

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

## The first 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

**Funding Scheme:** HORIZON-WIDERA-2021-ACCESS-03

**Start date of the project:** 01.10.2022

**Duration:** 36 months

**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

Document History (Revisions – Amendments)		
Version	Date	Changes
V1.0	3/03/2023	Martyna Stawiana - structure of the document and the first content.
V1.1	07/03/2023	Marcin Barburski's - check of contributions, content and format adjustments.
V1.2	16/03/2023	Agata Poniecka's changes and content added.

**Project's office:**

Lodz University of Technology, Faculty of Material  
Technologies and Textile Design, Institute of Architecture of Textiles  
116 Zeromskiego Street, 90-543 Lodz, Poland  
Tel: +48(42)-631 33 99; e-mail: sustdesigntex@info.p.lodz.pl

**Consortium Beneficiaries:**

Politechnika Lodzka, TUL, PIC 999886671, Poland  
Universidad de Zaragoza, UNIZAR, PIC 999898214, Spain  
Rheinisch-Westfaelische Technische Hochschule Aachen,  
ITA, PIC 999983962, Germany  
Hoegskolan I Boras, HB, PIC 999887447, Sweden  
Wademekum sp. z o.o., WAD, PIC 917348304, Poland

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

V1.3	20/03/2023	Martyna Stawiana – final amendments after reviews.
<b>Main Author of the Deliverable, Consortium Beneficiary</b>		<b>Other Contributors, Consortium Beneficiary</b>
TUL		-

<b>Deliverable Title</b>	<b>The first version of the Plan for dissemination and exploitation (including communication activities)</b>
Milestone Lead:	TUL
Related Work Package:	Work package WP7 – Maximising the TUL research visibility and outreach: dissemination, exploitation and communication
Author(s):	Martyna Stawiana, Agata Poniecka, Agnieszka Michałowska-Dutkiewicz, Marcin Barburski
Due Submission Date:	31/03/2023
Actual Submission:	31/03/2023
<b>Abstract:</b>	Dissemination and Communication Plan implementation and updating (M1-M36). Task Leader: TUL, all partners involved. The strategic plan for all dissemination and communication activities, outlined at the application stage, will be developed and detailed (M6). It will be implemented throughout the project and after the project’s completion. The Plan will be subject to regular updates.

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

## Table of contents

<b>1. EXECUTIVE SUMMARY .....</b>	<b>4</b>
<b>1.1. DISSEMINATION OF RESULTS .....</b>	<b>6</b>
<b>2. SUMMARY OF SUSTDESIGNTEX PROJECT .....</b>	<b>6</b>
<b>3. OBJECTIVES AND APPROACH OF THE DISSEMINATION AND EXPLOITATION STRATEGY (INCLUDING COMMUNICATION ACTIVITIES) .....</b>	<b>7</b>
<b>3.1. TARGET AUDIENCE AND DESCRIPTION.....</b>	<b>7</b>
<b>3.2. KEY DISSEMINATION AND COMMUNICATION CHANNELS AND ACTIVITIES .....</b>	<b>9</b>
<b>4. DISSEMINATION AND COMMUNICATION POLICY AND RULES AND SUPPORT OF THE EU .....</b>	<b>10</b>
<b>4.1. QUALITY OF INFORMATION — DISCLAIMER .....</b>	<b>15</b>
<b>4.2. OPEN SCIENCE .....</b>	<b>15</b>
<i>4.2.1. Open science: research data management .....</i>	<i>16</i>
<b>5. SUSTDESIGNTEX VISUAL GUIDELINES.....</b>	<b>16</b>
<b>5.1. NAME .....</b>	<b>17</b>
<b>5.2. LOGO AND VISUAL GUIDELINES .....</b>	<b>17</b>
<b>6. COMMUNICATION TOOLS AND ACTIONS.....</b>	<b>19</b>
<b>6.1. SUSTDESIGNTEX WEBSITE.....</b>	<b>19</b>
<b>6.2. SOCIAL MEDIA .....</b>	<b>19</b>
<b>6.3. COMMUNICATION MATERIALS.....</b>	<b>21</b>
<b>6.4 SCIENTIFIC PUBLICATIONS.....</b>	<b>23</b>
<b>7. EXPLOITATION STRATEGY .....</b>	<b>24</b>

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

## 1. Executive Summary

Dissemination and Communication Plan implementation and updating (M1-M36). Task Leader: TUL, all partners involved. The strategic plan for all dissemination and communication activities, outlined at the application stage, will be developed and detailed (M6). It will be implemented throughout the project and after the project’s completion. The Plan will be a subject to regular update.

The Plan addresses among others, the following aspects:

**Target audiences**, with the aim to build up a multi-stakeholder’s network. A stakeholders’ database set up with the contributions of all the consortium partners, will be 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, Lodz Marshal Office, Lodz City Government) support the development of innovations in the field of textiles including “Modern textile and fashion industry (including design)” as one of s3 of the Lodz Region;
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; Browin; 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;
4. Stakeholder associations defend the interests of various stakeholders and are active in policy formulation;
5. Society at the local, national and European levels which needs implementation of Sustainable Development goals.

**Key messages** – mission, vision and subject of the dissemination. At the very beginning of the project a set of key messages will be developed to meet three main goals: increased visibility of TUL as a research excellence unit in the textile reinforcement composites; enhanced visibility of the TUL’s

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

reputation, attractiveness and networking channels; increased society understanding, awareness and acceptance of TRC products.

### **An initial set of dissemination channels:**

1. Website, which will include both private and public areas, for project partners, and the wider community (professionals, academics, the general public and SMEs or industry) respectively.
2. Social media: LinkedIn, Facebook and Twitter to get wide visibility within research and innovation community as well as society.
3. Project press releases, presentations, videos and newsletters: a set of digital and tangible materials will be employed to stimulate awareness of the SustDesignTex project in a unified and attractive way. These tools will be constantly updated to reflect the project’s progress, achievements, intermediate and final results.
4. Open access to publications and high cited journals will be a key for the wide dissemination of its results and for the EU society. Among the journals to be targeted are: “Composites Science and Technology”, “Composites” Part A, “Applied Science and Manufacturing”, “Textile Research Journal”, “Fibres and Textile Eastern Europe”, “Journal of Industrial Textile” and others from the list of Journal Citation Reports.
5. Organization and attendance of conferences and fairs. Organization of two Conferences InnovaTex – international conferences (composite sessions) in the 1st year of the project and an international one (Future of the textile reinforcement composites) will be held in the 3rd year of the project. Participation will include presentations, workshops and panels at conferences, events or exhibitions. An initial list of conferences includes Techtextil23, ADDITC23, JEC24, ITMA25, ESAFORM26, ECCM27, ICCM28 and AUTEX29. The presence of the SustDesignTex members at conferences will expose both the achievements and research potential for cooperation. Participation at the COMPOSITES EUROPE30 fair, which as Europe’s leading trade fair in the largest market, puts on display the entire manufacturing process from raw materials to semi-finished goods to finished components.
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 will be 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, two workshops will be organized by TUL for the consortium members within the lifetime of the project. All partners will be involved in the organization of the Joint Summer School “Excellence in Science”.
8. Different published materials – E-Catalogue of technologies, services or patents offered by TUL for SMEs and industry, will be promoted at the project events (conferences) to which all relevant stakeholders representing the target groups described above will be invited.

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

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 will be established.

### **1.1. Dissemination of results**

The beneficiaries must disseminate 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 intends to disseminate its results must give at least 15 days advance notice to the other beneficiaries (unless agreed otherwise), together with sufficient information on the results it will disseminate.

Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

## **2. Summary of the SustDesignTex project**

The SustDesignTex project general objective is to enhance networking activities and establish long-term strategic partnership between TUL (Faculty of Materials Technology and Textile Design), top-class leading counterparts at the EU level - 3 famous Universities, and the Polish company active in the field of the project results' implementation. The general objective will be gained via building on the huge potential of networking for excellence through knowledge transfer in industrial design of innovative textile structures for composites, based on the joint implementation of a research microproject and a preliminary exchange of the best practice between TUL and the partners due to a set of coordination and support activities organized around the microproject. TUL, ITA, HB and UZ researchers will get 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 also will get a huge institutional advancement in research management and administration, research project preparation, management and coordination, and develop 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 will create conditions for constant joint work with industrial partners and support gaining the goals of the Lodz Region Smart Specialization Strategy. The TUL team will acquire expertise in industrial design, processing textile structures and TRC from outstanding partners and become a Centre of Excellence in the optimization of innovative TRCs.

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

### **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 towards 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 aim of the SustDesignTex Plan for dissemination and exploitation is to promulgate findings and innovation to key stakeholders to create value within the target communities and initiatives in the EU. In other words, Dissemination and Exploitation concerns the whole of the project because it is a way of raising awareness for the achievements targeted to the external audience, the scientific community and the potential business users of the products and services developed. It is needed to emphasize that the organizations directly or indirectly involved in the project, count on unquestionable positioning and capacity to influence and integrate internal dissemination strategies, by involving complementary research and communication/marketing/business units to increase the impact of the project. The consortium will ensure that the dissemination materials prepared for the promotion of the research results and benefits do not compromise the interests of the industrial stakeholders prior to disclosure. In this matter, the dissemination approach will be designed and tailored according to the nature of each partner. The findings from the SustDesignTex project will also be tailored to the specific audiences and provide a basis for fostering public support for the development of sustainable, environmentally-friendly and healthy technologies. All aimed to help maximize the impact of R&I actions. The Dissemination and Exploitation strategy of SustDesignTex will combine on-line and off-line channels and tools, and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences.

#### **3.1. Target audience and description**



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

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

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 & Prosumers: 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 formation of high-level scientists and engineers in composites technology.
General Audience	Channels: Web and social media; Press releases. Aim: General awareness.



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

### 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 project's news and acting as a communication channel with the stakeholders and the project media hub.
Social Media Channels	<p>Facebook account - information, general domain news and communicating directly with parties, influencers and key actors.</p> <p>Twitter account - community group to gather all interested stakeholders.</p> <p>LinkedIn - community group to gather all interested stakeholders.</p>
Logo and presentations	HQ professional logo, visual guide, and professional presentation templates (Word for deliverables, power point, press releases, etc. for all partners).
Supporting Communication Material	Posters/Banners/Rollups which will present the project's concept; Flyers/Leaflets that will contain general project information, best practices and ad-hoc information for events.
TUL Open Day	Open-day events will be organized at different institutions involved in the project. During these events, the general public will have the opportunity to visit the research facilities, and attend presentations prepared by researchers involved in the project. Local schools will also be 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 will be invited to present its work and vision. All events will have a presence on the website and the most important will be communicated via Twitter.

---

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

#### **4. Dissemination and Communication Policy and 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 \(europa.eu\)](#)

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

## 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).



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

## Association of the EU emblem with the funding statement

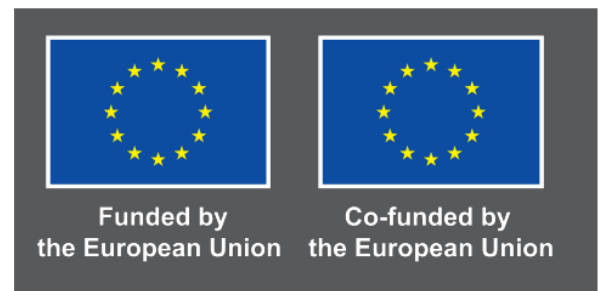
### Vertical option



**Positive version**  
(CMYK or digital impression process)

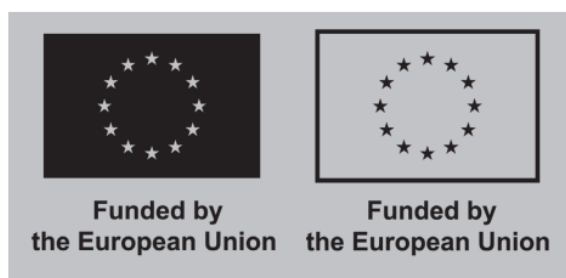


**Negative version**



**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).



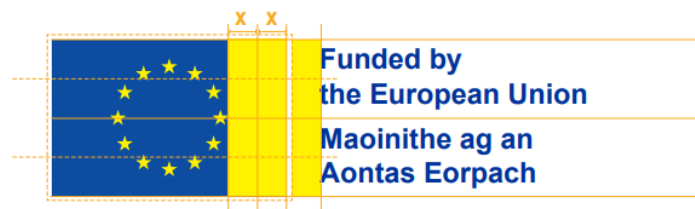
Call: HORIZON-WIDERA-2021-ACCESS-03/Twinning

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

## 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.



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

## 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

À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü Ý Þ ß à á â ã

abcdefghijklmnopqrstuvwxyz

ä å æ ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü ý þ ß à á â ã

0123456789

1234567890 / 1234567890  
! " # \$ % & ' ( ) \* + , - . / : ; < = > ? @ [ \ ] ^ \_ ` { | } ~ ¡ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

## 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.

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

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 Commons Public Domain Dedication (CC 0) or equivalent, in line with the fair principles (in particular machine actionable) 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



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

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.

## **5. SustDesignTex visual guidelines**

The first communication action developed after the starting 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.

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

## 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 firstly mentioned in a document, then it will be used 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”.



**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**THE BOLD FONT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Museo Sans 500



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



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



---

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



**SUSTDESIGNTEX**  
Sustainable Industrial Design of Textile Structures for Composites



**SUSTDESIGNTEX**



**SUSTDESIGNTEX**

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

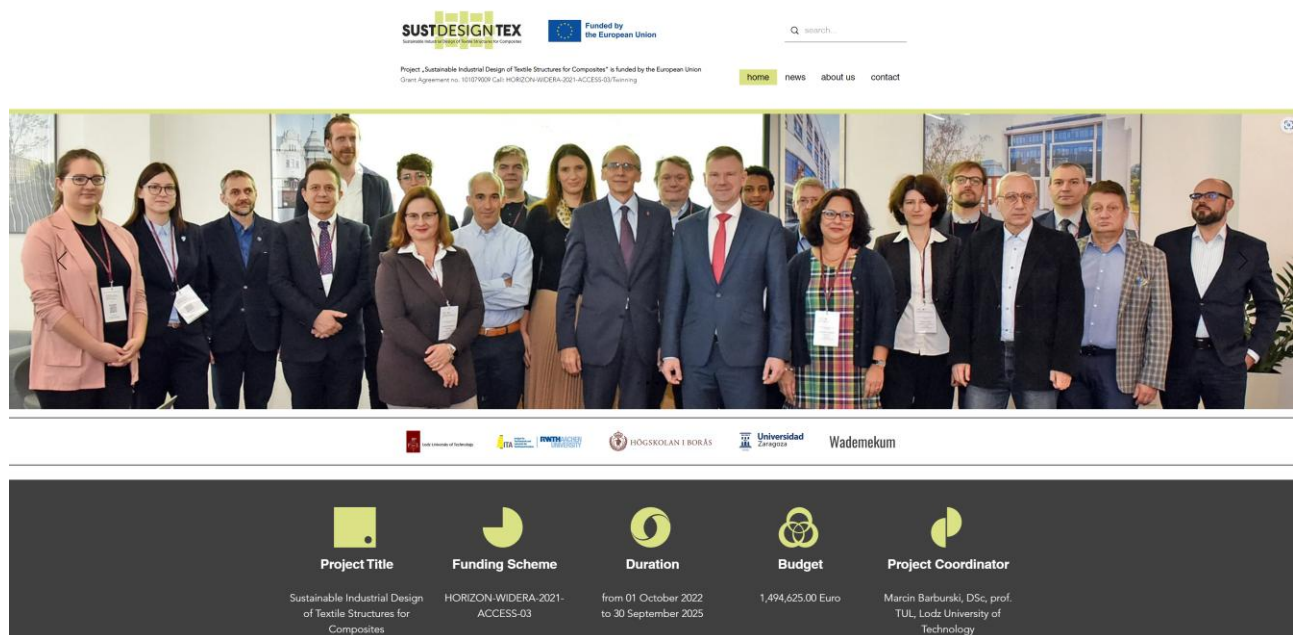
## 6. Communication tools and actions

With the main aim of attracting and establishing a SustDesignTex community around our general public, the Digital Marketing Strategy has been established with three tree 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 will be continuously updated with project general information, brochures, news, deliverables, publications, consortium information, and complementary content to provide visitors a broad idea of the project concept and the progress of the activities.

The main website (7/03/2023) looks:



### 6.2. Social media

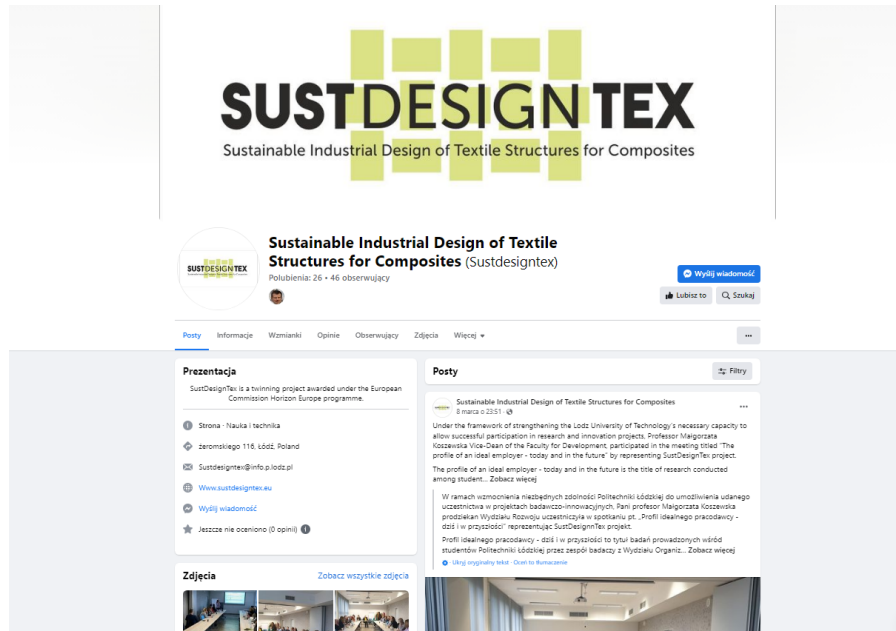
Social Media and newsletters to share the advances about the project included on the website and attract visitors and users. This will also be used as a tool to interact and listen to the comments of the stakeholders of the project.

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

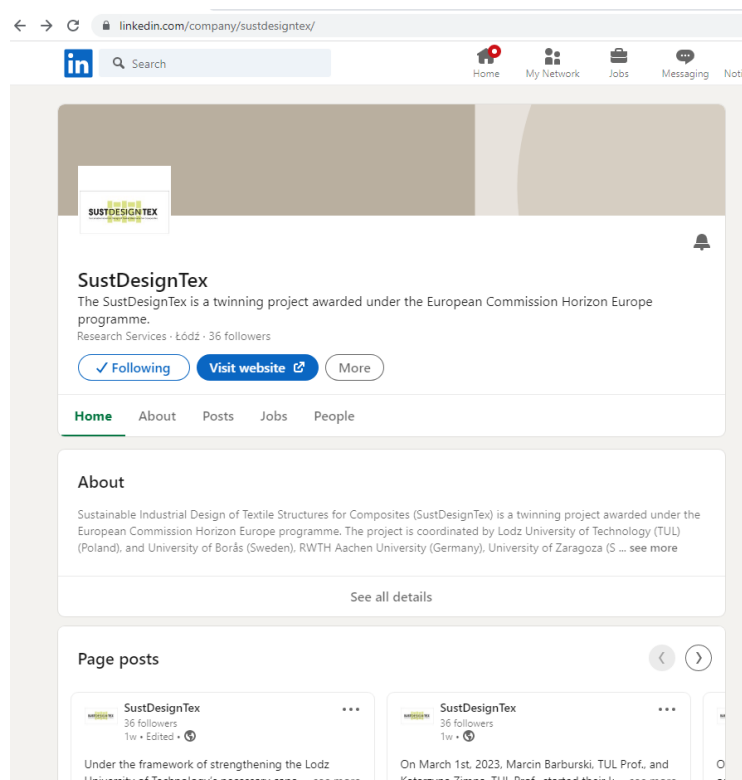
Call: HORIZON-WIDERA-2021-ACCESS-03/Twinning

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

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



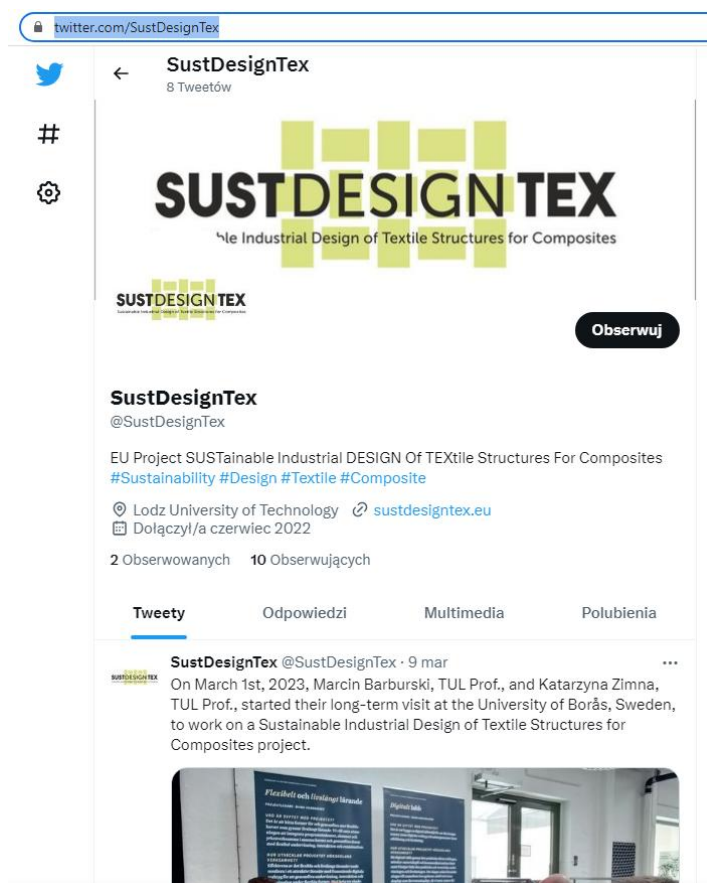
- LinkedIn - <https://www.linkedin.com/company/sustdesigntex/>



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

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



### 6.3. Communication materials

Unless otherwise agreed with the granting authority, the beneficiaries must promote 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 a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority. Brochures, posters, videos, scientific publications, press material, newsletters, press releases, presentations, etc., will be prepared to promote the SustDesignTex results. These materials will follow quality standards and will be distributed in the regular dissemination activities scheduled in the project. All materials will be produced in English; translations to other European languages may be performed by interested beneficiaries. Dissemination material will be available to download in the internal management platform of the project.

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

- a. Communication materials (roll-up- in progress)
- b. Media relations
- c. Events

Table 3. List of events

Name of the event	Partner attending	Estimated date	Link
Publication in the “Zycie uczelni” Journal	TUL	19.05.2022	<a href="https://www.zu.p.lodz.pl/1-5-miliona-euro-na-badania-tekstyliow">https://www.zu.p.lodz.pl/1-5-miliona-euro-na-badania-tekstyliow</a>
Presentation on Research Week event	TUL	16.03.2023	
STRENGTHENING TUL NECESSARY CAPACITY TO ALLOW SUCCESSFUL PARTICIPATION IN R&I PROJECTS - MEETING WITH THE INDUSTRY	TUL, HB. RWTH, UNIZAR, WAD	13.10.2022 25.01.2023 22.02.2023	
Presentation on Structure and Structural Mechanics of Textiles „STRUTEX“ Conference, Czech Republic	TUL	30.11.- 02.10.2022	<a href="http://strutex.ft.tul.cz/2022/Home/home.html">http://strutex.ft.tul.cz/2022/Home/home.html</a>
Online presentation on “Meneger’s Academy” event	TUL	27.10.2022	
Presentation on International Textile, Clothing & Design Conference Magic World of Textiles, Croatia 2022	TUL	02-05.10.2022	<a href="http://itcdc.ttf.unizg.hr/">http://itcdc.ttf.unizg.hr/</a>
Article in newspaper “Dziennik Łódzki”	TUL, HB. RWTH, UNIZAR, WAD	19.05.2022	
Presentation on Fashion and Innovative Textiles Conference	TUL	25.10.2023	
Barburski M. “SUSTainable industrial DESIGN of TEXtile structures for composites” Meet &Exchange Workshop on	TUL	02.09.2022	



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

Widening Package in Horizon Europe 2 September 2022 on-line presentation and forum			
Participation in Focus group of EPIBOOST - BOOSTing excellence in environmental EPIgenetics (GA no. 101078991; funded by the European Union within the call HORIZON-WIDERA-2021-ACCESS-03 - Twinning)	TUL		

#### d) Future conferences

Table 4. List of future events

Name of the event	Partner attending	Estimated date	Link
ICNF 2023 Conference – poster and oral presentation	TUL	19-21.06.2023	<a href="https://www.icnf2023.fibrenamics.com/">https://www.icnf2023.fibrenamics.com/</a>
ITMA 2023 participation	TUL, HB, ITA	08-14.06.2023	<a href="https://itma.com/exhibitors/composites">https://itma.com/exhibitors/composites</a>
InnovaTex 2023 Conference	TUL, HB, ITA, UNIZAR, WADEMEKUM	22-24.11.2023	
ADDITC23	ITA	30.11.-01.12.2023	<a href="https://www.aachen-dresden-denkenhof.de/itc/">https://www.aachen-dresden-denkenhof.de/itc/</a>
LightCon 2023	ITA	13.-14.06.2023	<a href="https://www.lightcon.info/de/">https://www.lightcon.info/de/</a>
JEC 2023	ITA	25.-27.04.2023	<a href="https://www.jec-world.events/">https://www.jec-world.events/</a>

## 6.4 Scientific Publications

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

The Consortium as a whole acknowledges that providing Open access is mandatory in Horizon Europe when peer-reviewed scientific publications are produced. The Consortium as a whole is aware that the main requirement in Horizon Europe is for immediate open access through a trusted repository whether the publication is in open access venue or not. The journals, where the publications are planned, are fully open-access publishing venues (venues, in which the entire scholarly content is openly accessible to all) and hybrid venues. As for the “Composites Science and Technology”, the “Composites” Part A “Applied Science and Manufacturing” and the “Fibres and Textile Eastern Europe” journals, they are full open access publishing venues. The associated costs are allocated in the project budget under “Purchase Costs”. As for the “Textile Research Journal” and the “Journal of Industrial Textile”, they are hybrid venues, and publications in them will be funded by the beneficiaries’ institutions.

## 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, a 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 will increase 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

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

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 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

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

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).

- 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 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).