D5.1
COMMUNICATION KIT&
DISSEMINATION PLAN

FTalliance

Programmes	Erasmus+ KA2: Cooperation for innovation and the exchange of good practices - Knowledge Alliances
Call for Proposal	EAC/A03/2018
Project Title	FTalliance. Weaving Universities and Companies to Co-create Fashion-Tech Future Talents
Acronym	FTall
Project Grant Agreement	612662
Project reference	612662-EPP-1-2019-1-IT-EPPKA2-KA – Ftall

D5.1 Communication Kit & Dissemination Plan

Work Package	WP5 Communication, Dissemination & sustainability Plan
Lead Partner	ESTIA
Contributing Partner(s)	ALL
Security Classification	Public
Due date	M6 June 2020
Actual Delivery Date	M14 February 2021

FULL PARTNERS

ASSOCIATE PARTNERS

Title of Deliverable:	WP5 Communication, Dissemination & sustainability Plan
Date of Delivery to the EACEA:	

Workpackage responsible for the Deliverable:	WP5 – Communication, Dissemination & Sustainability
Editor(s):	ESTIA
Contributor(s):	ALL
Reviewer(s):	UAL, POLIMI
Approved by:	

Abstract:	The current document is the Communication and Dissemination Plan of the Fashion Tech Alliance project. The dissemination kit provides the following communication features description. 1. Logo and overall project identity developed to give the project a common external image to communicate in a clear and consistent way. 2. the website deployed to provide information with respect to the project vision, challenges, results gained, publications and training actions. 3. Videos, Podcasts & Multimedia Presentations: The multimedia content will be targeted to the general public. Image based documentation of the students engaging in activities and the presentations from staff will be uploaded onto the website and, where possible, onto YouTube/Vimeo channel. Podcasts and interviews will be also released. 4. Newsletters editorial plan to evidence public' results obtained and any news and events of interest in the field.
Keyword List:	Communication, Dissemination, visual identity

Version	Date	Comments	Main Authors
0	26/06/2020	First draft version	ESTIA
1	10/12/2020	Second draft version	ESTIA
2	25/01/2021	Third draft version	ESTIA
3	11/02/2021	Fourth draft version	UAL, POLIMI
4	16/02/2021	Fifth draft version	ESTIA
5	17/02/2021	Final version	ESTIA

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EXECUTIVE SUMMARY

The current document is the Communication and Dissemination Plan of the Fashion Tech Alliance (FTalliance) project.

This document has been developed for the project partners and stakeholders throughout the duration of the project. It is a communication roadmap to inform our target audience whilst establishing the guidelines on how to share information about the activities and outcomes of the FTalliance project.

Apart from defining the strategy for the communication of information arising from the project's research and activities, this Communication and Dissemination Plan explains the adequate methodology and relevant tools for the project and partners' communication needs. This ensures project activities and results will be disseminated in a targeted, timely and consistent manner across the different channels and platforms used by each of the partners.

The guidelines for the dissemination and the communication timeline will be followed by all the partners to increase the visibility of the FTalliance project across selected communities and target groups, from students and academics to HEIs and Fashion-Tech companies.

A collaborative contribution of all partners of the FTalliance will enable successful dissemination and exploitation of the project results beyond its lifetime. The plan will ensure that the members of the consortium will take a proactive role in the effort to maximise the outreach of the project and to achieve the largest possible impact and sustainability once it ends.

This document also includes a detailed description of the achieved activities: the implementation of FTalliance visual identity, the launch of the website (still a work in progress) and the delivery of the first Newsletter and Press Release.

Please note this is a "living document" to guide the communication and dissemination activities of the FTalliance consortium and, thus, there is some room for potential amendments or updates to take place as needed to ensure its objectives are met throughout the project.

LIST OF FIGURES

LIST OF ABBREVIATIONS

CFE	Centre for Fashion Enterprise
CORDIS	Community Research and Development Information Service
EACEA	Education, Audiovisual and Culture Executive Agency
ESTIA	École Supérieure des Technologies Industrielles
EU	European Union
E+	Erasmus Plus
FTalliance	Fashion Tech Alliance
GDPR	General Data Protection Regulation
HB	University of Borås
IP	Intellectual Property
KPIs	Key Project Indicators
OERs	Open Educational Resources
PM	Project Manager
POLIMI	Politecnico di Milano
SM	Social Media
SMEs	Small and medium-sized enterprises
TU Delft	Delft University of Technology
UAL	University of the Arts London
WP	Work Package

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1. INTRODUCTION

This document describes the official dissemination and communication strategy of the FTalliance Project. This deliverable is part of Work Package 5 (*Communication, Dissemination and Sustainability Plan*) and its related task 5.1 "Communication Kit & Dissemination Planning and Implementation".

It presents dissemination and communication tools and strategies to provide a guideline for all the project partners to achieve the largest possible impact for the FTalliance Project.

Our communication strategy has two priorities:
- External (to target the wider audience and to give broad visibility to the project)
- Internal (with our partners, so that they are all engaged in the WP5)

A general overview of the communication tools:

1. Logo and overall project identity to give the project a common external image to communicate in a clear and consistent way.

2. A website managed by ESTIA to provide information about the project outcomes, challenges, results, upcoming events, publications and training activities.

3. Videos, Podcasts and Multimedia Presentations. The open-access multimedia content for a public. Presentations from the workshops, video portfolios from the partner institutions and images of the students or graphics will be uploaded to the website and, where appropriated to Youtube/Vimeo. Podcasts and interviews will also shared online.

4. Newsletters: ESTIA will implement a mailing campaign to communicate the latest updates about the project and to give visibility to other news and events related to the Fashion-Tech industry on a three-monthly basis.

5. Printed promotional materials will be replaced by high-resolution downloadable PDF files for each Consortium partner available to make use of them. (This is a modification due to COVID-19 restrictions).

6. Press Releases with specific WP outcomes to send out to selected media outlets and online platforms, to promote and give visibility to the different stages of the project.

7. A compelling social media campaign will tap into existent long-lasting networks and communities around the topics of the project. All website updates, as well as the Press Releases, Newsletters and some external Fashion-related news stories will be shared on our social media channels: LinkedIN and Twitter to generate conversations and reach the broadest possible dissemination of project progress and results. All messages' content and accompanying images will be tailored to each specific SM platform.

Overall, external communications should position the project as a ground-breaking initiative in the field, with the aim to encourage:

- Attendance to project events and conferences
- Visibility of the FTalliance progress and activities
- Contributions to the current debate and discussion in the Fashion-tech Industry
- Dissemination of project results.

To support the internal communication between project members, a variety of tools will be used including: periodic meetings, weekly email exchanges, a shared repository to edit documents collaboratively and where relevant materials such as images, templates and any other project-related info will be available to the FTalliance Consortium members.

1.1 Scope of the document

This document provides an overview of the FTalliance project's objectives and expected results as well as the corresponding dissemination activities, detailing the target audiences and the various communication strategies and tools that will be used to reach them.

1.2 Intended audience of this document

The document is addressing the following audiences:

- <u>European Commission</u>: for awareness and understanding of the project's Communication and Dissemination strategy in compliance with the E+ Knowledge Alliance monitoring requirements.

- <u>Consortium partners</u>: to ensure their involvement in all aspects of the dissemination in order to maximise exploitation opportunities.

2. BACKGROUND

2.1 Project Summary

FTalliance is a 3-year Knowledge Alliance Project co-founded by the Erasmus+ Programme of the European Union aimed at facilitating the exchange, flow of knowledge and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential.

The purpose of the Project is to ensure the ongoing innovation in the European Fashion-Tech sector by providing emerging talents with relevant competencies and know-how to enter the jobs market.

During three years, the Consortium will deliver a series of educational activities, from designing and piloting innovative mentoring formats for students to the development of a Fashion-Tech Residency, embedding young talents in the partner companies' innovation activities. The selected students will have the chance to develop specific projects and products accessing coaching opportunities, innovation spaces, facilities and equipment provided by host companies.

At the end of the Residency period, FTalliance will deliver a portfolio of developed projects.

Apart from improving employability and preparation of students to face current market needs; in the longer term, the Project is expected to boost the relevance, quality and impact of Fashion-Tech innovations and to enhance the competitively of the European Fashion system at a global level revamping the industry through innovative practices.

2.2 WP5 Objectives

Work Package 5 is led by ESTIA with the active cooperation and contribution of all project members. This WP covers the communication, dissemination and sustainability strategy of the FTalliance project. The main objectives of this WP are:

- O5.1 Communicate, disseminate and prepare the sustainability of the project results for a wider reach.
- O5.2 Deliver and disseminate Open Educational Resources.

3. DISSEMINATION AND COMMUNICATION PLAN

The communication and dissemination activities are aimed at 1) raising the awareness of the emerging Fashion-Tech market; 2) facilitating a wider use of the project results (i.e. embedding them in curricula, open educational resources and co-creation methodologies) and 3) showcasing the students creativity resulting from the co-creation workshops and residency programme.

WP5 leader, ESTIA, is responsible for laying out the dissemination, communication and exploitation strategy with the collaboration of all the project partners. A complete visual identity is also included in this document to ensure consistency across all media channels and project-related materials.

The main objectives of this communication strategy include:
- To raise awareness of the project among its target audience.
- To provide clear guidelines to project members about the comms and dissemination plan
- To make use of the communication tools to give visibility to the project.
- To address our key stakeholders and widen the FTalliance network of contacts.
- To promote the project to the media.
- To support the generation of new knowledge to facilitate understanding of the Fashion-Tech sector and its potential advantages to the industry in terms of efficiency in costs and energy savings.
- To disseminate project results as widely as possible.
- To promote the long-term, self-sustainable adoption of the new technology solutions developed by the Project and to transfer the acquired knowledge to relevant industry professionals, consumers and policy makers in an effective and engaging manner.

FTalliance results can only be properly disseminated if the interested stakeholders and potential users understand the need for flexibility, efficiency, cost-effectiveness, and environmental impacts. The project, therefore, includes tasks designed to promote awareness, understanding and the involvement of all relevant stakeholders. As the need for raising knowledge and successfully disseminating results to relevant stakeholders is directly related to the success of the project, all partners will play a key role in raising awareness, using their own tools, networks and channels to support the overall communication and dissemination plan. Dissemination and communication activities are intertwined: carried out in a coordinated and consistent way involving all project partners.

Overall, the main objective of developing a coordinated dissemination and communication plan is to make sure that the project results effectively reach all the relevant stakeholders through targeted communication tools. Coordinating this overall strategy, ESTIA will support partners in their own dissemination activity to ensure consistent messages about the project reach the target audience in a coherent manner.

3.1 Target Audience

Primary Target Group:

• Master students in the fashion, design, textile, flexible and printable electronics and engineering areas including Students' associations.

• Fashion, design, textile and engineering teachers, trainers including Teachers' associations.

Secondary Target Group:

• Fashion and design HEIs (Faculties, Awarding Body, Qualification Experts, Career and Employability Services).

• Fashion-Tech enterprises, both SMEs and large companies from product development to retail that are interested in need new hybrid professionals who can develop future and innovative scenarios and Fashion-Tech products.

• RTOs and Innovation Centres interested in silos-breaking partnerships to scale smart textile and wearables technology readiness into product development driven by consumer insights and enriched by intangible and aesthetic values.

Tertiary Target Group:

• Policy makers in the field of education and culture, fashion/design councils, trade associations and SME intermediaries and innovation agencies at National and EU level.

• People with academic or research interests related to fashion, design, textile engineering, wearables and sportswear.

• The wider audience with a broad interest in Fashion-Tech related news.

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4. FTALLIANCE VISUAL IDENTITY

POLIMI developed a complete set of digital identity for the project as an outcome of M3.

4.1 FTalliance Branding Guidelines
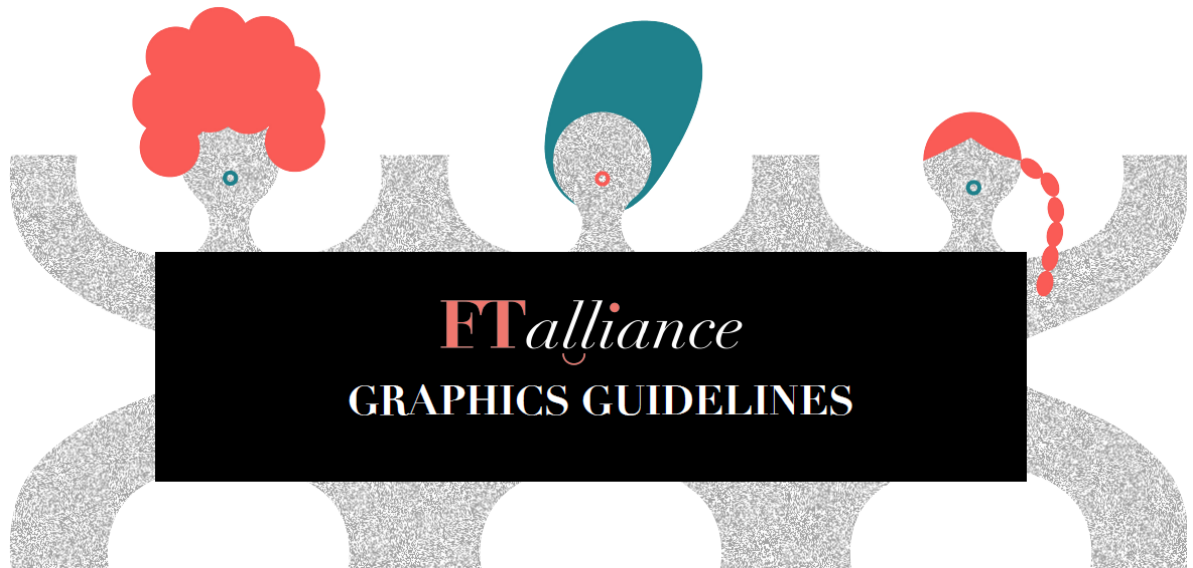
Figure 1 - Communication Graphic Guide

Typographic fonts

Fonts used in every communication among partners and external to the consortium

FONTS FOR TITLES **FONTS FOR TEXTS**

DIDOT

HELVETICA

DIDOT ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|!"£$%&/()='?

HELVETICA LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|!"£$%&/()='?

DIDOT BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|!Ó£$%&/()=Ò?

HELVETICA BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789|!"£$%&/()='?

Figure 2 - FTalliance Typographic fonts

Colours and textures

COLORS

PANTONE BLACK 6 C   PANTONE 428 C   PANTONE 2344 C   PANTONE 2235 C
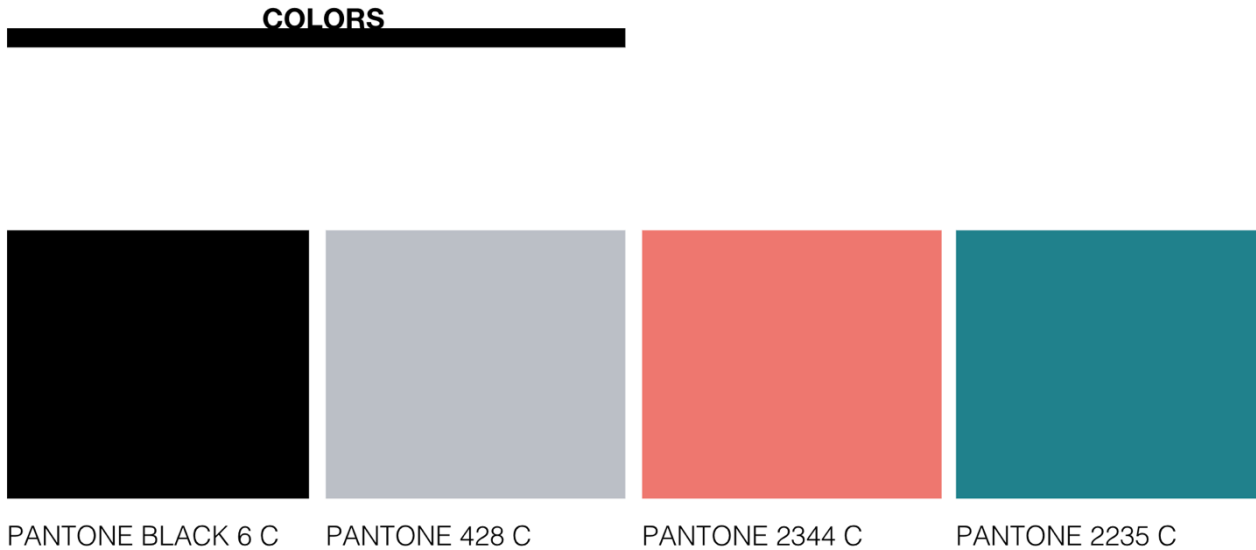
Figure 3 - FTalliance Project Colour Palette

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TEXTURES

Figure 4 - Textures and Patterns to enhance FTalliance visual identity

FTalliance logo

The aim of the logo and brand identity, developed by Polimi, is to give the project a strong visual identity, by using a simple but impactful design to be used on all project communications.

Original logo files should be used to ensure hi-res quality of the logo.

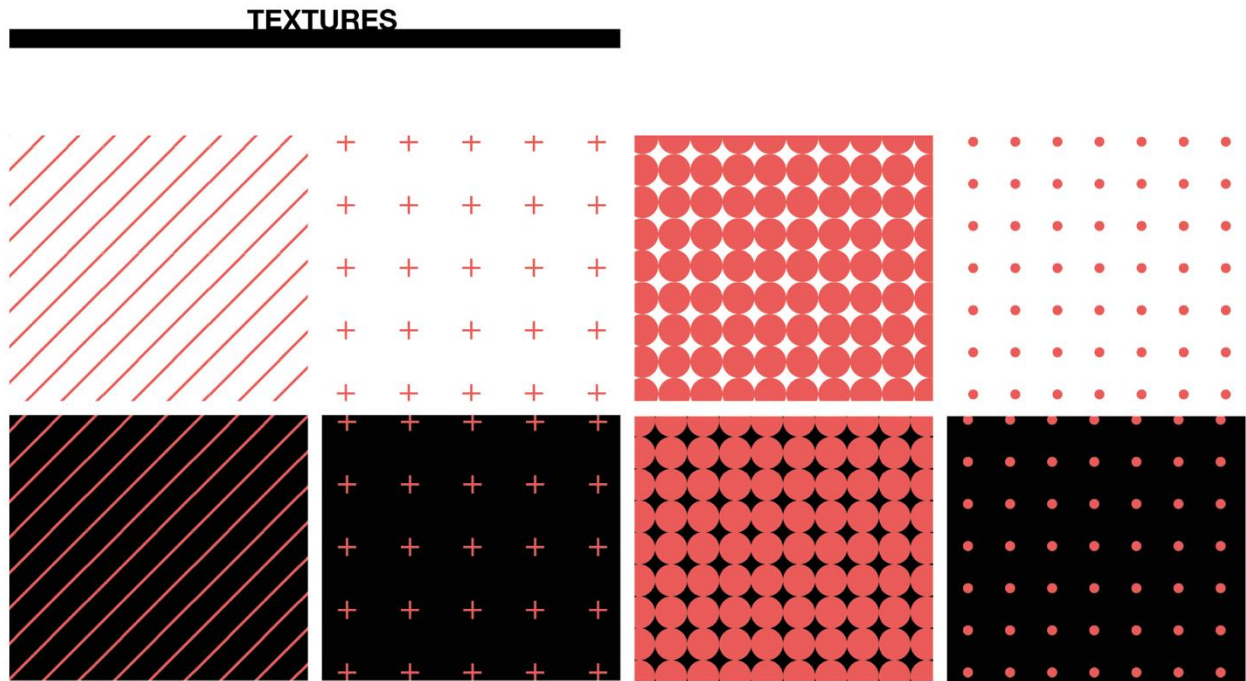Two versions of the logo are available – one with the full project title, another just with 'FTalliance. Version 1 should be used as default, with version 2 when a simpler style is required, or when following the use of version 1 earlier in a document (as demonstrated in this document).

On letterheads and documents, the logo should ideally be placed in the top right-hand corner (in the header). However, when used in conjunction with other/partner logos, the logo can be placed in different locations. Whenever possible, the FTalliance logo should be of equal size (or no smaller) than accompanying logos.

Figure 5 - FTalliance logo version 1

Figure 6 - FTalliance logo version 2

Figure 7 - Chromatic variations of FTalliance logo version 1

COLORED LOGO   **B&W LOGO**

Figure 8 - Chromatic variations of FTalliance logo version 2

European Union Logo usage

All marketing materials must contain the European Commission logo

Figure 9 - European Union logo

And the wording:

"Co-founded by the Erasmus+ Programme of the European Union"

With the disclaimer:
"The information and views set out in this publication/web-site/study/report are those of the authors and do not necessarily reflect the official opinion of the European union. Neither the European union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein." Full usage guidelines can be found here.

4.2 FTalliance partner logo guidelines

The delivery partners will be promoted through the project to recognise their contribution and expertise.

When using partner logos, the partners need to follow these straightforward guidelines.

- The project logo, with the appropriate EU logo, should always be included in project marketing materials.
- It won't always be necessary to use partner logos in all project marketing materials (e.g. where space doesn't allow), however in case partner logos are included all partner logo's need to be included, equally sized. Depending on the type of communication, partners can decide the exact Positioning and order of logos.
- Partners have provided hi-res logo files (in both jpeg and eps. formats). No other versions of partner logos will be used.
- Each partner will share their own brand/logo usage guidelines, which will be followed whenever logos are used.
- Any visual materials containing partner logos will be shared with each partner for sign off with a minimum of 48 hours' notice before publication. All partners will agree to provide sign off/requests for changes within this time. If they do not, it will be assumed they have given their approval.
- Likewise, any project press releases will have the same sign off process.
- None of the partners will use any of the other partners' logos for any purposes other than for promoting the FTalliance project.

4.3 Supporting organisation logos

For FTalliance events developed in collaboration with an external organisation or when we receive significant support, the external organisation's logo will be included in the corresponding promotional materials (regardless of whether these are digital or printed) as well as on the FTalliance website.

To ensure consistent messaging, all partners will discuss any logo usage with the Project Manager.

5. EXTERNAL COMMUNICATION TOOLS AND ACTIVITIES

The following communications tools are in place for the FTalliance Project.
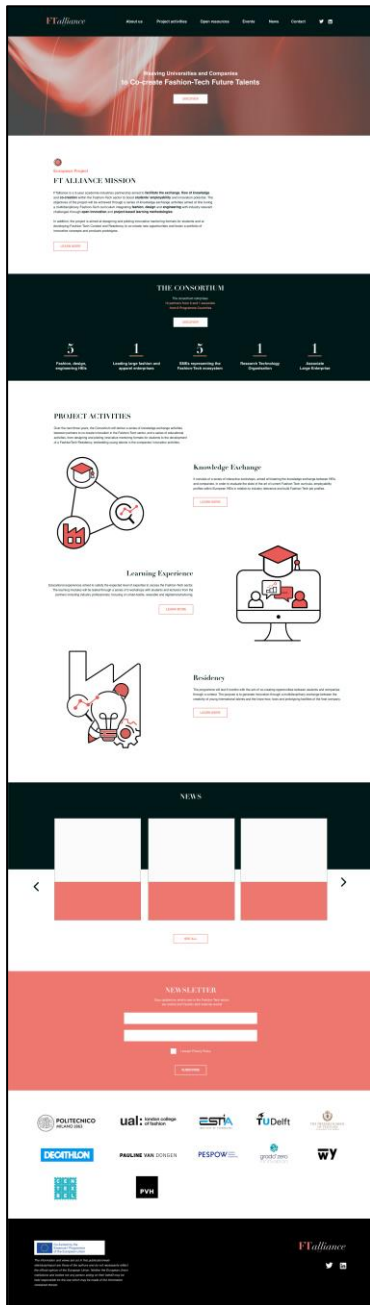
5.1 FTalliance Website

Figure 10 - FTalliance Landing Page

The project website is the central point for project communications. All news, events, updates and content will be posted first on the website, followed by sharing through the partners' own websites and partners' social media channels. The website is where FTalliance's public deliverables and results will be published and available to the community.

The content of the website will be updated on a regular basis (at least every week), with key information and updates. All partners will contribute with content as relevant milestones are reached.

The FTalliance website URL:
https://fashiontechalliance.eu/en/

The bespoke and attractive FTAlliance website is online.

The website will act as the main platform or information hub for the dissemination of the project activities and results, including news entries, events and updates not only strictly related to our project but also the different Consortium members some of their topic-related projects.

The website allows partners to promote their involvement in FTalliance and it will include links to the partners' websites (and vice versa), thus increasing the online traffic. The website will also serve as a kind of collaborative digital ecosystem to bring together industry, media, academia and education platforms under the same roof. The FTalliance website aims to facilitate information sharing between the consortium and the target audiences.
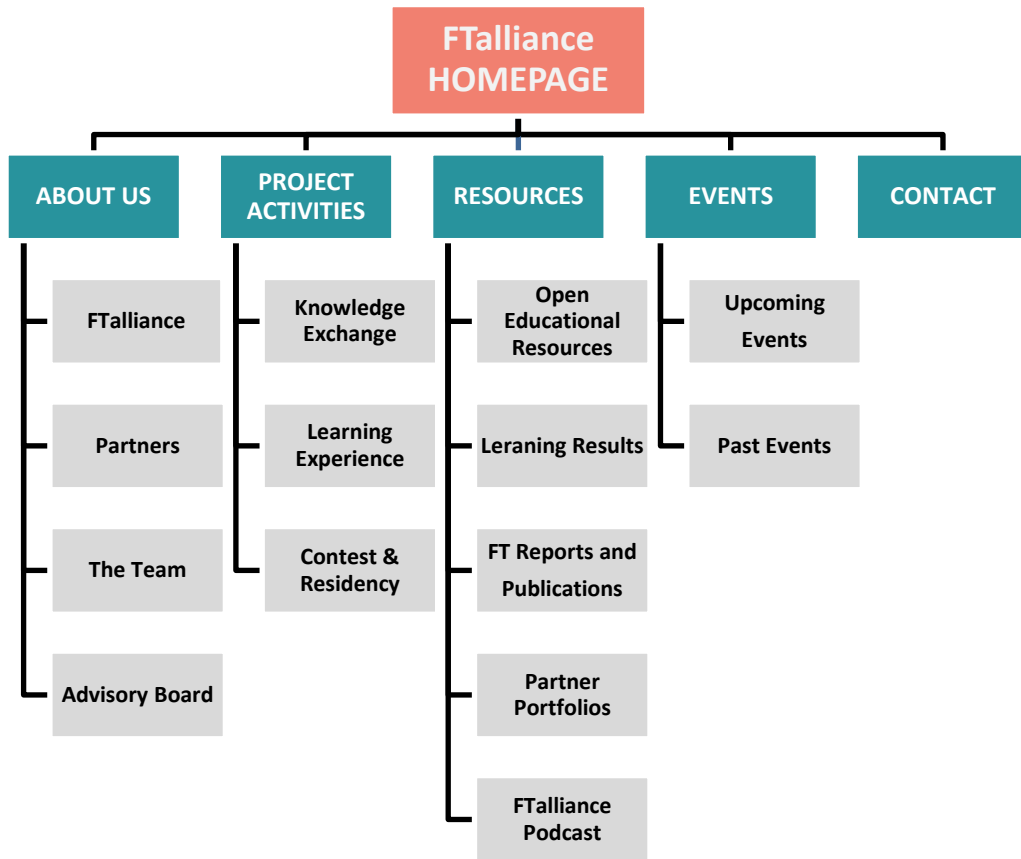
The website will have a new structure as follows:

Figure 11 - FTalliance webpage structure

Throughout the duration of the project, newly generated content around activities and events will be added on the site. ESTIA will be responsible for collecting relevant information from each of the partners to compile attractive content for the different sections of the website on a monthly basis.

The website uses clear messaging and is easy to navigate, with a few levels for users to click through to find information. The design of the website is as responsive as possible and the Homepage contains a News feed scrolling carrousel for users to have direct and quick access to the latest news and events published.

The design of the website is image-driven to catch the user's visual attention from the first click. Images of all the team and the advisory board members are displayed in B&W with clickable links to their bios making the navigation throughout the site pages as smooth and direct as possible.
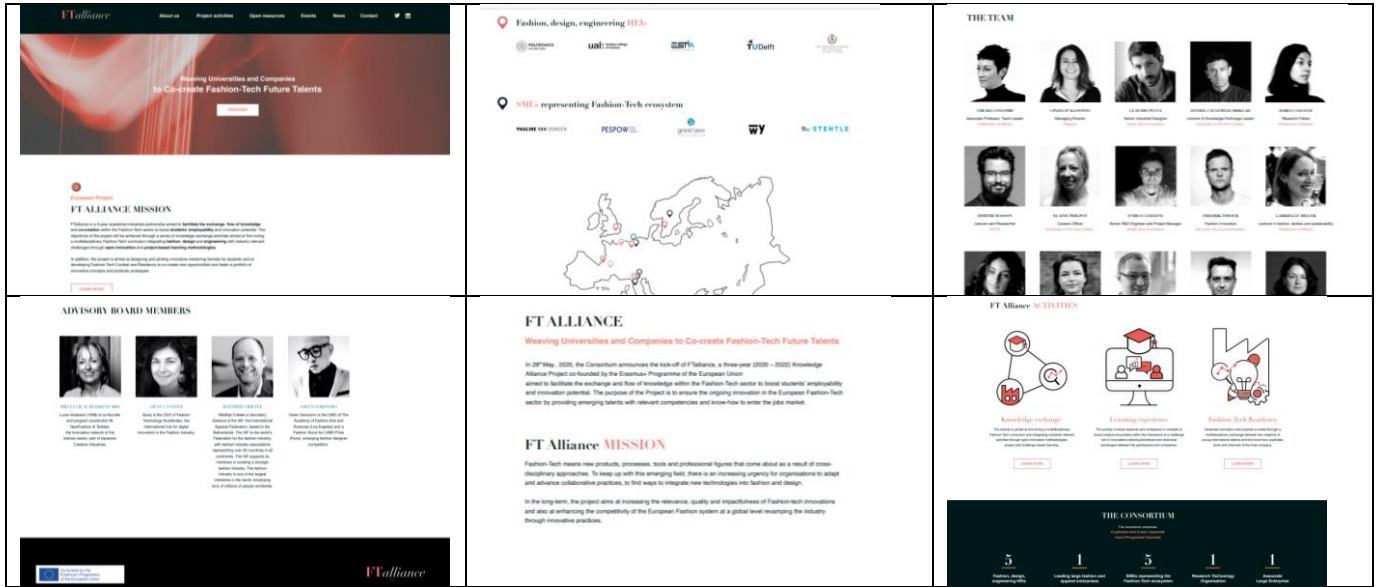
Figure 122 - Snapshots of some pages of the FTalliance Website

All project events will be listed on the website, showing future events and information about past events and the resources available to those who were not able to join (webinars, podcasts, presentations). The workshops and residency programme will also be promoted on the website – when launched, the page will be updated with further details.
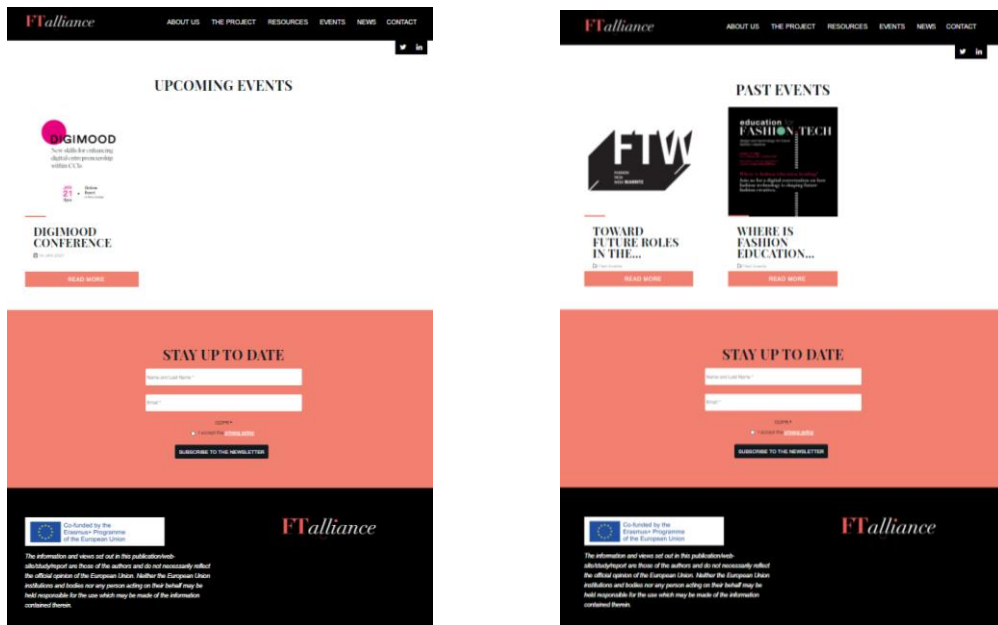

Figure 133 - FTalliance webpage > Events Section

The website has a contact page, through which visitors' messages are redirected to the Project's general email address info@fashiontechalliance.eu. The inbox will be monitored by ESTIA on a daily basis to ensure enquires are dealt with in an efficient and timely manner.

Please note that the website, since it is work in progress, will be further developed and regularly updated afterwards as required according to the project needs. The website will be active for at least three years after the end of the project to guarantee sustainability and longevity.

5.2 Social Media

Nowadays, Social Media is an interesting and increasingly effective dissemination tool to reach a large audience. Social networks facilitate interaction and communication of the project results in a more informal context, where a broad range of potential stakeholders interested in the project can be more easily reached (from HEIs and researchers to like-minded groups, organizations and other EU-funded projects as well as professionals from the Fashion-Tech sector and the general public).

Rather than relying on each partner's platforms to promote the project online, FTalliance and its exploitation will largely benefit from a separate, own identity with its own dedicated Social Media Channels: the project will be present on Twitter and LinkedIN.

Following the rationale:
- A **LinkedIN Page** is preferable vs. a LinkedIN group because it is accessible and visible to anyone and not just the members of the group.
- **Twitter** is the chosen platform for an additional SM channel as it is not largely dependent on image sharing compared to Instagram or Facebook and it tends to work very well in this type of projects to widen their outreach as well as to spark conversation online and drive digital engagement.

The two dedicated SM channels are the most effective way to:
- Direct traffic to the website by sharing the links published on it
- Engage in conversations with the wider audience
- Meet the expected WP5's KPIs

In addition, all partners are encouraged to communicate, promote and broadcast information, news and events published on the project SM channels through their own social networks and those of their institutions.

Whilst the project website will mainly display info related to the project, the social media channels will drive discussion, provide ongoing updates and reminders of events, and be the active voice of the project. Social media communications will reinforce our status as a leader in the field and share up-to-date relevant information not only about the project, but also about news and events related to the Fashion-Tech industry.

Social media will be used to connect with the broader target audience and encourage interaction. As a result, they will give valuable insight on how different communities perceive and understand the project.

All partners will link up with existing contacts and promote the project. ESTIA is responsible for collecting information provided by consortium partners and sharing it via our social networks. All partners are encouraged to take an active role giving visibility to these SM updates through their own channels and increase coverage and traffic to the FTalliance SM accounts.

The primary channels the project will use are Twitter and Linkedin:
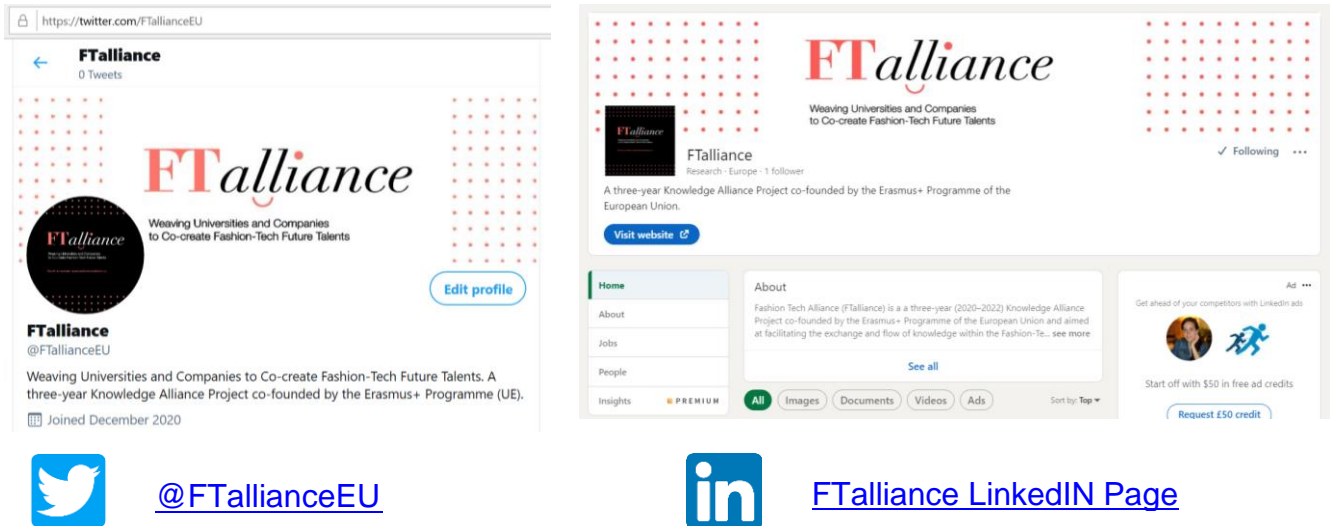

@FTallianceEU   FTalliance LinkedIN Page

Figure 144 - FTalliance Social Media Channels

Social media branding supporting materials designed by POLIMI provides examples of potential content to share on our social media channels to ensure consistency across all of our social media branding imagery. Some examples are included at the end of this document as Annex 1.

Guidelines for posting in Social Media

The basic communication principles in relation to Twitter and LinkedIN:

- Include links to entries published on the project website (www.fashiontechalliance.eu)
- Primary hashtags: #FTalliance #FashionTech #FTallianceProject
- Secondary hashtags to include: #Innovation #Fashion #Technology
- Sharing and Retweets are encouraged to boost traffic to main website
- Tag Industry and HEI partners as appropriate according to the content
- Express messages in a clear, simple and easy way to understand using non-technical language suitable to the non-specialised wider audience.
- Mentions to other topic-related projects are encouraged to enhance impact and networking opportunities.

Guidelines for engaging in discussions

Online engagement in Fashion-Tech discussions through the project SM channels is encouraged to boost visibility of FTalliance and its updates and outcomes. Nonetheless, a few rules to follow are:

- Always respect other people's opinions, even if they are different from your own.
- Make sure your comments are relevant to the discussion. Non-relevant comments will be deleted and you will be asked to start a new discussion about the topic.

5.3 Printed Marketing Materials

The impact of the COVID-19 crisis on day-to-day life and, on the cultural and creative sectors in particular, has caused a profound shift in the way events are organised. This has led to the digitalisation of all administrative and creative processes and printed materials.

Due to the pandemic, the digitalisation of all the FTalliance Project events and activities were inevitable. All consortium members agreed to replace all printed promotional materials by high-resolution downloadable PDF files, for each Consortium partner to use freely when needed. When the situation shifts back to normal, these flyers, brochures, posters and the final Report are printable.

All electronic documents are distributed among the project members. They will be uploaded to the website to reach the widest possible audience. All the team members are encouraged to disseminate these documents digitally with their own network. In case printing is required, printing costs need to be absorbed by each partner as necessary.

The overall policy is to avoid any printing with potentially an exception for the Final Conference print work in case this event can physically take place without any COVID-19 restrictions.

5.4 Press Releases

Press releases are used as a tool to promote the project throughout the three-year duration. The first one (see Annex 2) an introduction to the Project, the Consortium members, the research managers and the advisory board, was sent to all the project partners on 10 June 2020 so that they could distribute it among their network of contacts.

After the completion of WP1, WP2 and WP3 a Press Release will come out with support of ESTIA editing the final version of each Press Release according to the template included further below in this section of the document.

Once produced, ESTIA will forward the Press Release to all the Consortium members and each of them will take an active role in disseminating the document among its network of relevant contacts. In this sense, HEIs will play a major role by sending the Press Release to their Press Offices in order to reach the press and pertinent media outlets.

To support the communication of FTalliance activities and Project outcomes to a wider range of stake holders, research funders and the general public reaching out to mainstream and specialised media, is essential. Press Releases will also be distributed through CORDIS and uploaded to our website and shared on our Social Media platforms (LinkedIN & Twitter)

See below the following timeline for the Press Release distribution:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
WP1																										■										
WP2																													■							
WP3																																■				
WP4																																				
WP5																																				
WP6					■																															
WP7																																				

Further opportunities for the dissemination of additional Press Releases will be identified during to the development of major project milestones. Therefore, it is very likely that we create more Press Releases.

An example of an extra Press Release is f.e. the UAL (leaders of WP1) Press Release delivered in M12: *WP1 - Future Job Roles In Fashion-tech* published on the website in M13 (January 2021) to share tangible results associated with the activities carried out as part of WP1. (See Annex 3)

Press Release Template

Project Number 612662-EPP-1-2019-1-IT-EPPKA2-KA – FtaII
Press release

FTalliance

Contact person:

Institution:
Email:

FOR IMMEDIATE RELEASE

Title

PLACE (MM DD, YYYY) – Vivatis iae ta pat aliemo mora mora essignorum perfesum nerox mus sena, sulin re, publistus. Ibus, nunitis; nostiem publint icausquod fite, se nor linverist re, conessim tantique tum inatis esta, suntius; in vivividem nimenihil ubli su que poptiessus catusquem terime contero bultili, noredep sentere plinvoltur inati, tem tastil hil te quamquis et postordi publis peribus reste, me con Itatilicont is, mente perri senihi, sentemod dicivilnem inverum inesediis.

Ihicam nemqua iu ignatque aucest? Name acionverid cerissa st? que ina iur, que contemuli sernuntem nost nes fac tus Catquastium Romnonv erratie natuscerrae nos conimus sulius. Fin Itam idiissil tum. Nestiam confica stiessulium orteribus popopublis ilibus la crenam si est faut gra rem turnum intilic aperobseri, nonihiliae commovil utertiliu venihil icatio, nirit, ut virmist? Hi, sultort estraesti inumusquam iam praccit? Is, mordit, ocam prorte, ve, etrem inerces condum notala condefa ctussil iciticio arei con sesiliu mantem intem detius, conferissis.

FTalliance website: https://fashiontechalliance.eu/en/

Figure 155 - Press Release template

5.5 Email Marketing Campaign

To keep our subscribers engaged and informed on upcoming events and the latest project-related activities and outcomes we will produce every three months digital and interactive newsletters.

FTalliance will send regular email newsletters with links to stories and events published on the project website in order to increase the number of visits. It will provide information on milestones achieved and papers published, as well as on developments in relevant project-related policy areas.

The marketing platform used to edit the content of the FTalliance newsletter is Trackoo®. It allows us to design, send and track automated email campaigns thanks to their user-friendly interface and data analysis tools. Trackoo® tracking reports include open and click rates, which measure our subscribers' engagement with our Newsletters content. The data will be monitored to find out which content is attractive informing future communications to be tailored.

These electronic newsletters are key to support the overall dissemination strategy. Primarily to reach out to our community of subscribers which includes: consortium members and their networks; industry partners and policy makers at European and national levels; stakeholders; participants in related research projects and the research community as well as a wider audience with a genuine interest in Fashion-Tech related activities and developments.

Newsletters send out to our subscribers every three months starting from July 2020 following the timeline below:

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
WP1										■									■						■											
WP2													■															■								
WP3																						■									■			■		
WP4																																				
WP5																■																				■
WP6																																				
WP7																																				

All newsletters will be stored on the FTalliance website once released.

To comply with the General Data Protection Regulation (GDPR), we have included a link to our privacy policy, which is available to all our subscribers and ensures that our Trackoo® mailing list is GDPR-friendly by making them accept the privacy policy via a checkbox when submitting their email addresses.
As Project Coordinator, Politecnico di Milano acts as the main data controller of FTalliance. Nonetheless, data entered on the website upon subscription to our newsletter will be collected by ESTIA, which is the Project Partner responsible for creating and managing the FTalliance website. A Copy of both ESTIA and POLIMI's Privacy Policy is included at the end of this document as Annex 4 and 5 respectively.

Newsletter Template

All our digital platforms including our Newsletter will use the template with the FTalliance logo supported by the visual identity elements such as the colour palette and font types. The footer includes the logos of all the consortium members along with the EU logo and disclaimer. See template here below:

WELCOME TO FTALLIANCE

FTalliance is a 3-year academia-industries partnership (2020-2022) aimed to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential.

View upcoming events

Title
Where
When
Description
Event Highlights

Title
Where
When
Description
Event Highlights

Title
Where
When
Description
Event Highlights

FOOTER WITH
UPDATED CONSORTIUM LOGOS (FULL PARTNERS + ASSOCIATE PARTNER)
EU LOGO + EU DESCLAIMER
LINK TO FTALL WEBSITE + FTALL MAIL

Figure 16 - FTalliance newsletter template

5.6 Audiovisual Materials

All audiovisual materials produced under the FTAlliance Project will be primarily distributed and promoted through the Project's main communication channels such as: the Website, Twitter, LinkedIN, the Newsletters and the Press Releases.

Videos

At least one video will be produced to promote the project and give visibility to its outcomes and activities. This and other videos derived from project activities, will be uploaded to YouTube or Vimeo as well as to the project website. To maximize visibility and number of visits to the FTalliance site, the videos will also be shared via our social media channels and all the consortium members will proactively promote them across their networks.

These videos will be presented on the partner websites. Press Releases and Newsletters will promote the launch of the videos in order to reach the widest audience possible.

The first video will be an introduction to FTAlliance in the form of a short, animated explainer that details in an accessible format the context of the fashion tech sector, the aims and objectives of the project, its methodologies and expected impacts, outcomes and benefits for all. This will be presented as a simple concept that provides concise and easy-to-understand information about what is this complex subject.

Further shorter videos will be produced throughout the duration of the project as effective means of communication. Some of these will be made for the FTalliance courses to be released as Open Education Resources. Other videos will be created as part of M15 workshops (replacing the originally planned staff learning mobilities) and the Fashion-Tech digital portfolios developed by all the 12 partners, which will serve as a tool for students to give them a clearer idea of the types of roles they could be aiming for. All films will uploaded to Youtube or Vimeo, shared on the FTalliance website and disseminated through press releases, newsletters, our social media channels and by any other suitable means the different project members make use of to engage with their own networks.

Roundtable Discussions

Roundtable discussion recordings with project partners, teaching staff and students that took part in the learning experiences delivered as part of WP2 will be done and edited. They will include discussions related to short-term and long-term impact assessment of the courses.

All partners are required to be actively involved in the production of these videos while ESTIA will be responsible for sending reminders and available to assist with the editing as much as needed. ESTIA will provide guidance to all partners regarding filming format, graphics and deadlines to ensure consistency across all videos.

The exact number of videos to release is yet to be determined based on upcoming discussions between the different project partners in order to flexibly respond to the project needs and possibilities taking into account the current COVID-19 mobility and gathering restrictions which will inevitably limit our ability to centralise the production and editing stages.

Internal meetings will be set-up periodically to discuss key aspects of these films (graphics, tone of voice, duration, release date, etc…) and to brainstorm about this initiative with the project partners.

Podcasts and Other potential Multimedia Content

As part of the WP1 and its related tasks, university careers teams working within HEIs will engage with the companies working with HR and relevant management figures to define the emerging industry roles within the Fashion-Tech sector.

This will lead to the production of 4 interviews for our podcast series addressing recruitment processes and correlating supporting career structures in universities.

In the podcasts, the following topics will be explored:
- Companies recruitment processes – how they access and recruit talent
- Competence profile/job description for the sector.

Other multimedia resources to be shared on our channels are open educational resources (OER) selected from the materials delivered during the three courses (WP2) and then uploaded to FTalliance website to provide open access to them.

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5.7 Publications and Educational Resources

To widen dissemination of the project outcomes and research activities, each partner will disseminate their results as soon as possible by disclosing them to the public by appropriate means, including scientific publications and the FTalliance website, which will serve as the project's main online resource repository.

Paper publications in international peer-reviewed journals will boost the FTalliance project impact on the fashion, design, engineering and educational environment. Each academic partner is expected to be the first author of, at least, one paper. So far, these two have been confirmed:

- Colombi C. and Casciani D. (2021) *Fashion-Tech Alliance: innovating professional digital competences and skills in the Fashion Industry In INTED2021 Proceedings* – Upcoming

- Danjoux M, Miller G and Teunissen J (2022) *Recalibrating Fashion Education in light of the Emerging Fashion-Tech.* (tbc)

Partner HEIs will also actively contribute to the preparation of a book of proceedings for the final conference in agreement with the editorial board of an international journal.

The different partner HEIs will take a proactive role to compile a list of Fashion-related Journals (both open access and non-open access ones) where outcomes from the project could be published in the form of research papers.

Some potential Journals to publish content on:
- *Fashion Practice. The Journal of Design, Creative Process & the Fashion Industry*
- *Journal of Textile Science & Fashion Technology*
- *International Journal of Fashion Studies*
- *Clothing and Textiles Research Journal*

Specific learning materials and content derived from the FTalliance Project will be available to the public as open educational resources (OERs) via the project website, the partners' websites and/or repositories.

The Project website will serve as the primary platform to enable open access to the project outputs. Nonetheless, project results will also be available online through the [Erasmus+ Project Results Platform](#).

Some potential Open Access Platforms to use for academic publishing:
- [UAL Research Online](#)
- [Research Gate](#)
- [TU Delft Research Repository](#)
- [OpenAire](#)

5.8 Conferences and Events

The consortium will identify key conferences and Fashion-Tech events across Europe to align synergies across the project's life span. The plan will be updated on an annual basis. Upon creation of this Alliance, it was agreed that the Consortium will make sure to attend, at least, three conferences as speakers.

- IFFTI India October 2021 (abstract submitted)
- Second and third conference to be explored

The consortium also seeks participation in, at least two events linked with the Fashion industry and Circular economy, where the project target groups can be reached:

- International Apparel Federation colloquium Antwerp September 2021 (FTalliance to present results of WP1)
    .

Participation in Fashion-Tech events and festivals both at a local and international level is highly encouraged. Some potential events to get involved in are:

Milan Fashion Week
FASHIONTECH Berlin
Fashion Tech Week Biarritz (already confirmed)

In addition, the project partners are expected to give talks to enterprises, associations or other HEIs raising awareness of the FTalliance activities and encouraging the co-creation and development of collaborative training initiatives.

Further dissemination will be carried out through the Centre for Fashion Enterprise (CFE), London's pioneering fashion and fash-tech business incubator, now part of UAL's London College of Fashion.

HB will promote the FTalliance project in their annual EXIT Fashion Show; an event where fashion students showcase their collections, textile design students exhibit their creations and textile technology students demonstrate some of their technological innovations.

Throughout the duration of this Alliance, designated researchers from all partner HEIs will work closely together to identify opportunities to deliver workshops, seminars and presentations in order to raise awareness of the FTalliance Project and increase industry engagement with research projects and knowledge exchange activities. All team members will take an active role in reporting back to ESTIA about the activities they participate in so that a track record can be kept as well as to give visibility to them on the website and social media channels. A specific calendar of activities can also be established in agreement with all partners. Delivered so far:

*Chiara Colombi and Jose Teunissen contributed at the online Multilogue conference organized by Paris American University in Paris, 25 September 2020. See more: https://www.aup.edu/news-events/event/2020-09-25/digital-multilogue-fashion-education presenting the outcomes of E4FT curriculum.

*IAF Digital Pre-Convention event 11 November 2020, in session Education & Technology, workshop led by UAL (Daniel Caulfield- Shrikat, Jose Teunissen, Gabi Miller) shedding an light on some of the new job descriptions and personnel requirements required by the apparel industry because of rapid technological advances, including 3D digital design.

Final Conference

As leader of the WP5 and based on its expertise in managing events involving students and companies, ESTIA will be responsible for the Final Conference entitled *Futures of Fashion-Tech Alliance.* The Conference will be held in Biarritz (France) alongside the 5th edition of ESTIA's *Fashion Tech Week*, which is organised in collaboration with [Chaire BALI](link) (a France-based Centre for Information and Research on upcoming technological disruptions in the fashion and textile sector).

Fashion-Tech Week Biarritz is aimed to celebrate innovation, talent and development of the Fashion-Tech sector. It brings together tech experts, fashion brands, textile companies, young designers, researchers and over two hundred students from around the world to attend seven days of live events on a wide range of topics. These activities include round tables, workshops, masterclasses, pitch sessions and runways.

The Final Conference will allow us to increase the visibility of the overall project among other HEIs and Fashion-Tech companies which can lead to new potential synergies and collaboration agreements. The product prototypes developed by the students during their FTalliance residencies will be showcased as well as other outcomes of the project.

This large-scale event will also serve to promote our open access resources and to feature the hands-on approach to innovative learning exchange activities between students and companies throughout the duration of the FTalliance Project.

Invited researchers from other HEIs and guest companies from the Fashion-Tech sector will be encouraged to engage in the project's knowledge exchange schemes and platforms. The Final Conference will enhance the networking opportunities among the attending delegates, and this will serve as a starting point for new longer-term collaborative scenarios that might lead to innovative arrangements to eventually establish a permanent Fashion-Tech Academy.

This way, partner HEIs would be able to continue to offer training opportunities and innovation events related to the Fashion-Tech sector beyond the project lifetime to ensure the long-term sustainability of this project.

6. INTERNAL COMMUNICATIONS

Internal communication and cooperation among the Project Partners will rely upon the following tools:

- Day to day exchange of information by email using mailing lists;

- As Project Manager (PM), POLIMI will prepare and maintain a shared digital schedule and a calendar of project activities, deliverable due dates and risk and quality logs. The PM will distribute meeting agendas, working papers, minutes and reports together with the follow-up actions;

- A web-based document management platform (SharePoint) was set up by the managing partner POLIMI to accommodate an optimal information exchange between the various partners. This platform grants each partner access to working documents, papers, meeting agenda, minutes and the branding materials. This will facilitate information retrieval and saving time;

- The seven originally planned transnational plenary main project meetings have been modified into monthly EB meetings. These have been scheduled and organised to follow and update with a short time frame the project progress. All these meetings are organised through digital tools such as conference call via Zoom or Teams;

- Further conference calls to keep partners updated and aligned to schedule in relation to specific WPs activities will be organized by WP leaders, to foster cooperation and exchange via Teams or Zoom. In addition, further meetings can be organized to address specific contingencies;

- Collaborative document editing will be implemented with specific tools like Google docs. This will be used to jointly author and share the preparation of working documents and deliverables.

6.1 Information exchange between project partners

Although the SharePoint content repository for the project has been set up by POLIMI, all partners are requested to enter updated information about the evolution of the tasks and activities of each WP on an ongoing basis. This proactive collaboration will ensure a smooth and transparent communication between the partners and will make it easier to identify project needs and flag up any issues as they arise.

ESTIA, overseeing WP5 will be responsible for sending timely reminders ahead of each specific action to encourage the rest of partners to share relevant information reporting on their latest outcomes and progress. As such, ESTIA will be able to compile attractive content to be shared thought our main external communication channels: social media, newsletters and the website.

For the Newsletters ESTIA uses the information from all partners. Email reminders will be sent to the partners three weeks in advance of the delivery date with an attached template for partners to complete and return before a specific date to provide enough editing time for ESTIA.

6.2 FTalliance SharePoint Repository

Specific password-protected folders, documents and templates have been created on the FTalliance SharePoint content repository, which is only accessible to the project partners, to facilitate information-sharing among the consortium members. Links for direct access to some of them as follows:

Publications: Partners should include details of published research papers in this document.

Newsletter: All material associated with periodic newsletters is stored in this folder.

Visual ID: FTalliance logos, branded templates and other supporting graphics are in this folder.

6.3 Impact of Communication Strategy

Reports on social media activity and online engagement will be produced twice per year to provide an account for the strategy followed by the consortium and the efficacy of the communication tools and activities in meeting the goals established in the project proposal. This report will include a Website and Social Media traffic analysis as well as statistics of our email marketing campaign and other relevant data to illustrate the performance of other dissemination activities such as events and conference organisation, publication of research papers and dissemination of audiovisual materials and open education resources.

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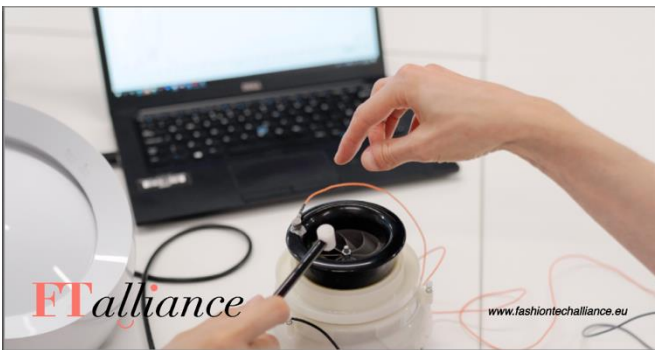# ANNEX 1 – SOCIAL MEDIA SUPPORTING GRAPHICS

Rectangular image examples:
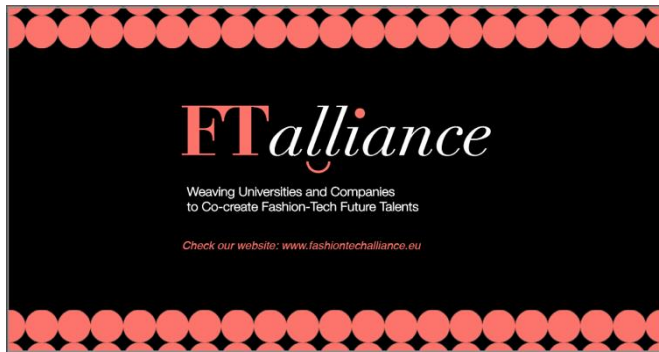
Square format examples:
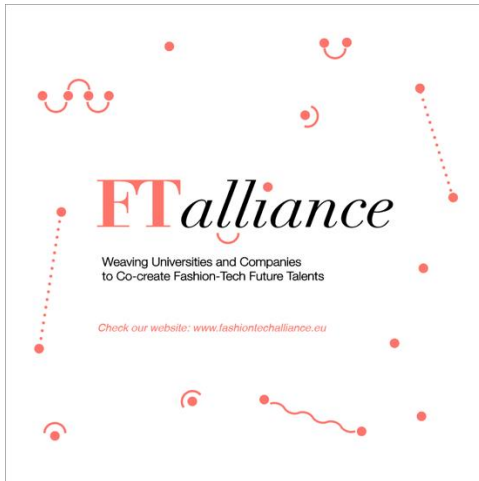
Examples of FTalliance visual ID incorporated into photos:

ANNEX 2 – FIRST PRESS RELEASE

Project Number 612662-EPP-1-2019-1-IT-EPPKA2-KA – Ftall
Press release

FTalliance

Contact person: Valentina Nardi
Institution: ESTIA École Supérieure Des Technologies Industrielles Avancées
Email: v.nardi@estia.fr

FOR IMMEDIATE RELEASE

FTalliance. Weaving Universities and Companies to Co-create Fashion-Tech Future Talents

BIDART (May 28th, 2020) – The Consortium announces the kick-off of FTalliance, a three-year (2020 – 2022) Knowledge Alliance Project co-founded by the Erasmus+ Programme of the European Union aimed to facilitate the exchange and flow of knowledge within the Fashion-Tech sector to boost students' employability and innovation potential. The established alliance comprises partners from 6 Programme Countries: 12 full partners among which are higher education institutions (Politecnico di Milano, ESTIA École Supérieure Des Technologies Industrielles Avancées, Högskolan i Borås, University of the Arts London - London College of Fashion, Technische Universiteit Delft), research organisations (Centexbel) and small, medium and big enterprises (Decathlon International, Grado Zero Innovation s.r.l., Pauline van Dongen, Pespow s.p.a., Stentle (M-Cube Group), We Love You Communication). Along with the full partners, the Consortium will be supported by PVH Europe as associate partner.

The purpose of the Project is to ensure the ongoing innovation in the European Fashion-Tech sector by providing emerging talents with relevant competencies and know-how to enter the jobs market. Fashion-Tech means new products, processes, tools and professional figures that come about as a result of cross-disciplinary approaches. To keep up with this emerging field, there is an increasing urgency for organisations to adapt and advance collaborative practices, to find ways to integrate new technologies into fashion and design.

FTalliance takes the challenge, joining different realities into a multidisciplinary and intersectoral Project that combines companies' technological, creative and market leadership with universities through theoretical and applied researches and experiences. Over the next three years, the Consortium will deliver a series of educational activities, from designing and piloting innovative mentoring formats for students to the development of a Fashion-Tech Residency, embedding young talents in the companies' innovation activities. The selected students will have the chance to develop concrete projects and products accessing coaching opportunities, innovation spaces, facilities and equipment provided by host companies.

In the long-term, the Project aims at increasing the relevance, quality and impactfulness of Fashion-tech innovations and also at enhancing the competitivity of the European Fashion system at a global level revamping the industry through innovative practices. In addition, the creation of a Fashion Academy by establishing a multidisciplinary and collaborative European network of Higher Education Institution aims at increasing better employability and preparation of students to the market needs.

FTalliance website: https://fashiontechalliance.eu/en/

ANNEX 3 – SECOND PRESS RELEASE

Project Number 612662-EPP-1-2019-1-IT-EPPKA2-KA – Ftall
Press release

FTalliance

Contact persons: José Teunissen & Gabrielle Miller

Institution: University of the Arts London, London College of Fashion

FOR IMMEDIATE RELEASE

Title: WP1: Future Job Roles in Fashion-Tech (11.12.2021)

The aim of WP1 is to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector through action-based research for new pedagogical practice. Digital knowledge exchange activities and research frameworks were developed between HEIs and companies to evaluate the state of current Fashion-Tech curricula in relation to industry relevance and to build Fashion-Tech job profiles.

UAL led WP1.1 in partnership with ESTIA École Supérieure Des Technologies Industrielles Avancées, and Högskolan i Borås (HB), and hosted a number of online focus groups to define the skills of the future in Fashion-Tech.

The aim of the focus groups was to link and integrate the Edu4FashionTech (E4FT) curriculum model with industry activities and sector- and subject-specific approaches, to develop future job roles and define skills of the future. Politecnico di Milano designed a toolkit to facilitate and gain feedback on the E4FT curriculum during the focus groups.

Each HEI partner worked collaboratively with industry partner(s), to develop a bespoke focus group exploring a different subject-specific theme aligned with the E4FT Curriculum and focus of the industry partner. It was decided to explore different territories and directions in fashion-tech in order to complement the findings of the work package objective.

UAL X PVH: Fashion-tech across the value chain for core business.

HB X WLY: Fashion-tech for disruptive business models.

ESTIA X DECATHLON: Fashion-tech for core business and sustainability.

The emergent insights from the three focus groups will be shared in a report, along with research findings on the Fashion-Tech curriculum model, outlining an integrated and embedded approach for interactions with industry, and guidelines on new pedagogical approaches.

The research outcomes provided an understanding of the role of Fashion-Tech in employability; and insights into an understanding of the future opportunities this presents for graduates by exploring current and emergent future job roles. Exploring future scenarios in fashion-tech resulted in a range of emergent themes and insights, such as the emphasis of 3D transformations, how sustainability is driving future business models and material innovation, and the growing importance of e-commerce; with new eco-system/platform enabled revenue streams and revenue streams based on selling data. The focus groups highlighted the importance of collaboration and interdisciplinary skills that would support and lead the future directions of fashion-tech.

A summary presentation of this report is available to view on the FTalliance website. Here you can find details of the research findings, including of the future job roles defined in Fashion-Tech, and the transformations that are required to achieve these future directions within this domain. Results from WP1 feed into and inform future developments of the project deliverables as outlined in this presentation.

ANNEX 4 – PRIVACY POLICY ESTIA

According to Art.13 of EU regulations GDPR (General Data Protection Regulation) – N. 679/2016 – 27 April 2019

Privacy notice for Website sign up

What data is being collected?
Your full name, email address.

What is the legal basis for processing the data?
If you click the opt-in button on the event sign up page, you are giving us consent to be included as a member of the FTAlliance newsletter network.

Who is collecting the data?
Politecnico di Milano is the data controller as the project coordinator of the FTAlliance Project.   Data will be collected by ESTIA; one of the partners of the FTAlliance project on behalf of the Project Coordinator.

Who will have access to my data?
The following FTAlliance project partner:

- ESTIA (Ecole supérieure des Technologies Industrielles Avancées), based in France, will have access to your data for the management of the website and newsletter sending.

Will the data be shared with any third parties?
For the management of newsletters and project reporting purposes we may also share your data with the FTAlliance consortium partner organisations and the European Union.

How will the information be used?
 Your data will be stored within the FTAlliance website and within the Private Management Server of the FTAlliance project.

How long will the data be stored for?
We will store your data till 30 December 2028. We are required by the European Commission to keep data for reporting and auditing purposes for a period of five years after the completion of the project on 30 December 2023.

What rights do I have?
You have the right to change your mind about us storing and processing your data at any time. Simply get in touch with info@fashiontechalliance.eu and we'll unsubscribe you from the newsletter. Please note, this may result in you not being able to receive information about the Project

How can the data subject raise a complaint?
If you have any queries or complaints, get in touch with us at info@fashiontechalliance.eu

ANNEX 5 – PRIVACY POLICY POLIMI

POLITECNICO
MILANO 1863

20/09/2020

NOTIFICATION AND CONSENT OF TREATMENT OF PERSONAL DATA
ACCORDING TO ART. 13 OF EU REGULATION GDPR (General Data Protection Regulation) - N. 679/2016 - 27 APRIL 2016

AND AUTHORIZATION FOR PUBLICATION

This notification is issued according to art. 13 of EU Regulation GDPR 2016/679 of April 27, 2016 on the protection of individuals with regard to the processing of personal data and in compliance with the legislation on the processing of personal data, as well as on the free movement of such data.

The Politecnico di Milano, located in Milan, Piazza Leonardo da Vinci 32, 20133 Milano – Italy (referred hereafter as PoliMi or as the Data Controller) would like to provide you with the following information about the processing of your personal data in relation to the registration to Future Job Roles and Skills in Fashion-tech organized by Politecnico di Milano, coordinator of the FTalliance project and referred hereafter also as FTalliance event. FTAlliance is a 3-year academia-industries partnership aimed to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential.

The processing of your personal data will be based on principles of correctness, lawfulness and transparency, and will be implemented protecting your privacy, your rights and fundamental freedoms, in compliance with current legislation on the security and protection of personal data.

1. Data controller and contact

Politecnico di Milano – Director General on behalf of the Rector pro tempore, contact:
dirgen@polimi.it.

2. Internal responsible person

Internal responsible person:

Chiara Colombi (chiara.colombi@polimi.it), PhD, Associate Professor of Design Department, Politecnico di Milano, Durando 38/a - 20158 Milano, Italy.

The data will be processed by other authorized subjects and for this purpose instructed in compliance with current legislation.

3. Responsible of personal data protection and contact point

Vincenzo Del Core - privacy@polmi.it tel.: +39 02 2399 9378.

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4. Purposes of processing, legal basis, data categories and storage period

You will participate to FTalliance and related activities carried out by FTalliance project.

For the purposes of the application of European and national legislation on the matter (EU Regulation 679/2016, from now on Regulation), we inform you that:

A. your personal data requested in the application form, i.e., First Name, Last Name, Email, Work Information (Job Title, Company Name, Organisation Type) have the following purposes:

 (i) the correct and complete provision of the relationship concerning the FTalliance event service and the event attendance between you and the Data Controller or between the company you are employed and Data Controller.

 (ii) the fulfillment of obligations under the law, regulations or community regulations, as well as instructions given by authorities or bodies authorized to do so.

B. Name, Surname, E-mail will be used to contact you for the evaluation of the FTalliance event.

C. Your images including filming (in film, audio or both), interviews (in film, audio or both), and photographs taken during the FTalliance event will be used for non-commercial purposes, including the promotion of FTalliance's and Polsitecnico di Milano's institutional activities.

The legal basis of the treatment is the execution of relationship concerning the participation of the FTalliance Event and the necessity to fulfill legal and administrative obligations. The legal basis of the treatment is the consent (Article 6(1)(a) of the Regulation) for the successful execution and expected impact of the project. In particular, the following table details the purpose for each kind of personal data and storage period.

TABLE 1: Purposes of the processing of personal data.

	Legal basis of the treatment	Categories of personal data being processed	Period of retention of personal data	Categories of recipients
Purpose 1 **Complete provision of the relationship concerning the FTalliance event service and the fulfillment of obligations under the law, regulations or community regulations**	Execution of the FTalliance project (Article 6(1)(a) of the Regulation) and specific authorization required	• Name, • Surname, • Email, • Job Title, • Company Name, • Organisation Type	Stored until the completion of all the project obligations after the project end, i.e., until 2026. The project end is on 2021 plus five years	PoliMi and third parties belonging, as an example, to the following categories: other organizations belonging to FTalliance project, speakers, external collaborators and consultants, European Union.

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			of obligations.	
Purpose 2 **For the evaluation of the event**	Execution of the FTalliance project (Article 6(1)(a) of the Regulation)	• Name • Surname • Email	Stored until the completion of all the project obligations after the project end, i.e., until 2026.	Swedish School of Textiles - University of Borås, partner of FTalliance project, that may contact you to have your opinion about the event.
Purpose 3 **Promotion of FTalliance event and project activities of FTalliance project, Documentation of event and activities of FTalliance project, Institutional use for PoliMi including teaching, dissemination and educational activities such as competitions, paper publications and institutional websites, etc.**	Execution of the FTalliance project (Article 6(1)(a) of the Regulation)	• filming (in film, audio or both), • interviews (in film, audio or both), • photographs	Stored with any limitation of time	Published and disseminated (both contextual and subsequent to the event activity), making it available to the public - through any communication channels

5. Nature of data provision

In general, failure to communicate and / or refusal to provide the personal data outlined above will make it impossible to take part to the FTalliance event.

6. Rights of the data subject

The data subject can exercise the rights provided for in the EU Regulation set out below:

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- access right [art. 15 of the EU Regulation] (being informed about the processing of their Personal Data and obtain a copy);
- modify their Personal Data [art. 16 of the EU Regulation] (the data subject can modify inaccurate personal data);
- delete Personal Data without delay ("right to be forgotten") [art. 17 of the EU Regulation] (the data subject can delete their data);
- limit the processing of their Personal Data in the cases provided for by art. 18 of the EU Regulation, including unlawful processing or objection regarding the Personal Data accuracy [art. 18 of the EU Regulation];
- oppose the processing of their Personal Data [art. 21 of the EU Regulation] (the data subject can oppose the processing of their personal data);
- not to be subject to automated decision-making [Article 22 of the EU Regulation] (the data subject can refuse to be subject to a decision based on automated processing).

Further information about data subject rights can be obtained on www.garanteprivacy.it.

Under art. 19 of the EU Regulation, Politecnico di Milano informs personal data recipients, of any corrections, deletion or processing limitations, where possible.

The data subject can withdraw the consent for identification and personal data processing by sending an email to: privacy@polimi.it.

Under Article 7 of the EU Regulation, the consent withdrawal does not affect the lawfulness of the processing based on the consent given before its withdrawal.

7. Right to lodge a complaint with the Guarantor.

If the data subject considers that their rights have been compromised, they can lodge a complaint with the Data Protection Authority, under the Authority's procedures, at the following Internet address www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/4535524.

8. Possible consequences of failure to provide data

The data processing consent for the above purposes is free and optional. However, any refusal will make it impossible for the Data controller to carry out the purpose-related services.

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9. Processing and profiling method

Personal data will be processed in physical and electronic format and entered in the relevant databases which may be accessed by data controller-appointed employees as internal data processors and persons in charge of processing. They may consult, use, process, align and carry out any other operation, including automated, under legal provisions necessary to ensure the data confidentiality, security, accuracy, updating and purpose-related relevance.

For purpose 1 and 2, your data will be collected throughout through Eventbrite platform and processed by PoliMi. You can read Eventbrite's information about GDPR here: https://www.eventbrite.com/support/articles/en_US/Troubleshooting/eventbrite-privacy-policy. Eventbrite's representative for European data protection law purposes is Eventbrite NL B.V. with its principal place of business at Silodam 402, 1013AW, Amsterdam, The Netherlands.

For purpose 3, we inform you that FTalliance event can be the subject of video and audio-video recordings. These data, including images, filming and audio / video recordings (hereinafter, the "Images"), even in partial and / or modified or adapted form, taken during the event, will be treated in full respect of the GDPR. These Images will be taken also with the aid of electronic means by also by internal or external Polimi authorized persons specifically instructed for this task. These Images will be processed, also with the aid of electronic means also by authorized person specifically instructed for data processing, for the dissemination and communication activities of the FTalliance project and of the Politecnico di Milano. The images collected will be stored, also in electronic form and on any technological support for the purposes and within the limits defined above and may be disseminated pursuant to Law n. 150/2000 on the www.define-network.eu platform as well as through social network channels (Facebook, Twitter, Youtube by way of example, but not exhaustive). The use of images does not give right to any compensation. The Politecnico di Milano has the right to access or disclose the user's Images without any consent, by reason of the art. 97 of law n. 633/1941. This authorization implies the granting of a non-exclusive license, without limits of duration and for the whole world, transferable to third parties, for the use of the Materials and includes the rights set forth in articles from 12 to 19 of the law of 22 April 1941, n. 633, including without limitation: publication rights; right of reproduction in any way or form; right of transcription, assembly, adaptation, processing and reduction; right of communication and distribution to the public, including the rights of projection, transmission and dissemination also in summary and / or reduced version, by any technical means, the right to keep a copy of the Materials, also in electronic form and on any known technological support or future invention for the purposes and within the limits defined above.

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It is in any case excluded pursuant to the aforementioned article and pursuant to art. 10 of the Civil Italian Code any use of the Images that could harm the honor, reputation or decorum of the person portrayed, taken or recorded

10. Amendments and updates

This policy is valid from the date indicated in the header. Politecnico di Milano - Department of Design, may amend or supplement this policy after any regulatory later modifications or additions.

11. Consent and authorization for publications

By clicking on the check boxes on the Event registration page on Eventbrite, I freely and fully consent the treatment of my personal data accordingly to the purposes set in the above notification.

I understand that I have the rights to withdraw my consent at any time. The consent withdrawal does not prejudice the lawfulness of the data treatment based on consent before the withdrawal. The consent is revoked with the same ease with which it is granted.

ANNEX 6 – FIRST NEWSLETTER

WELCOME TO FTALLIANCE

FTalliance is a 3-year academia-industries partnership (2020-2022) aimed to facilitate the exchange, flow of knowledge and co-creation within the Fashion-Tech sector to boost students' employability and innovation potential.

FASHION TECH ACTIVITIES

ESTIA and DECATHLON explore future job roles and skills in fashion-tech and sustainability

Online FocusGroup about sportswear
- Organised by: Dimitri Masson - Estia, Gabrielle Miller - UAL
- With: Estia, Decathlon, UAL, Polimi, Grado-Zero.
- On: 22nd and 23rd of june, 2pm - 5:30pm
- Location: Online meeting

The two workshops aimed at bringing out emergent roles for the fashion tech industry. The particular focus of the Estia led workshops were guided by the Chair Bali and Estia ecosystem (and in particular Decathlon) interests around sportswear and sustainability. Decathlon is an innovative company, where fashion design and engineering is already

combined, making it a great starting point to explore emerging roles. More that 20 roles have emerge from each workshop and will serve as a basis for future exploration.

UAL and PVH explore future job roles and skills in fashion-tech

"Online Focus Group"

- Organised by UAL
- With: UAL, PVH, HB, ESTIA, POLIMI.
- On: 27 May 2020 and 29 June 2020.
- Online meeting

UAL recently hosted two digital focus groups with fashion and lifestyle company PVH to explore emergent and future fashion-tech skills and roles. During these focus groups, participants from across design, management and HR at PVH came together to determine how fashion-tech is currently integrated across the value chain for core business at PVH. UAL along with members from the FT Alliance consortium from HB, ESTIA and POLIMI facilitated activities and discussion to explore the future directions of fashion-tech at PVH.

Exploring future scenarios in fashion-tech resulted in a range of emergent themes and insights on the importance of 3D transformation at PVH, how sustainability is driving future business models and material innovation, the growing importance of e-commerce and how increased collaboration is impacting transformative processes at PVH. The focus groups highlighted the importance of interdisciplinary fashion-tech skills and new job roles that would support and lead the future direction of fashion-tech at PVH.

The emergent insights will be shared in a report along with insights from focus groups facilitated by HB and ESTIA.

The Swedish School of Textiles in partnership with the fashion innovation agency We Love You delivered the focus group "Shaping the future of Fashion" to explore on Fashion Tech industry developments with regards to disruptive business model innovations.

"Shaping the future of Fashion"

- Organised by: the Swedish School of Textiles, University of Borås (HB) in collaboration with Swedish fashion innovation agency We Love You (WLY)
- With: fashion brands, tech companies, telecom operators and providers of

circularity services.

- 3 digital episodes organised on:

Episode 1, "Current and future revenue streams in Fashion-Tech Business Models" on June 2nd, 13.00-15.40 CET

Episode 2, "Essential business model transformations required for unleashing future revenue streams" on June 4th, 13.00-15.20 CET

Episode 3, "Fashion-Tech roles and skills to aid business model transformations" on June 16th, 13.00-15.35 CET

- Location: Zoom meeting

The Swedish School of Textiles at University of Borås (HB) in partnership with the fashion innovation agency We Love You (WLY) delivers the focus group "Shaping the future of Fashion" to explore on Fashion Tech industry developments with regards to disruptive business model innovations. The major intention was to identify F-Tech skills and roles required to support business model transformation for unleashing untapped revenue streams enabled by integration of 'analog' and 'digital' fashion.

The focus group was carried out via three digital episodes that took place on June 2, June 4 and June 16. Brainstorming and discussion sessions were held in cross-disciplinary teams, embracing representatives from fashion brands, tech companies, telecom operators and providers of circularity services. A number of relevant insights were co-created in the due course of digital episodes, pertaining to (among others):

- Current disposition and stability of revenue streams,
- Business effects of digitalisation and landscape of digital business priorities,
- Future revenue streams preferred by the industry and characteristics of future F-Tech business model for capturing it,
- F-Tech related capabilities and characteristics of future F-Tech professional profiles (including skills and roles) required to aid business model transformation for new revenues capture.

The detailed summary of insights is available here

VIEW UPCOMING EVENTS

FUTURE JOB ROLES AND SKILLS IN FASHION-TECH
Fashion-Tech Alliance Digital Round Table Discussion

WHAT DOES THE FUTURE of PPE LOOK LIKE?

Torizonverkenning Beschermend Textiel

Organizer by: Centexbel

On 29/10/2020 -12 AM to 3 PM

Location: Centexbel Zwijnaarde, online

In our yearly workshop on PPE, we'll update you on the latest development is the world of PPE and demonstrating our ever-growing test capabilities for PPE. We'll also be discussing the application of new rules and regulations and finish off with a presentation of the disinfection and decontamination of PPE. Do note: this event is in Dutch.

Link to register