



# Hi-Tech-TEX

**New sustainable and cross-sectorial value chains towards  
excellence in Hi-Tech Textiles to foster the uptake of  
innovation and increasing competitiveness**

*Grant Agreement number 101037913*

***Deliverable 5.2: PROJECT LOGO AND COMMUNICATION AND  
OUTREACH MATERIALS***

Deliverable 5.2 Project logo/communication/outreach materials

PUBLIC

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## List of Abbreviations

<b>AEI TEXTILS</b>	Associacio Agrupacio D'empreses Innovadores Textils
<b>ATEVAL</b>	Asociacion De Empresarios Textiles De La Comunidad Valenciana
<b>CITEVE</b>	Centro Tecnológico das Industrias Têxtil e do Vestuário de Portugal
<b>CLUTEX</b>	Clutex - Klastar Technicke Textilie
<b>DCC TTC</b>	Denizli Chamber of Commerce Technical Textile Cluster
<b>EU</b>	European Union
<b>Hi-Tech-TEX</b>	New sustainable and cross-sectorial value chains towards excellence in Hi-Tech Textiles to foster the uptake of innovation and increasing competitiveness
<b>KoM</b>	Kick Off Meeting
<b>NTT</b>	Next Technology Tecnotessile Societa Nazionale Di Ricerca R L
<b>R&amp;D</b>	Research and Development
<b>SC</b>	Steering Committee
<b>SMEs</b>	Small and Medium Size Enterprises
<b>TT</b>	Technical Textile
<b>ECCP</b>	European Cluster Collaboration Platform
<b>EISMEA</b>	European Innovation Council and SMEs Executive Agency
<b>GA</b>	Grant Agreement
<b>CA</b>	Consortium Agreement
<b>PC</b>	Project Coordinator
<b>WP</b>	Work Package
<b>EC</b>	European Commission



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## EXECUTIVE SUMMARY

**Hi-Tech-TEX** project envisage to foster SME competitiveness and assist companies to successfully access global markets, facilitate exchanges and strategic partnering between clusters and specialised eco-systems and cities across Europe, including through implementation of the ClusterXchange mobility scheme. Additionally, Hi-Tech-TEX will strengthen cluster management excellence of the participating European clusters to boost their specialized innovation eco-system by facilitating the cross-sectoral and cross-regional collaboration to facilitate the uptake of emerging technologies for the development of technical textiles.

The expected result is to enhance the collaboration, networking and learning of cluster organisations and their members towards the professionalization of specialised and customised business support services provided or channelled to SMEs. This shall further contribute to strengthen ties between European ecosystems and cities across regional and sectoral silos with the view to support a sustainable inter-regional partnering process and joint actions for strategic collaboration in various industrial specialisation areas linked to industrial modernisation and improving their business environment and workforce development.

The present document includes all the support material for communication and dissemination activities planned for Hi-Tech-TEX, which is to be carried out by the consortium partners.

Communication materials are graphical support designed to be implemented both in physical and virtual supports. They will be some of the tools to communicate the overall project of the different actions organized by the partners within the project framework as well as disseminate and promote Hi-Tech-TEX.





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## 1. Introduction

### 1.1 Objective

The objective of this document is to provide relevant information and guidelines for the overall project communication and dissemination activities.

It is a dynamic reference document within the project, and it will be updated when necessary.

It provides details of the project communication and dissemination tools, specifically:

- ▷ Project logo
- ▷ Flyer
- ▷ Roll-up
- ▷ Social media
- ▷ Visibility of EU funding

## 2. Communication materials

The promotional material to target the SMEs in the textile sector, entrepreneurs, research and technology providers, innovation managers, clusters, policy makers and public as well.

It will therefore be necessary to keep the message clear and simple.

### 2.1 Project logo



The project logo should be used in all graphic or digital external communications, and in any internal communication that needs a more formal approach.



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## 2.2 Notebook and Project flyer





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The notebook includes the main information about the project, as a leaflet or project flyer.

### 2.3 Project Roll-Up





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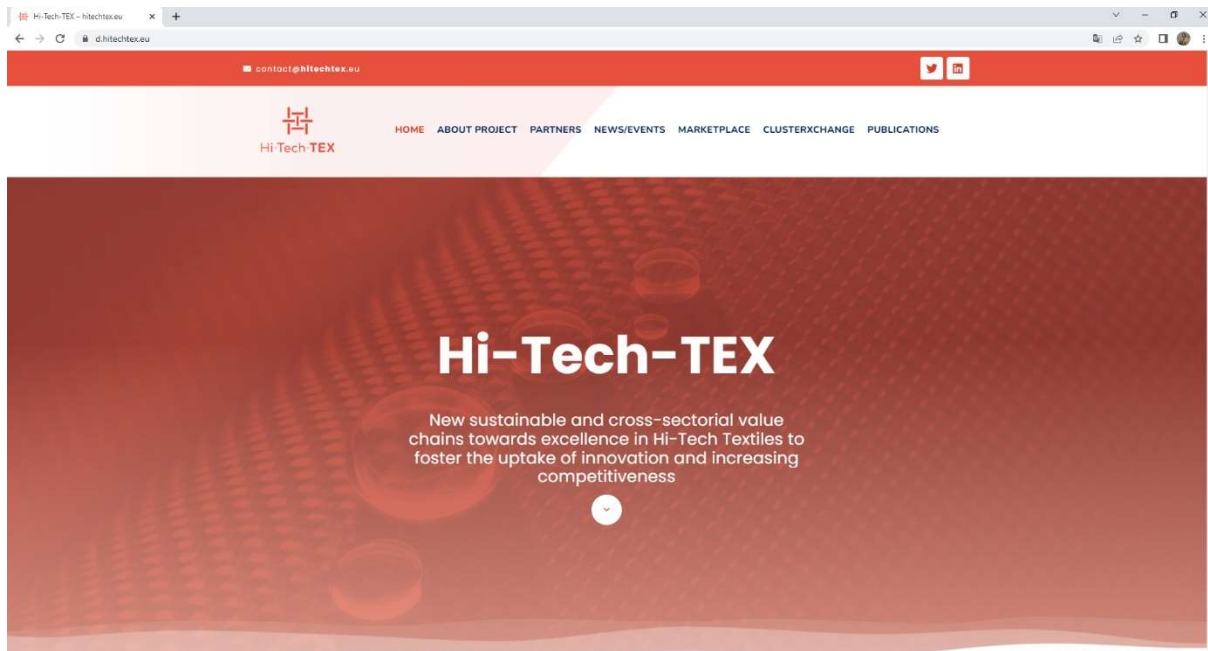


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### 3. Project website

The website contains basic information about the project, also introducing the main objectives and services of Hi-Tech-TEX. Relevant partners information is also included.

The website main structure and organization is already described in D5.1.





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## 4. Social media

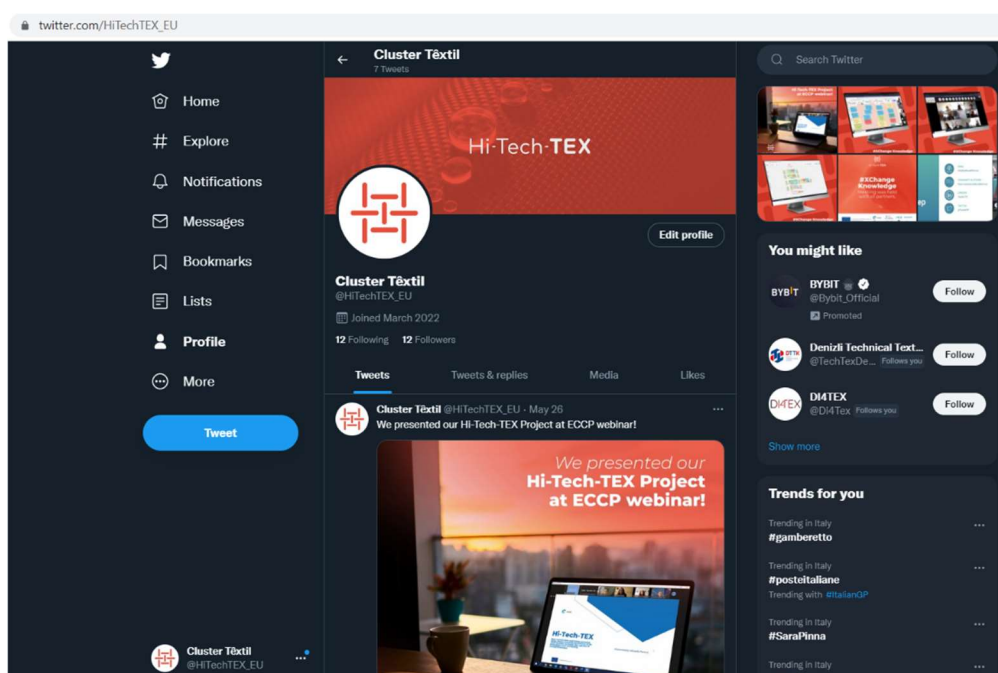
Hi-Tech-TEX aims to have a strong presence in social media, enhancing its reach-out to target audiences and broad public and ensure an active interaction with them.

A set of platforms will be used to disseminate information in terms of news about the project, activities, events, and further information concerning the network.

The partnership will actively use LinkedIn® and Twitter® to highlight the main activities and events of the project, as well as major milestones. Twitter, LinkedIn accounts for Hi-Tech-TEX has been established. Stakeholder's social media accounts will be regularly followed for their posts and engagements for interaction and building an organic community. A dedicated hashtag **#HitechTEX** is created for tracking the impact and communication about the project.

Hi-Tech-TEX Social Media Accounts are:

✓ Twitter : [https://twitter.com/HiTechTEX\\_EU](https://twitter.com/HiTechTEX_EU)



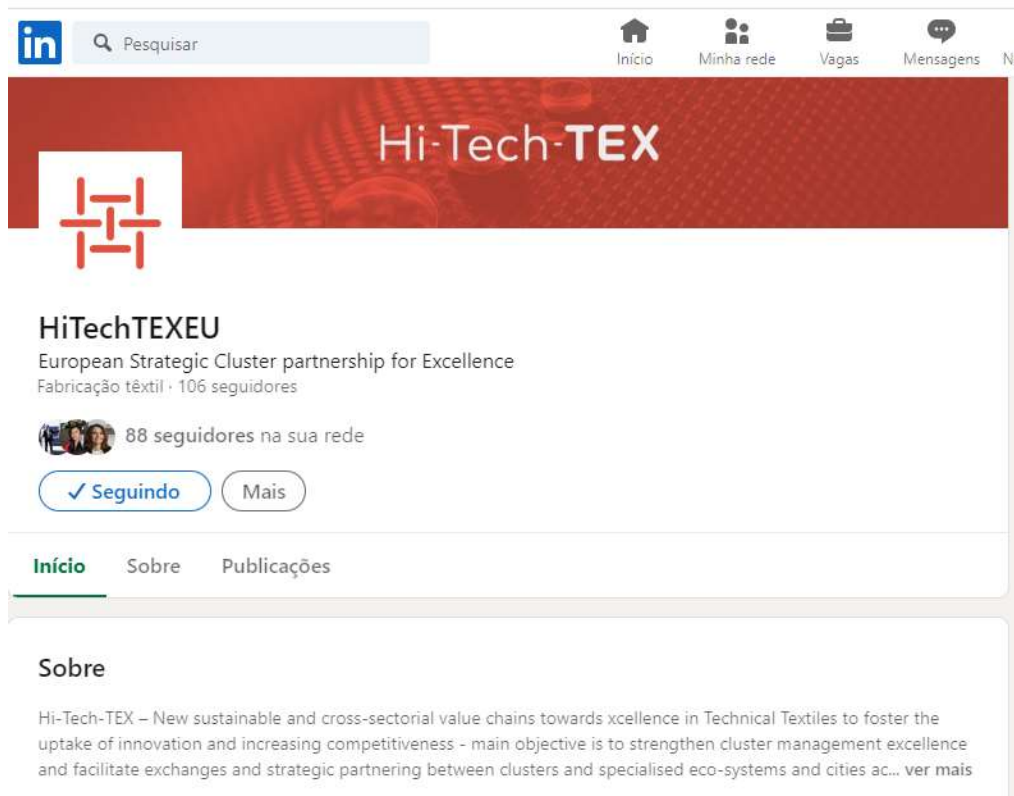


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✓ LinkedIn : <https://www.linkedin.com/showcase/hitechtexteu/>



The following Social Media accounts of coordinator CITEVE, Portuguese Textile Cluster, and other beneficiaries' AEI TEXTILS, ATEVAL, NTT, DCC TTC, and CLUTEX. Beneficiaries will be followed and tagged in Hi-Tech-TEX posts as relevant.





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## 5. Visibility of EU funding

Information on EU funding: Any communication activity related to the action funded by the Grant must:



- Display the EU emblem
- Include the text: "Co-funded by the COSME programme of the European Union"

Besides, logo of ClusterXchange and ClusterExcellence with partners' logo will be applied.

## 6. Project templates

All project templates will be developed respecting the Hi-Tech-TEX corporate identity concept to ensure that all communications are professionally conducted, and the highest visibility and recognition is achieved be kept updated in the project drive and will be kept updated in the Hi-Tech-TEX project drive ([Templates](#)).

