



External Communication: Project identity, website and social media

D5.3

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1. Executive summary

What is FABRIX? The FABRIX project seeks to rebuild the textile and clothing industry in Europe by uniting the fashion ecosystem both online, through a series of digital tools, and spatially, within the urban context. Situated within a rigorous academic framework of theory and methodology, FABRIX works in two very diverse case study cities, Athens and Rotterdam. A systemic mapping and collaborative approach that unites the many stakeholders and players in the T&C as well as related industries hopes to address challenges that both SMEs and cities have in re-situating manufacturing in a socially just and aesthetically pleasing urban context. Through collaboration and spatial connections, we will be able to encourage greater circularity for a truly local economy.

About external communication. External communication is used to communicate general information about the FABRIX project, especially on a local basis in the case study cities, where wider knowledge may well lead to greater engagement with stakeholders, and with the possibility of content being seen beyond the cities by stakeholders potentially interested in taking up this system in their own cities and/or sector(s). FABRIX will reach a wide range of targets during its different phases, including but not limited to individuals, companies, policy makers and facilitators active and interested in local value chains and economic development, in particular in the T&C sector. It is important to underline that, besides the deliverables and activities described in the framework of WP5, communication and dissemination activities will support the activities of the core WPs. More specifically, they will serve to communicate project activities and engage target groups as well as to disseminate results and deliverables of all WPs.

Situation within the Work Package. This deliverable is one of two initial deliverables from Work Package 5, Communication, Dissemination and Exploitation, both due in M6. This deliverable 5.3 “External Communication: Project identity, website and social media” regards external communication to the general public as well as to stakeholders. The other deliverable 5.1 “Communication, dissemination, and exploitation strategy and plan” presents initial planning for ecosystem communication, targeted dissemination, and post-project exploitation.

What you will find in this deliverable. In this deliverable we outline, in Chapter 2, the objectives and partners involved in the communication strategy; in Chapter 3, the available communication tools including project branding, templates, website, social media, newsletter and promotional kits; and in Chapter 4 the communication KPIs.

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2. External communication strategy

2.1 Objectives

External communication has the objective of ensuring visibility for and awareness of the FABRIX project mainly through digital means. Given the nature of digital media, the information published on project channels (web, social media) will be utilized by both targeted stakeholders and the general public.

The strategic objectives are to:

- Raise awareness for the project by attracting relevant value chain actors, facilitators and policy makers in the pilot cities and in other regions that might exploit project results.
- Promote FABRIX results and events to potential beneficiaries in the pilot cities and beyond.
- Inform those engaged in the project of the advantages of this engagement and increase their skills and level of competitiveness in the sector.
- Engage stakeholders by supporting community building and engagement (Work Package 4).

2.2 Involved partners

Under the guidance of the work package leader Cedecs-TCBL, all project partners are expected to play an active role in the communication and dissemination of this project. This includes regular contributions to the project's owned channels, as well as actions that they will undertake on their own (external) channels, starting with listing the project on their own websites. The method for the collection of partner contributions to communication and the reporting of partner communication and dissemination activities is outlined in D.5.1 "Communication, Dissemination and Exploitation", chapter 2.2.

The following table lists the potential of the consortium's various communication channels, which sums up to a total potential public of 784k.

Partner name	Acronym	country	Instagram		Facebook		Linkedin page		Newsletter	
			Username	No. followers	Username / link	No. followers	Link	No. followers	Frequency	Subscribers
TECHNISCHE UNIVERSITEIT DELFT - FACULTY ARCHITECTURE	TUD	NL	N/A		N/A		Linkedin page	13000		
ERASMUS UNIVERSITEIT ROTTERDAM	EUR	NL	erasmusuniversity	50700	Link	83000	Link	242000		
See also: ERASMUS SCHOOL OF HISTORY, CULTURE AND COMMUNICATIO	ESHCC	NL	eshcc_erasmus	2000	Link	1800	Link	4000	monthly (internal)	staff members
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS	AUEB	GR	aueb.gr	83	Link	13000	Linkedin page	82000		
INSTITUTO TECNOLÓGICO METALMECÁNICO, MUEBLE, MADERA, Y	AIDI	ES	aidimme_instituto	513	link	3127	link	5000	biweekly	3319
STICHTING OSMOS	OSMO	NL	osmosnetwork	445	link	100	link	445		
CEDECS-TCBL	TCBL	FR	tcblassociation	1821	Link	1600	Link	334	monthly	2000
THE NEST SOCIAL	SOFF	GR	soffa.gr	1561	Link	2800	Linkedin page	339		
ROADMAPPER	RM	FR	N/A		N/A		Link	69		
GEMEENTE ROTTERDAM - ROTTERDAM	RDAM	NL	gemeenterotterdam	81600	Gemeente Rotterdam	63000	Gemeente Rotterdam	123197		
See also: ROTTERDAM CIRCULAIR (Gemeente Rotterdam)	RDAM	NL	rotterdamcirculair	2558	Rotterdam Circulair 	492	Rotterdam Circulair 	4065		

Table 1: Consortium social media channels

Cedecs-TCBL will coordinate actions to ensure that the planned strategy is implemented on time and by all partners. Cedecs-TCBL will be responsible for corrective actions and

contingency plans in case problems arise in the shared responsibility of external communications; this task will be executed in collaboration with the project coordinator who oversees ensuring correct internal communications.

3. Communication tools

FABRIX project actions, results and deliverables, are designed for a diversified range of stakeholder groups; the communication and dissemination strategy thus appropriately selects communication channels and tools to reach this range of publics.

Specific actions, tools and “means” are planned to reach the target groups, promote actions and disseminate project results as in the following table:

Tools/actions	Specifications	When	Target groups
Visual identity	Included on all communications to clearly identify the project and EU funding acknowledgement	From M2	All
Website	Included on all communications. Appropriately indexed by Google and linked from EU and partner websites	From M6	All
Social media	Active dissemination towards the community (focus on LinkedIn for academia/ industry and Instagram for designers)	Throughout	Broad scope & targeted according to each institution role and stakeholders
Promotional materials	Materials to support the communication of the project, ranging from general to specific needs	From M4	Broad scope & targets relevant to specific actions
Newsletters	A newsletter to inform on major ongoing progress and plans.	Every 6 months	Opt-in on website + partner's publics
Press releases / interviews in newspapers	In connection to local events, partners may work with local press or bloggers to promote project activities and outcomes, with the support of the project communication manager	As needed	Broad scope

Table 2: project communication instruments and tools

Cedecs-TCBL coordinates the project's communication activities, receiving relevant content from partners and creating ad hoc graphics and videos where necessary to communicate general project themes or outcomes.

Regular communications will be planned on an editorial plan, a structured spreadsheet that contains dates, messages and networks and that is used to plan and program publications. To this plan is added, in order of urgency or priority, incoming information from partners.

The types of content we'll be developing for the project is still very much to be determined as it will only become clear once the core work packages have established what actions they

will undertake and posts will depend on the timing of these actions; the communications team, following this plan, is equipped to create and diffuse all materials as necessary. It is to be expected that during the research and platform development phases of the project (through M11), posts will be infrequent and simply present the project and its themes. In this initial phase the growth of our publics will be organic but also highly targeted. As work packages begin to require the support of the communications team, for example in line with the FSTP open calls of Work Package 4 (scheduled at the start of Y2), we will already have an established following that will be sure to increase with the expansion of the MANTEL platform and the many planned activities around community building.

3.1 Project identity / logo

The Fabrix logo was actually developed during the proposal phase. The X of Fabrix became representative of the project’s innovative methodology; the logo emphasizes the X for the connection that will be co-created in the project, cross-border and cross-sectoral. The proposed logo was immediately adopted by all partners, and refined once the project began with the development of a logo usage guide, single colour and greyscale variants. Included in the guide is the font choice for the project which is the classic Arial because this font is one of the few equally available for Western Unicode and the Greek language.



Figure 1: the FABRIX logo

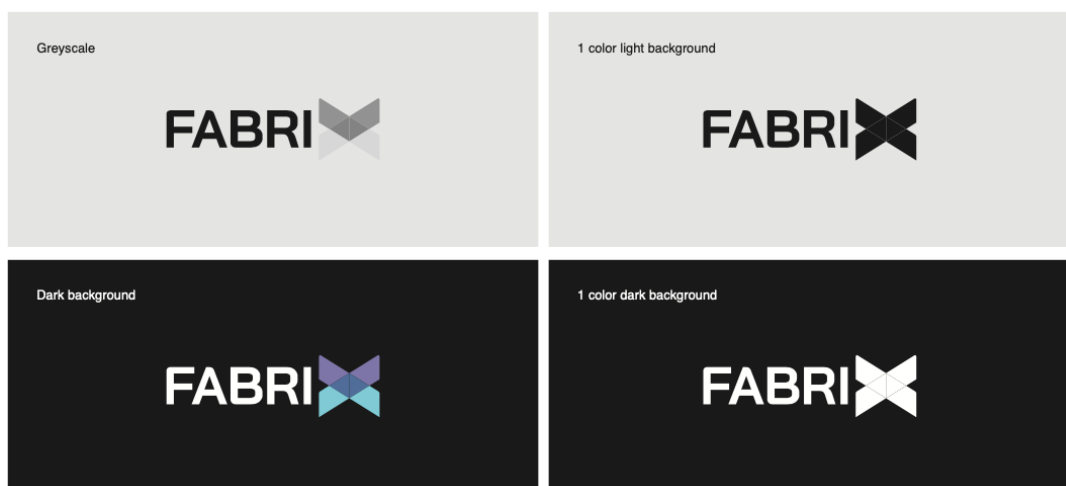


Figure 2: Logo variations

The colours chosen for the logo lack particular gender or sector associations, though they deliberately tend toward a business-like gravity to lend credibility to the project, making it appropriate for use in public administration scenarios but still appealing to creatives and businesses. They are complementary and designed to “multiply” when combined, providing a range of colours for further graphics. Although just two colours define the project to start, colour variations are provided for use in drafting presentations or other graphics.



Figure 3: accepted colour variations

3.2 Templates

The use of templates as the basis of all internal and external communication in FABRIX ensures that all project partners are delivering messages in a consistent and credible way. Attention to the correct attribution of EU funding is always at the forefront of template creation and use.

Document and presentation templates to be used by all partners for all documents (restricted and public) have been made available and shared within the consortium in the Microsoft formats. A first range of templates include:

- Powerpoint presentation slides basic pack
- Letterhead for external communication such as conference speaker invitations, etc.
- Minutes template to circulate minutes of meetings
- Project logo
- Project horizontal image
- Text about project to publish on partner websites

As they become necessary, partners, especially the WP leaders, will communicate further needs to the communication leader for the creation of an expanded template pack based on real texts or images to lay out. A specific pack will be generated for the promotion of online and offline events. Templates used at a local level will be provided in an open-source format that can be edited by partners into their local language.

Partners are strongly encouraged to not create graphics on their own but to work with what is provided or make requests for templates in order to ensure consistency in communication styles and messages.

3.3 Print materials

For environmental reasons, print materials are kept to a bare minimum, and when they are necessary, considerations will be made to reduce waste and to select the most environmentally-friendly options; for example, we exclude roll-ups as they are printed on heavy plastic, but may create large paper posters. Where possible, print-on-demand is used in small quantities.

At the start of the project, we have created a postcard with the project branding and a short paragraph of information that partners can use as a reminder for potential stakeholders. A version in Greek has been provided for printing and distribution in Athens.





Figure 4: Postcard front and retro in English or Greek

As localized activities intensify, we foresee the creation of further printed materials based on where they will be used (both within a festival, posters in the city, etc).

3.4 Website

Cedecs-TCBL purchased the following URL to host the project's website: www.fabrixproject.eu. The choices made in the development of the website and all the related services used are deliberate and were discussed amongst involved partners Cedecs-TCBL, Roadmapper and Osmos with particular attention to GDPR compliance.

As such, the website is hosted on the Scaleingo server in France, which is the same location where MANTEL will be hosted when it is developed. Based on an initial graphic design by the TCBL team that establishes the look and feel of the website and subsequent MANTEL platform, Roadmapper coded the website using Strapi.io, a CMS chosen as it is entirely open source and has excellent security, with no external plugins. In order to ensure GDPR compliance for website analytics, we are using Piwik Pro, which is a privacy-focused data collection company based in Poland. For newsletter management we chose Brevo (ex SendinBlue) due to its location in France and superior GDPR compliance.

The CMS used is entirely flexible, permitting us to develop website sections and functionalities as needed. That said, we expect that future development efforts will go into MANTEL, and that relevant training material and resources created in the project will reside inside the platform and made available to registered users as a strategic choice, rather than on the general public website.

The initial structure of the website includes:

- Homepage with a hero image, latest news, partner logos and newsletter
- A dynamic News section
- A newsletter signup form
- Partner page listing partners with links to their websites, short descriptions
- About page with project information in consumer language
- Communities section with pages dedicated to Athens and Rotterdam
- Contact page

In the future, we will activate:

- EU project documentation (list of deliverables, link to publications)
- Link to the MANTEL platform

The website takes into consideration the basic tenets of SEO, ensuring visibility through search engines. It is developed to be responsive and accessible on all screen sizes.

The project website will remain online and accessible for five years after project conclusion. During this time the functionality of the website will be guaranteed, while content on the website and social media will not be updated or monitored.

3.5 Social media channels

Social media channels will be leveraged to reach as wide and diversified an audience as may be reasonable given the scope or topic of the project. It is in the interest of the project to have a targeted and engaged public following our social media channels, which is why our growth strategy is organic and depends on partners, on a personal as well as institutional level, sharing material from project channels to attract new followers. As the MANTEL platform is populated, we expect that all involved stakeholders and businesses participating in the platform will also be part of the project's social media community.

In the interest of cost-saving and sustainability, it is not our intention to make large investments in fan acquisition for these channels; a reasonable, but not wasteful. Meta

advertising budget has been set aside to promote the FSTP calls (Work Package 4) on a local scale and the adoption of the MANTEL platform in Year 3.

The main channels in use for the project are LinkedIn and Instagram, with Facebook being a technical necessity, and YouTube being used as a video repository. While the use of Twitter was mentioned in the initial proposal, due to the ownership and politically-charged environment of the platform now called X, we did not feel that this would be a fruitful concentration of our communication efforts.

Social network	Audience	Function / content
LinkedIn	This will be our main channel for academic, business and policymaker stakeholders.	Sharing relevant information, photos, project updates and links to news items published on the website in a business-focused environment.
Instagram	This channel will have greater appeal for designers and the general public.	Sharing pictures, stories, infographics and reaching out to the younger or more creative target groups of the project.
Facebook	This channel is necessary to have an Instagram account and Meta advertising but is not a focus for our publics.	Used to list and promote project events, sharing relevant information, photos, project updates and links to news items published on the website.
YouTube	General.	Used primarily as a repository for videos as the platform allows them to be easily embedded on websites.

Table 3: social media channels

4. Communication KPIs and targets

The effectiveness of the project’s communication tools and messaging will be measured by standard analytical programs as well as those provided by the tools themselves. Like all communication activities, FABRIX faces potential risks and barriers in its communication.

The most common are:

- Lack of reach (of website caused by insufficient traffic drivers, or of social media caused by the logic of algorithms);
- Lack of partner contributions to communication activities;
- Imprecise messaging on channels not controlled directly by the project communication manager;
- Difficult to manage publics (such as trolls on social media).

For these reasons, the Work Package leader will monitor the communication activities (from the consortium to the audience and target groups) and occasionally report internally to collect feedback from partners to improve the dissemination and to jointly overcome possible barriers.

Overall, the communication manager will work towards the following KPIs, with reference to the Grant Agreement “Table 2.2-a: Means for the communication and dissemination”:

Communication tool	KPI	Target Value	Data collection method

Website	Number of unique visitors in 36M	15,000	Piwik Pro
Social media	Number of followers (cross platform)	1500	Platform provided analytics
Newsletters	Newsletter sent to subscribers	6	
Videos	Project explanation videos + storytelling	12	
Newspapers	Newspaper article in pilot cities	2	

In addition to meeting numerical goals, we can judge the project a success in terms of communications when:

- the quality of language is precise, inspiring and effective
- we generate solid engagement on social media
- we successfully communicate internally in order to systematically report on WP outputs in a public-facing format
- We receive positive feedback from partners, stakeholders and the commission on the quality of the communications.

5. Conclusions

This document has set out the basic framework, objectives and tools for communication activities. In the next phase of the project, when activities are more clearly defined, we will be able to test the theoretical framework put in place, verify and fine tune it.

The Task has a broad remit, and it is anticipated that, as the project outputs develop, the objectives and associated actions identified in this deliverable will fully support the project's objectives.

As indicated clearly in this document, close collaboration with all partners and work packages, combined with the creation of engaging and appropriate content for diverse stakeholders, are key to success.

The tools defined in the document (website, newsletter, social, promotional kits) provide partners with a mix of channels for wide communication and dissemination as well as a source of relevant community content that supports their own outreach activities.

Progress towards communication and dissemination objectives will be constantly monitored and reported at Work Package Leader meetings, with adjustments made where necessary to ensure completion.