dialogue and cross-sector collaboration;
- Strengthening European visibility and added value.

Event-based communication is closely aligned with project milestones and work package outputs.

⇒ *Regional Node Events (E2.1–E2.4)*

Four regional node events will be organized to activate local ecosystems and foster collaboration between education, industry and innovation actors.

Communication objectives include:

- Promoting participation among local SMEs, designers and educators;
- Disseminating early project outputs;
- Strengthening regional engagement within the broader European network.

These events contribute to stakeholder reach and ecosystem-building objectives.

⇒ *Cross-Node Workshops (E2.5–E2.6)*

Two cross-node workshops will facilitate transnational collaboration and knowledge exchange across participating regions.

Dissemination objectives include:

- Sharing best practices and methodologies;
- Presenting preliminary findings and tools;
- Encouraging cross-border cooperation.

Communication around these workshops will highlight European collaboration and ecosystem integration.

⇒ *Accelerator Open Call and Demo Day (T4.2 & E4.1)*

The accelerator component represents a key visibility and dissemination opportunity.

Communication activities will support:

- Promotion of the open call to attract high-potential ventures;
- Announcement of selected participants;
- Showcasing of the 20 accelerated ventures;
- Investor engagement through Demo Day (E4.1).

The Demo Day will serve as a flagship dissemination moment for presenting innovation outcomes and strengthening industry connections.

⇒ *Stakeholder Forums (E6.2, E6.3)*

Stakeholder Forums will serve as structured digital dialogue platforms bringing together ecosystem actors, policymakers, industry representatives, and institutional stakeholders from across Europe. Two dedicated Stakeholder Forums will be organised during the project (M4–M24) under T6.3, each focusing on priority thematic areas aligned with FashionKIC objectives. The forums will enable participants to share experiences, discuss emerging trends, and explore collaborative solutions at European level.

Communication objectives include:

- Promoting policy-relevant dialogue on sustainable and digital transformation in the fashion sector
- Disseminating key project insights, results, and evidence-based recommendations
- Facilitating knowledge exchange and cross-sector collaboration
- Strengthening alignment with European priorities, including the Green Deal, circular economy, and skills agenda

⇒ *Participation in High Visibility Events*

In parallel, FashionKIC will ensure active participation in at least four high-visibility industry and policy events across Europe, as part of its broader stakeholder engagement strategy under WP6 (Task 6.3). These events may include fashion weeks, sustainability conferences, innovation forums, and policy dialogues. Participation may include FashionKIC booth or panel discussion or side event or speech – or any other activity than can contribute to project communication and dissemination.

Participation in such events will enhance the project’s visibility, position FashionKIC within key European platforms, and enable direct engagement with relevant stakeholders beyond the consortium. Where strategically relevant, dedicated FashionKIC sessions will be organised within these events to present project activities, showcase results, and promote best practices.

These activities contribute to:

- Increasing visibility and awareness of FashionKIC at European level
- Connecting with established industry, policy, and innovation networks
- Promoting project outcomes to targeted audiences
- Creating opportunities for collaboration, knowledge exchange, and replication.

⇒ *FashionKIC Summit (E6.1)*

The FashionKIC Summit represents the project’s flagship event and a major dissemination milestone. The Summit aims to gather at least 150 participants, including industry actors, entrepreneurs, educators, policymakers and innovation intermediaries.

The Summit will take place in Copenhagen, Denmark, in the context of the Annual Global Fashion Summit, organized by GFA, in order to maximize project visibility, bring together sector experts and investors and showcase the ventures.

Communication activities surrounding the Summit will include pre-event promotion, live coverage and post-event dissemination of key outcomes.

Governance and Coordination

Event communication is coordinated under WP6 – Strategic Communication and Ecosystem Building, led by Global Fashion Agenda, in close collaboration with the relevant work package leaders. Task 6.3 (Stakeholder Engagement and Event Participation), also led by Global Fashion Agenda, coordinates FashionKIC's participation in external industry events and the organisation of the Stakeholder Forums. Task 6.2 (Digital Communication Platform and Content Creation), led by Envolve, supports event communication through digital channels and content production. Partners are responsible for promoting events within their regional and sectoral networks, contributing speakers and content where appropriate, supporting media outreach and post-event dissemination, and collecting participation data for monitoring and reporting purposes.

Partners are responsible for:

- Promoting events within their regional and sectoral networks;
- Contributing speakers and content where appropriate;
- Supporting media outreach and post-event dissemination;
- Collecting participation data for monitoring and reporting purposes.

Event participation metrics and engagement levels will contribute to the monitoring of communication KPIs, including stakeholder reach and Summit participation targets.

3.4.5 Publications and Open Access Outputs

The central objective of FashionKIC is to ensure that project results are not confined to the consortium but are made accessible to relevant stakeholders across the European fashion ecosystem. Dissemination of structured outputs constitutes a key mechanism for enabling uptake, replication and long-term impact.

Publications and open access outputs derive directly from work package deliverables and represent primary dissemination instruments of the project.

⇒ *Sustainable Fashion SME Toolkit (WP3)*

The Sustainable Fashion SME Toolkit provides structured guidance and practical tools supporting SMEs in integrating sustainable and digital innovation practices.

Dissemination objectives include:

- Making the toolkit publicly accessible
- Promoting its availability via newsletters and social media
- Presenting the toolkit during regional node events and cross-node workshops
- Encouraging adoption by SMEs and ecosystem intermediaries.

The toolkit serves as a practical implementation resource contributing to measurable sectoral impact.

⇒ *Learning Modules and Train-the-Trainer Materials (D3.1, D3.3)*

Within project duration, FashionKIC partners will develop a variety of learning materials and modules, as well as learning materials specifically made for trainers aimed at strengthening skills development and fostering collaboration between education and industry.

Dissemination of these outputs will be ensured through :

- Publication of the materials as open-access resources via the project platform and digital channels

- Presentation and uptake at education- and skills-focused events, workshops, and stakeholder activities
 - Integration into project communication channels, including newsletters, website content, and social media

These outputs are designed to support replication, scalability, and long-term integration into education and training ecosystems, contributing to the development of future-ready skills aligned with the green and digital transition of the fashion sector.

⇒ *Accelerator Methodology and Impact Report (D4.2)*

The FashionKIC acceleration programme generates a structured methodology and accompanying impact report, capturing key lessons learned, innovation pathways, and the performance of supported ventures.

Dissemination of these outputs will focus on:

- Sharing the acceleration methodology with ecosystem actors, innovation intermediaries, and support organisations
- Showcasing programme results and impact during key project events, including the Demo Day (E4.1) and the FashionKIC Summit (E6.1)
- Promoting venture success stories and impact narratives through digital communication channels and media outreach
- Enabling replication and adaptation of the acceleration model in other European regions and ecosystems.

The publication of the methodology and impact report enhances transparency, facilitates knowledge transfer, and supports the long-term sustainability and scalability of the FashionKIC approach.

⇒ *Policy Briefs and Recommendations (D5.3)*

Policy briefs and EU/regional recommendations constitute key strategic dissemination outputs targeting institutional stakeholders, including policymakers, public authorities, and ecosystem intermediaries.

These materials will:

- Be disseminated to at least 10 relevant authorities, in line with the Description of Action
- Be presented and discussed during Stakeholder Forums (E6.2, E6.3) and other relevant engagement activities
- Be promoted through targeted communication actions addressing policymakers and institutional stakeholders
- Be made accessible via the project website and digital platforms, where appropriate

Through these dissemination activities, FashionKIC ensures that project results contribute to evidence-based policymaking and support alignment with broader

European priorities, including sustainability, circular economy, innovation, and skills development frameworks.

Open Access and Accessibility Principles

Where foreseen, publicly available deliverables and outputs will be accessible through the project website, ensuring transparency and compliance with EU visibility requirements.

All publications will acknowledge EU funding, respect intellectual property and confidentiality provisions, be presented in accessible and user-friendly formats, and be promoted through coordinated dissemination channels.

In line with the open science principles stated in PartB and the commitments made in the Grant Agreement, educational and training outputs developed under WP3 — including learning modules (D3.1), train-the-trainer materials (D3.3), and any associated curriculum resources — will be published under a Creative Commons Attribution-ShareAlike 4.0 International licence (CC BY-SA 4.0). This licence permits reuse, adaptation, and redistribution for any purpose, provided that attribution is given to the FashionKIC consortium and that derivative works are shared under the same terms. This open licensing approach ensures maximum reusability by Erasmus+ and Creative Europe projects, by educational institutions across Europe, and by other actors wishing to integrate FashionKIC learning content into their own frameworks. Where a deliverable or output is not suitable for CC BY-SA 4.0 licensing due to confidentiality or third-party content, this will be noted explicitly in the relevant publication record.

3.5 Monitoring, KPIs and Reporting

Monitoring and evaluation of communication and dissemination activities are essential to ensure accountability, transparency and alignment with the objectives defined in the Grant Agreement.

FashionKIC establishes a structured KPI framework to track performance across digital communication, media outreach, events and policy dissemination. Monitoring supports continuous improvement and enables evidence-based reporting to the European Commission.

3.5.1 Key Performance Indicators

In line with the Description of Action, the following quantitative targets have been established and should be monitored during project implementation:

Digital Communication

- At least **2,500 stakeholders reach via digital channels.**
- At least **10,000 unique website visitors** over the 24-month project duration.
- At least **5,000 social media followers** over the 24-month project duration

Media and Public Visibility

- At least **5 structured media campaigns** implemented.
- At least **50 media mentions** achieved across relevant outlets.

Events and Ecosystem Engagement

- At least **150 participants at the FashionKIC Summit (E6.1)**.
- **20 participants per country** (GR, RO, ES, PT) on the regional capacity building node events (E2.1–E2.4)
- **60 participants per Cross-Node Knowledge Exchange Workshop** in a digital format (E2.5–E2.6).

At least **80 participants per Stakeholder Forum** (2 in total) in a digital format (E6.2-E6.3)

Entrepreneurship and Venture Impact

- **20 ventures accelerated and publicly showcased** through the accelerator programme.
- **1 Demo day and Investor Showcase** in digital format with minimum **50 attendees** (E4.1)

Policy Dissemination

- Policy recommendations disseminated to at least **10 relevant authorities** at regional, national or European level.
- **1 Policy dialogue event** with minimum **20 attendees** (E5.1).

3.5.2 Monitoring Mechanisms

Monitoring activities are coordinated under WP6 – Strategic Communication and Ecosystem Building, led by Envolve.

Data collection mechanisms include:

- Website analytics (unique visitors, downloads, traffic sources);
- Social media analytics (reach, impressions, engagement rates);
- Newsletter metrics (subscriber growth, open rates, click-through rates);
- Media monitoring (press coverage tracking and documentation);
- Event registration and participation records;
- Documentation of policy dissemination activities.

All relevant metrics will be collected periodically and consolidated for internal review.

3.5.3 Reporting and Continuous Improvement

Monitoring activities are coordinated under WP6 – Strategic Communication and Ecosystem Building, led by Global Fashion Agenda, with operational data collection managed by Envolve under Task 6.2. Data collection mechanisms include: website analytics (unique visitors, downloads, traffic sources); social media analytics (reach, impressions, engagement rates); newsletter metrics (subscriber growth, open rates, click-through rates); media monitoring (press coverage tracking and documentation); event registration and participation records; and documentation of policy dissemination activities. All relevant metrics will be collected periodically and consolidated for internal review and EC reporting

4. Visual Identity and Branding Framework

4.1 Brand Governance and Strategic Positioning

FashionKIC applies a unified and structured visual identity framework to ensure consistency, recognizability and professional representation across all communication and dissemination activities.

The visual identity and communication standards are formally documented in the FashionKIC Brand Guidelines set up during the first month of project implementation (January 2026).

The project's Brand Guidelines define:

- The Vision and Mission of the project
- Its Core Values
- Logo system and logo variations
- Color palette
- Typography system
- EU visibility rules
- Templates for official communication materials

The branding framework ensures that all materials produced under FashionKIC reflect a coherent European identity aligned with sustainability, innovation and ecosystem collaboration.

4.1.1 Brand Core

Vision

To shape a united, innovative European fashion ecosystem that leads the transition towards sustainability, circularity and digital excellence, becoming a global reference for responsible creative industries.

Mission

- To empower fashion SMEs and creatives with the knowledge, tools and networks to adopt sustainable, circular and digital practices.
- To connect regional fashion ecosystems into a collaborative Knowledge & Innovation Community that turns European policies into real-world impact.

These statements guide all communication messaging and positioning.

4.1.2 Core Values

FashionKIC communication reflects the following core values:

- Sustainability with purpose
- Innovation
- Collaboration
- Inclusivity
- Circular and responsible practices
- Cross-border cooperation

All communication materials must reinforce these values in tone, content and visual presentation.

4.1.3 Logo Usage

The FashionKIC logo is available in three approved variations and must be used consistently across all materials.



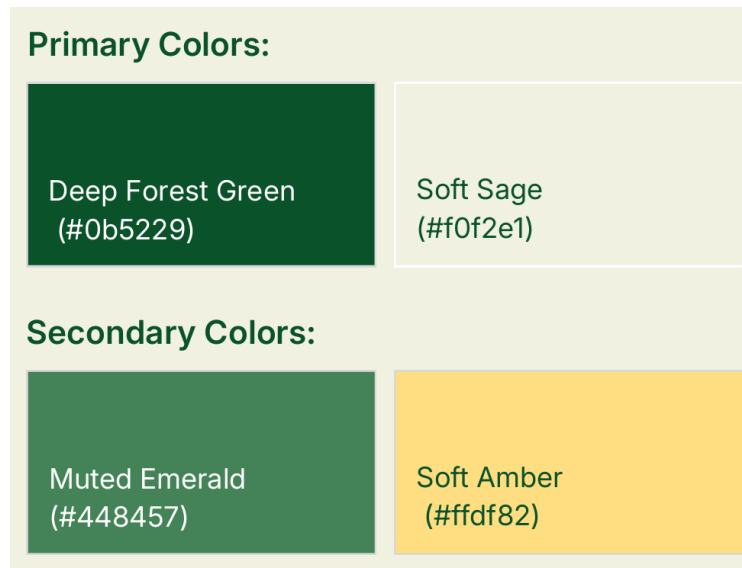
Key principles include:

- Preservation of original proportions;
- Respect of the protected clear space around the logo;
- Use of approved color versions only;
- No distortion, rotation, cropping or visual effects;
- Adequate resolution and clarity in digital and print formats.

The logo must appear alongside the EU emblem in accordance with EU visibility rules.

4.1.4 Color Palette

The official FashionKIC color palette consists of:



All visual materials must apply these colors consistently and ensure sufficient contrast and accessibility.

4.1.5 Typography

The primary font defined in the Brand Guidelines is **Inter**, used across digital and print materials.

Font hierarchy includes:

- Bold for headings
- Regular for body text
- Consistent size structure for titles, subheadings and body content

Typography consistency reinforces brand cohesion across consortium outputs.

For text-based deliverables, the use of Calibri is permitted, as it ensures optimal readability and compatibility across standard document formats.

4.1.6 EU Communication and Visibility Compliance

All communication and dissemination materials must comply with the EU Communication and Visibility Guidelines as explicitly stated in the Brand Guidelines.

This includes:

- Display of the EU emblem (unaltered and clearly visible);
- Equal prominence of the EU emblem when shown with other logos;

- Inclusion of the official EU funding statement;
- Inclusion of the mandatory disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.”

Failure to comply with these requirements may constitute non-compliance with the Grant Agreement.

4.1.7 Templates and Communication Assets

Standardised templates are provided for:

- PowerPoint presentations;
- Word deliverables;
- Online meetings and backgrounds.

These templates ensure visual coherence and reduce inconsistencies across consortium outputs.

5. Sustainability and Long-Term Impact of Communication

5.1 Strategic Sustainability of Communication Efforts

FashionKIC is designed not only to deliver outputs within a 24-month timeframe but to contribute to long-term ecosystem transformation across the European fashion sector. Communication and dissemination activities are therefore structured to ensure that visibility, stakeholder engagement and result uptake extend beyond the duration of EU funding.

The sustainability of communication is ensured through:

- Creation of publicly accessible digital resources (toolkit, modules, policy briefs);
- Development of durable ecosystem connections across regions;
- Capacity building of SMEs, educators and innovation actors;
- Integration of project outputs into institutional and regional frameworks;
- Continued use of established communication channels and networks by consortium partners.

The project website and digital materials will remain accessible beyond the formal project end date, subject to hosting arrangements defined by the consortium.

5.2 Sustainability of Key Outputs

The long-term impact of communication activities is closely linked to the sustainability of project outputs.

- The **Sustainable Fashion SME Toolkit** supports continued adoption of sustainable practices.
- The **Learning Modules and Train-the-Trainer materials** enable integration into education systems.
- The **Accelerator methodology** can be replicated in future regional initiatives.
- The **Policy recommendations** contribute to long-term institutional alignment.

By embedding dissemination within practical outputs, FashionKIC strengthens the likelihood of continued use and replication.

5.3 Ecosystem Continuity

FashionKIC communication activities foster durable networks between:

- SMEs and innovation actors;
- Education providers and industry;
- Regional ecosystems and European-level stakeholders.

The FashionKIC Summit and Stakeholder Forums serve as catalysts for ongoing collaboration beyond project completion.

Consortium partners commit to maintaining and leveraging these networks within their institutional mandates and future initiatives.

6. Risk Management and Mitigation Measures

6.1 Communication-Related Risks

Effective communication and dissemination require proactive risk management. Potential risks include:

- Limited stakeholder engagement in digital channels;
- Lower-than-expected participation in events;
- Insufficient media uptake;
- Inconsistent branding application across partners;
- Delays in content delivery from work packages;

- Regulatory non-compliance with EU visibility requirements.

6.2 Mitigation Measures

To address these risks, FashionKIC applies the following mitigation strategies:

Risk: Limited Digital Engagement

Mitigation:

- Targeted content aligned with stakeholder interests;
- Cross-promotion through partner networks;
- Structured milestone-based campaigns;
- Monitoring and adaptive content strategy.

Risk: Low Event Participation

Mitigation:

- Early promotion of events;
- Leveraging regional networks of consortium partners;
- Integration of high-visibility elements (venture showcases, policy discussions);
- Clear value proposition in invitations.

Risk: Limited Media Coverage

Mitigation:

- Structured media campaigns aligned with milestone moments;
- Preparation of ready-to-use press kits and visual materials.

Risk: Inconsistent Brand Application

Mitigation:

- Centralised coordination under WP6 (Envolve);
- Availability of brand guidelines and templates;
- Internal review prior to publication.

Risk: Delayed Content Contributions

Mitigation:

- Clear dissemination timelines aligned with work package milestones;
- Regular coordination meetings;
- Advance planning of communication calendars.

Risk: EU Visibility Non-Compliance

Mitigation:

- Mandatory inclusion of EU emblem and disclaimer;
- Internal review of materials;
- Reference to official communication guidelines within the Brand Guidelines document.

6.3 Adaptive Management

Communication risks will be reviewed periodically during project meetings. Where necessary, the strategy may be refined to address emerging challenges or evolving stakeholder dynamics.

This structured risk management framework ensures that communication and dissemination activities remain resilient, compliant and impact-oriented.

7. Conclusions

The Communication, Dissemination and Outreach Strategy presented in this deliverable establishes a structured, coherent and impact-oriented framework for all communication activities of the FashionKIC project.

Aligned with the Grant Agreement (GAP-101256183) and the Description of Action, the strategy integrates communication and dissemination as core components of the project's impact pathway. Rather than operating as standalone promotional efforts, communication activities are embedded within the implementation of work packages, milestone achievements and output dissemination processes.

Through a stakeholder-centred approach, FashionKIC ensures that its activities and results reach relevant actors across the European fashion ecosystem, including SMEs, designers, entrepreneurs, education providers, policymakers and innovation

intermediaries. The structured use of digital platforms, media outreach, events and publications enables visibility, engagement and measurable uptake.

The strategy establishes clear quantitative targets — including digital reach, website traffic, media coverage, event participation, venture showcasing and policy dissemination — and defines monitoring mechanisms to support accountability and adaptive management. This KPI-based framework ensures transparency and continuous improvement throughout the 24-month implementation period.

The integration of a unified visual identity and compliance with EU visibility requirements further reinforces coherence, credibility and professional representation at European level.

By combining strategic positioning, operational coordination and measurable objectives, FashionKIC's communication and dissemination framework contributes directly to strengthening sustainable and digital transformation in the European fashion sector.

Beyond the formal project duration, the sustained accessibility of digital resources, the replication potential of project methodologies and the strengthened cross-border networks established through FashionKIC will support continued ecosystem collaboration and long-term impact.

This strategy therefore provides not only a roadmap for effective communication during project implementation, but also a foundation for durable European added value beyond EU funding.

ANNEXES

Annex I – Communication and Dissemination KPI Overview

This annex summarises the quantitative targets defined in the Description of Action and integrated into the FashionKIC communication strategy.

| Category | KPI | Target | Monitoring tool | Responsible |
|-------------------|--|-------------------|-------------------------------|---------------|
| Digital Reach | Stakeholders reached via digital channels | ≥2,500 | Social & newsletter analytics | WP6 (Envolve) |
| | Unique website visitors | ≥10,000 | Website analytics | WP6 (Envolve) |
| | Total social media followers (all platforms) | ≥5,000 | Platform analytics | WP6 (Envolve) |
| | Social media impressions per month | ≥5,000 | Platform analytics | WP6 (Envolve) |
| | Newsletter subscriber count | Tracked & growing | Newsletter platform | WP6 (Envolve) |
| Media & Press | Structured media campaigns implemented | ≥5 | Media tracking log | WP6 (Envolve) |
| | Media mentions across relevant outlets | ≥50 | Press monitoring log | WP6 (Envolve) |
| | Media articles published | ≥20 | Press monitoring log | WP6 (Envolve) |
| Events – Flagship | Participants at FashionKIC Summit (E6.1) | ≥150 | Event registration | WP6 (GFA) |

| Category | KPI | Target | Monitoring tool | Responsible |
|-------------------------|--|-----------------|-----------------------|------------------|
| Events – Nodes | Participants per regional node event (E2.1–E2.4) | ≥20 per country | Event registration | WP2 + node leads |
| | Participants per Cross-Node Workshop (E2.5–E2.6) | ≥60 per event | Event registration | WP2 |
| | Participants per Stakeholder Forum (E6.2–E6.3) | ≥80 per forum | Event registration | WP6 (GFA) |
| | Attendees at Demo Day (E4.1) | ≥50 | Event registration | WP4 |
| | Attendees at Policy Dialogue event (E5.1) | ≥20 | Event registration | WP5 |
| | High-visibility industry events attended (T6.3) | ≥4 | Activity report | WP6 (GFA) |
| Entrepreneurship | Ventures accelerated and publicly showcased | 20 | Accelerator reporting | WP4 |
| | Investor showcase events organised | 2 | Event records | WP4 |
| | Ventures reporting increased investment interest | ≥70% | Post-programme survey | WP4 |

| Category | KPI | Target | Monitoring tool | Responsible |
|--------------------------------|--|--------|---------------------------|---------------|
| SME Engagement | SMEs registered on the platform | ≥200 | Platform analytics | WP1 + WP6 |
| | SMEs participating in active pilots | ≥50 | Activity report | WP2 + WP3 |
| | Post-usage satisfaction rate (platform & pilots) | ≥70% | User survey | WP1 + WP6 |
| Designer & Creative Engagement | Designers trained | ≥100 | Training records | WP3 |
| | Designers in collaborative pilots | ≥30 | Activity report | WP2 + WP3 |
| | Designers featured in online showcases | ≥20 | Platform & social records | WP6 |
| Skills & Education | Online learning modules published on platform | 5 | Platform records | WP3 (ELISAVA) |
| | Trainers certified via train-the-trainer programme | ≥40 | Training records | WP3 |
| | Learners completing pilot curriculum tests | ≥60 | Training records | WP3 |
| Policy Dissemination | Authorities receiving policy recommendations | ≥10 | Dissemination records | WP5 |

| Category | KPI | Target | Monitoring tool | Responsible |
|------------------------------------|---|-------------------------|-----------------------|-------------|
| | Policy briefs published and disseminated | 3 | Publication records | WP5 |
| | Countries with authority engagement | ≥5 | Dissemination records | WP5 |
| Open Access & Licensing | Public deliverables openly accessible on platform | All PU deliverables | Platform audit | WP1 + WP6 |
| | Educational outputs published under CC BY-SA 4.0 | D3.1, D3.3, WP3 outputs | Publication records | WP3 + WP6 |

Annex II – Communication and Dissemination Timeline (24 Months)

| Phase | Period | Key communication activities |
|----------------------|----------|---|
| Launch | M1 – M4 | Website goes live. Social media channels activated (LinkedIn, Instagram, Facebook, YouTube). Brand rollout completed. Project launch press release and media campaign 1. Communication Liaisons appointed in each partner organization. |
| Ecosystem Activation | M4 – M6 | #SustainableThreads campaign officially launched across all partner channels. Internal editorial calendar set up and shared with all partners. Regional node event promotion begins (E2.1–E2.4). First newsletter issued (Q1). Stakeholder mapping database activated and circulated internally. |
| Platform Build-Up | M7 – M10 | Platform pre-launch teaser content across all channels (M8): explainer videos, SME case studies, AI tool previews. Platform launch campaign (M10 / D1.2): coordinated across website, social, newsletter, partner channels, and targeted press release. Media campaign 2 focused on platform and digital innovation |

| Phase | Period | Key communication activities |
|----------------------|-----------|---|
| | | story. Cross-node workshop promotion (E2.5–E2.6). Second newsletter (Q2). |
| Open Call & Skills | M11 – M14 | Accelerator open call campaign (M12 / T4.2): multi-channel campaign, multilingual content, targeted email to SME and startup networks via all partner Communication Liaisons. WP3 learning module launch communications. AI tools release campaign (M14 / D1.3): demo videos, SME-facing explainers. Cross-node workshops (E2.5–E2.6) coverage. Venture selection announcement content prepared. |
| Acceleration | M15 – M18 | Venture selection announcement published across all channels. Venture profile storytelling series begins (weekly or biweekly profile across social and website). Stakeholder Forum 1 (E6.2): promotion, live coverage, post-event report. Policy brief communications begin (preparation for D5.3). Media campaign 3 tied to venture showcase and acceleration programme. Third newsletter (Q3). Mid-term communication performance review. |
| Showcase Preparation | M19 – M22 | Demo Day (E4.1) promotional campaign: investor-facing messaging via GFA networks, social media build-up, live coverage and post-event dissemination. Stakeholder Forum 2 (E6.3): promotion and coverage. FashionKIC Summit pre-event press campaign: press kit distributed, targeted media outreach via GFA journalist network, Summit speaker announcements. FashionKIC Summit at Copenhagen / Global Fashion Summit (E6.1, M22): live coverage, social media, post-Summit report. Media campaign 4 (Summit and Demo Day combined flagship moment). Participation in minimum 4th high-visibility external industry event (T6.3). |
| Impact and Closure | M23 – M24 | Policy briefs final dissemination (D5.3): targeted outreach to 10+ authorities across 5 countries. Media campaign 5 (policy and systemic impact). Final newsletter (Q4). KPI data consolidation for D6.2 Final Report. All project outputs and publicly accessible deliverables confirmed open on platform. Post-project sustainability communications: website, social channels, and partner networks commit to continued visibility. |

This timeline is a planning reference. Individual content pieces within each phase are managed through the central editorial calendar maintained by WP6 (GFA + Envolve). Milestone-triggered content — such as open call launches, venture announcements, and policy brief releases — takes priority in each phase and activates coordinated multi-channel campaigns. Timeline is subject to change according to the project needs and timeline changes.

Annex III – Roles and Responsibilities Matrix

Communication and dissemination responsibilities are distributed across the consortium as follows:

| Actor | Responsibility |
|---------------------|---|
| WP6 | Overall coordination of communication strategy, KPI monitoring, website management, social media oversight, media relations |
| Project Coordinator | Strategic oversight and alignment with Grant Agreement |
| WP Leaders | Provide content and validate technical accuracy of outputs |
| All Partners | Amplify content through networks, identify dissemination opportunities, support local engagement |
| WP4 | Provide accelerator content and venture information |
| WP5 | Lead policy dissemination activities |

This matrix ensures shared ownership and accountability.

Annex IV- Communication Channel Summary Matrix

| Channel | Purpose | Primary audience | Content type | Frequency | Responsible |
|----------|---|-------------------------------|---|--------------------------------------|--------------------------------|
| Website | Central information and dissemination hub | All stakeholders | Outputs, news, resources, open-access downloads | Continuous — 2 to 3 updates per week | T6.2 (Envolve) Lead |
| LinkedIn | Professional engagement and B2B outreach | SMEs, policymakers, ecosystem | Milestones, policy insights, venture showcases, | 2-3 posts per week | T6.2 (Envolve) + partners Lead |

| Channel | Purpose | Primary audience | Content type | Frequency | Responsible |
|-------------------------------|--|---|---|--|---|
| | | actors, educators | event promotion | | |
| Instagram / Facebook | Visual storytelling and community building | Designers, students, startups, general public | Event highlights, visual outputs, venture spotlights, behind-the-scenes | 2-3 posts per week | T6.2 (Envolve) + partners |
| YouTube | Audiovisual dissemination and documentation | All stakeholders | Recorded webinars, expert interviews, venture demos, event highlights | Monthly or milestone-based (minimum 12 videos over 24 months) | T6.2 (Envolve) |
| Newsletter | Structured project updates for registered audience | Registered stakeholders — SMEs, educators, ecosystem actors | Project progress, upcoming events, resource launches, partner news | Quarterly — 4 issues over 24 months (M6, M12, M18, M24) | T6.2 (Envolve) |
| #Sustainable Threads Campaign | Public-facing sustainability storytelling | General public, fashion community, media | Sustainability stories, community voices, partner innovations | Weekly posts across LinkedIn, Instagram, Facebook — continuous M1 to M24 | WP6 + all partners (Communication Liaisons) |
| Media Outreach / Press | Public visibility and earned media coverage | Journalists, media outlets, general public | Press releases, media kits, interview pitches, startup stories | Milestone-based — minimum 5 structured campaigns at: M4 (launch), M10 (platform), M12 (open call), M22 (Summit + | WP6 (GFA + Envolve) |

| Channel | Purpose | Primary audience | Content type | Frequency | Responsible |
|--------------------------------|--|---|---|--|---|
| | | | | Demo Day), M24 (policy) | |
| Partner Institutional Channels | Regional ecosystem activation and amplification | Regional stakeholders in GR, PT, ES, RO, DK | Nationally adapted content, regional event promotion, national-language posts | Per partner editorial calendar — minimum monthly contribution from each partner | All partners (Communication Liaisons, coordinated by WP6) |
| Events | Direct stakeholder engagement and ecosystem activation | Multi-stakeholder — per event brief | Workshops, Summit sessions, forum discussions, pitch events | Per work plan: E2.1–E2.4 (M4–M8), E2.5–E2.6 (M9–M14), E4.1 (M22), E6.1 (M22), E6.2 (M15), E6.3 (M20) | WP6 + relevant WPs |

Annex V: Priority Media Outlets by Country and Sector

This annex identifies priority media outlets for FashionKIC press and public visibility activities. It is organised by sector (international fashion and sustainability media) and by partner country. The list is a starting point and should be updated by Communication Liaisons with national-language and regional outlets relevant to their specific ecosystem. WP6 maintains the master media contact list in the shared WP6 Sharepoint.

| Outlet platform | Type | Country / scope | Relevance to FashionKIC |
|---|-------------|-----------------|---|
| International — Fashion and Sustainability | | | |
| Business of Fashion (BoF) | Trade / B2B | International | Primary industry trade publication; high reach among SMEs, designers, investors and luxury sector |

| Outlet platform / | Type | Country / scope | Relevance to FashionKIC |
|--------------------------------|------------------------------|--------------------|---|
| Vogue Business | Trade / B2B | International | Fashion sustainability and innovation focus; audience includes brand decision-makers and ecosystem actors |
| Fashion Network | News | EU + International | Pan-European fashion news; multilingual coverage relevant to all partner countries |
| Common Objective | Digital platform / editorial | International | Dedicated sustainable fashion platform; strong reach among sustainability-oriented SMEs and designers |
| Sourcing Journal | Trade | International | Manufacturing and supply chain focus; relevant for circular production pilots in Romania and Portugal |
| Drapers | Trade | UK / EU | Fashion business news; strong coverage of EU sustainability and digital transformation topics |
| Good On You | Consumer / editorial | International | Consumer-facing sustainability; high social media following relevant to #SustainableThreads campaign |
| EURACTIV | Policy / news | EU | EU policy platform; relevant for policy brief dissemination and FashionKIC's Green Deal alignment |
| Politico Europe | Policy / news | EU | EU policy audience; relevant for Summit coverage and policy output dissemination |
| Greece (Envolve, RDFCM) | | | |

| Outlet platform / | Type | Country / scope | Relevance to FashionKIC |
|--|----------------------|-----------------|---|
| Lifo | Cultural lifestyle / | Greece | Fashion and culture coverage; strong digital reach among creative professionals |
| Naftemporiki | Business news | Greece | Leading Greek business newspaper; relevant for SME and innovation news |
| In.gr — Business section | News / digital | Greece | High-traffic news platform with business and innovation section |
| SEVE (Exporters Association of Thessaloniki) | Sector industry / | Greece (North) | Industry association media relevant to regional textile and SME audience |
| Portugal (MODALISBOA) | | | |
| Público — P3 / Lifestyle | Quality press | Portugal | Sustainability and culture coverage; aligned with MODALISBOA's Lisbon Fashion Week audience |
| Jornal Têxtil | Trade | Portugal | Textiles industry trade publication; primary channel for SME and manufacturing audience |
| Vogue Portugal | Fashion consumer / | Portugal | High visibility; relevant for creative professionals and sustainability campaigns |
| Expresso — Economia | Business press | Portugal | National business news; relevant for platform launch and accelerator announcements |
| Spain (ELISAVA) | | | |

| Outlet platform / | Type | Country / scope | Relevance to FashionKIC |
|-------------------------------|---------------------------------------|-----------------|---|
| Modaes | Trade / B2B | Spain | Spanish fashion business news; primary trade channel for SME and industry audience |
| El País — SModa | Quality press / fashion supplement | Spain | Sustainability in fashion; strong reach among design-oriented and general public audiences |
| Vogue España | Fashion / consumer | Spain | High visibility for creative professionals; relevant for designer-focused content |
| Telva | Fashion / lifestyle | Spain | Mainstream fashion press; relevant for general sustainability narrative |
| Romania (Reginnova NE) | | | |
| Ziarul Financiar | Business press | Romania | Leading Romanian business newspaper; relevant for innovation and SME news |
| Romania Insider | News (English) | Romania | English-language platform with wide EU audience; useful for cross-border visibility |
| Revista Textila | Trade | Romania | Romanian textiles industry trade journal; primary channel for manufacturing sector audience |
| Denmark (GFA) | | | |
| Børsen | Business press | Denmark | Danish financial and business newspaper; relevant for Summit coverage and GFA network |

| Outlet / platform | Type | Country / scope | Relevance to FashionKIC |
|---------------------|--------------------------|-----------------|--|
| Dansk Mode & Textil | Trade / sector | Denmark | Danish fashion and textiles sector association media; direct audience overlap with Summit |
| Scandinavian MIND | Fashion / sustainability | Scandinavia | Sustainability-focused fashion editorial with strong European readership; closely aligned with GFA positioning |

This list should be treated as a working document.