



Erasmus+



Cooperation for innovation and the exchange of good practices
Strategic Partnership for adult education

Textile heritage - from the wooden loom weaving
to the digital art

STRATEGY FOR DISSEMINATING PROJECT RESULTS



www.DARE2WOW.ME



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This project is realised through the DARE2WOW Consortium consisted of:

Centro de Education e Promocion de Adultos de Ourense (Spain)

Istituto professionale statale per i servizi aziendali, turistici, grafici, sociali e alberghieri L. Cossa (Italy)

Bulgara Centre for Development (Bulgaria)

AETOI THESSALONIKIS (Greece)

SISU Consulting Ltd. (UK)

IPSIA Luigi Cremona Pavia (Italy)

Biedriba "Islices sieviesu klubs "Ritausma" (Latvia)

2015 - 2017

I. PROJECT SUMMARY

The world of the textile industry is in a process of transformation from what it is today to looking back to what it has been in the past – new technologies, globalization and ecology are the three main forces that influence this process with the usual pressure on resources, markets for products and FASHION. At the same time, improving European educational and training system quality has been set as a key target in Europe’s strategy for becoming a smart, sustainable and inclusive economy by 2020 (Council of European Union, 2010). As such specific goal to improve skills within the adult’s education are seen in a key role.

In this context, “Textile heritage - from the Wooden loOm Weaving to the Digital ART” (DARE2WOW) brings together 6 countries from all over Europe (Spain, Italy, Bulgaria, the UK, Latvia & Greece) to support the development, transfer and implementation of innovative practices within the partnering organizations and Europe by implementing the project’s joint initiatives that promote cooperation, peer learning and exchange of experience at European level in the area of textile production and exploitation.

There are many methods for general improvement of adults’ manual skill on the market; however, there is clearly a lack of model that identifies the capabilities (knowledge, skills and insights) to fill skill gaps in the area of textile production. There is a need for more flexible learning process - one that uses the innovative access to new technologies and peer-learning opportunities opposite to any of the few existing laborious and increasingly demanding educational programs of the formal education that stress on complexity and difficult terms with little connection to the two subject – manual work and digital capability.

“Textile heritage - from the Wooden loOm Weaving to the Digital ART” (DARE2WOW) project proposes a flexible and collaborative method, processes and tools for adults to increase their skill, knowledge and insights in their own pace and within their own understanding. The project promotes and strengthens the European cooperation while designing and piloting a new model, new tools and a new virtual platform between the partnering institutions but also for free access to all stakeholders to learn, develop and create a new understanding of the textile industry where technology, globalization and ecology are part of their textile production and exploitation. This will also be a space for discussing, trying and learning along the new concepts that could potentially improve one’s life and bring prosperity and wellness while keeping eyes on the objectives, learning from others’ experience and stimulating reflectivity on the possibilities that are out there when finding its place within the large textile industry. The project creates a tool for finding the best possible partners when looking for courses for adults, as well as a place for networking, sharing experiences, information and best practices.

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PROJECT IMPLEMENTATION

- 4 transnational meetings;
- Research and analysis on the methods used by the formal and in-formal education for adults education in the area of textile production, exploitation and ecology – shared experiences and case studies of good practice;
- Curriculum for Adult Education;
- Innovative interactive online tool.

II. DARE2WOW DISSEMINATION STRATEGY

The DARE2WOW project aims to help the adult learners' educators to exchange new ideas and best practices with other educators from different European countries in order to provide their lessons with a more attractive way of interacting in the process of teaching.

We look for a dissemination strategy that uses different communication tools to reach the project's target group not only to attract their interest but share their feedback too. The current "Strategy for dissemination project results" will aim to present a list of actions to be taken for the purpose of successfully reaching the goals set by the project. We will plan and executed the dissemination and exploitation of this strategy in order to ensure that project results have a reach beyond those directly involved in the consortium and an impact that is sustained beyond the project's lifetime.

The prime objective for DARE2WOW's Dissemination is:

- To inform the general public about the activities in the project;
- To inform potential stakeholders who might have an interest in the results of the project to use as part of their own work;
- To keep authorities informed – the project awarding agencies on national and European level;
- To arouse interest in potential supporters for participation in future similar projects or even in the position of sponsoring partners for continuing the current project's ideas.

Main Principles

Implementation of this strategy will be guided by couple of main principles:

- All activities will be based on team efforts for achieving effectiveness of communication and post-project dissemination;
- In-time coordination with the project coordinator regarding any communication and sustainability-enhancing activities that are not mentioned in this document but that are planned to be undertaken within the partnering institutions;
- Each publication or product within the project will be prepared with a clear audience and purpose in mind, and it should have a preliminary message and dissemination schedule;
- The DARE2WOW consortium members will strive to achieve the right balance between formal and informal mechanism of communication with their broader audience. While this strategy will focus more on the formal mechanisms of dissemination, informal channels are equally important – the difficulties comes from the fact that often the broader audience does not necessarily understand both what the project is trying to achieve and how the community would benefit from its successful implementation. At institutional level, and often through informal channels, each partner might need to search for ways to articulate in clear, concise and accessible way what the project is about and why it is important.

Target group

The project target group has been defined as:

1. All members of the participating organisations;
2. The international and national network of partners of the participating organisations;
3. Organisations for Adults Education with ability to run or improve of already running courses for adults;
4. Individuals – adults of any age that through the developed interactive online tool will be able to improve their skills no matter on their previous knowledge on the subject including mentally challenged people for improving their skills in the area of textile, fashion, clothing making, production and exploitation of cloths.

The direct (immediate) beneficiaries of the project will be at least 30 representatives from all of the above mentioned categories from each country and their involvement will be proven through participation lists when taking part in the project's activities.

Communication, visibility and PR activities for achieving project results

The DARE2WOW consortium will mobilise their networks of partners at local, regional and national level in view of raising general awareness of the project through supporters and promoters of this project.

The aim of the partnership is to establish channels of media relations in order to achieve visibility of the project at local, regional and national level. Results will be promoted during local, regional and national events, publishing activities within their own organisations on partnering websites, informational brochures, bulletins, newspapers, etc, as well as utilising all available opportunities to make the project visible to policymakers at local, regional and national level.

A Facebook space will complement the project website – this is a particularly effective way to quickly reach a broader audience, with day-to-day interaction among the project team, members, supporters, followers and other people involved with or interested in the project.

GRAPHIC IDENTITY

- LOGO – to represent the project idea in a creative way and be used in/on all project results;
- LAYOUT – consistency in the way national brochures, leaflets and all other promotional materials look like;
- Erasmus Plus logo – together with information on the financial support from the European Commission under this program.

Dissemination and communication mechanisms and channels

Project website and other web-based tools

www.dare2wow.me is the project website as one of the main dissemination channels. It will be a key source of information available to free access in most of its sections to all stakeholders, a first point of contact and a mechanism for on-going communication with external audiences. The website will be promoted by all partners within their own networks of contacts. A Facebook page will also be created as described above.

International Conference

As a main dissemination tool, the project will organise a final international conference where national and international contacts and partnerships with key stakeholders and opinion leaders will be created. This allows for direct, face-to-face communication and discussion with possible feedback that could improve project results with regards to their sustainability after the project life.

Publications in printed and electronic media

The DARE2WOW consortium will utilise the availability to publish in printed and electronic media key messages and information for the general public, publishing about events, workshops and the conference. In this respect the consortium will develop a basic common project narrative – key information about the project, the funding program and main objectives, that will serve as a baseline for media publications and will ensure consistency of the disseminated messages across the partnering countries.

Internal publications

As above, partnering organisations' websites, bulletins, printed and electronic brochures, newspapers, etc. are an excellent and cost-efficient way of promoting the project and disseminate its key messages and results to the broader audience.

DISSEMINATION ACTIVITIES

- Online presentation of the project through its website;
- Distribution of printed flyers, leaflets and brochures,
- Electronic informational bulleting (e-newsletter) distributed twice a year;
- Promotion at local, regional and national events;
- Final International Conference in Spain.

III. DELIVERABLES TEMPLATE

Dissemination will be facilitated by the sharing of information among all partners and project stakeholders for easy allocation of an event, its details and for reporting purposes on the adequate administration of the project. The proposed template is to be additionally approved by all partners at the kick-off meeting in Italy and the final version is to be added in the “dissemination section” of the project website. The presented link of each entry will open a pdf file with all details describing the dissemination event, incl. supporting documents like pictures, brochures, publications etc.

Deliverable No.	Title	Type or nature of deliverable	Delivery Date	Delivery Place	Partnering Organisation
1.	Kick-off meeting	Working meeting and Seminar	25-28.10.2015	Pavia, Italy	L.Cossa IPSIA
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IV. SUSTAINABILITY OF POST-PROJECT DISSEMINATION

The main project objective is the creation of a Curriculum for Adult Education in the area of textile production and exploitation with regards to the ecological foot-print this process has in the world. As such the project results will remain to be used by all partnering organizations and any other interested to run such classes organization.

With the above in mind, the following activities will be sustained after the end of the project:

1. DARE2WOW intellectual outcomes as researches, surveys, questionnaires, the created networks and consultations in the field in each of the partnering countries, will remain available to all interested to apply the created Curriculum in Adult Education parties. Project partners agree to **support** the interested parties with further advice, resources and experience, gained during this project. Improving relationships with stakeholders is anyway expected to become increasingly important as they face the need to become more adaptable to the needs of their own students, society and economy. Therefore, in terms of cost effectiveness, the partners will provide any interested party with the human recourses support they would need at the beginning in order to apply the Curriculum in their organizations and institutions;
2. The project **website** (featuring the key project outputs), as well as the other web-based communication channels (Facebook, YouTube) will be maintained by the leading IT partner for at least 5 years beyond the project's life. All partners can contribute to regular updates with events, workshops, classes that have been organized and run after the end of the project as well as update to other interested parties that have applied the Curriculum within their working programs;
3. The possibilities for **synergies** with other initiatives related to this project will be actively sought by all partners – whether these are publically or privately run initiatives, the possibility for synergy would become the way to encourage for the implementation of changes in the existing educational system in the area of textile production, the working methods for leadership and professional realization;
4. **Multiplier effect** – this will be achieved through the utilization of the created Curriculum for Adult Education in the area of textile production, where partnering organizations and all interested parties will improve capacity for managing educational reforms and change as well as inducing positive changes at local level for the perception of participating in international projects.