
Call: HORIZON-WIDERA-2021-ACCESS-03/Twinning

Project SustDesignTex (GA No. 101079009), title: „Sustainable Industrial Design of Textile Structures for Composites” funded by the European Union

Final Version of the Plan for Dissemination and Exploitation (including communication activities)

SUSTainable industrial DESIGN of TEXTile structures for composites (SustDesignTex)

Grant Agreement number: 101079009

Project acronym: SustDesignTex

Project title: Sustainable Industrial Design of Textile Structures for Composites

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Project coordinator name, title, and organization: Marcin Barburski, DSc, prof. TUL, Lodz University of Technology

Project coordinator e-mail: marcin.barburski@p.lodz.pl

Project e-mail: sustdesigntex@info.p.lodz.pl

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V1.1	18.09.2025	Document revised and comments added
V1.0	04.09.2025	First draft of the report
Main Author of the Deliverable, Consortium Beneficiary		Other Contributors, Consortium Beneficiary
TUL		All partners

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Deliverable Title	D7.7: Final version of the plan for dissemination and exploitation (including communication activities)
Milestone Lead:	Lodz University of Technology
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Author(s):	Tsegaye Lemmi & Marcin Barburski
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Abstract:	This final version of the Dissemination and Exploitation Plan presents the comprehensive strategy developed and implemented throughout the SustDesignTex project to ensure effective outreach, stakeholder engagement, and long-term sustainability of project results. The plan integrates communication activities as per Horizon Europe guidelines and reflects updates made from the initial version (D7.1) and the updated version (D7.2).

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1. Introduction

This deliverable outlines the strategic framework for the dissemination, exploitation, and communication (DEC) activities carried out during the project. The primary goal is to maximize the visibility, impact, and uptake of the project outcomes by relevant stakeholders, including policymakers, industry, academia, and the public. The plan addresses, among others, the following aspects: **Target audiences**, with the aim of building a multi-stakeholder network. A stakeholders' database was being set up with the contributions of all the consortium partners and was being used for specific dissemination and communication to relevant stakeholders:

1. Academia (including PhD students and consortium) is a key group to address the specific challenge of networking gaps and deficiencies between the research institutions;
2. Local authorities (Lodz Voivodeship, Lódz Marshal Office, Lódz City Government) support the development of innovations in the field of textiles, including "Modern textile and fashion industry (including design)";
3. Industry (mainly SME) in the field of automotive and aeronautical enterprises; the main companies, that will be involved: Bowi-styl; Gedeon; Moratex; Tricomed; Łukasiewicz Research Network – Textile Institute; Łukasiewicz Research Network – Institute of Biopolymers and Chemical Fibres; Łukasiewicz Research Network – Institute of Leather Industry; Texpol; Dywilan; Baltex; Wigolen; MDH; Rymatex; Pabiantex; Sempertrans; Corning; Glassfiber Krosno; Krosglass; Technotex; Saertex – MILAR; Miejskie Przedsiębiorstwo Wodociągów I Kanalizacji; Hydro Extrusion Poland; AWP Nordic Products; Brown; BSH; Delia Cosmetics Distribution; DELL Products; LUMILEDS; Łódzka Specjalna Strefa Ekonomiczna; MIRBUD; MITMAR; Ceramika Paradyż; Pietrucha; Rossmann; VEOLIA; Wielton; Związek Przedsiębiorców Przemysłu Mody Lewiatan; Gedeon; Top Secret; Teofilów; Recte-Komes; Marilyn; Polexim; WOLA; Ariadna; TZMO; Ogólnopolska Izba Branży Skórzanej; Oh!Zuza; Vanilla night&day; Deni Cler; BOWI-STYL; Biliński; Kastor; Air Force Institute of Technology; Royal Star; Eurotech; NDH Sprzęt Medyczny; NFM Group; Malco Company; Summit Polska; MST Company; Compremm; JAKUSZ Company; AIRBUS; SCANWAY; THALES; LOT AMS; STER COM; ODBAS; Lublin Airport; 5TX Surf company.
4. Stakeholder associations defend the interests of various stakeholders and are active in policy formulation;
5. Society at the local, national, and European levels needs the implementation of the Sustainable Development Goals.

Key messages – mission, vision, and subject of the dissemination. At the very beginning of the project, a set of key messages was developed to meet three main goals: increased visibility of TUL as a research excellence unit in the textile reinforcement composites (TRC); enhanced visibility of TUL's reputation, attractiveness, and networking channels; increased society understanding, awareness, and acceptance of TRC products.

Dissemination activities under the SustDesignTex project have significantly increased the visibility of TUL as an entity dedicated to research excellence in the field of textile reinforcement composites. This enabled TUL to submit applications for subsequent projects. This will also have a significant impact on the future of the better visibility of TUL's reputation, its attractiveness, and networking channels.

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Dissemination channels:

1. Website, which includes both private and public areas, for project partners, and the wider community (professionals, academics, the public, and SMEs or industry) respectively.
2. Social media: LinkedIn, Facebook, and Twitter to get wide visibility within the research and innovation community as well as society.
3. Project press releases, presentations, videos, and newsletters: a set of digital and tangible materials was employed to stimulate awareness of the SustDesignTex project in a unified and attractive way. These tools were constantly updated to reflect the project's progress, achievements, intermediate, and final results.
4. Open access to publications and highly cited journals has been a key factor for the wide dissemination of its results and for the EU society.
5. Organization and attendance of conferences and fairs. Organization of two international conferences, InnovaTex 2023 and InnovaTex 2025, in the first and third years of the project. Participation in international conferences and trade fairs in various regions of the world. The presence of the SustDesignTex members at conferences tremendously exposed both the achievements and research potential for cooperation.
6. Business Forums – Organization of 2 events designed to meet the needs of industry and reduce communication and cooperation gaps between the industry and academia. A strategy of common activities was developed with the support of local authorities and policy makers.
7. Organization of workshops, trainings, and a Summer School – in order to validate and disseminate the results of the project, various workshops were organized by TUL and consortium members within the lifetime of the project.
8. Different published materials – E-Catalogue of technologies, services or patents offered by TUL for SMEs and industry, were promoted at the project events (conferences) to which all relevant stakeholders representing the target groups described above were invited.
9. Collaborating with other projects - to enhance the visibility of the SustDesignTex project and exchange good practices on managing Twinning projects, collaboration with organizations realizing twinning projects was established.

1.1. Rules for dissemination of project results

The beneficiaries have disseminated their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules, or legitimate interests. A beneficiary that has intended to disseminate its results has given at least 15 days' advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it has planned to disseminate.

Any other beneficiary has had the right to object within 15 days of receiving the notification (unless agreed otherwise), if it has shown that its legitimate interests in relation to the results or background have been significantly harmed. In such cases, the results have not been disseminated unless appropriate steps have been taken to safeguard those interests.

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2. Summary of the SustDesignTex project

The SustDesignTex project's general objective is to enhance networking activities and establish a long-term strategic partnership between TUL (Faculty of Materials Technology and Textile Design), top-class leading counterparts at the EU level - 3 well-known universities, and the Polish company active in the field of the project results' implementation. The general objective has been achieved by building on the strong potential of networking for excellence through knowledge transfer in the industrial design of innovative textile structures for composites. This has been based on the joint implementation of a research microproject and a preliminary exchange of best practices between TUL and the partners. A set of coordination and support activities has been organized around the microprojects to support this process. TUL, ITA, HB, and UZ researchers have been acquainted with the real research interests and conditions of each other, train their skills and transfer knowledge on the new methodologies and equipment during short-term visits, expert visits, lectures, training sessions, joint research work, conferences and conducting of a joint research micro-project designing and assessing new Textile Reinforcement Composites (TRC). TUL has also made a huge institutional advancement in research management and administration, research project preparation, management and coordination, and developing the skills of its Early Stage Researchers via the Strengthening TUL research management marathon, roundtables, workshops, and the Joint Summer School for TUL ESRs. The Industry-Research Dialog Platform and the Joint Research and Innovation Road Map launched in the project have created conditions for constant joint work with industrial partners and support in achieving the goals of the Lodz Region Smart Specialization Strategy. The TUL team has acquired expertise in industrial design, processing textile structures, and TRC from outstanding partners and has become a Centre of Excellence in the optimization of innovative TRCs.

3. Objectives and approach of the dissemination and exploitation strategy (including communication activities)

The plan for dissemination and exploitation is an important part of the Horizon Europe projects in which all partners must participate. Communicating European projects should aim at how research and innovation are contributing to an "Innovation Union". This plan is divided into two complementary activities:

- Dissemination and communication activities are oriented to show the attractiveness of the results achieved and their impact on a target audience composed of key stakeholders already identified, consumers, journalists, and the general public.
- Exploitation actions will establish the main pillars for a future market uptake plan of the most promising and mature results generated in the project. The exploitation strategy will identify technical choices towards the most promising directions, thus maximizing the opportunities for innovation and business.

In this manner, the SustDesignTex Plan for dissemination and exploitation has aimed to promulgate findings and innovation to key stakeholders to create value within the target communities and

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initiatives in the EU. In other words, dissemination and exploitation have concerned the whole of the project, as they have served as a way of raising awareness for the achievements targeted to the external audience, the scientific community, and potential business users of the products and services developed. It has been necessary to emphasize that the organizations directly or indirectly involved in the project have had strong positioning and the capacity to influence and integrate internal dissemination strategies. They have involved complementary research, communication, marketing, and business units to increase the impact of the project.

The consortium has ensured that the dissemination materials prepared for promoting the research results and benefits have not compromised the interests of the industrial stakeholders prior to disclosure. The dissemination approach has been designed and tailored according to the nature of each partner. The findings from the SustDesignTex project have also been tailored to specific audiences and have provided a basis for fostering public support for the development of sustainable, environmentally-friendly, and healthy technologies. All of this has aimed to help maximize the impact of R&I actions.

The Dissemination and Exploitation strategy of SustDesignTex has combined online and offline channels and tools, reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions has reinforced the message and has allowed the project to reach its audiences. Activities carried out in the project have shown the attractiveness of the results achieved and their impact on the target recipients. Innovations and results have been disseminated to key stakeholders to create value in the target communities and initiatives in the EU. Awareness of achievements addressed to external recipients, the scientific community, and potential business users has been raised. Research units and communication, marketing, and business units have been involved to increase the project's impact.

The Dissemination and Exploitation strategy of SustDesignTex has combined online and offline channels and tools, reinforcing key messages tailored to stakeholders.

3.1. Target audience and description

The identification of target audiences of the SustDesignTex project has been crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders has different points of interest and demands regarding the project. According to this strategy, messages have been shaped and delivered in an effective manner. Therefore, the dissemination and communication channels and activities described in this plan have been clearly focused on them, and the messages have been adapted. The following audience and stakeholders of the sector have been identified before the start of the project, and they have been considered at the European, national, and regional levels. During its development, partners have been asked to report about contacts, networking, and activities they have established with these groups (see Table 1).

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Table 1. Target groups

Target Groups	Communication Channels/Aim
Researchers and Academics: (Relevant research institutions)	Channels: Web and social media; Scientific journals, conferences. Aim: R&D cooperation.
Policy Makers and Standardization Bodies: European, National and Regional Policy-makers (Governments, Ministries, Agencies, Councils, etc.), lawyers, certifiers.	Channels: Web and social media; Policy Workshops in Brussels; Specialised communication channels (EU Community, etc.). Aim: Project involvement; Policy dissemination.
Industry	Channels: Web and social media; Press releases; Scientific journals, specialised conferences; Industry events (market fairs); dedicated workshops; specialised communication channels. Aim: Project involvement and commercial exploitation.
Consumers & Prossumers: Citizens, Owner associations, Householders, Tenants.	Channels: Web and social media; Press releases; Dedicated workshops. Aim: Project involvement; General awareness.
Students: Educational training and communication actions addressed.	Channels: Web and social media; Training sessions; Student internships; Doctorate projects Aim: Promote scientific and technological vocations and the formation of high-level scientists and engineers in composites technology.
General Audience	Channels: Web and social media; Press releases. Aim: General awareness.

3.2. Key Dissemination and Communication Channels and Activities

Table 2. Dissemination and Communication Channels and Activities

Actions	Description
Project website and positioning	Providing information about the project and the results, showcasing the project's news, and acting as a communication channel with the stakeholders and the project media hub.
Social Media Channels	Facebook account - information, general domain news, and communicating directly with parties, influencers, and key actors.

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	Twitter account - community group to gather all interested stakeholders. LinkedIn - community group to gather all interested stakeholders.
Logo and presentations	HQ professional logo, visual guide, and professional presentation templates (Word for deliverables, PowerPoint, press releases, etc., for all partners).
Supporting Communication Material	Posters/Banners/Roll-ups, which have presented the project's concept; Flyers/Leaflets that have contained general project information, best practices, and ad-hoc information for events.
TUL Open Day	Open-day events have been organized at different institutions involved in the project. During these events, the general public has the opportunity to visit the research facilities and attend presentations prepared by researchers involved in the project. Local schools have also been contacted to promote the participation of students in the Open Days.
Joint events, workshops, round tables & networking with other projects	Events organised/co-organised by the project, inviting experts, researchers, clients, and industry audience. Events where the project has been invited to present its work and vision. All events have a presence on the website, and the most important have been communicated via LinkedIn and Facebook accounts.

4. Dissemination and Communication Policy, Rules, and Support of the EU

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):

[eu-emblem-rules_en.pdf \(europa.eu\)](http://eu-emblem-rules_en.pdf (europa.eu))



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Association of the EU emblem with the funding statement

Horizontal option



Positive version
(CMYK or digital impression process)



Negative version



Monochrome reproduction
(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.



If only one Pantone colour is available (Reflex Blue is used as an example here).



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Association of the EU emblem with the funding statement

Vertical option



Positive version
(CMYK or digital impression process)



**Funded by
the European Union**



**Co-funded by
the European Union**

Negative version



**Funded by
the European Union**



**Co-funded by
the European Union**

Monochrome reproduction

(Specific print process on clothing and merchandise or with Pantone)

If only black or white is available.



**Funded by
the European Union**



**Funded by
the European Union**



**Funded by
the European Union**



**Funded by
the European Union**

If only one Pantone colour is available (Reflex Blue is used as an example here).



**Funded by
the European Union**

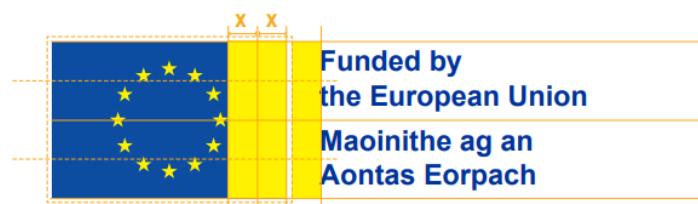
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Association of the EU emblem with the funding statement

Bilingual option

In some cases, using a multilingual version can be necessary. Therefore, a bilingual version is possible. To keep its integrity, adding a third language with the EU emblem is not allowed. In that case, we advice that the logo be replicated in the necessary languages.



Examples



**Funded by
the European Union**
**Maoinithe ag an
Aontas Eorpach**



**Funded by
the European Union**
**Maoinithe ag an
Aontas Eorpach**



**Gefinancierd door
de Europese Unie**
**Financé par
l'Union européenne**



**Gefinancierd door
de Europese Unie**
**Financé par
l'Union européenne**

It is not recommended to use a bilingual version when the EU emblem is small. The minimum height of the EU emblem for this specific version must be 2 cm.

For specific items, like pens, the bilingual version is not allowed.



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Colours



EU corporate blue
C: 100 | M: 80 | Y: 0 | K: 0
R: 0 | G: 51 | B: 153
#003399

Yellow 100%
C: 0 | M: 0 | Y: 100 | K: 0
R: 255 | G: 204 | B: 0
#FFCC00

Font

The font used here to create the funding statement is Arial (bold). It offers a simple and neutral style and is available for all EU languages. Arial is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

1234567890 1234567890
!@#\$%^&*—(.:;)()[]{}||<>○¶—×÷—≤≥<>=≈Not±§@°ℓe©®™€\$¥£¥ƒ

Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.



Minimum size

The minimum height of the EU emblem must be 1 cm

For specific items, like pens, the emblem can be reproduced in a smaller size.



When using the EU funding statement in a small size, we highly recommend using the horizontal version.

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The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

4.1. Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

"Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."

4.2. Open Science

The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication is deposited in a trusted repository for scientific publications

- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and

- Information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the fair principles (in particular machineactionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent

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identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

Only publication fees in full open-access venues for peer-reviewed scientific publications are eligible for reimbursement.

4.2.1. Open science: research data management

The beneficiaries must manage the digital research data generated in the action ('data') responsibly, in line with the fair principles, and by taking all of the following actions:

- establish a data management plan ('DMP') (and regularly update it)

- as soon as possible and within the deadlines set out in the DMP, deposit the data in a trusted repository; if required in the call conditions, this repository must be federated in the EOSC in compliance with EOSC requirements

- as soon as possible and within the deadlines set out in the DMP, ensure open access — via the repository — to the deposited data, under the latest available version of the Creative Commons Attribution International Public License (CC BY) or Creative Commons Public Domain Dedication (CC 0) or a licence with equivalent rights, following the principle 'as open as possible as closed as necessary', unless providing open access would in particular:

a) be against the beneficiary's legitimate interests, including regarding commercial exploitation, or

b) be contrary to any other constraints, in particular the EU competitive interests or the beneficiary's obligations under this Agreement; if open access is not provided (to some or all data), this must be justified in the DMP

- provide information via the repository about any research output or any other tools and instruments needed to re-use or validate the data.

Metadata of deposited data must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent (to the extent legitimate interests or constraints are safeguarded), in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: datasets (description, date of deposit, author(s), venue and embargo); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the dataset, the authors involved in the action, and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for related publications and other research outputs.

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5. SustDesignTex visual guidelines

The first communication action developed after the start of the project was to create a recognisable brand of SustDesignTex reflecting the main goals of the initiative and offering to the audience/stakeholders a clear identification of the values and messages.

5.1. Name

SustDesignTex is the branding name of the project, which means: "Sustainable Industrial Design of Textile Structures for Composites". The full title should be included in brackets when it is first mentioned in a document, and then it has been used in its abbreviation/acronym.

5.2. Logo and visual guidelines

The inspiration for designing the logo was the structure of textile products (woven fabric), as well as nature and natural materials. The color scheme of the sign refers to nature - the symbol of the fabric weave is light green, but the black typographic part retains its legibility despite the use of two types of fonts: Museo Sans 500 and The Bold Font. The SUSTDESIGNTEX logo itself is an abbreviation of the full name of the project: "Sustainable Industrial Design of Textile Structures for Composites".



ABCDEFGHIJKLMNOPRSTUWZ

THE BOLD FONT

ABCDEFGHIJKLMNOPRSTUWZ
abcdefghijklmnoprstuwz

Museo Sans 500



CMYK: 20%, 0%, 60%, 0%
RGB: 219, 226, 133
DBE285



CMYK: 0%, 0%, 0%, 100%
RGB: 43, 42, 41
2B2A29



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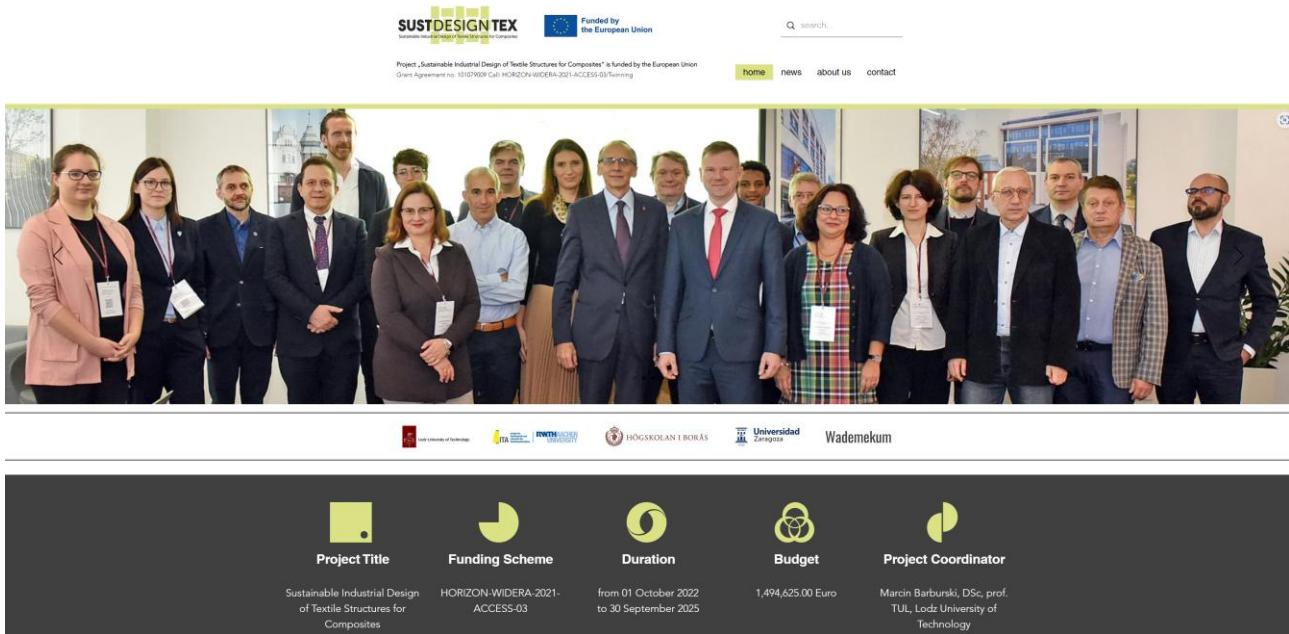
6. Communication tools and actions

With the main aim of attracting and establishing a SustDesignTex community around the general public, the Digital Marketing Strategy has been established with three pillars:

6.1. SustDesignTex website

SustDesignTex website <https://www.sustdesigntex.eu/> - targeting the general public, and also containing specific sections with dedicated content, the website has been continuously updated with project general information, brochures, news, deliverables, publications, consortium information, and complementary content to provide visitors with a broad idea of the project concept and the progress of the activities.

The main landscape of the website looks as follows:



6.2. Social media

Social Media and newsletters to share the advances about the project included on the website and attract visitors and users. This has been used as a tool to interact and listen to the comments of the stakeholders of the project.

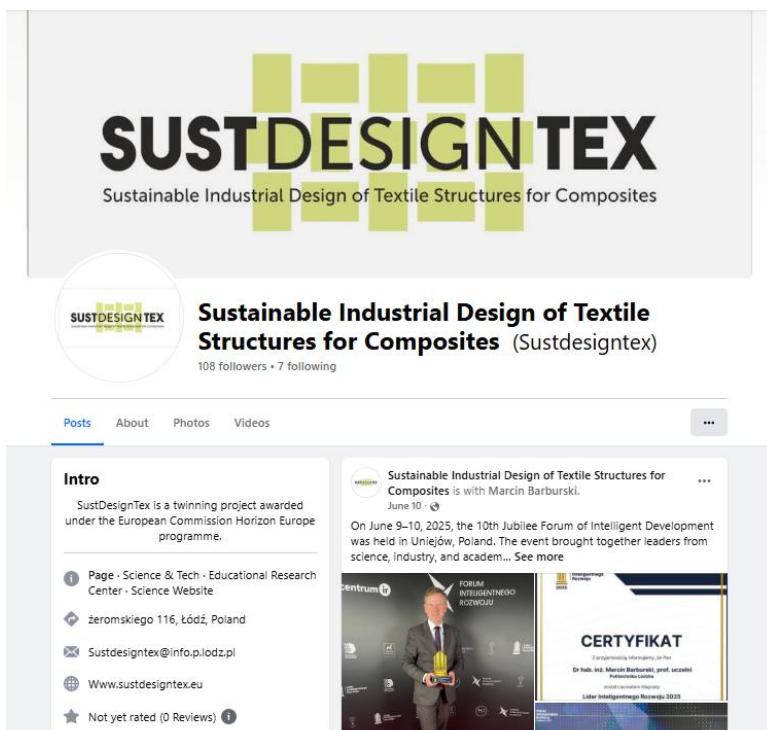
Multiple profiles in different social networks have been created to communicate the project activities and disseminate the outcomes of the project to different audiences:

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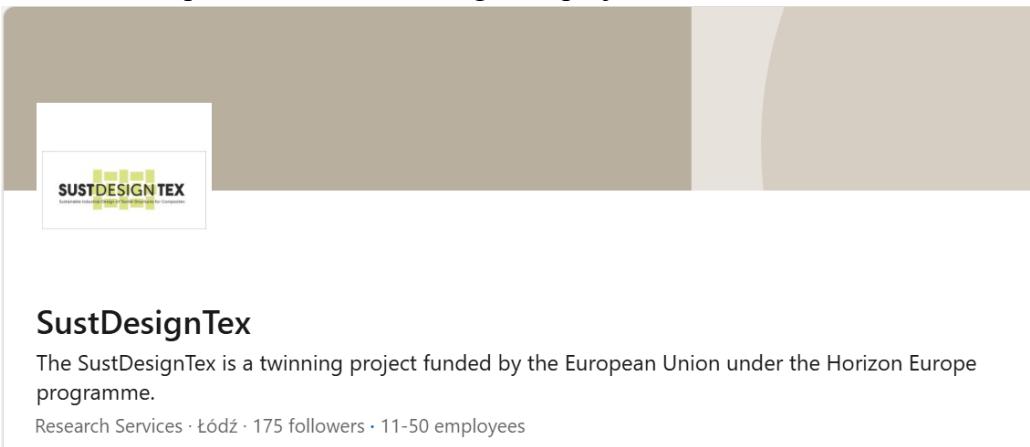
1. Facebook - <https://www.facebook.com/SustDesignTex>

The Facebook profile of the SustDesignTex project looks as follows:



2. LinkedIn: <https://www.linkedin.com/company/sustdesigntex/>

The LinkedIn profile of the SustDesignTex project looks as follows:



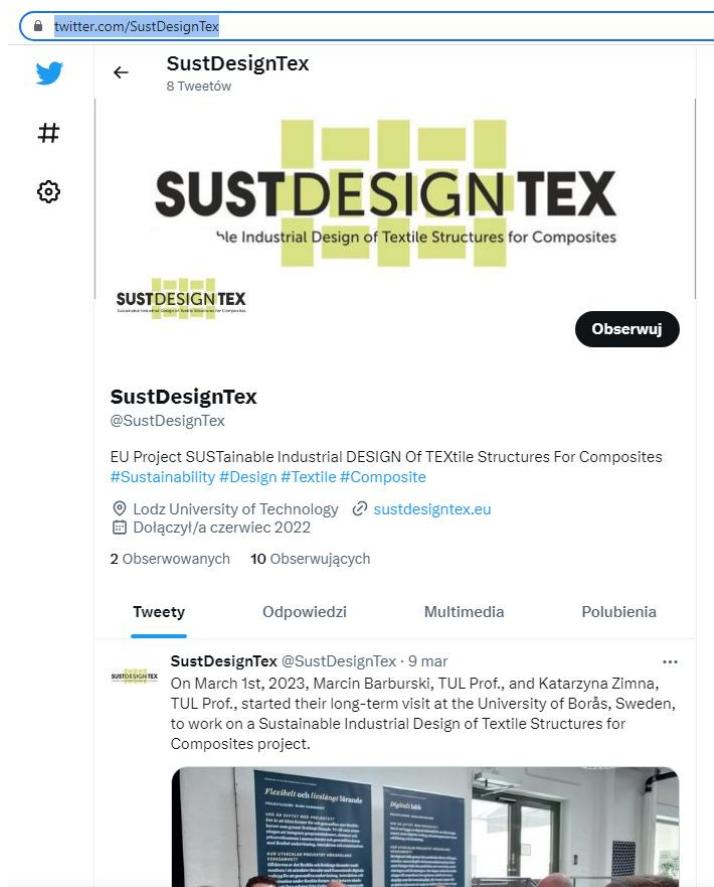
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3. Twitter - <https://twitter.com/SustDesignTex>.

Twitter account profile of SustDesignTex project looks as follows:

After the mid-term evaluation the strategy of sharing information on this platform has been shifted as it did not receive a lot of engagement on this platform.



SustDesignTex
@SustDesignTex

EU Project SUSTainable Industrial DESIGN Of TEXtile Structures For Composites
#Sustainability #Design #Textile #Composite

2 Following 10 Following

Tweety Odpowiedzi Multimedia Polubienia

SustDesignTex @SustDesignTex · 9 mar

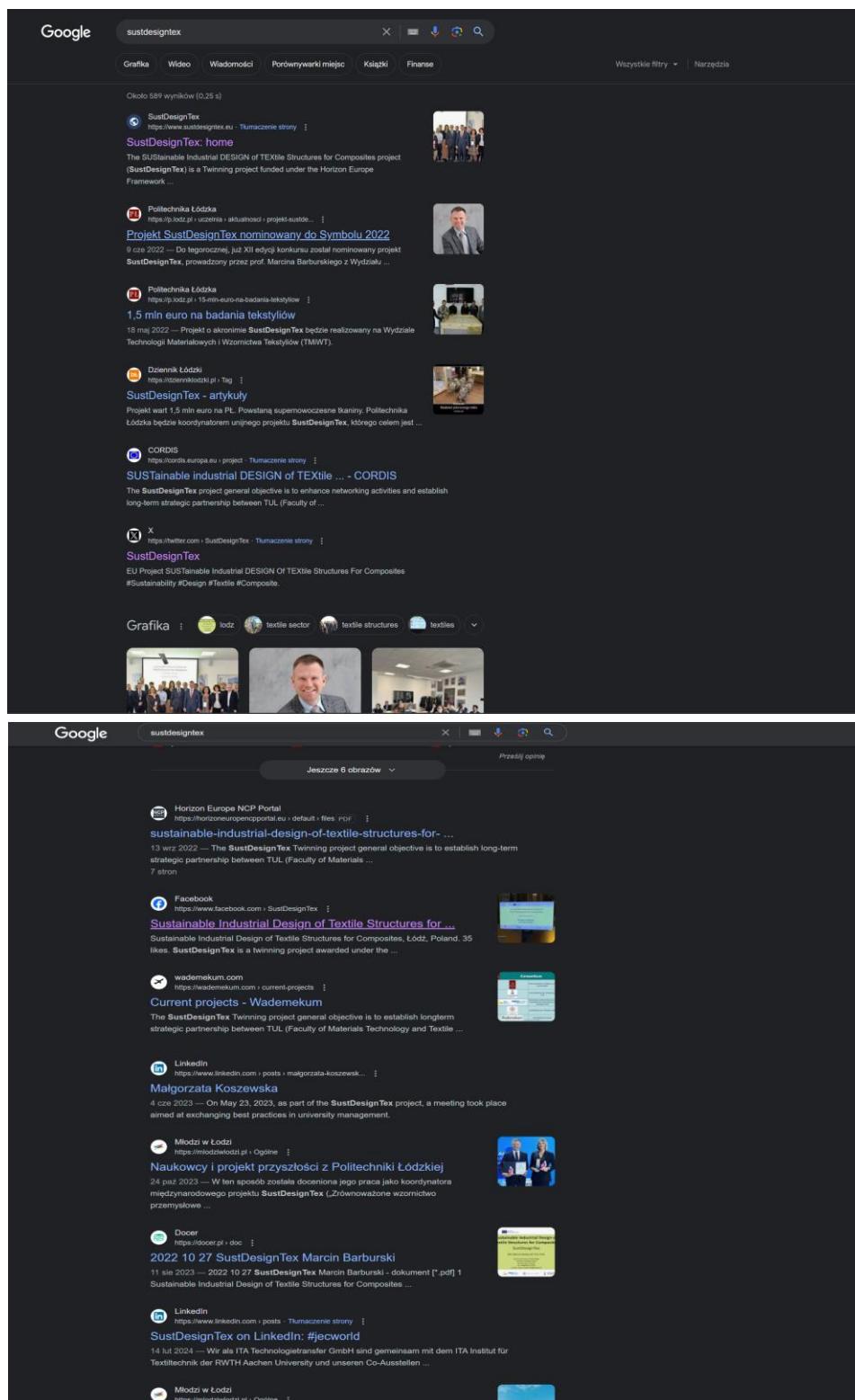
On March 1st, 2023, Marcin Barbuski, TUL Prof., and Katarzyna Zimna, TUL Prof., started their long-term visit at the University of Borås, Sweden, to work on a Sustainable Industrial Design of Textile Structures for Composites project.



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Google search results:



Google search results for 'sustdesigntex' showing 13 search results across two pages. The results include links from the project's website, partner institutions (Politechnika Łódzka, CORDIS, Wademekum), and various news and social media posts. The results are displayed in a dark-themed Google search interface.

1. SustDesignTex
<https://www.sustdesigntex.eu> - Tłumaczenie strony

2. SusiDesignTex: home
The SUSTainable INDUSTRIAL DESIGN of TEXTile Structures for Composites project (SustDesignTex) is a Twinning project funded under the Horizon Europe Framework ...

3. Politechnika Łódzka
<https://lodz.pl/15-min-euro-na-badania-tekstylow...>

4. Projekt SustDesignTex nominowany do Symbolu 2022
9 cze 2022 — Do tegorocznzej, już XII edycji konkursu został nominowany projekt SustDesignTex, prowadzony przez prof. Marcina Barbuskiego z Wydziału ...

5. 1,5 mln euro na badania tekstylów
15 maj 2022 — Projekt o akronimie SustDesignTex będzie realizowany na Wydziale Technologii Materiałowych i Wzornictwa tekstylów (TMiWT),

6. Dziennik Łódzki
<https://lodz.dzieniolkwiatkow.pl/Tag...>

7. SusiDesignTex - artykuly
Projekt wart 1,5 mln euro na PL. Powstanie supernowoczesnych tkanin. Politechnika Łódzka będzie koordynatorem unijnego projektu SustDesignTex, którego celem jest ...

8. CORDIS
<https://cordis.europa.eu/project/Tłumaczenie strony>

9. SUSTainable industrial DESIGN of TEXTile ... - CORDIS
The SustDesignTex project general objective is to enhance networking activities and establish long-term strategic partnership between TUL (Faculty of ...

10. SustDesignTex
EU Project SUSTainable Industrial DESIGN Of TEXTile Structures For Composites
#Sustainability #Design #Textiles #Composites

11. Grafika


12. Horizon Europa NCP Portal
<https://horizoneuropenccportal.eu/default/files.pdf>

13. sustainable-industrial-design-of-textile-structures-for-...
13 wrz 2022 — The SustDesignTex Twinning project general objective is to establish long-term strategic partnership between TUL (Faculty of Materials ...

14. Facebook
<https://www.facebook.com/SustDesignTex>

15. Sustainable Industrial Design of Textile Structures for ...
Sustainable Industrial Design of Textile Structures for Composites, Łódź, Poland, 35 likes. SustDesignTex is a twinning project awarded under the ...

16. Current projects - Wademekum
The SustDesignTex Twinning project general objective is to establish long-term strategic partnership between TUL (Faculty of Materials Technology and Textile ...

17. LinkedIn
<https://www.linkedin.com/posts/malgorzata-kozsewka...>

18. Małgorzata Kozsewska
4 cze 2023 — On May 23, 2023, as part of the SustDesignTex project, a meeting took place aimed at exchanging best practices in university management.

19. Młodzi w Łodzi
<https://mlodzilodz.pl/1-Ogólne>

20. Naukowcy i projekt przyszłości z Politechniki Łódzkiej
24 paź 2023 — W ten sposób została doceniona jego praca jako koordynatora międzynarodowego projektu SustDesignTex „Zrównoważone wzornictwo przemysłowe ...

21. Docer
<https://docer.pl/doc>

22. 2022 10 27 SustDesignTex Marcin Barbuski
11 sie 2023 — 2022 10 27 SustDesignTex Marcin Barbuski - dokument [*.pdf] 1 Sustainable Industrial Design of Textile Structures for Composites ...

23. LinkedIn
<https://www.linkedin.com/posts/ita-institut-fuer-textiltechnik-ecoworld-14173366>

24. SustDesignTex on LinkedIn: #ecoworld
14 lut 2024 — Wir als ITA Technologietransfer GmbH sind gemeinsam mit dem ITA Institut für Textiltechnik der RWTH Aachen University und unseren Co-Ausstellern ...

25. Młodzi w Łodzi
<https://mlodzilodz.pl/1-Ogólne>

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The statistics of project's social media platforms from 01/10/2022 to 29/09/2025

SM platforms	No. of followers
Facebook	108
LinkedIn	175
Website	-
X	13

6.3. Communication materials

Unless otherwise agreed with the granting authority, the beneficiaries have promoted the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 of the GA, and in a strategic, coherent, and effective manner. Before engaging in any communication or dissemination activity expected to have a major media impact, the beneficiaries have informed the granting authority. Brochures, posters, videos, scientific publications, press material, newsletters, press releases, presentations, etc., have been prepared to promote the SustDesignTex results. These materials have followed quality standards and have been distributed through the regular dissemination activities scheduled in the project. All materials have been produced in English; translations into other European languages have been performed by interested beneficiaries. Dissemination material has been made available for download on the project's internal management platform. The project has been disseminated in various ways such as:

- a. Distributing communication materials
- b. Content creation relations
- c. Events participations and organizations
- d. Conference organization and participations
- e. Trade fair participations
- f. Workshops, trainings, internal and external meetings
- g. Business forums
- h. Scientific paper publications, etc.

6.4 Scientific Publications

The consortium as a whole has acknowledged that providing open access is mandatory in Horizon Europe when peer-reviewed scientific publications have been produced. The consortium also has been aware that the main requirement in Horizon Europe has been immediate open access through a trusted repository, whether the publication is in an open-access venue or not.

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The journals where the publications are planned have included fully open-access publishing venues (venues in which the entire scholarly content has been openly accessible to all) and hybrid venues.

7. Exploitation strategy

The outcomes and the expected wider scientific, economic and societal effects of the project contributing to the expected impacts: The needs of the advancement of R&I skills, collaborative research and a rapid translation of research results into industrial innovation needs in this field in Poland and in the Lodz Region will be met by the expected results. The outcomes expect to be achieved after successful dissemination and exploitation of project results to the target group(s):

- Scientific: participation of TUL researchers in international textile conferences and forums with poster presentations / oral presentations has been increased by 25% annually (the baseline is 3 presentations); with scientific reports – by 10% (the baseline is 1 presentation) (Significant); TUL will organise annually a national and an international textile conferences (now the number of conferences in average is 1 for 2 years) (High Scale); web-based and social network promotional platforms will continue their work; the Joint Research and the Innovation Road Map will be annually amended (Significant); the numbers of international partners of FMTTD will increase twice (the baseline is 12); the Strategic Post-Twinning Programme of Networking and Cooperation and the Work Plan of its implementation for the first five years after the project end will be implemented (Significant).
- Economic: the Science-Business Forums will be organized by TUL annually (now there is no tradition of their organization) (High Scale); trainings in new textile methodology for business and science community will be conducted annually (now there is no tradition of their organization) (Significant); the number of collaboration agreements with businesses will increase by 10% each year (the baseline is 0,75 agreement annually).
- Scientific: The network of the advanced European Universities and the Polish HEI will become a strong sustainable research partnership with shared infrastructure, equipment, research methodologies, research Roadmap and Work Plans; the advanced partners will develop their research with taking into account the research opportunities, infrastructure, equipment, skills and topical priorities of the other partners that will widen their possibilities (High Scale, Significant).
- Economic: the s3 Strategy of the Lodz Region and Poland will be implemented in a more efficient way (High Scale, Significant); the European TRC producers and users will get an opportunity to compete with the US and Chinese ones (High Scale, Significant). The industrial companies in Poland will get TRCs cheaper and more tailored according to their interests and

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needs (Significant). Societal: Gaining the maximum comfort of the final users in the fields where TRC are applied (High Scale).

The outcomes expect to be achieved after successful dissemination and exploitation of project results to the target group(s):

- Scientific: After the SustDesignTex project end TUL will apply for at least 2 international research project grants with the partners, participating in this consortium (the baseline is 0 grant application with these partners); the number of international research projects proposals, in which TUL participate as a partner, will increase by 50%, as a leader – by 10%, each TUL team participating in the international research projects or applying for them will include at least 1 ESR (the baseline is: participation as a partner in 10 projects, as a leader – in 6 applications) (Significant); FMTTD will have an annual lecture course or a set of workshops conducted by representatives of the foreign partners'; FMTTD will organize annually workshops for SMEs, correlated in time with an annual lecture course or a set of workshops for TUL staff, conducted by representatives of the foreign partners (Significant); not less than five ERC applications will be submitted by the TUL researchers under the supervision and support of the ITA researchers during five years after the project end.
- Societal: The TUL Gender Equality Plan implementation will be analysed and GEP will be updated with the use of the Guidelines for the Gender Equality Plan Advancement at the end of the project; in five years the results of the updated GEP will be analysed and the new circle of the former advanced partners' experience transmission and implementation will be conducted (High Scale).

The outcomes expect to be achieved after successful dissemination and exploitation of project results to the target group(s):

- Scientific: The number of PhD students, making their theses in TRC will increase by 50% in 5 years (the baseline is 6); the number of PhD students, graduating with a doctoral degree, will increase by 50% (the baseline is 2); Summer Schools and workshops for ESRs will be conducted annually (the baseline – 0) (High Scale); publications in peer reviewed journals will increase by 25% annually (the baseline is 1,45 article per researcher a year); the innovative products in TRC field will be presented to the public, and patent application in the textile field will be conducted not less than 3 times in 5 years after the project end (the baseline is 1 in 5 years) (High Scale, Significant); one Double Degree Master and one Double Degree PhD programmes in the field of innovative textile structures for composites industrial design will be developed by the consortium members (the baseline – 0 programmes); training in new textile methodology for business and science community will be conducted annually (now it is organized randomly) (High Scale).

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- Economic: The optimization and reduction of costs for TRCs, advancement and constant monitoring of their reliability (Significant). Societal: The sustainable types of composites will prove their reliability and become more popular (High Scale).

The outcomes expect to be achieved after successful dissemination and exploitation of project results to the target group(s):

- Scientific: Sustainable Development and climate change issues, best practice in the recycling of TRC and ecological footprint issues are included in all the Master and PhD thesis at the FMTTD (Significant); manual on LCA tailored for different types of composites and their reinforcements published (High Scale).
- Economic: Sustainable Development and sustainable TRCs will become an indispensable part of the research activities planned in the Research Roadmap (High Scale, Significant). Societal: Master, PhD students of FMTTD, ESRs will regard sustainability issue as their scientific mission inside their field of research (Significant).

8. Conclusion

The consortium has successfully implemented a strategic and coherent plan for dissemination, exploitation, and communication, in line with Horizon Europe requirements. Project results have been actively promoted through targeted activities, ensuring visibility among key stakeholders, the scientific community, industry, and the public. Open access to scientific outputs has been secured, and dissemination materials have been produced to high standards and widely distributed. These efforts have maximized the impact and uptake of the project outcomes, laying a strong foundation for their continued use and development beyond the project’s duration.