| | |
|---|---|
| **Programmes** | COSME |
| **Call for Proposal** | European Incubation Network for Creative Driven Innovation<br>COS-EINET-2017-3-04 Lot 1 (FASHION-TECH) |
| **Project Title** | Developing a Fashion-tech Innovation Network in Europe |
| **Acronym** | DeFINE |
| **Project Grant Agreement** | 806912 |

# D6.1 DeFINE Communications Toolkit

| | |
|---|---|
| **Work Package** | WP6 |
| **Lead Partner** | LCF, UAL |
| **Contributing Partner(s)** | IFM |
| **Security Classification** | PU (Public) |
| **Due date** | 31/12/2018 |
| **Date** | 01/02/2019 |
| **Version** | FINAL |

DeFINE Consortium Partners

# Document history

| Version | Date | Comments | Main Authors |
|---------|------|----------|--------------|
| 0.1 | 13.12.2018 | First draft to partners for comments | LCF, UAL – L. Mullane |
| 0.2 | 20.12.2018 | Final draft to reviewers for comments | LCF, UAL – L. Mullane |
| 0.3 | 15.01.2019 | Inclusion of reviewers' comments, and resubmission to Consortium for approval | LCF, UAL – L. Mullane |
| FINAL | 01.02.2019 | Final editing and final version for EC | LCF, UAL – L. Mullane |

Statement of originality:

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**DeFINE COMMUNICATION AND DISSEMINATION
TOOLKIT AND GUIDELINES**

## Executive Summary

Deliverable 6.1 'DeFINE Communications Toolkit' outlines the DeFINE project's approach to its external communications and dissemination.

This document has been developed for use by project partners, external partners we engage with through the project for sharing project communications through their own channels, and will be publically available (via the DeFINE website) for others to benefit from.

The information in this document is a 'how to' for talking about the project, outlining the channels and templates available in order to do this. It is a working document which will be developed throughout the duration of the project as internal and external developments take place, to ensure we are remaining relevant and reaching our desired audiences for engagement.

# Contents

## Table of Figures

# 1. Introduction

This document outlines the plans for the DeFINE project's external communications, and provides guidelines for use of each type of communication. This guide will be used when planning any external-facing activities relating to, or promotion of, the project.

All external communications should position the project as a leader in the field, by sharing the most relevant and up to date information about not only the DeFINE project, but also news and events happening across the industry. Any communications should have the aim of encouraging:

- Sign-ups for network membership
- Attendance at project events
- Contributions to the discussion and knowledge/idea sharing
- Dissemination of project results.

## 1.1 Summary of the project

DeFINE is a three year (2018-2021) collaborative project co-funded by the European Commission's COSME programme which aims to support the fusion of cutting-edge technologies and innovation with the European fashion and design industries.

We are developing a network of incubators & accelerators, start-ups & SMEs, and financiers to form a European fashion-technology community where cross-sectoral knowledge is shared, ideas grow and transnational collaboration is nurtured.

Throughout the three years of the project, we will deliver a Europe-wide programme of inter-related networking events, training, mentoring support and knowledge-sharing, for the benefit of incubators & accelerators, start-ups & SMEs, and financiers.

# 2. How we talk about DeFINE

## 2.1. Tone of voice
- Authoritative yet inclusive (use 'we', highlight our transnational collaborative approach, emphasise the expertise within the partnership)
- Formal yet conversational (explain use of technical terms, introduce ideas in simplest language possible for all to understand)
- Inspirational and informative (share ideas and knowledge, be open and encourage new ways of thinking and approaches).

## 2.2. Key messages
1. Leaders in fashion & technology
2. Europe-wide
3. Community development – get involved.

## 2.3. Target audience
- Fashion & technology accelerators and incubators
- Fashion & technology start-ups & SMEs
- Financiers
- Industry – e.g. large fashion brands, manufacturers and technology developers
- Existing networks/projects
- Higher Education Institutions/Research and Technology Organisations
- Policy makers/funders.

# 3. Where we talk about DeFINE - Communication and dissemination channels

Various channels will be used to communicate with our target audiences, dependent on where and how they prefer to engage. Messages will be tailored for each channel/audience.

### 3.1. Project website – www.define-network.eu

The project website is the central point for project communications. All news, events, updates and content will be posted first on the website, and then shared on through the project's own and, where relevant, partners' social media channels. The website is where DeFINE's public written deliverables and results will be published and accessible by the community.

The website will be a hub for the project community and will be both engaging and interactive. The website will be updated on a regular basis (at least every week), with key information and updates. We will stagger launch of assets or information in order to generate ongoing, engaging content. Content will focus on calls to action for the community to engage in various ways.

An online (website and social media) communications calendar will be maintained throughout the project by the DeFINE community manager in order for all key messages across the project's various activities to be aligned, clear and consistent.

Once fully populated the website content will include:
- Project information
- Partner information – including partner logos, organisational details and team profiles (with images) (with web links)
- Advisory board information – including profiles and images
- Sponsor/external support information (with web links)
- News section – with announcements of project events, milestones and messages
  o Calls for applications/sign up for events and mentoring programme
  o Post-event stories and successes
- Information about other similar projects (with web links)
- Images of events, supported businesses
- Films - content already owned by the partners and generated by the project, including 'How to' webinar series, films from workshops
- Podcasts – of project events, or on specific subjects
- Short profiles of community members
- Calendar of project events and events happening within the community
- Resources – e.g. toolkits, how-to guides, research/reflection papers, good practice guidelines.

In addition, the website will have space for organisations to sign up as members of the project network. Members will have access to a private area which requires a login (to be provided at sign up), which will allow exclusive access to some of the above content.

The project website was launched in January. Throughout the duration of the project the site will be populated with new content as it is created or announcements about project events and activities are made.

The site has been developed using Wordpress which allows a sleek and stylish design, fit for the needs of communicating the project. The template available through Wordpress has allowed us to modify according to the communications required to engage build and engage the DeFINE community.
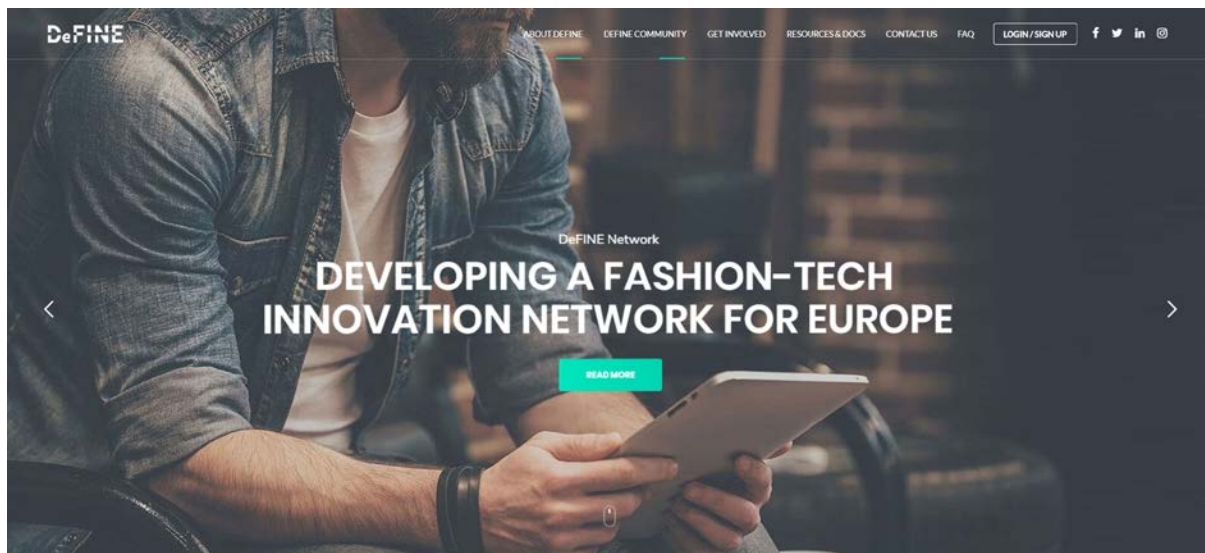


*Figure 1 - A screenshot of the DeFINE home page*

As demonstrated in the above screenshot, the website uses clear messaging and is easy to navigate, with as few levels as possible for users to click through to find information. The home page is dynamic and features scrolling news features for users to be able to easily quick through to the most up to date content.

The site has search capability and content will be tagged according to subject to allow users to easily find the events, resources or information they are seeking.

A simple login process will allow users to sign up to become members of the DeFINE network and access full site content. Membership is available to fashion and technology start-ups/SMEs, accelerators/incubators and financiers based in Europe, and beyond – to encourage a global network community (n.b. direct support provided by the project through events and mentoring will be limited to businesses based within COSME participating countries) – sign-ups will be monitored. Pre-login, access to content will be limited to encourage users to join the network.

All pages on the site include buttons to link through to the project's social media channels (detail in next section) to encourage further engagement.
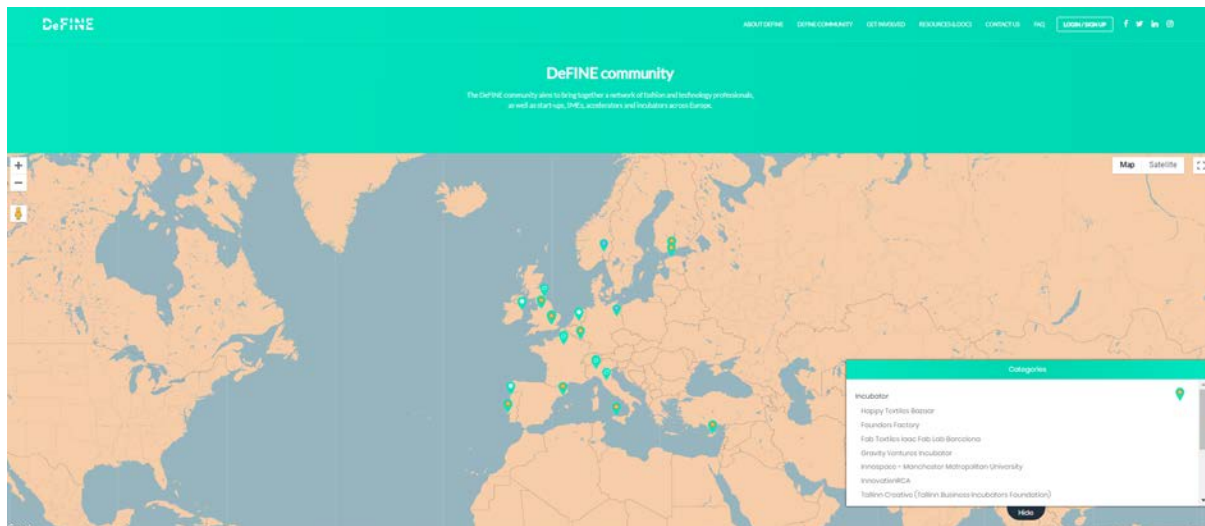
*Figure 2 - Interactive map showing DeFINE network members.*

The website includes a map of members, including name, location and type of member (incubator, accelerator, start-up, SME). Members can search by organisation type, or location.
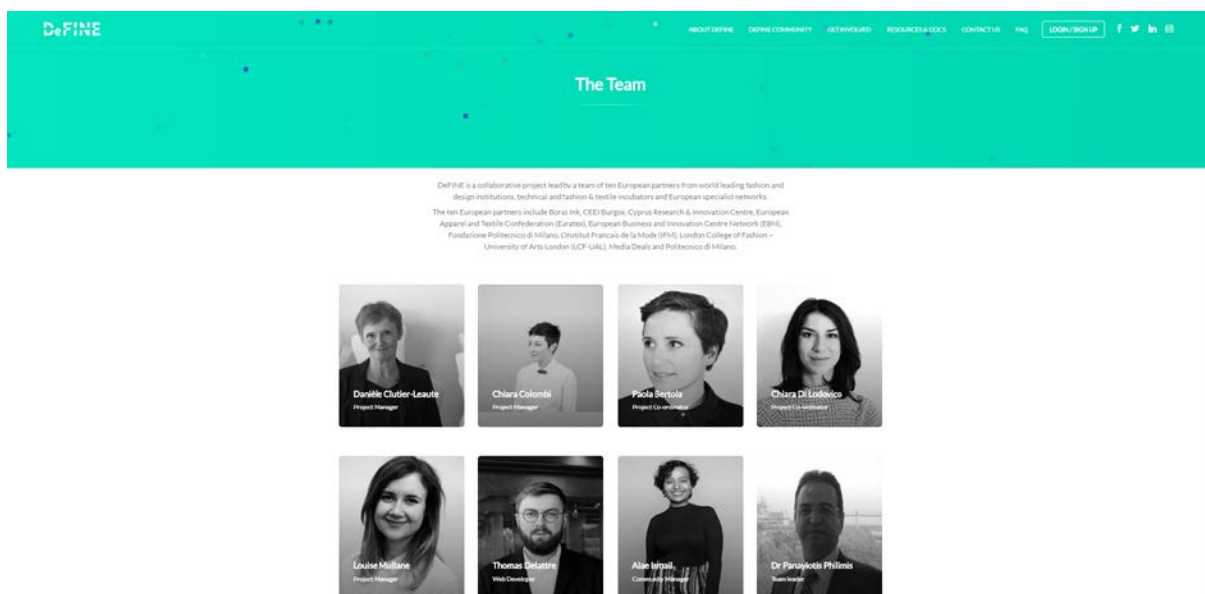


*Figure 3 – DeFINE team page*

The site has been designed to be heavily image-based to add interest and also to allow for communication across many different countries and languages. Images and bios of all of the delivery team members, details of the partner organisations (with links to their websites) and information about the advisory board are included.
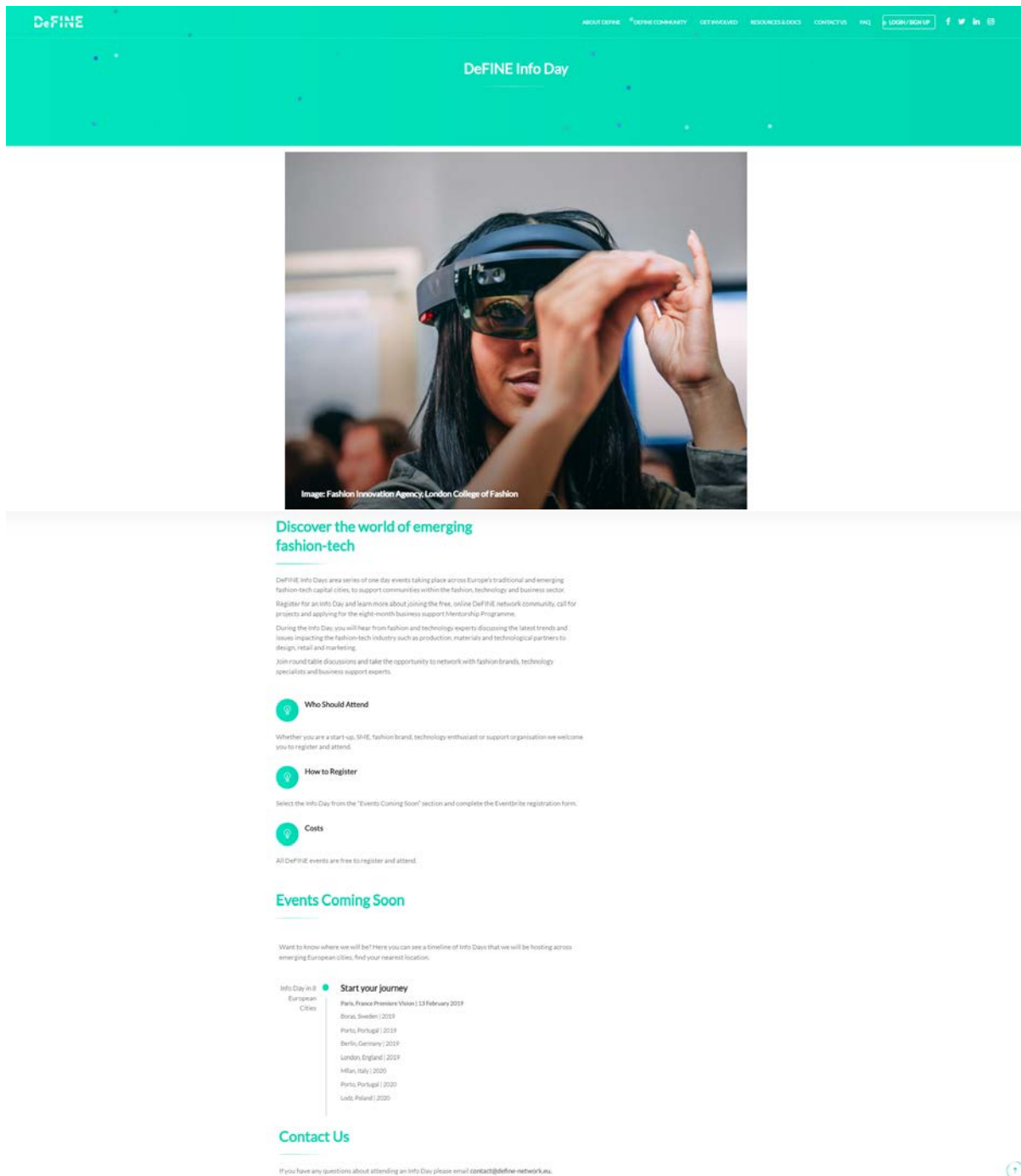
*Figure 4 – DeFINE Info Day Events page.*

All project events will be listed on the website, showing future events to book onto (with a link to an Eventbrite sign-up page – see Figure 5) and information about past events and the resources available to those who weren't able to join (webinars, podcasts, presentations). The mentoring programme is also advertised through the website – when each of the calls are launched, the page will be updated with further details.

The website has a contact page, and details of the project's general email address 'contact@define-network.eu' which will be monitored by three partners (PoliMi, IFM, LCF UAL). This will ensure we're able to respond to correspondence or divert to relevant colleagues, as quickly as possible.
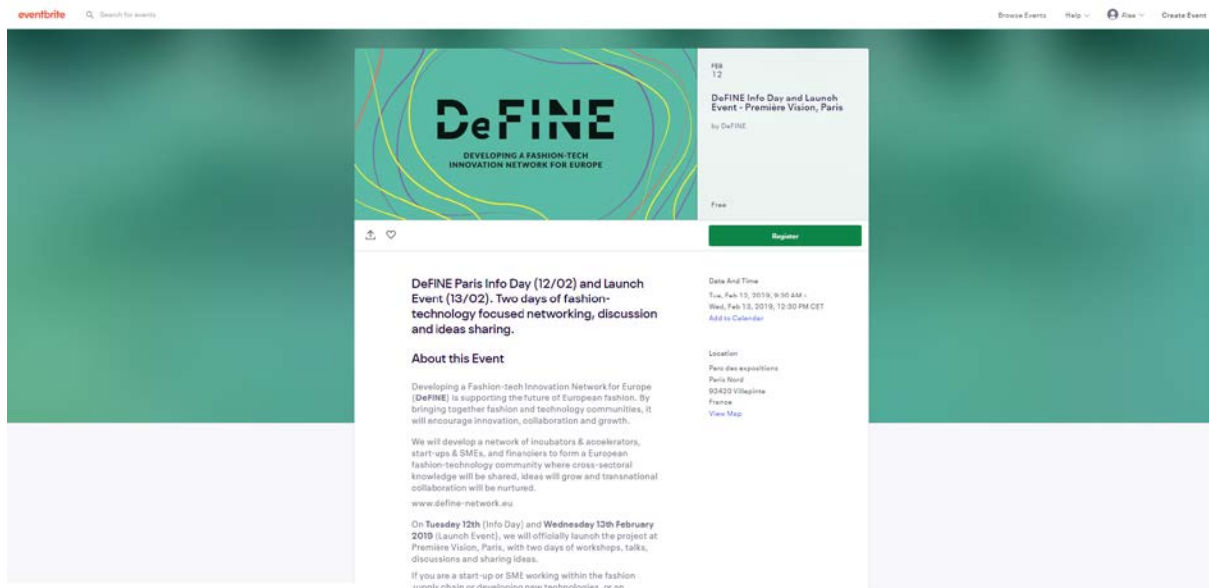
*Figure 5 - Sign up page for DeFINE Info Day and Launch events in Paris.*

All events will be promoted through the DeFINE Eventbrite account. This will allow for consistent information about events, and for users to reference upcoming and past events in the same place. The project website link will be included in all event pages, for those who find the event directly through Eventbrite.

## 3.2. Social media

The project's social media channels will be the most active means of building and communicating with the DeFINE community. Whilst the project website hosts the key information, the social media channels will drive discussion, provide ongoing updates and reminders of events, and be the active voice of the project.

Managed by the DeFINE community manager and with input from all partners, our 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 news and events happening across the industry.

Social media will be used to share information, or ask questions, that intrigue audiences and encourage interaction. In turn, this will give valuable insight for the project into the community's thinking and understanding in this area.

These channels will be used to provide 'behind the scenes' access to; our events, what it's like to work with businesses, and how the innovation process works – with the aim of producing unique content that followers may not otherwise have access to.

Similar to the development of the project network, we will build our social media following both pro-actively and organically. Through partners' existing contacts, we will identify leaders in the fields of fashion and technology, through the mapping we will find the key organisations, and through sign ups to the project network we will establish interested start-ups and SMEs. All of which we will connect with via social media.

We will encourage all stakeholders involved in the project (e.g. project partners, network members, event speakers and partners, industry contacts, etc.) to share posts and to promote the project through their own channels. As a result, we would hope to see our followers sharing our posts and talking about us through their own channels, which should encourage further following. Word of mouth marketing will be as valuable to the project as its own communications, if not more so.

Primary channels the project will use:
- Facebook: requested handle DeFINE Network EU @definenetworkeu
- Twitter: DeFINE Network EU @definenetworkeu
- LinkedIn Group: DeFINE Network EU
- Instagram: DeFINE Network EU @definenetworkeu

Highlights of social media activity from reach, likes, shares and comments will also be reported monthly, in similar format to example in section 5.1.

In order to keep communication consistent across all social media channels; social media name and username will be the same.

## Twitter

Name is DeFINE Network EU
Username/ handle is @definenetworkeu



**DeFINE logo version 2 inserted**

**Website link**

**Name and username consistent**

**Description of DeFINE clearly stated and in line with message, tone and offering. Use relevant hashtag to increase reach and keyword.**

*Figure 6 - Screenshot of DeFINE Twitter page*

**DeFINE**

## Instagram

Name is DeFINE Network EU
Username/ handle is @definenetworkeu



**definenetworkeu** ⌄

DeFINE logo version 2 inserted

0 posts    0 followers    0 following

Promotions    Edit Profile

Name and username/handle the same

**DeFINE Network EU**
Community Organization

Clearly stating we are a community organisation.

Developing a Fashion-Tech Innovation Network for Europe (DeFINE) offers news, events and networking opportunities in #FashionTech
www.define-network.eu/

Description is clear and consistent; explaining what DeFINE does and offers across social media channels.

Call    Email

Call to action clear, click website link, email or call us*
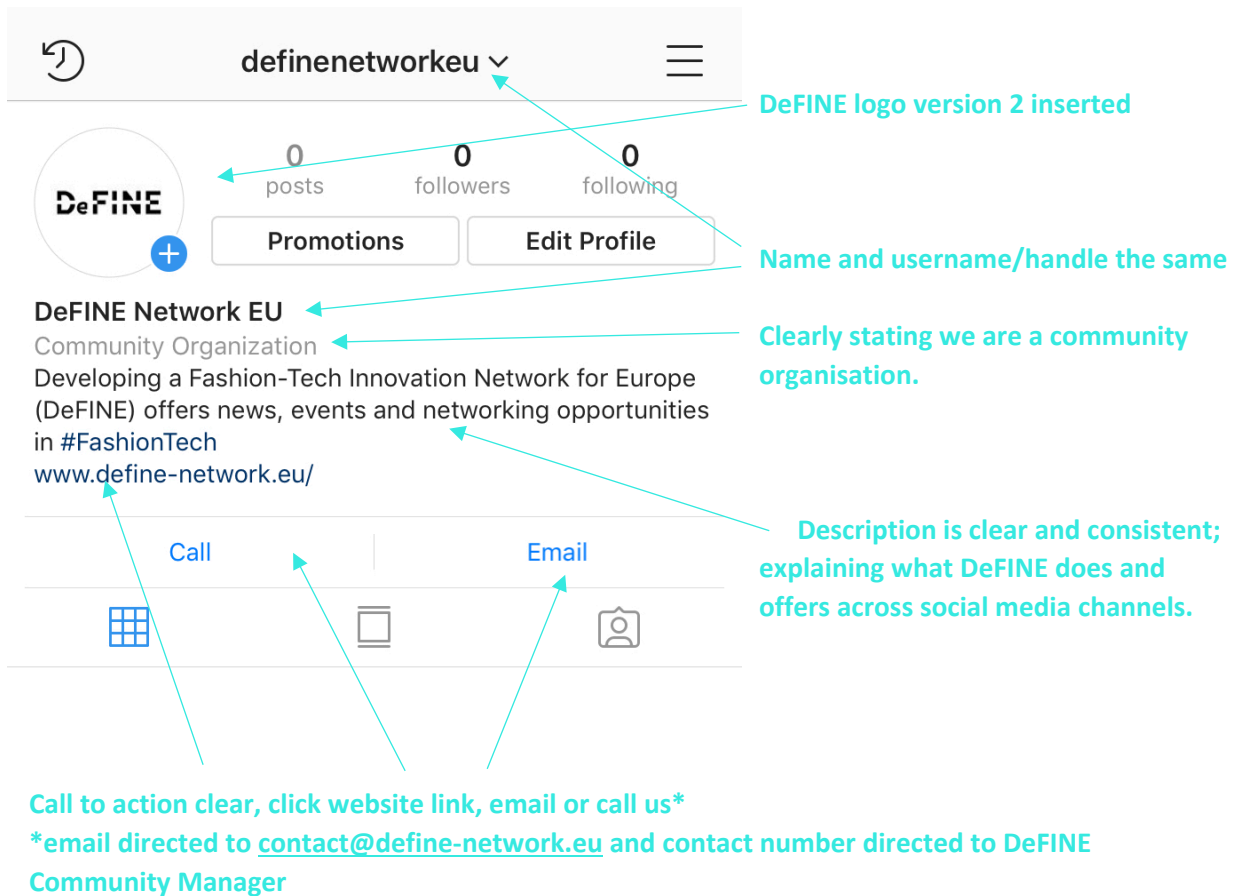*email directed to contact@define-network.eu and contact number directed to DeFINE Community Manager

*Figure 7 - Screenshot of DeFINE Instagram page*

## Facebook

Name is DeFINE Network EU
Username/ handle is @definenetworkeu

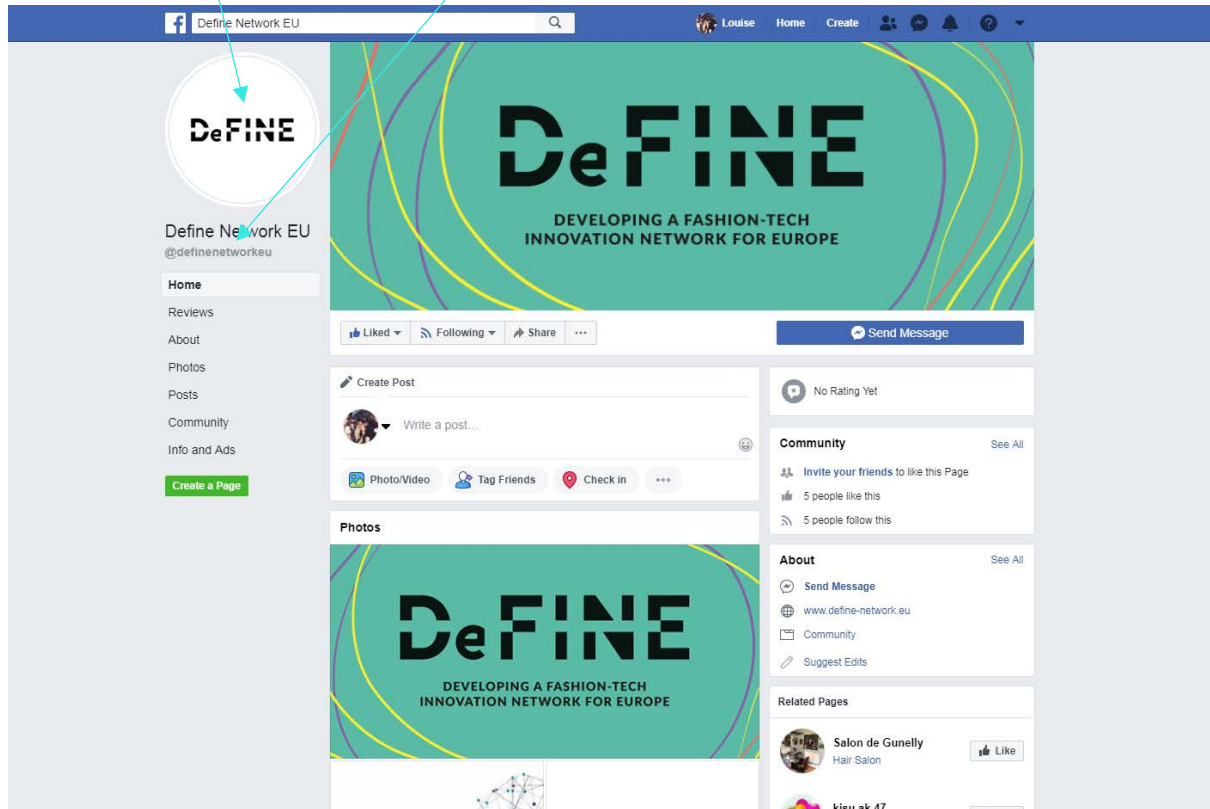**Facebook Group name consistent across channels**

**DeFINE logo version 2 inserted**



*Figure 8: Screenshot of DeFINE Facebook page*

## LinkedIn

Group name is DeFINE Network EU
Link to LinkedIn Group is https://www.linkedin.com/groups/8722955/

**LinkedIn Group name consistent across channels**

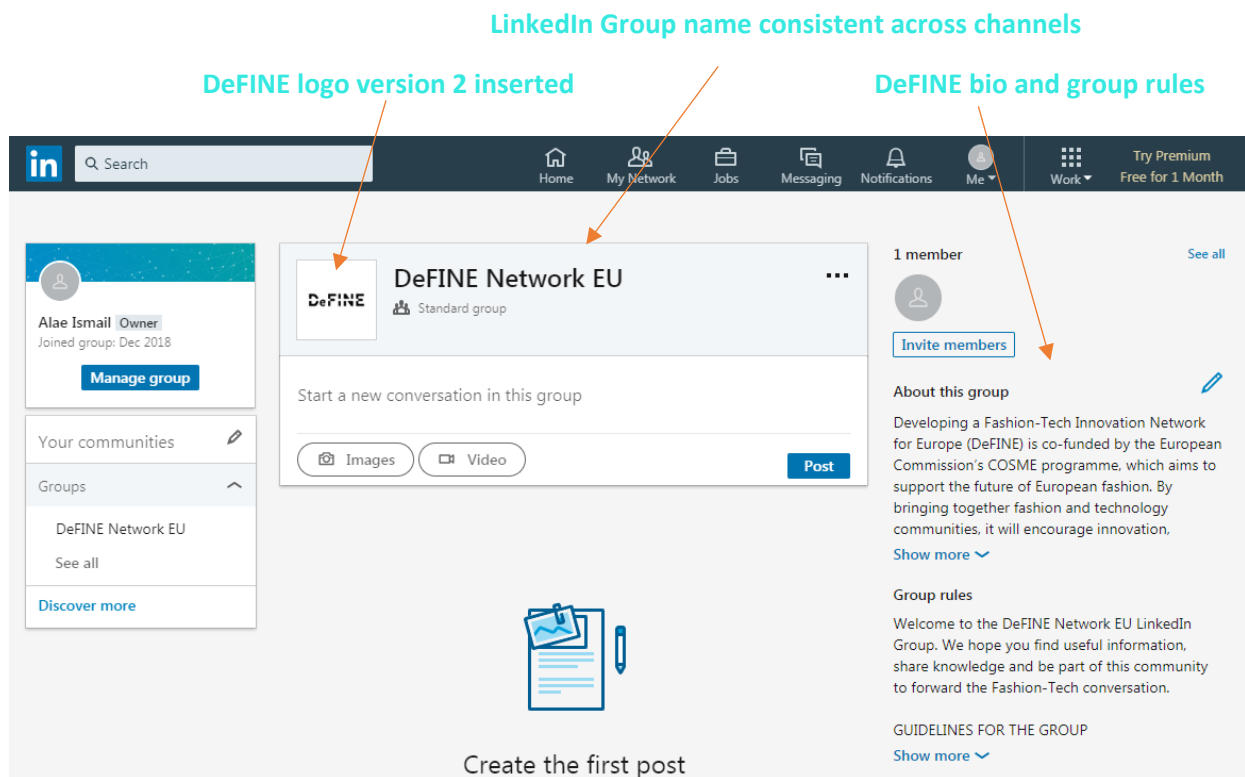**DeFINE logo version 2 inserted**

**DeFINE bio and group rules**



*Figure 9 - Screenshot of DeFINE LinkedIn Group page*

Group Rules
Welcome to the DeFINE Network EU LinkedIn Group. We hope you find useful information, share knowledge and be part of this community to forward the Fashion-Tech conversation.

GUIDELINES FOR THE GROUP
This is a Moderated Group, so all postings will go through a review before being released.

GUIDELINES FOR POSTING IN DISCUSSIONS:
Discussion page focuses on issues that affect the Fashion-Tech industry from pioneering tech solutions, start-up success stories to challenges in supply chain. We encourage members to provide feedback to articles you wish to share, commentary or synopsis to create an engaged discussion.

A few rules to highlight:

• Respect other people's experiences, even if they're different from your own. Some advice may not align with your interests or beliefs, but there may be other people who benefit from hearing it. Personal attacks aren't allowed.

• Make sure your comments are relevant to the discussion you are responding to. Off-topic comments may be deleted, or you may be asked to start a new discussion about the topic.

GUIDELINES FOR PROMOTIONS
Promotions should be limited to events, activities and advancements around fashion-tech and supporting SMEs.

GA N.    806912                        Date    08.02.19                        Classification

## 3.3. Monthly newsletters

A newsletter will be shared with our database of contacts each month from January 2019. Mailing lists will be developed and maintained throughout the project (in line with GDPR requirements).

Newsletters will provide updates about the project's activities and events, with reminders about upcoming events or programmes, and post-event/activity reports. It will also signpost to content that can be accessed by network members, to encourage non-members to sign up.

Newsletters will be shared through web-based provider Mailchimp, which allows tracking of open/read and click-throughs to website. This will be monitored to see what our community find to be the most engaging content, and future communications will be tailored as a result. Using a Mailchimp plug-in on the DeFINE website, members signing up to membership will have the option to automatically opt-in to the monthly newsletters.

See section 5.3 for newsletter template.

## 3.4. Marketing collateral

Marketing collateral will be developed to promote and inform about DeFINE. Modifiable templates will be developed for (as a minimum):

- Leaflets (see template at section 5.4)
- Presentation deck
- Brochures.

The community manager will oversee, and hold the budget for, development of any collateral. They will plan the collateral for each event according to any specific needs – target stakeholders, number of attendees, region, mention of external partners, etc. Any partners planning an event are encouraged to start planning with the DeFINE community manager as early as possible to make sure the collateral is ready in time, allowing time for special requirements such as additional translations, couriers, external partner logo sign off, etc.

In addition to marketing collateral, visual assets (such as images and promotional videos) will be developed to document and promote the work of the project. Any visual assets will comply with the overall branding guidelines for the project (in this document) to ensure consistent messaging runs throughout. The CM will oversee development and management of these assets.

IP will belong to whichever partner develops the asset, but will be freely available for use by all partners for the promotion of the project or other non-commercial activities. We will encourage the sharing of images and videos with external partners to help them promote the project as well. We will need to be clear that we own the IP and need to be credited, and will keep track of anything we share so we can monitor usage (again, this should be for non-commercial use only).

## 3.5. European Commission

DeFINE will share information about our project activities with COSME so they are aware, can attend and promote to their stakeholders. This will be done through PoliMi, as Coordinator, who are responsible for communications with the funder.

We will also link in with the Enterprise Europe Network (EEN) in each partner country to share information through their channels. Each partner will contact their local EEN desk in their region and the community manager will link in with their central office in Brussels, via the London desk to ensure a coordinated, Europe wide approach.

# 4. DeFINE branding guidelines

## 4.1. DeFINE logo usage

DeFINE project logo and branding have been developed. The project logo should be visible on all communications about the project. The logo has been developed to give the project a strong visual identity, by using a simple yet impactful design.

Original logo files should be used to ensure hi-res quality of the logo – files are stored in the project's Box repository (https://app.box.com/folder/58422531063).

Two versions of the logo are available – one with the full project title, another just with 'DeFINE'. 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, or in 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 DeFINE logo should be of equal size (or no smaller) than accompanying logos.

*Figure 10 - DeFINE logo version 1*

*Figure 11- DeFINE logo version 2*

## 4.2. European Union Logo usage

All marketing materials must contain the European Commission logo



*Figure 12 - European Union logo*

And the wording:

"Co-funded by the COSME programme of the European Union under GA n. 806912"

With the disclaimer:

"The content of this <report, publication, conference, etc. > represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of European Union. The European Commission and the Agency do not accept any responsibility for the use that may be made of the information it contains."

Full usage guidelines can be found here: https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

GA N.   806912                          Date     08.02.19                          Classification

## 4.3. DeFINE partner logo guidelines

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

When using partner logos, the partners will follow these simple guidelines.

- The project logo, with the relevant 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 if partner logos are to be included then they will all be included, with equal size and prominence. Positioning/order of logos may be agreed by partners according to type of communication, what it's for and who will be sharing it.

- Partners have provided hi-res logo files (in both jpeg and eps. formats) which are saved on Box (https://app.box.com/folder/60007806374) and accessible by all. 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 don't, 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 DeFINE project.

## 4.4. Supporting organisation logos

For DeFINE events where we are collaborating with an external organisation to host through their existing event (e.g. a conference or fair) or where we are receiving significant support, we would ideally include the external organisations' logos in the promotion of the event (with their permission). In these instances we would include the external organisation's logo on the relevant web page and on the event invitation.

For organisations providing support in terms of offering services free of charge or at a reduced rate (e.g. hotels, food and beverage suppliers) it would be possible to mention thanks for their support, if requested, on the event collateral, relevant DeFINE webpage and through social media.

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

# 5. Activity reports and marketing collateral templates

## 5.1. Monthly Communication Dashboard

Each month the Community Manager will create a communication dashboard highlighting the number of members signed up, activity and engagement with the DeFINE website.

This will review the number of people who visited the DeFINE website, sessions and average user browses reported by Google Analytics.

The table will appear as;

| Website pages | Page views | % change* | Number of sessions | Session duration |
|---|---|---|---|---|
| Homepage | [insert value] | [insert value] | [insert value] | [insert value] |
| Sign up page | [insert value] | [insert value] | [insert value] | [insert value] |
| Resources | [insert value] | [insert value] | [insert value] | [insert value] |

*% change compared to previous month

New and returning visitors to the site:



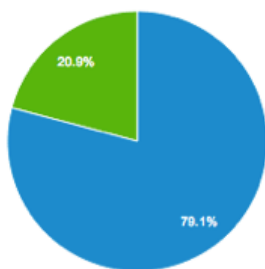| Users arrived from | |
|---|---|
| [insert user e.g. Google] | [insert views] |
| [insert user e.g. Twitter] | [insert views] |

*Figure 13 - Example of a visitor pie chart*

## 5.2. Letter Template [A4, size 210 x 297 mm]

**DeFINE** ────────────────────

0044 123 4567
no_reply@example.com

30 January 2019

1234 Main Street
Anytown, State
ZIP

Trenz Pruca
Company Name
4321 First Street
Anytown, State ZIP

Dear Trenz,

Lorem ipsum dolor sit amet, ligula suspendisse nulla pretium, rhoncus tempor fermentum, enim integer ad vestibulum volutpat. Nisl rhoncus turpis est, vel elit, congue wisi enim nunc ultricies sit, magna tincidunt. Maecenas aliquam maecenas ligula nostra, accumsan taciti. Sociis mauris in integer, a dolor netus non dui aliquet, sagittis felis sodales, dolor sociis mauris, vel eu libero cras.

Ac dolor ac adipiscing amet bibendum nullam, lacus molestie ut libero nec, diam et, pharetra sodales, feugiat ullamcorper id tempor id vitae. Mauris pretium aliquet, lectus tincidunt. Porttitor mollis imperdiet libero senectus pulvinar. Etiam molestie mauris ligula laoreet, vehicula eleifend. Repellat orci erat et, ultricies sollicitudin amet eleifend dolor nullam erat, malesuada est leo ac. Varius natoque turpis elementum.

Consectetuer arcu ipsum ornare pellentesque vehicula, in vehicula diam, ornare magna erat felis wisi a risus. Justo fermentum id. Malesuada eleifend, tortor molestie, a a vel et. Mauris at suspendisse, neque aliquam faucibus adipiscing, vivamus in. Wisi mattis leo suscipit nec amet, nisl fermentum tempor ac a, augue in eleifend in venenatis, cras sit id in vestibulum felis in, sed ligula. Eros sociis nec hamenaeos dignissimos imperdiet, luctus.

Sincerely yours,

Urna Semper

## 5.3. Monthly newsletter template

A monthly newsletter will be shared with the DeFINE mailing list, recapping recent activities and highlighting upcoming ways for the community to get involved. The newsletter will be shared through Mailchimp which will provide analytics of engagement. DeFINE project branding will be used, with project partner logos and the EU logo and disclaimer included in the footer.
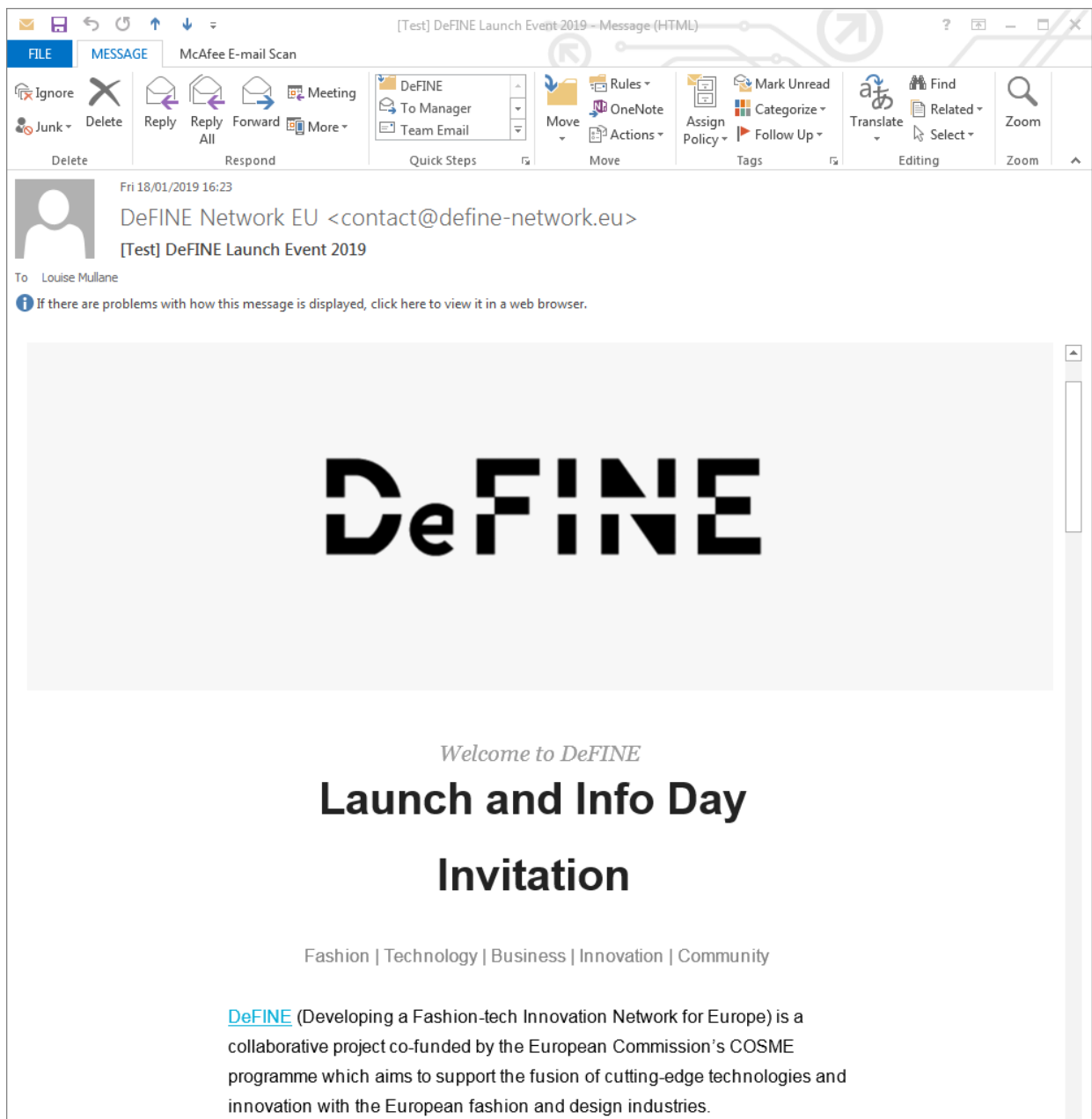
**View upcoming events across Europe**

**Info Day and Launch Event, Première Vision - Paris
- 12th & 13th February, 2019**

On **Tuesday 12th** (Info Day) and **Wednesday 13th February 2019** (Launch Event), we will officially launch the project at Première Vision in Paris, with two days of workshops, talks, discussions and sharing ideas.

If you are a start-up or SME working within the fashion supply chain or developing new technologies, or an incubator supporting these businesses, we invite you to join us to meet the DeFINE community and contribute to the development of the European Fashion Tech Innovation network.

**Event Highlights**

**Info Day - Paris
Tuesday 12th February, 2019
9.30am - 4.30pm**

- DeFINE programme and call for project
- Fashion-tech market
- Technologies and start-ups in fashion industry
- Intellectual Property Management

Co-funded by the
COSME programme
of the European Union
under GA n.80691

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**DeFINE Consortium Partners:**

*Figure 14 - DeFINE newsletter template*

## 5.4. DeFINE leaflet template

A leaflet has been created which will be printed and shared at project events, other relevant events and at locations where it is useful to promote the project (e.g. within the partners' premises).

Different versions have been created for the general project promotion, Info Days and Bootcamps, so audiences can easily distinguish between the different events whilst keeping a recognisable project aesthetic. Print and digital versions of each have been created.

The leaflet is available as a download from the project website and has been saved to Box for all project partners to access as required.



*Figure 15- Front cover of general DeFINE leaflet*

*Figure 16 - Front cover of Info Day DeFINE leaflet*

*Figure 17 - Front cover of Bootcamp DeFINE leaflet*

**DeFINE** is a collaborative project co-funded by the European Commission's COSME programme which aims to support the fusion of cutting-edge technologies and innovation with the European fashion and design industries.

We are developing a network of incubators & accelerators, start-ups & SMEs, and financiers to form a European fashion-technology community where cross-sectoral knowledge is shared, ideas grow and transnational collaboration is nurtured.

**What we offer**

We will deliver a Europe-wide programme of inter-related networking events, training, mentoring support and knowledge-sharing, for the benefit of incubators & accelerators, start-ups & SMEs, and financiers.

**Join our events and apply for our programmes including:**

Info Days across eight established and emerging fashion and technology European cities

Bootcamps and Investment Readiness workshops in London, Berlin, Paris and Milan

Bespoke eight-month Mentoring Support Programme

Investment Forum for businesses to pitch in front of investors

Annual networking events

**Become a DeFINE Member**

Register for free on our website to become a DeFINE member and get unlimited online access to webinars, resources and fashion-tech industry directory. Network with start-ups, SMEs, fashion and technology professionals as well as incubators and accelerators to build connections and share knowledge.

**www.define-network.eu**
contact@define-network.eu
DeFINE Network EU

*Figure 18 - Back page of DeFINE leaflet (colourways for different versions are available)*

## 5.5. Marketing collateral templates

Editable files of DeFINE marketing collateral are stored on Box for use by project partners, with accompanying style guide. Further types of collateral include:

Save the date invitations;

Agenda for events;

Merchandise;

Website and social media banners;

PowerPoint presentation deck.

https://app.box.com/folder/60523942357

## 5.6. Brand Style Guidelines

A brand style guideline provides partners and stakeholders instructions on how to communicate the DeFINE brand. The brand guideline describes in detail the typography, colour patterns, as well as EU logo and disclaimer formatting alongside DeFINE partner logos. Examples of design applications include pull up banners, leaflets, merchandise and social media posts.

Full details of the guideline is found at https://app.box.com/file/398452005363

# 6. Media Relations procedure

Project partners, advisory board members and others contributing to the DeFINE project have the right and responsibility to answer accurately questions posed by the media about matters of public information. Partners should respond promptly and responsibly to media requests regarding DeFINE project, contribution, research, teaching, and/or professional expertise. After doing so, they should inform DeFINE Community Manager as soon as possible of the interview to assist in tracking media interest and responding to any needed follow-up. Any queries that members are uncertain of should contact the DeFINE Community Manager and Coordinator (Politecnico di Milano) for assistance.

Sensitive topics: With topics of a sensitive or controversial nature, the project partners and executive board should be informed about media requests before an interview is granted. The project's executive board members will designate a relevant spokesperson to communicate matters.

News releases: The DeFINE Community Manager will prepare and distribute all DeFINE news releases and announcements during the monthly newsletter, information will also be circulated through the project partner's own channels in a timely manner.

In the event of a crisis or serious incident the DeFINE Executive Board will follow procedures outlined in the DeFINE consortium agreement.

# 7. Glossary of terms

This glossary of terms will be developed throughout the project as terms are agreed. When writing text about the project, this glossary should be referred to for ensuring consistency of message and tone of voice throughout.

**Reference to DeFINE**
First reference: 'Developing a Fashion-Tech Innovation Network for Europe (DeFINE)
References thereafter: DeFINE

**Boilerplate text to introduce the project**
DeFINE is a three year (2018-2021) collaborative project co-funded by the European Commission's COSME programme which aims to support the fusion of cutting-edge technologies and innovation with the European fashion and design industries.

We are developing a network of incubators & accelerators, start-ups & SMEs, and financiers to form a European fashion-technology community where cross-sectoral knowledge is shared, ideas grow and transnational collaboration is nurtured.

Throughout the three years of the project, we will deliver a Europe-wide programme of inter-related networking events, training, mentoring support and knowledge-sharing, for the benefit of incubators & accelerators, start-ups & SMEs, and financiers.

**Info Day**
Initial letters capitalised, two separate words.

**Bootcamp**
Initial letter capitalised, one word.