



euroweb

European | Textile | Network

COST Action EuroWeb -
Europe through Textiles
(CA19131)

Communication Plan

Science Communication Plan of the
COST Action *EuroWeb – Europe
through Textiles* (CA19131)

Version 1.0 (January 2023)

Date of Adoption by the MC: *Pending*

Lead Author: Francisco B. Gomes (PT),
Science Communication Coordinator

Cover photo by Rijan Hamidovic, from
Pexels (under a Free Content Licence
through Canva)



This document is based upon work from COST Action *EuroWeb – Europe through Textiles* (CA19131), supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career, and innovation.

www.cost.eu

1. SUMMARY	3
<i>1.1. Communicating EuroWeb: some introductory remarks</i>	5
<i>1.2. Visual identity</i>	6
<i>1.3. General summary of communication strategies during the early stages of the Action</i>	7
2. GENERAL AIM AND TARGET AUDIENCES	9
3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS	17
<i>3.1. Digital communication channels</i>	19
3.1.1. Social Media channels (Twitter, Facebook, and Instagram)	19
3.1.2. EuroWeb's YouTube Channel	22
<i>3.2. In person events</i>	25
<i>3.3. A special aspect of the Action's communication: the Digital Atlas of European Textile Heritage</i>	28
<i>3.4. Target audience, key messages, and expected impact of the communication of Action results</i>	29
4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS	33
<i>4.1. Presentation of the Action and its Activities in Scientific Venues</i>	35
<i>4.2. Publication of the Action's results: the EuroWeb Anthology and other venues</i>	37
<i>4.3. Target audience, key messages, and expected impact of the dissemination of Action results</i>	38
5. PLAN FOR THE VALORISATION OF ACTION RESULTS	43
<i>5.1. Knowledge transference: disseminating the Action's results to non-academic stakeholders</i>	45
<i>5.2. Target audience, key messages, and expected impact of the valorisation of Action results</i>	46
6. MONITORING EUROWEB'S COMMUNICATION	49
ANNEXES	53



1. SUMMARY

1. SUMMARY

1.1. Communicating EuroWeb: some introductory remarks

COST Action *EuroWeb – Europe through Textiles. Network for Integrated and Interdisciplinary Humanities* (CA19131) was conceived with the goal of bringing together a wide range of stakeholders dealing with textiles, textile research and textile heritage. At its core, the Action aims to bridge a number of divides established along different lines. These include, but are not limited to, different national research traditions, different disciplinary settings, and different backgrounds (e.g., academic and non-academic, research-oriented and craft- or creation-oriented).

However, the goals of the Action were not limited to bringing together those already working with or interested in textiles. The proposal to set-up this network also stemmed from the fact that, despite the many achievements of the textile field as a whole, the move to put textiles at the front of historical narratives remained challenging. Therefore, and since its inception, EuroWeb has been keenly aware of the need to push the current boundaries of the textile field and to establish lines of dialogue that go beyond it, creating awareness about textile research, textile crafts and textile heritage and engaging different publics, both general and specific (e.g., heritage professionals, political decision-makers, funding agencies and their representatives, academic and publishing institutions at large, etc.).

Both of these goals, together with the more general needs to foster collaborations and dialogue between members and to extend the network itself to encompass more diverse voices, experiences, and points of view, clearly necessitated an active and encompassing communication strategy.

The effort to implement such a strategy was the object of internal dialogue and discussion since the beginning of the Action but was conditioned by the pandemic restrictions which limited any ventures to present the Action and disseminate its results in person, either through the organization of or the participation in outreach/ dissemination events. The communication strategy for the first period of the Action was therefore adjusted in accordance with these restrictions, privileging digital communication and the development of a robust infrastructure for digital events (e.g., streaming capabilities, video edition competences, etc.; see below).

1.2. Visual identity

Yet another of the key priorities for Action communication (and team building) from the start was to establish an effective visual identity which could represent EuroWeb in a clear and easily recognizable way in multiple contexts and platforms. In order to develop this visual identity, it was fundamental to adopt a logotype which could act as its cornerstone. Several proposals were submitted to a vote by the members of the Action's Management Committee, which selected by a clear majority a proposal by the designer Michel Rijk (<https://rijk.shop/>). This bold, graphic, and versatile design, simultaneously evoking the threads of a textile weave and the contours of Europe, was officially adopted as the Action logotype (Fig. 1).



Figure 1 – EuroWeb logotype (by Michel Rijk)

The Action's visual identity was developed around this logotype, which was used as a key feature in the design of the EuroWeb website (see below) and adapted to various specific uses (as event and campaign logotypes, logotypes for specific teams/ taskforces within the Action, for communication purposes, etc.). Both the logotype and the ideas contained in Michel Rijk's original proposal portfolio were also used to prepare a tool kit for the use of the Action's members, including PowerPoint and poster templates, bookmarkers, name badges, stationery, etc. (see below).

1.3. General summary of communication strategies during the early stages of the Action

For the reasons outlined above (Section 1.1.), the development of digital channels was considered a priority for the Action's communication strategy. An EuroWeb presence was quickly established across multiple Social Media platforms, including Twitter (account managed by Nathalie Rudolph), Facebook, Instagram, and YouTube (accounts managed by the SCC). Systematic publication on these platforms complemented other digital tools used for internal communication, including Slack.

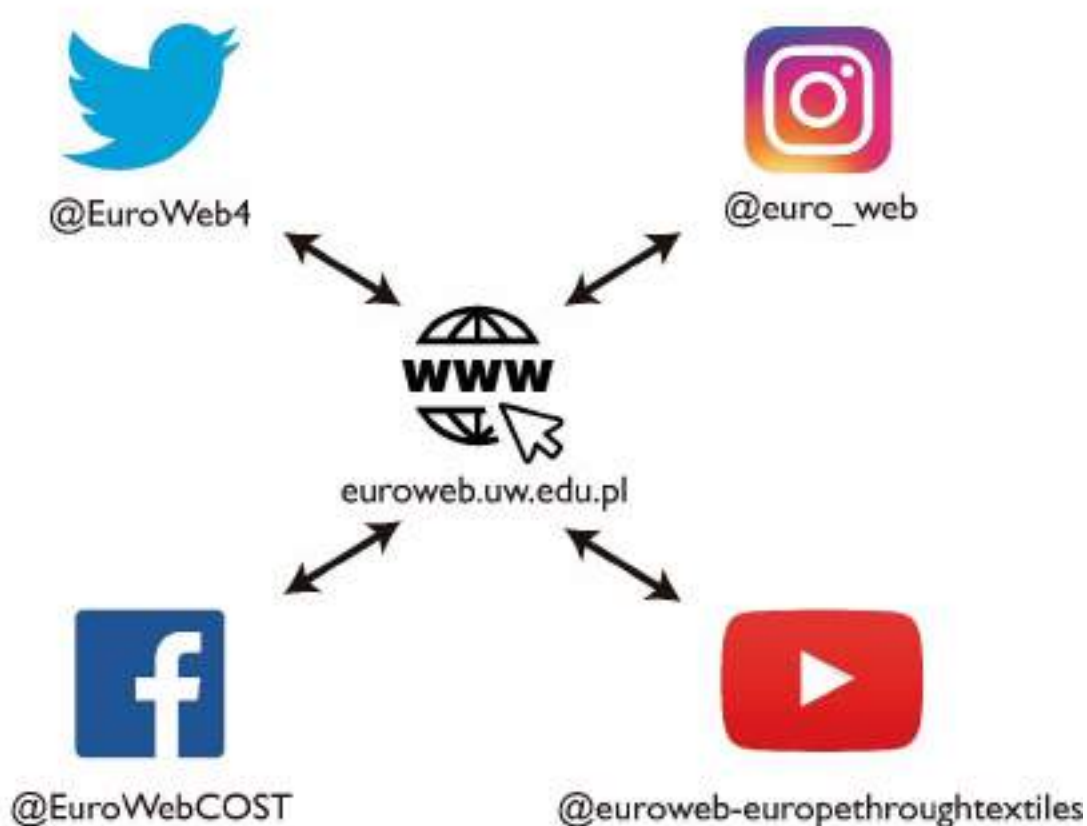


Figure 2 – EuroWeb's digital communication and dissemination channels.

From the beginning, however, it was envisaged that the cornerstone for EuroWeb's digital presence and communication would be its website. Contacts were therefore established with the Digital Competence Centre of the University of Warsaw (CKC-UW) to start developing a dedicated site. The structure and contents of this page were decided through an internal discussion with Action Core Group members, leading to a general proposal compiled by the Action's Science Communication Coordinator (SCC). On the basis of this proposal, the CKC-UW designed the EuroWeb website (<https://euroweb.uw.edu.pl/>),

which was launched on the 29th of October 2021 and has since proven to be a highly useful, practical, and versatile tool for communication and outreach.

With the progressive lifting of pandemic-related restrictions to travel, communication and outreach through these digital channels (see more details below) was progressively complemented with other, in-person activities, namely through the presentation of the Action, its work and expected outputs in both scientific and outreach meetings and events (e.g., The Festival of the New European Bauhaus, European Researchers' Night, etc.). This strategy will be further pursued in the future, supported by the growing body of work produced by Action members and by a larger communication team (see below).

Throughout the first two Grant Periods of the Action, communication activities have been ensured by the SCC, with the support of a designated Twitter Manager (Nathalie Rudolph) and in close collaboration with the Action's Core Group. Within this Group, the Action Virtual Networking Manager, Hana Lukesova, was particularly instrumental in supporting the set-up and development of virtual activities. The team of The Digital Atlas of European Textile Heritage, one of the main planned outputs and a key dissemination tool for the Action, have also pursued a specific line of outreach in close collaboration with other Action team members.

National MC members, as well as members in general, have also been involved in specific outreach actions (see below). One important collaborative communication and dissemination output has been the *EuroWeb National Survey of the European Textile Dress and Fashion Sectors*, edited by Agata Ulanowska, Marie-Louise Nosch and Paula Nabais, [a preliminary version of which](#) is now available on the Action's website.

With the transition from Horizon 2020 to Horizon Europe, it was decided to undertake a slight reorganization of the Action. With regard to its communication activities, the main aspect to highlight was the decision to restructure the formally dormant Working Group 5 (previously dedicated exclusively to management-related activities), turning it into an active *Internal and External Communication Working Group*, led by the Action's SCC. This decision, which followed a growing interest in this Working Group and topic by Action members, will be instrumental in intensifying the Action's communication activities throughout the second half of the Action. In fact, starting in January 2023, steps will be taken to operationalize this Working Group and promote a more participated and decentralized communication strategy (see below).



2. GENERAL AIM AND TARGET AUDIENCES

2. GENERAL AIM AND TARGET AUDIENCES

In light of the challenges and goals set out in the Action’s Memorandum of Understanding (MoU), the general aims of EuroWeb’s communication plan are as follows:

- 1) To foster international, interdisciplinary and cross-sector dialogue among researchers and innovators dealing with textiles, textile crafts and textile heritage;
- 2) To raise the profile of textile research, putting textiles at the forefront of historical narratives and interpretations and promoting a re-examination of European History through the lens of textiles and textile activities in their multiple forms;
- 3) To promote awareness of material and intangible textile heritage and its social, cultural, aesthetical and historical significance;
- 4) To inspire productive dialogues between textile scholars, craftspeople, designers, and textile artists, but also between those dealing with historical/ traditional textiles and researchers and innovators pushing the boundaries of textile technology;
- 5) To reclaim the role of material and intangible textile heritage in current debates about the sustainability and social responsibility of the textile and fashion industries.

In order to pursue these goals, the Action’s communication activities must necessarily address different audiences, targeting each of them with specific key messages relating to the five goals listed above. The table below (**Table 1**) summarizes these audiences, the goal(s) to which they relate, some of the key messages which are aimed at each of them, and advances some of the strategies to reach them which will be developed in further detail in the following sections:

Target Audience	Goal(s)	Key message(s)	General Strategies
Textile Researchers	1, 2, 3, 4, 5	<ul style="list-style-type: none"> - The value and impact of textile research is enhanced through interdisciplinary and cross-sector collaboration and dialogue. - Textile research can make a positive impact on society and contribute to contemporary social debates. 	<ul style="list-style-type: none"> - Communication through digital channels. - In-person workshops/trainings. - Dissemination of activities and results in scientific conferences and platforms. - Publication of results in scientific venues and platforms.

		<ul style="list-style-type: none"> - The textile field should be brought into the mainstream of research in the Humanities 	<ul style="list-style-type: none"> - Presentations in outreach events (Fairs, Open Days/ Nights, Book Corners, etc.). - Dedicated 'Connect' Events.
Textile Craftspeople/ Artists/ Designers	1, 3, 4, 5	<ul style="list-style-type: none"> - Textiles and their social, cultural, economic, and aesthetic roles can be enhanced through cross-sector collaboration and dialogue. - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression. 	<ul style="list-style-type: none"> - Communication through digital channels. - In-person workshops/trainings. - Presentations in outreach events (Fairs, Open Days/ Nights, Book Corners, etc.). - Exhibitions.
Museum/Heritage Professionals	1, 2, 3, 4, 5	<ul style="list-style-type: none"> - Textile heritage and its social, cultural, economic, and aesthetic roles can be enhanced through interdisciplinary and cross-sector collaboration and dialogue. - Textile heritage can have a positive impact on society and contribute to contemporary social debates. - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression. 	<ul style="list-style-type: none"> - Communication through digital channels. - In-person workshops/trainings. - Dissemination of activities and results in scientific conferences and platforms. - Publication of results in scientific venues and platforms. - Presentations in outreach events (Fairs, Open Days/ Nights, Book Corners, etc.). - Exhibitions. - Dedicated 'Connect' Events.
Academic/Publishing Decisionmakers	2, 3	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields 	<ul style="list-style-type: none"> - Dissemination of activities and results in scientific conferences and platforms.

		<p>deserving of further incentives and investment.</p> <ul style="list-style-type: none"> - Textile research can make a positive impact on society and contribute to contemporary social debates. 	<ul style="list-style-type: none"> - Publication of results in scientific venues and platforms. - Presentations in outreach events (Fairs, Open Days/ Nights, etc.).
Funding Agencies Representatives	2, 3, 4	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment. - Textile research can make a positive impact on society and contribute to contemporary social debates. - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them. 	<ul style="list-style-type: none"> - Dissemination of activities and results in scientific conferences and platforms. - Presentations in outreach events (Fairs, Open Days/ Nights, etc.). - Dedicated 'Connect' Events.
Textile Industry Representatives	1, 4, 5	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment. - Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices. 	<ul style="list-style-type: none"> - Communication through digital channels. - Presentations in outreach events (Fairs, Open Days/ Nights, etc.). - Dedicated 'Connect' Events.
Cultural and Heritage Decision- and Policymakers	2, 3, 4, 5	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment. 	<ul style="list-style-type: none"> - Communication through digital channels. - Dissemination of activities and results in scientific conferences and platforms.

		<ul style="list-style-type: none"> - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them. - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression. - Textile heritage can make a positive impact on society and contribute to contemporary social debates. 	<ul style="list-style-type: none"> - Presentations in outreach events (Fairs, Open Days/ Nights, etc.). - Dedicated 'Connect' Events.
Environmental Decision- and Policymakers	5	<ul style="list-style-type: none"> - Textile research can make a positive impact on society and contribute to contemporary social debates. - Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices. 	<ul style="list-style-type: none"> - Communication through digital channels. - Dissemination of activities and results in scientific conferences and platforms. - Presentations in outreach events (Fairs, Open Days/ Nights, etc.). - Dedicated 'Connect' Events.
General Public	2, 3, 5	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment. - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them. 	<ul style="list-style-type: none"> - Communication through digital channels. - Presentations in outreach events (Fairs, Open Days/ Nights, etc.).

		- Traditional and historical textiles and crafts are a valuable resource for inspiring creativity, contemporary artistic expression, but also more sustainable and responsible production and consumption practices.	
--	--	--	--

Table 1 – Target audiences, key messages, and general communication strategies for EuroWeb

As can be gauged from **Table 1**, the general strategy is to adopt a compact but cohesive number of communication tools and to use them as effectively as possible to reach the designated key audiences and make them aware of the selected goals. The articulation between channels/ tools, messages and audiences is presented in further detail below in **Tables 5, 7 and 8** below, which set out the specific strategies to be adopted for communication, dissemination and valorisation.



3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

3. PLAN FOR THE COMMUNICATION OF ACTION RESULTS

3.1. Digital communication channels

3.1.1. Social Media channels (Twitter, Facebook, and Instagram)

As mentioned above (see Section 1, **Summary**), during most of the first half of the Action communication activities were conditioned by the limitations derived from the pandemic. Restrictions to travel and in-person events made it clear that in order to share the aims, activities, and future results of the Action to as wide a public as possible, and especially to the key audiences listed above, it was necessary to establish a robust online presence, first on different Social Media platforms and, in due time, through a dedicated website.

EuroWeb accounts were established in four different Social Media platforms. While some unavoidable overlap exists between the content shared in each of them, specific purposes were defined for each channel. The following table sums up the main uses given to each of the EuroWeb Social Media channels:

Platform	EuroWeb handle	Main Purposes
Twitter	@EuroWeb4	<ul style="list-style-type: none"> - Networking (connecting with other textile-related accounts and institutions) - Presenting Action members and their research - Sharing educative content about textiles and textile heritage
Facebook	@EuroWebCOST	<ul style="list-style-type: none"> - Communicating about Action News & Events - Sharing educative and scientific content about textiles and textile heritage
Instagram	@euro_web	<ul style="list-style-type: none"> - Sharing educative content about textiles and textile heritage - Showcasing textile crafts and textile art - Showcasing exhibits, Museum displays and other visual content relating to textiles and textile heritage
YouTube	@euroweb-europethroughtextiles	<ul style="list-style-type: none"> - Presenting Action members and their research - Streaming of digital and hybrid scientific events - Streaming, archiving, and sharing digital outreach events - Archiving and sharing audio-visual content about textile research, crafts, and textile heritage

Table 2 – EuroWeb’s digital communication channels and their specific purposes

As can be seen in **Table 2**, the Action’s Social Media channels are dedicated, first and foremost, to *internal and external communication*, to team building, to create awareness among a wider public (see **Table 1**) about textiles, textile research and textile heritage and to foster a wider network of individuals and institutions dealing with these topics.

These Social Media channels are fed with content generated by EuroWeb members, especially (but not exclusively) in the frame of the Action’s activities. In order to ensure a constant flow of relevant and engaging content and a pro-active approach to communication and networking through these platforms, apart from the regular publication of news about events, dedicated periodical features have been proposed (**Table 3**). Some of these have already been put into place, while others will be made operational in the framework of the newly rebranded *Working Group 5*.

#MuseumMonday
Posts featuring Museum pieces, collections, and exhibitions (or the Museum itself)
#TextileTuesday
Posts featuring specific textile pieces (previously studied in a work by an Action member, being studied in a research project, currently featured in a Museum...)
#TextileTerminologyTuesday (Twitter)
A Working Group 3 initiative, consisting of regular threads on curiosities and fun facts regarding the origin and development of textile related terms
#Work-in-ProgressWednesday
Posts featuring craftspeople at work (or, when this type of content is not available, short progress reports on on-going research projects)
#ThrowbackThursday
Posts featuring past EuroWeb events, or past studies/ projects/ events from EuroWeb members
#FashionFriday
Posts about historical and traditional costume, or specific aspects of fashion and dress through time

Table 3 – Proposed regular features for EuroWeb’s Social Media channels

Two potential calendars for the implementation of these regular features (in a theoretical four-week month) are presented in Annex 1.

On the other hand, in order to comply with COST’s Excellence and Inclusiveness policy and EuroWeb’s own internal inclusive outlook, communication activities need to be

mindful of the representation of all participating countries and national teams in these Social Media channels, with a particular emphasis on ITC's.

In order to achieve this, while at the same time promoting the production of content to maintain a regular Social Media presence, it was proposed that a calendar for "national takeovers" of EuroWeb's Social Media be implemented. Members of national teams are asked to prepare beforehand a set of posts showcasing their research, the textile heritage of their country, museum pieces, traditional textile crafts and costume, as well as aspects of their country's textile sector (ideally five posts for Facebook, five posts for Instagram and five Tweets), which will then be scheduled to appear regularly throughout the week.

As a way to operationalize these "takeovers", it is suggested that some of them are scheduled around national celebrations/ holidays. This will not always be possible, since it would generate considerable overlap, but should allow to schedule at least some "takeovers" in a way which is coherent and potentially meaningful for members from the respective countries.

The first pilot trials of these take-overs took place during the 2nd Grand period:

POLAND (08-12.11.2021)

Scheduled around Poland's Independence Day (11.11)

ROMANIA (28.11-02.12.2021)

Scheduled around Romania's Great Union Day (01.12)

GREECE (21-25.03.2022)

Scheduled around Greece's Independence Day (25.03)

These trials proved to be very successful, having engaged not only quite a wide audience, but also, in some cases (e.g., Romania) actual institutions, such as research centres and museums, which actively collaborated with EuroWeb in these Social Media events, engaged with the posts, and contributed to increase their reach. In light of these results, a calendar for the continued implementation of these takeovers throughout the 3rd and 4th Grant periods is proposed here, to be implemented with the support of the national teams and of Working Group 5 members (Annex 2).

Furthermore, yearly calendars have been and will be prepared marking World, International and European Days dedicated to themes which could be used as focal points for concentrated thematic posting on the Action's Social Media (e.g., International Day of Women and Girls in Science, World Art Day, etc.). Specific thematic publication pushes will be organized around those dates in coordination with the Working Groups and Action members.

3.1.2. EuroWeb's YouTube Channel

In light of YouTube's specificities as a platform, with a specific focus on audio-visual material, a separate strategy is necessary to produce content and maintain a dynamic EuroWeb presence.

For the first part of the Action, this task was made somewhat easier by the fact that most of EuroWeb events were digital and could therefore either be recorded (in compliance with the appropriate data protection rules) and uploaded to YouTube, or streamed directly on that platform and archived there afterwards.

With this in mind, specific team-building events were organized by several of the Action's Working Groups consisting of presentations by team members, which introduced themselves, their particular expertise and their interests and activities. A significant number of these presentations were edited and transformed into a *Meet the Team* playlist on EuroWeb's YouTube channel, with the goal of fostering contacts and collaborations between members.

While this feature has been dormant, the growth of the Action in the last few months of the 2nd Grant Period, together with the fact that it has now reached its midway point, is the occasion to reactivate it, giving new members (and those who did not do it in the past) the opportunity to prepare a short video about themselves and their research to be featured on the channel.

Another running digital event series which has been streamed and archived at the channel as a dedicated playlist is the *EuroWeb Book Corner*. This series, conceived and co-organized by Angela Huang (DE) and the Action's SCC, features presentations of recent books published or edited by EuroWeb members followed by a Q&A session open to

registered participants. Six editions have taken place so far, with three more proposed for the near future (**Table 4**).

Date	Book	Publisher	Presented by
14/05/21	Colours and Their Meanings in 3rd-13th Century Baltic Dress (Ieva Pigozne)	National History Museum of Latvia	Ieva Pigozne (LV)
01/11/21	Textile Activity and Cultural Identity in Sicily between the Late Bronze Age and Archaic Period (Gabriella Longhitano)	Oxbow	Gabriella Longhitano (IT)
23/11/21	Textiles and Gender in Antiquity. From the Orient to the Mediterranean (Mary Harlow, Cecile Michel & Louise Quillien, eds.)	Bloomsbury	Mary Harlow (UK), Cecile Michel (FR) & Louise Quillien (FR)
10/05/22	Crafting Minoanisation. Textiles, Crafts Production & Social Dynamics in the Bronze Age Southern Aegean (Joanne Elizabeth Cutler ¹)	Oxbow	Eva Andersson Strand (DK)
07/06/22	Textiles in Ancient Mediterranean Iconography (Susanna Harris, Cecilie Brøns & Marta Żuchowska)	Oxbow	Susanna Harris (UK), Cecilie Brøns (DK) & Marta Żuchowska (PL)
07/12/22	Ancient Textile Production from an Interdisciplinary Perspective (Agata Ulanowska, Karina Grömer, Ina Vanden Berghe & Magdalena Öhrman)	Springer	Agata Ulanowska (PL), Karina Grömer (AT), Ina Vanden Berghe (BE) and Magdalena Öhrman (UK)
TBA	Paul Gout's 157 colours (Dominique Cardon & Iris Brémaud)	Les Mots Qui Portent	Dominique Cardon & Iris Brémaud (FR)
TBA	Textiles of Medieval Iberia Cloth and Clothing in a Multi-Cultural Context (Gale R. Owen-Crocker,	Boydell Press	TBA

	María Barrigón, Naḥum Ben-Yehuda & Joana Sequeira, eds.)		
TBA	Exploring Ancient Textiles: Pushing the Boundaries of Established Methodologies (Alistair Dickey, Margarita Gleba, Sarah Hitchens & Gabriella Longhitano, eds.)	Oxbow	TBA
TBA	Textiles in Motion: Dress for Dance in the Ancient World (Audrey Gouy, ed.)	Oxbow	Audrey Gouy (FR)

Table 4 – Past and proposed future editions of the *EuroWeb Book Corner* digital event series

Apart from these team building and outreach features, it should be noted that one of the main planned functions of the EuroWeb YouTube Channel, as per the MoU, is to feature a collection of videos documenting traditional textile techniques from across Europe, which were meant to be produced as an Action output.

However, due to the constraints related to the pandemic, it was impossible to pursue this specific goal for the better part of the Action’s first two years, and due to time and budgetary constraints it is now difficult to program the necessary diligences to prepare these recordings.

As a remedial plan, in the 3rd and 4th Grant Periods a survey of European audio-visual archives will be implemented to attempt a preliminary inventory of archival material documenting traditional textile crafts and production, as well as different aspects of European material and immaterial textile heritage. Efforts will be conducted to establish partnerships with the institutions which hold this material in order to obtain permissions to share it through the EuroWeb YouTube channel, as well as through other Action channels, making it available for a broader public.

In order to compensate for the diminishing number of virtual events and conferences, which entails less content to be streamed and archived in the Action’s YouTube channel, other features will also be implemented during the 3rd and 4th Grant Period in order to ensure its activity.

Recently, many COST Actions have been using interviews to members as both research and communication/ dissemination tools, to map the development of their respective

research fields, to document different experiences within that field and to communicate the Action's goals and outlooks.

A similar feature, with the working title *EuroWeb Conversations*, will be launched during the 3rd Grant, to be held every two or three months. This feature will comprise interviews to and/or conversations between more experienced members of the Action which would share their experiences and comments on past, present, and future developments in the Textile Field, group conversations with young researchers and innovators sharing their own personal paths, what brought them to textiles as a research topic and the difficulties they feel in their research, as well as interviews/ conversations with craftspeople about their trajectories and their creative processes.

3.2. In person events

As the restrictions resulting from the pandemic were progressively lifted, it became once more possible to plan and organize communication activities in the framework of in-person events. In order to optimize the reach of said activities, it was decided to concentrate the Action's efforts in specific thematic Pan-European dates, including, but not limited to:

- International Museum Day (18/05);
- European Researchers' Night (usually in mid-September);
- European Heritage Days (usually in September/ October);
- International Archaeology Day (usually in mid-October);
- World Science Day for Peace and Development (10/11).

During the 2nd Grant Period, several pilot activities were conducted in such frameworks, which can serve as a template for future in-person activities. These include participations in the European Researcher's Night (in Portugal and Austria) with displays and activities about traditional textile materials and techniques, as well as in one national event (Archaeology Fest, Lisbon, Portugal – 29/30 May 2022).

Besides these regular events, the Action will also maintain an active posture, seeking other relevant outreach events (Fairs, Festivals, etc.) thematically aligned with the topics and themes of EuroWeb and make all possible efforts to ensure representation in such events.

One case in point was the Festival of the New European Bauhaus, organized by the European Commission in Brussels (09-12/06/2022), in which EuroWeb was represented with a stand comprising both a display of natural fibres and dyes (Figs. 3-4) and a video display highlighting the work of the different Working Groups and taskforces of the Action, as well as specific research projects and programmes. EuroWeb will develop the necessary efforts to be represented in future editions of both these and other similar events dedicated to outreach and networking.



Figure 3 – EuroWeb stand at the Festival of the New European Bauhaus.



Figure 4 – Detail of the display of natural fibres and dyes in the EuroWeb stand at the Festival of the New European Bauhaus.

As part of the attempt to promote and support the participation of EuroWeb members in dissemination events, a tool kit¹ comprising several elements with a cohesive visual identity inspired by the EuroWeb logo and website has been prepared. This tool kit includes:

- Bookmarkers (based on a design concept by Michel Rijk)
- Name badges (based on a design concept by Michel Rijk)
- PowerPoint templates (for presentations and voice-over videos)
- Poster template
- Stationery
- Adobe Illustrator© templates to personalize the EuroWeb logo (with instructions)

¹ Available as a [Google Drive folder](#) and a [MS One Drive folder](#).

Furthermore, a physical roll-up (Fig. 5) was designed and produced to be used in outreach and dissemination events.



Figure 5 – Layout of the EuroWeb roll-up (design by the SCC).

3.3. A special aspect of the Action's communication: the Digital Atlas of European Textile Heritage

Among the deliverables of the Action, as per the MoU, one of the most important is the EuroWeb Digital Atlas of European Textile Heritage. The Atlas comprises a georeferenced database with as representative a sample as possible of the European Textile Heritage (including historical/ archaeological textiles, textile tools and textile

workshops/ production centres, among others) and a digital cartographic interface (Fig. 6) which, when operational, will allow the quick visualization of the geographic distribution of different classes of objects and finds. The entries in the database being dated, the Atlas will also allow for an exploration of the changing patterns of textile technology, production and use throughout History.

While the Atlas has the potential to be used in the future as a powerful research tool and repository, it is being developed first and foremost as an innovative and compelling new resource for the communication of textile heritage to a wider public, providing a sophisticated but still easy to use platform for outreach and storytelling. As such, when launched,² this will be a key instrument in communicating the Action’s activities and results to multiple stakeholders and to a wide public.

In the meantime, the Digital Atlas team, in coordination with the SCC and the Action leadership, has pursued an active policy of communication, with presentations in outreach events (such as the Festival of the New European Bauhaus, mentioned above) and regular updates on the Action’s Social Media channels.

3.4. Target audience, key messages, and expected impact of the communication of Action results

The general target audiences and key messages for the Action’s communication have been summarized above (**Table 1**). The specific outreach activities (communication *strictu sensu* as defined by COST guidelines) are considered transversal and are aimed at all the target audiences listed above. The following Table (**Table 5**) breaks down the connection between specific target audiences, communication strategies and key messages as far as communication (outreach) activities are concerned:

Target Audience	Communication Strategy	Key message(s)
Textile Researchers	Digital Channels	- Textile research can make a positive impact on society and contribute to contemporary social debates.
	Presentations in outreach events	

² Estimated launch date: Fall 2023.

Textile Craftspeople/ Artists/ Designers	Digital Channels	<ul style="list-style-type: none"> - Textiles and their social, cultural, economic, and aesthetic roles can be enhanced through cross-sector collaboration and dialogue. - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression.
	Presentations in outreach events	
	Exhibitions	
Museum/Heritage Professionals	Digital Channels	<ul style="list-style-type: none"> - Textile heritage can have a positive impact on society and contribute to contemporary social debates. - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression.
	Presentations in outreach events	
	Exhibitions	
Academic/Publishing Decisionmakers	Presentations in outreach events	<ul style="list-style-type: none"> - Textile research can make a positive impact on society and contribute to contemporary social debates.
Funding Agencies Representatives	Presentations in outreach events	<ul style="list-style-type: none"> - Textile research can make a positive impact on society and contribute to contemporary social debates. - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them.
Textile Industry Representatives	Digital channels	<ul style="list-style-type: none"> - Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices.
	Presentations in outreach events	
Cultural and Heritage Decision- and Policymakers	Digital channels	<ul style="list-style-type: none"> - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them.
	Presentations in outreach events	

		<ul style="list-style-type: none"> - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression. - Textile heritage can make a positive impact on society and contribute to contemporary social debates.
Environmental Decision- and Policymakers	Digital channels	<ul style="list-style-type: none"> - Textile research can make a positive impact on society and contribute to contemporary social debates.
	Presentations in outreach events	<ul style="list-style-type: none"> - Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices.
General Public	Digital channels	<ul style="list-style-type: none"> - Textile crafts, textiles and dress are key components of Europe’s cultural heritage and further investment is needed to safeguard them.
	Presentations in outreach events	<ul style="list-style-type: none"> - Traditional and historical textiles and crafts are a valuable resource for inspiring creativity, contemporary artistic expression, but also more sustainable and responsible production and consumption practices.

Table 5 – Target audiences for EuroWeb communication (outreach) activities, specific strategies to reach them and the key messages to convey.

The communication (outreach) activities outlined in **Table 5** have a double aim: on the one hand, they are expected to make different stakeholders aware of the Action, its work and results; on the other hand, however, these activities have the more encompassing goal of raising awareness for the importance and significance of material and immaterial textile heritage and to highlight the potential of textile research to actively contribute to current debates about sustainability, social responsibility and social cohesion.

By contrasting the roles of textiles and textile production in the contemporary world with those attested in historical and ethnographic contexts, the communication activities of the

Action hope to raise awareness for the social, economic, and cultural significance of textiles and dress throughout History while promoting a critical reflection on current patterns of production and consumption.

Ultimately, it is expected that this will raise the public profile of material and immaterial textile heritage, fostering its protection and preservation and an increased investment in research dedicated to it, as well as in creative endeavours which extend and amplify their cultural, artistic, and aesthetic significance.



4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

4. PLAN FOR THE DISSEMINATION OF ACTION RESULTS

4.1. Presentation of the Action and its Activities in Scientific Venues

In order to disseminate the Action's work, EuroWeb pursues an active policy of both organizing scientific meetings and events (conferences, workshops, seminars, and training schools), and taking part in others organized by third parties, which are considered relevant venues to share its work, results, and outputs.

The first of these two aspects of the Action's dissemination activities is supported by the SCC and other team members with responsibilities for communication (e.g., Twitter Manager, Virtual Support Manager) in different regards. These include:

- support with establishing diffusion materials aligned with EuroWeb's visual identity;
- advertisement of the events through EuroWeb's website and Social Media channels;
- support with technical requirements for the streaming and recording of digital and hybrid events;
- edition of resulting videos for archiving on the Action's YouTube channel;
- supply of templates for branded material for use in physical events and *in situ* promotional material (roll-up).

Regarding participation in events organized by third parties, and while this is obviously dependant on the interest, availability, and capacity of team members, EuroWeb takes an active stance, promoting the organization of sessions and/ or presentation of the Action, its work and results in key selected conferences. The types of events selected for targeted dissemination of the Action and its work are the following:

Type	Examples	Date
Specialized, textile-related events	CTR (Centre for Textile Research) Anniversary Conference	2021
	DRESSED Conference	2022
	VIII Purpureae Vestes Symposium	2022

	CIETA (Centre International pour l'Étude des Textiles Anciens) Conference 2023	2022
	CIETA (Centre International pour l'Étude des Textiles Anciens) Conference 2023	2023
Broad-spectrum, discipline-wide events	EAA Annual Meeting	2022 2023 2024
Heritage-related events	Europeana's Digital Spring Programme	2021

Table 6 – Types of target events for dissemination actions

Apart from the general goals, and ongoing work of the Action, a particular investment has been made in disseminating the project of the EuroWeb Digital Atlas of European Textile Heritage, following the strategy outlined above (see Section 3.3.). This option is not only due to the fact that this programmed output constitutes a good talking point, encapsulating much of the Action's mission and principles, but also to the fact that it is intended to be an open and collaborative tool. It is therefore crucial to generate awareness about its development even before the launch, to ensure that as many parties interested in providing information for the Atlas as possible are reached. This dissemination strategy is therefore critical to achieve the volume of data input which will ensure that the Digital Atlas fulfils its potential.

With this purpose in mind, the Atlas Team, assisted by the Action leadership, the Core Group and the SCC, has pursued an active policy of presenting the Atlas in different scientific venues and to diverse publics across Europe, which has proven successful in generating interest in the project and collaboration proposals. A case in point was the successful session organized in the framework of the 28th Annual Meeting of the European Association of Archaeologists¹.

This policy will be further pursued during the 3rd Grant Period, leading up to the launch of the Digital Atlas, and be supplemented by other types of in-person and digital events, such as *hackathons* designed to promote, support, and supervise data input into the Digital Atlas by national teams and other interested parties. These initiatives will culminate in

¹ Session #232: *Dressing Europe: Mapping and Disseminating European Textile Heritage through Digital Resources*, co-organized by Alina Iancu, Catarina Costeira and Francisco B. Gomes.

the launch of the Digital Atlas, which will be marked with an open event and an intensive communication and dissemination campaign across multiple channels.

4.2. Publication of the Action's results: the EuroWeb Anthology and other venues

At the core of EuroWeb's dissemination strategy lies the timely publication of scientific results generated through collaboration in the framework of the Action. In fact, the Action has pursued an active policy of supporting the publication of research by its members, especially when resulting from meetings and events organized under EuroWeb's purview. Several such publications are currently in the works, and include edited volumes and special journal numbers, among others.

Among already published and in print work, it is worth highlighting accounts of the Action's goals and progress published or submitted by the Action leadership in the *Archaeological Textiles Review*, a strategic venue widely read by experts in textile heritage. A report on the Action and its goals was published there during the 1st Grant Period² and a follow-up report, based on the mid-term report submitted to COST, has been published in 2022.

Apart from these and other more organic publications resulting from collaborations within the Action, a substantial portion of EuroWeb's scientific output will appear as part of one of the Action's major deliverables: the EuroWeb Anthology. This is meant to be a major publication venture, steered by an editorial board nominated by the Actions Management Committee (currently composed of Kerstin Droß-Krüpe, Kalliope Sarri and Louise Quillien), to be published in Open Access during the last Grant Period (2024).

Different strategies have been adopted to ensure contents for this major publication. For the most part, Working Groups have established priority topics to be covered within their thematic scopes and promoted dialogue between members working on those specific topics, establishing in practice a list of thematic contributions to the Anthology. In other cases, the contributions presented to events (such as the Clothing Identities Conference, organized by WG 2) were grouped together thematically to be published as joint papers in the Anthology. Organic proposals will also be considered by the editorial board.

² Nosch M.-L., A. Ulanowska and E. Yvanez (2020) – EuroWeb: a new European network and COST Action 2020-2024. *Archaeological Textiles Review* 62, 183-186.

A Call for Papers for the Anthology has already been circulated within the Action with a deadline set for the 1st of March 2023, and editorial work will be pursued during the remainder of the 3rd and 4th Grant Periods.

Apart from the Anthology, other collective publications are also planned as part of the Action's dissemination strategy. Scientific events set up in the framework of the Action and its Working Groups, in particular, will be the object of publication. Examples of this are, for example, [a special number of *Heritage Science*](#) resulting from the *Advanced Analytical Techniques for Heritage Textiles* workshop (WG1), or the volume resulting from the *Funerary Textiles In Situ* conference (WG2), to be published by Springer. Efforts to publish other events are currently underway.

Beyond conventional publication venues and formats, the Action is also committed to disseminate its results using other available venues. In particular, members have been informed about the European Commission's *Open Research Europe* platform and encouraged to publish work produced in the framework of the Action in this exciting Open Access repository. Several publication proposals are currently being planned and will be submitted throughout the remainder of the Action duration.

In its dissemination activities EuroWeb will adopt a pro-active stance in ensuring that all outputs are made freely available in Open Access, in compliance with COST and European Commission norms. In cases in which it is justified, the appropriate measures will be taken, however, to safeguard the authors' Intellectual Property. This is particularly important with regard to the material to be disseminated through the Digital Atlas of European Textile Heritage. The Digital Atlas team is working on putting in place procedures and safeguards to ensure that any and all material, especially graphic material, showcased in the Atlas complies with all necessary Intellectual Property rules.

With regard to the Digital Atlas, it is also important to note that the development of its database structure, under the responsibility of Piotr Kasprzyk, from the Digital Competence Centre of the University of Warsaw, in close collaboration with all Digital Atlas members and other Action members, complies with the FAIR principles of Findability, Accessibility, Interoperability and Reusability, following all the current best practices guidelines for digital databases.

4.3. Target audience, key messages, and expected impact of the dissemination of Action results

The general target audiences and key messages for the Action’s communication have been summarized above (**Table 1**). Dissemination activities are targeted specifically at more specialized audiences but are also considered as the cornerstone for reaching a wider constituency of stakeholders, promoting the broader societal aims and goals of EuroWeb. The following Table breaks down the connection between the specific target audiences for dissemination, the communication strategies deployed to reach them and the key messages structuring dissemination activities:

Target Audience	Communication Strategy	Key message(s)
Textile Researchers	In-person workshops/ trainings/ Training Schools.	<ul style="list-style-type: none"> - The value and impact of textile research is enhanced through interdisciplinary and cross-sector collaboration and dialogue. - Textile research can make a positive impact on society and contribute to contemporary social debates. - The textile field should be brought into the mainstream of research in the Humanities.
	Dissemination of activities and results in scientific conferences and platforms.	
	Publication of results in scientific venues and platforms.	
Textile Craftspeople/ Artists/ Designers	In-person workshops/ trainings/ Training Schools.	<ul style="list-style-type: none"> - Textiles and their social, cultural, economic, and aesthetic roles can be enhanced through cross-sector collaboration and dialogue.
Museum/Heritage Professionals	In-person workshops/ trainings/ Training Schools.	<ul style="list-style-type: none"> - Textile heritage and its social, cultural, economic, and aesthetic roles can be enhanced through interdisciplinary and cross-sector collaboration and dialogue.
	Dissemination of activities and results in scientific conferences and platforms.	
	Publication of results in scientific venues and platforms.	
Academic/Publishing Decisionmakers	Dissemination of activities and results in scientific conferences and platforms.	<ul style="list-style-type: none"> - Textile research and innovation are vibrant interdisciplinary fields

	Publication of results in scientific venues and platforms.	deserving of further incentives and investment.
Funding Agencies Representatives	Dissemination of activities and results in scientific conferences and platforms.	- Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment. - Textile crafts, textiles and dress are key components of Europe's cultural heritage and further investment is needed to safeguard them.
Textile Industry Representatives	Dissemination of activities and results in scientific conferences and platforms.	- Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment.
	Publication of results in scientific venues and platforms.	
Cultural and Heritage Decision- and Policymakers	Dissemination of activities and results in scientific conferences and platforms.	- Textile research and innovation are vibrant interdisciplinary fields deserving of further incentives and investment.
Environmental Decision- and Policymakers	Dissemination of activities and results in scientific conferences and platforms.	- Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices.

Table 7 – Target audiences for EuroWeb dissemination activities, specific strategies to reach them and the key messages to convey.

The primary aim of the dissemination activities outlined in **Table 7** is to bring textile research to the forefront of research in the Humanities and beyond, fostering a re-examination of European History through the lens of textile crafts, technology and economy and raising awareness for the cultural value of textile heritage. They are meant to build bridges which go beyond the textile research community, reclaiming the role of textiles in research agendas and historical narratives.

In order to do so, it is important to continue to raise the profile of this research field, highlighting its potential to contribute to broader societal debates (i.e., the sustainability of the textile and fashion industries, the key role of artists and creators in society, the

protection of material and immaterial heritage, etc.) and raising awareness among stakeholders with the capacity to allocate funding for research and development in this domain.

Ultimately, it is hoped that EuroWeb's dissemination activities will also open the doors for continued collaborations in the future and for the consolidation of a network of researchers, innovators, and creators to continue developing the field and raising its profile after the end of the Action. The inclusion of young researchers and innovators members from countries with relatively underdeveloped textile research fields in these activities and, therefore, in the networks resulting from them is also a core aim of this dissemination strategy. It is hoped that, in doing so, EuroWeb contributes to expand the field of historical and traditional textile studies, opening new research lines and creating career paths for individuals with different backgrounds.



5. PLAN FOR THE VALORISATION OF ACTION RESULTS

5. PLAN FOR THE VALORISATION OF ACTION RESULTS

5.1. Knowledge transference: disseminating the Action's results to non-academic stakeholders

As stated throughout this document, one of EuroWeb's core goals is to cross existing boundaries to give visibility to the accumulated knowledge resulting from textile research in various fields in the Humanities and beyond, making it available for different groups beyond academia and the textile field. The end goal is to show how research on historical and traditional textiles and textile crafts can contribute to ongoing societal discussions on issues such as sustainability, community-building and social cohesion.

In order to do so, EuroWeb's communication plan must be geared to generate dialogues and create synergies with different stakeholders, among which the most significant are the following:

- Cultural and Heritage Decision- and Policymakers;
- Environmental Decision- and Policymakers;
- Textile Industry Representatives.

As outlined in the previous pages, both communication and dissemination activities will contribute to raise awareness about the Action among these stakeholders and to open lines of dialogue. The present section, however, will deal exclusively with specific valorisation initiatives aimed at maximizing the social impact of the Action and its results and ensure EuroWeb's legacy through continued collaborations and future projects.

In order to reach out to the aforementioned key stakeholders defined above, and beyond contacts through Social Media channels and in the framework of scientific and outreach events, as outlined above, and other media-related activities, such as press releases connected to specific milestones of the Action (e.g., the launch of the Digital Atlas of European Textile Heritage), it is proposed that at least one major "Connect" event be organized during the 4th Grant Period.

This event, which could be organized jointly with COST and/or other interested parties and organisms, would bring together textile scholars and craftspeople, textile engineering and smart textile experts, representatives from the textile and fashion industries, European

policy makers in the fields of culture and the environment, as well as other researchers in the fields of cultural heritage and sustainable development.

The end goal of this “Connect” event is to produce a joint agenda for the future of textile studies and research and a policy paper on the promotion of natural fibres and dyes and traditional textile techniques in the framework of industrial textile production through collaboration and joint academia-industry projects. Such documents, to be disseminated as widely as possible and discussed with multiple stakeholders, are meant to make a lasting impact on the field and to prolong the legacy of the Action beyond its finish date.

Still regarding the legacy of the Action, it is also worth noting here that EuroWeb has made an explicit commitment to support young researchers and innovators, fostering a new generation of scholars and stakeholders which may develop the research lines and collaborations seeded through the Action in the future.

Among other, more informal aspects (such as informal mentoring, joint publication ventures between senior and Early Career researchers, etc.), this commitment will materialize in formal mentoring schemes with senior members of the team (see, for example, the mentoring initiative led by Mary Harlow and Susanne Lervad during the 2nd Grant Period). Other initiatives along this line include the organization of workshops on how to prepare grant and project applications and seminars about impactful data visualization, impactful scientific presentation and communication and storytelling.

If time and resources permit it, this strategy of fostering young researchers and innovators as a strategy to ensure the continuity of the research lines and networks created through EuroWeb will also result in the organization of the first edition of a “*European Young Textile Researchers Conference*”, hopefully to become a regular series dedicated to the presentation of ongoing research by PhD students and other young researchers, innovators, and creators.

5.2. Target audience, key messages, and expected impact of the valorisation of Action results

The general target audiences and key messages for the Action’s communication have been summarized above (**Table 1**). Valorisation activities are targeted specifically at non-academic stakeholders, especially industry representatives and social and political

decision- and policymakers in the fields of cultural heritage and sustainable development. Contact and dialogue with these stakeholders is seen as instrumental in promoting the broader societal aims and goals of EuroWeb and ensuring the Action’s legacy. The following Table breaks down the connection between the specific target audiences for valorisation initiative, the communication strategies deployed to reach them and the key messages structuring dissemination activities:

Target Audience	Communication Strategy	Key message(s)
Textile Researchers	Presentations in outreach events (Fairs, Open Days/ Nights, etc.).	- Textile research can make a positive impact on society and contribute to contemporary social debates.
	Dedicated ‘Connect’ Events.	
Museum/Heritage Professionals	Presentations in outreach events (Fairs, Open Days/ Nights, etc.).	- Textile heritage can have a positive impact on society and contribute to contemporary social debates.
	Dedicated ‘Connect’ Events.	
Textile Industry Representatives	Dedicated ‘Connect’ Events.	- Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production and consumption practices.
	Presentations in outreach events (Fairs, Open Days/ Nights, etc.).	
Cultural and Heritage Decision- and Policymakers	Dedicated ‘Connect’ Events.	- Textile crafts, textiles and dress are key components of Europe’s cultural heritage and further investment is needed to safeguard them.
	Presentations in outreach events (Fairs, Open Days/ Nights, etc.).	- Traditional and historical textiles and crafts are a valuable resource for inspiring creativity and contemporary artistic expression.
Environmental Decision- and Policymakers	Dedicated ‘Connect’ Events.	- Traditional and historical textiles and crafts are a valuable resource for inspiring alternative, more sustainable and responsible production, and consumption practices.
	Presentations in outreach events (Fairs, Open Days/ Nights, etc.).	

Table 8 – Target audiences for EuroWeb valorisation activities, specific strategies to reach them and the key messages to convey.

As previously stated, the primary goal of the valorisation activities of the Action are to raise awareness of the body of knowledge produced through research on historical and traditional textiles and textile crafts, as well as on material and immaterial textile heritage, highlighting the potential of said knowledge and heritage to inspire creativity and contemporary artistic expression, but also to contribute to ongoing societal debates about the sustainability of the textile and fashion industries.

In particular, it is hoped that EuroWeb's activities will result in a greater appreciation of the cultural, social, and aesthetic value of textile heritage and in collaborative work between researchers, craftspeople, artists, and designers to bring traditional textile expressions to the fore in current creation. This can contribute to bring textile heritage into fruition by a larger audience, generating curiosity and engagement with cultural traditions which can in time foster a greater social cohesion and a reinforced sense of community.

On the environmental front, the dialogue with industry representatives and political decisionmakers aims to promote further research and development initiatives focusing on the recovery of traditional materials (natural fibres and dyes) and techniques and their adaptation for industrial production. This is seen as an important contribution for the development of fairer and more sustainable production and consumption patterns.

The end goal of the valorisation strategy of the Action is to shape the agenda for the future development of the textile field as a whole, fostering a new integrated approach bringing together research in the Humanities, the Social Sciences and Heritage Sciences, the work being conducted in Textile Engineering and Material Sciences, and the search for new industrial applications to shape a synergetic textile field with great potential to advance global sustainable development goals.



6. MONITORING EUROWEB'S COMMUNICATION

6. MONITORING EUROWEB'S COMMUNICATION

In order to monitor the quality and efficiency of EuroWeb's communication activities, as well as its compliance with COST's Inclusiveness and Excellency Policy, regular surveys will be conducted directed at Action members.

The first of these surveys, about the communication activities during the 1st Grant Period, was conducted in October 2021 and the results have been reported to the Management Committee and made available through the EuroWeb website. The full report can be consulted here:

https://euroweb.uw.edu.pl/wp-content/uploads/2021/11/EuroWeb_Report_CommunicationDissemination-1.pdf

Further surveys will be conducted in the first quarter of 2023 and at the beginning of the 4th Grant Period, and the results will be duly reported to the Action leadership and the Management Committee.

The insights gathered from these reports will be reviewed and used to adjust communication activities and strategies, ensuring the maximum possible reach and a fair and inclusive coverage of as many members and aspects of the Action as possible.



ANNEXES

ANNEX 1 – PROPOSED CALENDARS FOR THE IMPLEMENTATION OF SOCIAL MEDIA FEATURES

A1.1. 'Ideal' calendar

M	Tu	W	Th	F	Sat	Sun
<i>Museum Monday</i>		<i>Work-in-Progress Wednesday</i>		<i>Fashion Friday</i>	***	***
M	Tu	W	Th	F	Sat	Sun
	<i>Textile Tuesday</i>		<i>Throw-Back Thursday</i>		***	***
M	Tu	W	Th	F	Sat	Sun
<i>Museum Monday</i>		<i>Work-in-Progress Wednesday</i>		<i>Fashion Friday</i>	***	***
M	Tu	W	Th	F	Sat	Sun
	<i>Textile Tuesday</i>		<i>Throw-Back Thursday</i>		***	***

A1.2. Low content calendar

M	Tu	W	Th	F	Sat	Sun
<i>Museum Monday</i>				<i>Fashion Friday</i>	***	***
M	Tu	W	Th	F	Sat	Sun
	<i>Textile Tuesday</i>				***	***
M	Tu	W	Th	F	Sat	Sun
		<i>Work-in-Progress Wednesday</i>			***	***
M	Tu	W	Th	F	Sat	Sun
			<i>Throw-Back Thursday</i>		***	***

**ANNEX 2 – CALENDAR FOR TARGETED SOCIAL MEDIA EVENTS AND
NATIONAL TAKEOVERS**

DECEMBER 2022

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

JANUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24 International Education Day	25	26	27	28
29	30	31	1	2	3	4

JANUARY 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2023

MARCH 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11 International Day of Women and Girls in Science
12	13	14	15 N. F. SERBIA	16	17	18
19	20	21 International Mother Language Day	22	23	24 N. F. ESTONIA	25
26	27	28	1	2	3	4

FEBRUARY 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

APRIL 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MARCH 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
5	6	7	8 International Women's Day	9	10	11
12	13	14	15	16	17 <i>N. F. IRELAND</i>	18
19	20	21	22	23	24	25 <i>N. F. GREECE</i>
26	27	28	29	30	31	1

MARCH 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY 2023

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7 Good Friday	8
9 Easter Sunday	10	11	12	13	14	15 World Art Day
16	17	18	19	20	21	22
23	24	25	26 N. F. ISRAEL	27 N. F. NETHERLANDS	28	29
30	1	2	3	4	5	6

APRIL 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JUNE 2023

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1 <i>N. F. UNITED KINGDOM</i>	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 <i>N. F. NORWAY</i>	18 International Museum Day	19	20
21 World Day for Cultural Diversity for Dialogue and Development	22	23	24	25	26	27
28	29	30	31	1	2	3

MAY 2023

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JULY 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

JUNE 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2 <i>N. F. ITALY</i>	3
4	5 <i>N. F. DENMARK</i>	6 <i>N. F. SWEDEN</i>	7	8	9	10 <i>N. F. PORTUGAL</i>
11	12	13	14	15	16 European Archaeology Days	17 European Archaeology Days <i>N. F. ICELAND</i>
18 European Archaeology Days	19	20	21	22	23 <i>N. F. LATVIA</i>	24
25	26	27	28	29	30	1

JUNE 2023

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

AUGUST 2023

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6 <i>N. F. LITHUANIA</i>	7	8
9	10	11	12	13	14 <i>N. F. FRANCE</i>	15
16	17	18	19	20	21 <i>N. F. BELGIUM</i>	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

JULY 2023

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 <i>N. F. SWITZERLAND</i>	2 <i>N. F. NORTH MACEDONIA</i>	3	4	5
6	7	8	9	10	11	12 International Youth Day
13	14	15	16	17	18	19
20 <i>N. F. HUNGARY</i>	21	22	23	24	25	26
27	28	29	30	31	1	2

AUGUST 2023

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 2023

OCTOBER 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 <i>N. F. SLOVAKIA</i>	2
3	4	5	6	7	8	9 European Heritage Days
10 European Heritage Days	11 European Heritage Days	12 European Heritage Days	13 European Heritage Days	14 European Heritage Days	15 European Heritage Days	16 European Heritage Days
17 European Heritage Days	18	19	20	21 <i>N. F. MALTA</i>	22	23
24	25	26 European Day of Languages	27	28 International Day for the Universal Access to Information	29 European Researchers' Night	30

SEPTEMBER 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 <i>N. F. GERMANY</i>	4	5	6	7
8	9	10	11	12 <i>N. F. SPAIN</i>	13	14
15	16	17	18	19	20	21
22	23	24	25	26 <i>N. F. AUSTRIA</i>	27	28 <i>N. F. CZECHIA</i>
29 <i>N. F. TURKEY</i>	30	31	1	2	3	4

OCTOBER 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

DECEMBER 2023

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10 World Science Day for Peace and Development	11 <i>N. F. POLAND</i>
12	13	14	15	16	17	18
19	20	21	22	23	24	25 <i>N. F. BOSNIA & HERZEGOVINA</i>
26	27	28 <i>N. F. ALBANIA</i>	29	30	1	2

NOVEMBER 2023

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2023

JANUARY 2024

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1 <i>N. F. ROMANIA</i>	2
3	4	5	6 <i>N. F. FINLAND</i>	7	8	9
10	11	12	13	14	15	16
17	18 International Migrants Day	19	20	21	22	23
24	25 Christmas	26	27	28	29	30
31	1	2	3	4	5	6

«EuroWeb fosters a pan-European network of scholars and stakeholders from academia, museums, conservation, cultural and creative industries. Scholars from several disciplines of the Humanities (philology, art history, archaeology, history), Social Sciences (social anthropology, ethnology, economics, law) and Natural Sciences (geochemistry, conservation, chemistry, biology) join forces to bridge current cultural, political and geographical gaps and facilitate interdisciplinary research leading to inspirational material for experts in the allied and applied disciplines of fashion, art and design.»

From the Action Memorandum of Understanding



euroweb

European | Textile | Network

