



Communication and Dissemination Plan

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Executive Summary

This deliverable outlines the key messages, targets and channels for project communication, presents the project branding and main communication and dissemination channels.

The first section introduces the role of communications in the shemakes.eu project, sets out our main statement, slogan, and target publics. Project branding and the methodology behind its creation are presented.

Part 2, Communication strategy, describes our strategy for internal communications within the complex ecosystem of partners and labs, as well as scientific and sector dissemination and the general communications plan.

We proceed, in part 3, to a description of the communications and dissemination tools, which are primarily focused on digital means (the production of paper materials is neither particularly relevant nor environmentally friendly), from the website to social media, video production and the final conference.

The document is completed with KPIs, conclusions, and an annex containing a list of partner dissemination channels that will be strategically employed.



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1. Introduction to the shemakes.eu project

Communications, particularly through digital means, play a key role in the shemakes.eu project: awareness-raising actions, diffused upskilling (education) and inspiration from female role-models are key to fighting gender stereotypes and improving the position of women in the textile and clothing industry while on the road to closing policy gaps.

Communications in shemakes goes beyond simply sharing project results to being integrated in the work packages, particularly in WP4, Reputation Management, in which role models are proposed through communications actions. But there's also a close tie to WP2, Learning Paths, with the creation and diffusion of online materials such as how-to videos and live diffused workshops; and to WP3, Innovation Services, by providing parts of the toolkit used by labs. In the increasingly digital Post-Covid world, it's essential to innovate with structured communications that break through peoples' digital fatigue and motivate them to participate.

The present Communication and Dissemination Plan – prepared within WP6 and Task 6.1 – will ensure that all communication and dissemination needs from various WPs and the project in general are considered and coordinated. This document includes all the information needed to facilitate the communication efforts of the shemakes.eu project partners.

The document sets a communication and dissemination plan which includes:

- An overview of the project's identity, messages and targets
- A strategic communication plan for both internal (ecosystem) and external (public-facing) communications
- An overview of the communication and dissemination tools and how each is to be used
- A list of key performance indicators

Although the Communication and Dissemination Plan is a deliverable submitted to the European Commission by Month 3 of the project, its methodology and content will be regularly reviewed and updated in an informal manner to ensure that it evolves along with the needs of the project.



1.1 Target audiences

This project has a range of target audiences for communications including:

- Project partners, their networks and stakeholders
- Labs and lab activity participants
- Schools and universities – students and instructors
- Museums
- T&C Business owners, managers and workers
- Business communities
- Research communities
- Associations
- Public administration and policy makers

For public-facing communications, the target audiences parallel the three broad age groups defined by the project's Learning Paths (WP 2):

- Curiosity (8-18)
- Discovery (18-25)
- Innovation (25+)

To these we add the three types of stakeholders defined in WP3 – communities, labs and businesses – which may generally fall into the third category, innovation.

Our audience may be further defined by:

- users having a potential interest in the fashion industry,
- in the first phase, localised in Europe in the areas served by the labs involved in the project; expanding globally when transfer labs are included
- gender: we are targeting women more than men, though we do not exclude other genders.

It is acknowledged that:

- The general **communication goal** is to increase the visibility and raise awareness of shemakes.eu and project partners' mission, activities and goals.
- The main **dissemination goal** is to increase the knowledge among relevant stakeholders about the project's results.

1.2 Key messages

We determined early on that this project requires clear communication in consumer language, and that "EU project language" such as that found in the DoA and official



documents is to be avoided in public-facing communication due to the types of target audiences we are dealing with. For this reason, the projects' official subtitle "Opportunity Ecosystems Bridging the Gender Gap" has been excluded from our website and other communications in favour of accurately worded messages developed in the first few weeks of the project.

Right away we began a collaborative process to determine the key message of the shemakes.eu project that would appear on our website and social media and that all partners could use to clearly indicate what we are doing:

"Empowering future female innovators of the sustainable fashion industry through inspiration, skills and networks."

This is the process used to arrive at this important statement:

- A brainstorming exercise on the shemakes "[Open Gender System](#)" was conducted on Mural on January 15, 2021 in a zoom call with the full partnership.
- From this, a memo was circulated to a restricted group by the project manager on January 29 defining the need to clarify our goals in "consumer language" as a synthetic vision that can make the project attractive to mainstream women who need to increase their value in the Textile and Clothing value chain and whom we will help achieve this objective.
- A meeting was held on February 2 in which we defined a structure, key words, and discussed publics, methods and outcomes.
- Following up from the meeting, a Flod internal brainstorm produced four options for the main project statement which was put to vote using Doodle (one vote per partner). The version chosen won 5-3; two statements received 0 votes.



	Empowering girls and women to drive change in the fashion industry through access to skills and networks	We empower girls & women to drive change in the fashion industry by increasing their value through access to skills and networks	Empowering future female innovators of the sustainable fashion industry through inspiration, skills and networks	We create opportunities for girls and women to reinvent the fashion industry through inspiration, skills and networks
7 participants	✓0	✓0	✓5	✓3
Alexandra	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waag			✓	
Adriana			✓	(✓)
Alexandra			✓	
Sabrina - MakeSense			✓	
Joe Cullen				✓
Anastasia			✓	
Jesse Marsh				✓

Figure 1: Doodle to vote on main statement

Alongside the main statement, a series of key words has been combined to make our slogan:

“Skilled, Creative, Innovative... Together”

The clearly defined statement and public serves to guide our future communications activities.

Additional reflections coming out of WP 2, 3 and 4 will be integrated into our understanding of the project’s goals, targets and methods. Thanks to regular internal communications (see section 2.2, “Ecosystem Communication”) we ensure that the communications team receives the latest input from all the working groups so that external communications are aligned with project progress.

1.3 Branding and identity

To enable efficient communication to all stakeholders and the public at large, a visual or brand identity suited for the various channels in which we will communicate



has been developed. This includes a logo and its usage guide and a range of flexible templates for various media.

1.3.1 Logo and usage

The shemakes.eu project logo symbolizes gender equality by substituting the letter E with a double equals sign. The logo is used without the official name's ".eu" extension in order to give the name public appeal.



Figure 2: Initial concept vs. final version

The logo developed from an initial concept used during the project's proposal phase, in which the colours chosen were two shades of pink, to a final version approved in the project pre-launch meeting of December 11.

To this, we added a "symbol" version of the logo with just the "S" of shemakes as an impactful, stamp-like version. This may be used to substitute the longer, written version of the logo as a secondary recall when the written version is already present (such as in a document or presentation) or when circumstance calls for a circular logo (such as on social media or on a video overlay).



Figure 3: Logo symbol version

The logo and its usage is codified in a logo usage guide available to project partners in the shared repository (Google Drive), see Annex 2.



1.3.2 Colour scheme and font

The colours chosen for the shemakes logo are jewel tones that were specifically chosen for their lack of direct association with single genders or business types (such as green for environment or red for business). We wanted to keep a pink tone at our base, but get away from using light pink as a gendered colour. We wanted to allude to an inclusive “rainbow” but not appropriate the colours of the LGBTQIA community. The final jewel tones are complementary and strong, indicating brand values such as “working together” and “being bold”.



Figure 4: project colours

The font chosen as the complementary font for project documentation is Poppins, a modernist and rationalist sans-serif Google font first published in 2014 that is popular for website design. The font is licensed under the Open Font License. As a recently developed font, this symbolizes “innovation”.

1.3.3 Document templates

To ensure branding across all materials, from internal presentations to letterhead and beyond, we have developed Microsoft Word and PowerPoint templates as follows:

- General PowerPoint template / for internal- and external-facing project presentations. The first iteration has been updated already twice in response to specific partner needs and will be updated further as required
- Minutes Word template / for short memos or minutes
- Letterhead Word template / a modern letterhead
- Guidebook Word template / for short publications

- Deliverable Word template / a detailed template with numerous levels and helpful descriptions to guide users

1.3.4 Reputation management template

The communications team supports Reputation Management (WP4) with materials designed to highlight female role models. We conducted visual research to develop an original graphic style to support our storytelling that (a) would have appeal to multiple age groups and (b) highlights the unique qualities of each role model.

We understood that we did not want to create smooth, corporate graphics, but rather were influenced by artistic collages. Project colours provide a background for collage elements, while a texture has been added to make the look less corporate, and graphic symbols reminiscent of the 1980s collocate this style very much within current visual trends.

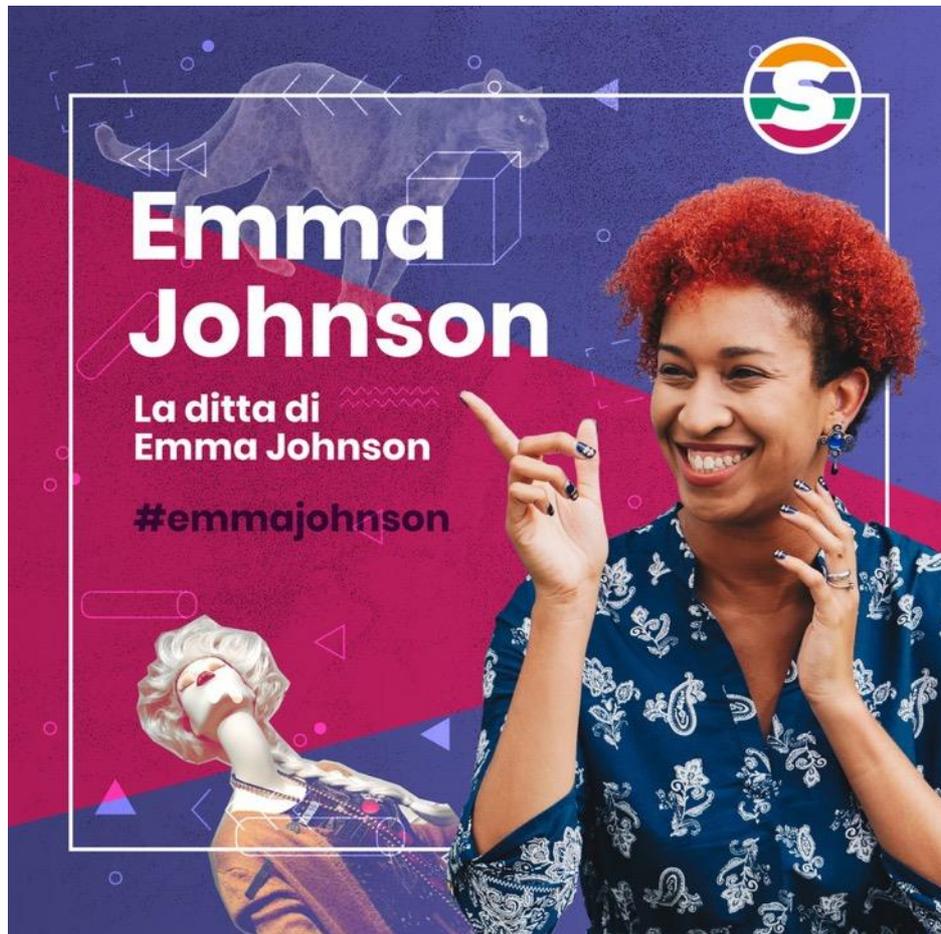


Figure 5: Model collage for role model

This image provides the basis for other graphic material that will be used for this and other tasks.

1.3.5 Graphic style for texts

Using on-brand colour and font, we have created a visual style for social media posts or brochures when there is the need to post a sentence or quote, as per the example below. These texts may be provided to partners in translations for their geographic location, should partners provide the communications team with the appropriate text.



Figure 6: Graphic layout of text

1.3.6 Video intro and outro

In addition to templates for standard documents, an animated introduction, graphic title for speaker name and role, and “outro” (video ending animation) have been created on-brand. This is provided for partners and labs with video editing capabilities and are a request related to WP2, since the partner will use these when making the toolkit, and subsequently, labs will be making instructional videos.

The video template kit includes:

- An animated intro
- An animated ending (“outro”) with project name, website, social media symbols and EU funding acknowledgement
- The logo symbol in png to use as an overlay
- An editable Adobe Illustrator file for the speaker’s name and title

- A selection of music with appropriate license

2. Project Communications Strategy & Plan

2.1 Strategic Considerations

Communications in this project works on three main axes:

1. Support to and promotion of partner activities
2. Visibility and restitution of the results of these activities
3. Definition and development of one or more campaigns on the main themes that guide the shemakes project.

Of course, these activities are interconnected and coordinated as part of the overall communications plan, with the result that single contributions are given added value within the more ample framework of the project itself.

1. Support to and promotion of partner activities. Each partner involved in the organization and execution of project activities for an external target will be supported by the communications team by a shared evaluation of the best course of action and subsequently by the creation of any necessary tools to reach the target in question. In order to do this, the partner will indicate:

- the activity (description of the task, event, project, etc)
- the relative target group
- expected goals/results
- which tools they wish to use to promote the activity

The team will then verify the method and coherency of tools and publics and assist in the coordination of the release of information on defined channels, with the eventual goal of standardising these practises for future use (such as in the labs toolkits). The communications team will provide graphic, copywriting or other support as required.

2. Visibility and restitution of the results of these activities. Dissemination takes place throughout the life of the project, and the overall strategy is applied to single instances in which communication is required. In each case, it is necessary to define



objectives, targets, tools and channels. As described in greater detail below at 2.2.1, the collaboration of partners is essential here in the provision of information, text, photos, videos and whatever other material is required. Advance notice will assist the proper execution of communications also in relation to the plan itself, with a good pace of content on the various channels.

3. Thematic campaigns. This transversal and iterative communication activity is in many ways a backbone of all our communications as it relates to all the WPs. On social media, the website and all channels, we will affirm principles, statements and policies that back up the project's vision and philosophy. These messages, transmitted through engaging campaigns, provide a frame for all the other activities.

2.2 Ecosystem Communication (T6.2)

This section feeds into Task 6.2, Ecosystem Communication, which refers to the management of "internal" communication within the shemakes.eu ecosystem. This includes amongst partners, between labs, and beyond to the broader communities of TCBL and Fabricademy.

2.2.1 Partner to Partner (methodology)

The project's internal communication is intended to ensure a constant and effective exchange of information between the partners and the project's governing bodies. It will also ensure effective and shared management of the knowledge generated by the project's activities (data, methodologies, policies, procedures, reports, any other document).

Tools

We discussed what might be the most efficient way to communicate internally and if we should use tools such as Slack to communicate about tasks or Basecamp as a document repository. In the end we have preferred a simple and zero-cost solution that tries to reduce digital fatigue by avoiding learning new platforms and receiving numerous notifications.

- Google Drive is used as a structured repository for documentation as well as a collaborative workspace
- Email is the principle communication means between partners and with the governing bodies
- We have a group email "mirror", SU@shemakes.eu, which bounces email to a list of partners



- We have been using multiple platforms for online collaborative brainstorming in order to evaluate which is the best fit in terms of user experience: WP2 and WP4 use Miro, WP 4 uses Mural and WP 1 uses Jamboard.
- Calls take place on Go To Meeting except when breakout rooms are needed, in which case we use Zoom.

Plan

Internal ecosystem collaboration is necessary for smooth and effective communication exchange within the project partnership, guaranteeing a proper flow of information throughout the different bodies of the management structure by following the principles of cooperation, transparency and confidentiality.

Partners are responsible for providing necessary information about or outputs from their work to the WP6 leader in a timely manner in order to plan the most effective communication method following the chart below, which shows how every project output will be evaluated for internal or external communication.



Figure 7: Internal communications process

Partner roles

All partners are expected to:

1. support communication activities by promptly producing requested content or coordinating with those that must contribute (such as labs);
2. assist in the implementation of the Communication Strategy of planned activities as defined in this document;
3. provide translations in localized language when appropriate;
4. include information about the project and link to its website on at least one page of their website;
5. ensure that relevant communications reflect the key messages as described in this document and developed in brainstorm meetings;

6. use the free shared Google Drive folders to store finished materials as well as to work collaboratively on deliverables and other materials;
7. inform partners by email of the availability of new dissemination materials and results;
8. take photos at local events (or screenshots in the case of digital events) and promptly send them to the communications team [NB: When taking pictures, please notify participants and obtain their consent using the appropriate form provided in deliverable 8.1];
9. use appropriate templates for relevant project-related communications;
10. acknowledge EU funding through communications, as specified in the grant agreement;
11. use own networks (see Annex 1) to share materials published by shemakes.

2.2.2 Lab to Lab

The collaboration amongst labs has been intense in this first phase of the project, with a recurring weekly meeting addressing issues in WP 2-3-4. For more information about how labs are working together please see WP2.

A labs email "mirror" will be set up for lab to lab communication, both for the original and transfer labs, that will be labs@shemakes.eu.

2.2.3 Lab to Community

Given the diversity of activities and publics that they represent, we have preferred to let lab to community communication be managed by single labs in their own language and style.

Labs are however provided with the toolkit that includes graphics and templates for communication, and may ask partner labs or the communications team for assistance.

Amongst the areas of support provided is assistance in the provision of a press release for local events should one be held, and generation of graphics in localized languages upon request.

2.3 Scientific and Sector dissemination (T6.3)

This section feeds into Task 6.3, Scientific and sector dissemination, which covers the focused dissemination and communication actions, in line with the principles and practice of Open Access, towards external stakeholders in a) the scientific fields



involved in project activities, in particular materials technologies, digital fabrication, and the social and economic studies of both gender issues and business model innovation and b) the business sectors targeted by shemakes.eu, in particular textiles and clothing, design, fashion, as well as the support service areas such as digital production, wearables tech, which will be outputs of the learning Path and Innovations Services in conjunction with Reputation management activities. This subtask will participate in the H2020 Open Research Data Pilot, and publication will occur in open access libraries like CEUR or ZENODO for Scientific dissemination. We expect to promote shemakes outcomes via social media, participation in conferences and events, and publication of papers and articles scientific and non. We intend to make the impact easily approachable through these channels and the spectrum of interests and target groups broad bringing together different academic and amateur communities. Therefore, also alternative event and publication formats will be considered, such as scientific video journals and publishing or citizen science contexts. Another element of the scientific dissemination will also include the cross-linkage to other SWAFS projects and initiatives to exploit and provide shemakes knowledge right from the beginning.

2.3.1 External events

Shemakes values and results will be disseminated by partners at relevant external events (be they sector, academic, scientific, institutional). We initially expected this to be carried out by partners based on proximity, but in the increasingly digital conferencing world, participation may simply be based on area of expertise, language, contact with organizers, etc.

The following is a list of external events in which we hope to be able to introduce shemakes. The list is partial because many event schedules are in flux due to Covid restrictions.

List of relevant events

- Euratex and the European Technology Platform for the Future of Textiles and Clothing (Textile ETP)
- TEI (Tangible Embodiment Interaction)
- BioSummit
- ISWC21
- Fab Conference Symposium
- TechTextile
- FashionTech Berlin



- ITMA
- Maker Faire (area editions)
- Fashion Green Days (Roubaix)
- Fashion Tech Days (Roubaix)
- Global Sustainable Fashion Week (Budapest)
- Fashion Green Hub
- #TCBL conference 2021 and 2022
- FabX conference
- Fab City Summit
- 3D Fashion Week Latin America
- Reshape at in3dustry
- Avantex Paris
- La Fashion Tech Paris
- Estia Conferences
- ScienceComm
- Ars Electronica

2.3.2 External publications

Open Access publications in shemakes.eu involve not only the scientific community but also the academic and industrial sectors interested in these practices as part of the drive for innovation. Thus, topics such as materials, textiles, user interaction, soft technologies, circular economies, health technology, local community engagement and entrepreneurship may be addressed in these publications in a way that highlights the contributions of women in those sectors. The development of a scientific and peer-reviewed work base aims to validate and distribute the work done through the shemakes community's highly hands-on practices, in addition to documenting processes and outcomes. This approach ensures more efficient and accurate information for digital distribution in local and global networks.

The scientific contributions that we can make in these areas promote the scientific practices of dissemination, articulated as a carrier of the insights gained through all project activities, understanding practices and validating outcomes both qualitatively and quantitatively (statistics, results of experiments, measurements, observations resulting from fieldwork, survey results, interview recordings and images), processing results, and disseminating in a digital form.

Dissemination of publications occurs in conferences such as those listed above, and in publications such as mentioned below. Shemakes.eu presentations in conference or fair contexts can be further developed into academic publications and presented for open access publication in gold/green. As an example, the international Fab Labs



Conference uses the Zenodo repository indexed by OpenAIRE; this repository can be used for shemakes.eu publications, aiming for citation and the generation of unique identifier, DOI, the digital object identifier.

We expect to have a plan of possible publications related to WP 2, 3 and 4 by the end of the first cycle of activities M6–9 as a function of the results attained and the insights gained.

2.3.3 Open Access Policy

In line with the H2020 guidelines for Open Access, all publications are to be published on a separate free repository (e.g. issuu.com) on or before the date of their validation by the Commission.

All publications will be Open Access, however the management of the personal data during workshops and events is minimized according to GDPR and ethics principles, including the use of security measures to prevent the use of sensitive data like data pseudonymization, as described in D 8.2.

2.4 General Communications and Editorial Plan

It is our intention to balance the pace and frequency of communications in order to give space to all the work packages and outputs of the project. The nature of the structure is of course such that certain WPs such as WP4, Reputation Management, provide immediate and easily approachable content beginning M4 with Advisory board interviews, while others will produce output later in the project, such as the more theoretical considerations of WP1, Opportunity Ecosystem, which may need to be “translated” into public-facing, approachable outputs. Due to the strong ecosystem communication method outlined above, we ensure that the communications team receives input on all activities and evaluates how best to amplify the messages.

Specifically, for the many activities and outputs of the shemakes.eu project we will consider which combination of the dissemination tools listed in section 3 of this document is appropriate to reach that item’s target publics. In many cases, this will require specific content creation, from creating a simple graphic to promote an event to developing a range of longer form articles or videos to explain complex concepts.



Editorial plan

The editorial plan is a structured document that contains dates, messages and networks that allow us to plan and program publications. This plan is located in the shared Google Drive using a spreadsheet format and can be accessed at any time by partners.

SHEMAKES ED PLAN			FACEBOOK			Instagram		
DAY	DATE	CATEGORY OR EVENT	FACEBOOK TEXT ENG	FILE OR LINK	STATUS	INSTAGRAM TEXT	FILE OR LINK	
Saturday	Feb 27 2021							
Sunday	Feb 28 2021							
Monday	Mar 1 2021					Here's what #shemakes women are: skilled, creative, innovative... and also together! Because collaboration is key to advancement. Together we'll be "increasing" our skills, creativity and level of innovation. Stay tuned and invite friends in the #fashionindustry to follow us, as we'll be launching some really cool activities soon!	graphic	
Tuesday	Mar 2 2021		What is YOUR vision of the #sustainablefashion industry? And what do you want YOUR ROLE to be in it? 🙌 "Empowering future female innovators" is our goal, and shemakes.eu, a brand new EU-funded project, is all about reaching this goal through networking, upskilling and providing inspiration. Follow us - and invite your friends to do so - if you're a girl or woman interested in or working in the textile and clothing industry, if you have a vision of a collaborative and sustainable feature in which YOU are protagonist! We will be skilled, creative and innovative... together!	3 text graphics	done			
Wednesday	Mar 3 2021					If you are interested in the #fashionindustry, if you're a #maker or a #fablab user, if you work in the #textileindustry or have a vision of a more #sustainablefashion industry, #shemakes is for YOU.		

Figure 8: Screenshot of editorial plan on Google Docs

Content types

The types of content we'll be developing for the project is still very much to be determined. We intend to make full use of the tools indicated in section 3 of this document, hence creating both long form content (website pages, lab project descriptions, blog posts, video interviews) and short form content (Instagram graphics, infographics, short videos, etc.). The specific content to be produced will become clear once the core work packages have established what actions they will undertake for the project; the communications team, following this plan, is equipped to create and diffuse all materials as necessary.

3. Communication and Dissemination Tools

3.1 Website

The principle goal of the shemakes.eu website is to communicate the project and be a repository from which to access project outputs. The language of the website is English due to the international nature of the project, though it is possible that some documents may be translated for local use and made available next to the English ones.

It is not intended as a platform (for networking or other functions) because we believe that it is people that drive change, not technology or platforms. The expression “if you build it, they will come” does not apply: previous experience in the TCBL project showed us that building platforms is a lot of work and that it is not easily sustainable post-project unless you are sure to have an active and motivated user base, as well as programming and editing staff able to maintain it.

Thus, in the interest of cost-effectiveness, our development policy is guided by collaboration over reproduction: if a partner has a platform that performs a certain function, we will find a way to incorporate use of that platform rather than attempting to reproduce it on our own website. For example, for WP2 to carry out its educational tasks, it would benefit from certain functionalities that already exist in the Fabricademy network (such as students documentation [website](#), program handbook and [evaluation](#) of students’ progress) on [gitlab](#), so we discussed the best way to ensure visibility and public-facing attraction on the shemakes website while subsequently bringing users over to the platform used by Fabricademy to take advantage of its already very developed functionality. In turn, we will contribute to making this platform more user-friendly and visual for the new publics coming in from shemakes.eu.

3.1.1 Domain and hosting

The domain shemakes.eu was purchased by a member of the proposing lead partner company CEDECS-TCBL during the project proposal phase.

The domain is registered with the host Aruba.it.



The website is hosted on V-Hosting, located in Palermo (Italy) and was chosen to meet all requirements of the Cms Drupal 9 (2 Core, 8GB RAM DDR4 ECC, 80GB hard drive SSD NVMe, Database, SSH access, Datacenter: Germany)..

3.1.2 Email addresses

The email address info@shemakes.eu has been created for project general contact and DPO contact. Partners in the consortium will continue to use their personal or business email addresses.

3.1.3 Content Management System

The website is built on the Drupal Content Management System in the latest version of the language (Drupal 9). The question of using an earlier release of Drupal was considered in relation to the possibility to easily transport some functional models of the TCBL website (www.tcbl.eu) to the shemakes.eu project, but this hypothesis was discarded due to potential security issues in the long term (post-project phase).

Drupal is an extremely flexible platform that allows registered users to edit at different levels of permissions, thus encouraging sustainability as partners and labs will be able to add material in an independent manner (with a pending approval system).

3.1.4 Visibility and Usability

The website takes into account the basic tenets of SEO to ensure visibility on search engines and it is designed according to usability standards, in order to guarantee a simple and open to all web surfing.

The platform is designed and developed with a responsive approach, to guarantee an excellent visualization experience, easy reading and web surfing on any device, regardless of the screen size (smartphone, tablet, desktop) and with minimal need to resize, move or browse.

The website is developed following standard UX tenets and the development process includes wireframe and mockup iteration with internal team feedback, using design tools such as Miro, Figma and Adobe XD.

The following usability parameters are applied:

- Perception: information and the controls necessary to carry out actions on the website are always available, visible/noticeable, easy to understand and to use



- **Operability:** information and controls must allow the user to easily choose necessary actions or navigate content
- **Coherence:** symbols, messages and actions have the same meaning all through the platform
- **Easy understanding:** users can learn easily and quickly how to use the website to reach the information they need
- **Appreciation:** the website is designed to capture and keep the user's interest for a pleasant user experience

3.1.5 Website functionalities

We are using open source resources to develop the website: in this way the implementation of the platform in the future can be shared, if needed, by the developer community anywhere in the world.

The choice of Drupal is particularly suited to projects like shemakes.eu in which the specific functionalities of the website may not be clear from the outset. Its extremely flexible nature makes it possible to integrate new sections, databases, etc as needed. That said, please see the introduction to this section (3.1) for our development policy.

The basic functionalities of the website are as follows:

- **Front end:**
 - Custom UX/UI design and graphic template
 - Responsive mobile-friendly structure
 - Code optimization for modern browsers and search engines
 - Integration of Meta tags, Friendly URL, Google Analytics and Webmaster, Privacy and Cookie policy
 - Integration of social media sharing functionalities and "social stream"
- **Back end:**
 - Easily administrable back end to update and add textual content and images
 - Ability to create a range of user levels with different permissions for partners, labs, or others as needed, guaranteeing security while at the same time allowing multiple people to contribute
 - Modular structure that can be implemented over time according to project needs



- The ability to integrate forms according to the type of user and information
- Structure suitable for any subsequent SEO activities (title, keyword and meta description for each page)
- A series of templates custom designed to handle various content types, from blog posts to labs projects
- Ability to integrate live streaming from YouTube or Facebook

3.1.6 Website structure

A first version of the website - essentially a landing page with two internal pages (About, Partners) - was released by the end of the project's second month. Planning is underway for the second release, which depends on progress being made in the core work packages (WP 2, 3, 4). We are purposefully designing in a way that will allow for organic growth of the website in a structured manner, creating page templates and blocks as needed so that we can accommodate the changing needs of the project.

Meetings are underway with individual work package leaders to identify what their requirements for the website are. The main questions discussed are:

- How do you feel your contribution to the project should be represented on the website?
- What kind of output do you foresee, for what publics, and in what format?
- Does this output imply any specific development or functionalities for the website?

This input is being gathered by the communications manager and collected in a Miro board. Starting in M4, after this first series of deliverables is behind us, we will form a communications working group with select partners who, using collaborative tools over calls, will help us refine the website structure and consequent content.

In our current understanding of the project, the following sections will be present on the website:

- About section, with sub sections for Partners, EU documentation, and contact info
- Blog area with three categories: news, opportunities, and stories
- Learning area, which will present Fabricademy curriculum for the three learning paths in thematic packages made up of 4 modules each, and structured module pages with front-facing content that connects to extant content on GitHub



- Engagement area: highlights of Business and local communities' Innovation activities such as hackathons, startup calls, etc.
- Labs listing on an interactive map

3.2 Social Media

Shemakes.eu is active on the three main social media platforms – Instagram, Facebook and Twitter – as well as using YouTube as a video repository. We are currently considering the use of other social networks, as outlined below.

Partner channel method

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, Facebook advertising budget has been set aside to ensure that project messages, events and news reach the appropriate publics.

This project has the good fortune of involving extant networks and partners that already have strong social media presences, so our goal is twofold: use partner channels to diffuse project messages and drive traffic to @shemakes.eu channels, but also use the project to enrich partner and network channels that will remain after the funding period is over.

In Annex 1 we have compiled a list of partner dissemination tools and the current number of their followers. If we were to add these numbers together to estimate a potential cumulative public, we get:

- 156k people on Facebook
- 74k people on Instagram

who might see content related to shemakes.eu on partner channels.

The actual reach is much smaller as we have to consider that some fans of one page may also be fans of others (duplicates), and also that these networks limit actual “reach” (how many followers see each post) to 5-10% in most cases. Despite these limitations, we have a large and highly profiled extant fan base from which to start our communications. This level of profiling of truly interested “fans” is much more difficult to reach through traditional “fan acquisition”, so this technique ought to result in a higher than average level of engagement.



Division of channels

The social networks that we will be using for the project each have slightly different publics and languages, so we will be adapting our content and methods accordingly. Further details about each can be found in the sections below.

Table 1: Social media channels and publics

Channel	Public	Content
Instagram	Channel of greatest interest for the target public of young women aged 13-18 and 18-25	Visually-led short form storytelling for bios, videos and reels, tutorials and visual project results
Facebook	Main social channel to engage project partners and their followers, policy makers, and the general public, including parents of potential future female innovators	Live streaming, creation of events, link sharing, infographics
Twitter	Useful to communicate news and engage with other EU projects	Sharing links to project results and retweeting other projects and opportunities
YouTube	Used as a video repository	Videos, live streaming
LinkedIn	Useful channel to engage B2B and public administration	Still evaluating if the project should open own LinkedIn page



		or ask partners to share on theirs
TikTok	Channel under consideration to share how-to videos for younger girls	Evaluating feasibility of having gurus and ambassadors create appropriate content for this network

3.2.1 Instagram

We have opened the Instagram account @shemakes_eu and created a first series of posts that establish what the project is about. Thanks to partners' shares, judicious use of hashtags and extant contacts through the TCBL and Fabricademy networks, we have already surpassed 180 fans in the first month.

Being a primarily visually-led social media, on Instagram we will prioritize inspiring and direct short form content with strong visual elements.

Instagram's massive roster of options, from in-stream posts to stories, IGTV to reels, and even live video (now with 4 rather than just 2 speakers) means that it supports a range of content types that may appeal to different publics. The recently launched reels, short videos that imitate TikTok, are perfect for 30 second how-to videos. IGTV can be used to relaunch longer interviews. In stream posts as well as stories can be used with graphics or photos to promote concepts, events or other project output.

3.2.2 Facebook

We have opened the Facebook page @shemakes.eu and have a first population base made up of project partners. Partners have shared our launch content and encouraged followers to follow the project. Once we have a further established editorial plan, we will work on fan acquisition; it is harder to grow and reach people organically on this channel than it is on Instagram.

Facebook is the prime social media platform for institutional communication, live video, news/link sharing and the promotion of events (using Facebook's event platform). As it supports link sharing, this is the best place for us to share the long-form content we'll be producing for the blog, like success stories or written interviews.

This network's slightly older demographic makes it a good place to reach the parents, relatives or teachers of children in our 8-18 target public, since we cannot directly communicate with children on social media.



3.2.3 Twitter

We have opened the Twitter account @shemakes_eu and followed partners, relevant projects and sector influencers

In the case of EU projects, Twitter may best be used as a point of contact and cross-promotion for like-minded EU projects and partner content that can be easily re-tweeted. The user base will be a mature, tech- or politics-oriented person interested in diving deeper into content like articles or longer videos.

3.2.4 YouTube

YouTube will be used primarily as a video repository in this case, since we will be using other channels to share our videos.

3.2.5 Possible other social media channels

While the “big three” social media channels have been around for long enough to know how best to employ them for our needs, two newcomers to mainstream communications should be considered in light of shemakes.

TIKTOK

This video-based social network exploded with young teens in 2018 thanks to its clever challenges and the ability to remix content and show off dance moves. Beyond lip synching, however, how-to videos are popular on the network, from recipes to science experiments. This aspect makes it interesting for shemakes as a potential channel for the diffusion of viral, short-form content such as fabric-related experiments with dye, sewing, etc. that could be linked to trending music or hashtags (for example #LearnOnTikTok, #EduTok).

The challenge in its use, however, is that it requires the creation of this type of video content by the people who produce hands-on projects (labs and their attendees). It is our hypothesis that the gurus and especially ambassadors that come out of WP 4 around project Month 12 may be the ideal producers of these videos. This might be organized during a virtual workshop where we can brainstorm about TikTok video ideas and teach how to create them.

Another feature that may be interesting is TikTok’s recently implemented “Ask me a question” tool which could be used to create Q&A contents with gurus and ambassadors, generating interactive appeal for the younger crowd.



CLUBHOUSE

This invite-only audio social network debuted in beta in early 2021 and has quickly generated a high-level user base. At the moment, only people, rather than companies or projects, can register, and it seems likely to remain that way. The network has also received some criticism, so we have to give it some time to evaluate if its use falls within our values.

Users join chats (thematic talks that are a cross between a radio show and a conference round-table) and can also be part of thematic clubs. Numerous talks deal with women in the workplace, gender equality, and business and startup tips. We are currently keeping our eyes open as to how shemakes might be represented in this network by single people - partners, perhaps ambassadors or gurus - who could further the discussion of themes important to us in this arena. It must be noted that conversations are not recorded and chats do not produce usage statistics at this time, making this network almost impossible to track for the purposes of reporting.

3.3 Blog

Previous experience in the TCBL Project demonstrates the value of journalistic-style blog posts to tell stories of collaborations and small successes generated by the project that might not otherwise be highlighted. While this blog post type will require project maturity, our blog can already feature Advisor spotlights and share opportunities for women in the industry.

We expect the blog to have the following categories:

- News (for project-related news)
- Opportunities (to share opportunities from our project and others)
- Stories (to tell the stories of inspiring women, success stories, etc.)

3.4 Video

Video is an essential medium for project communication, both related to individual work packages and for general use. For example, we will be creating at least one video that will help explain the project in a clear and concise manner using animated figures, text and voiceover to be placed on the shemakes.eu homepage.

In relation to WP 2, 3 and 4, we foresee a lot of video as follows:



- WP2 educational videos, live and recorded diffused workshops and learning units, short how-to content for social media
- WP3 for lab events and followup, especially as concerns knowledge-transfer for Lab-to-Lab projects in the age of Covid, and to collect inspirational testimonials at business events and innovation activities.
- WP4 for live video interviews with Advisors, Gurus and Ambassadors, as well as for biographical videos dedicated to the exemplary women we highlight. Starting M4, we will be hosting monthly live talks on Facebook and YouTube, which will initially feature an Advisor in conversation with a partner representative.

For these videos, where it is not possible for the communications team to be present in person to film material, a photo and video guideline has been distributed to project partners with tips on how to best produce material in line with the shemakes aesthetic. In some cases, we can also set up “remote filming” using Skype or similar tools.

A first round of partner-produced videos is already in production: we asked each partner to present herself in video, and have assembled the videos with branding and music to be shared on social media in upcoming weeks.

3.5 Newsletter

A minimum of four newsletters will be sent during the lifetime of the project (one every six months) to guarantee a flow of information towards stakeholders that may not be present or following on social media.

A mailing list has been set up using Mailchimp and the capacity to collect email addresses has been inserted into the website. We will be creating a template on Mailchimp in which to insert project information and relevant content.

3.6 Press Releases

The communications team will produce at least 6 general press releases regarding major milestones (project launch, open calls, major events or calendars of online events, etc.) which will be sent to partners as well as published on our own website.

The term “press release” is used not in the traditional sense of something to be published by paper-based media, but as news that might be diffused online or offline, by traditional press, relevant organizations with strong newsletters, event



listing websites, or the social media channels of partners or others (including influencers).

The method of diffusion of each release will thus depend on the content and on each partner's level of engagement or contact with appropriate "press". For example, the entire consortium may release a major news item to trade websites and relevant sector organizations or EU projects, sent through direct contacts held by the lead partner. Additional press releases may have a more local or sector nature that might be translated into the local language and sent to direct contacts (such as a website for Fablabs related news for content related to Fabricademy training). The communications team supports partners in this choice and ensures that material sent is accurate and appealing.

Initial list of press and media to engage

- Relevant newsletters
 - Worth project newsletter (lists opportunities)
 - Sourcebook newsletter
 - starts newsletter <https://www.starts.eu/>
- Textile and fashion sector publications
 - Business of Fashion
 - Women of Wearables
 - Common objective
 - PACE (Platform for Acceleration of Circular Economy)
 - WEF (World Economic Forum)

3.7 Conference

An important diffusion tool at the end of the project is the final conference, which is to be held towards the end of 2022 in conjunction with the #TCBL annual event. This foresees the participation of many of the figures identified in WP 4, and should be held in an innovative and engaging, potentially hands-on format. Currently, partners are keeping track of potential speakers and formats, and towards M15 we will start intense planning of the event.

The Final Conference will be evaluated in terms of attendance numbers, satisfaction of attendees, number and quality of videos published, and quality of material presented.



4. Key Performance Indicators

The success of the Communications Plan is measured against both qualitative and quantitative Key Performance Indicators (KPIs).

The following table lists minimum numerical goals for project communications.

Table 2: Numerical Key Performance Indicators

Measures	KPIs	Target Value
Website	Number of visitors /24 M	10.000
Social Media	Number of followers (cross platform)	1.000
Events	Number of participants at: 1. Local Seminars and workshops (including online) 2. Final Event	500 80
Content	Interviews and role model videos Overall project video	at least 18 1
	Blog Posts	at least 36
	Newsletters	4
Media Promotion	Press Releases	at least 6



Scientific publications	Number of scientific publications	at least 3
	Participation in sector events	at least 6

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.



Conclusions

This document has set out the basic framework, objectives and tools for communication activities, indicated in detail procedures for internal dialogue between partners, and established processes that will be used to reach the project's target groups. 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 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) provide partners with a mix of channels for wide 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 on a trimestral basis at Strategic Management Group meetings, with adjustments made where necessary to ensure completion.



Document information

Revision History

Revision	Date	Author	partner	Description
V 1.0	03.03.21	Alexandra Korey	Flod	First draft and table of contents
V 1.1	12.03.21	Alexandra Korey / Giovanni Giusti	Flod	Second draft and table of contents for review
V 1.2	23.03.21	Alexandra Korey / Giovanni Giusti	Flod	Third draft with reviewer comments
V 1.3	29.03.21	Alexandra Korey / Giovanni Giusti	Flod	Final version

Statement of Originality

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.

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Annex 1: Partners' dissemination resources

The following is a list of the dissemination resources of partners and their organizations. This list is relevant because our dissemination plan counts on diffusion by extant networks that already have strong and engaged publics as a more cost-effective, time-effective and sustainable solution than traditional fan acquisition.

The follower numbers indicated are as per March 8, 2021.

	Partner website	FB & followers	IG & followers	TW & followers
Fabricademy*	www.textile-academy.org	@fabricademy 4,542	@fabricademy 12,8k	@fabricademy 961
TCBL Foundation	www.tcbl.eu	TCBLFoundation 1,562	@tcblfoundation 1,579	@TCBLFoundati on 308
IAAC	https://iaac.net/		@iaacbcn 29,6k .	@IAAC 14k
Fab Lab BCN	fablabbcn.org	@FabLab.BCN 13,173	@fablabbcn 17.1k	@fablabbcn 12k
WAAG	www.waag.org	@waagsociety 15,304	@waagnl 4,593	@waag 18,9k
ONLF	www.onlfait.ch	@onlfait 1,908	@onlfaitgeneve 934	
LEON	fablableon.org	@FabLabLeon 3,024	@fablableon 2,485	@FabLabLeon 5,052



MAKE	makesense.org	@makesenseorg 100,758	@makesensefr 19,8k	
REDU		@redu.org 7,957	@redu.org.ro 956	
GGMBH(TIG)	www.tavinstitute.org	@TavistockInstitute 6,296	@tivr_arts 247	@T_I_H_R 5,910
MATR	matrix-gmbh.de	@matrixde 162	@matrixgmbhDE 80	
FLOD	www.flod.it	@flodrepublic 1,380	@flodrepublic 1,004	@flodrepublic 528



Annex 2: Logo Usage Guide

01.

Logo and Font

The Shemakes.eu project logo substitutes the letter E with a double equals sign that speaks to the equality of women.

The logo is used without the extension ".eu" that characterises the official project name.

The "symbol" version of the logo may be used to substitute the long written version when the written version is present (such as on a website or document), or when a circular logo is called for (such as on social media).

sh=ma=ke=s



Complementary font: Poppins

Please use Poppins for any presentations or other official project material. In alternative, you may use computer default fonts such as Arial or Calibri.

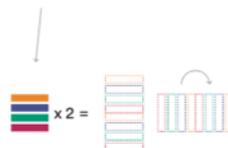
[Download Poppins \(Google fonts\)](#)

02.

Space around the logo

Sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.

sh=ma=ke=s



03. Logo size



04. Colours



The colours chosen for the Shemakes.eu project logo are jewel tones specifically chosen for their lack of direct association with single genders or business types.

<p>PANTONE 7425 CP</p> <p>CMYK 6/96/32/13 RGB 184/49/93 HEX #B8315D</p>	<p>PANTONE 334 CP</p> <p>CMYK 99/0/70/0 RGB 0/149/114 HEX # 009572</p>	<p>BLACK</p> <p>CMYK 91/79/62/97 RGB 0/0/0 HEX #000000</p>
<p>PANTONE 7425 CP</p> <p>CMYK 80/74/0/0 RGB 80/81/152 HEX #500198</p>	<p>PANTONE 138 CP</p> <p>CMYK 0/52/100/0 RGB 229/146/50 HEX # E59232</p>	



05.

Logo variations

The following are the permitted variations.



06.

Incorrect logo usage

Do not modify the provided logo in any way.

