

“Ecotextyle: Vocational Education and Training on Product Environmental Management for the Footwear and Textile Sector”

2017-1-ES01-KA202-038667



Press note 1 (project start)

1. Introduction

In order to ensure a good visibility of “**Ecotextyle**” and its first meeting in Spain (M1) on each partner country at the beginning of the project, *Partner Organisations* must prepare and publish at their websites, magazines, social networks, forward to footwear and textile organisations and/or send to public media (radio, newspapers, TV, etc.) a press release about the project.

The objective of this press release is to inform the local community that your organisation is a partner of this European project, co-funded by the European Commission through the Erasmus+ Programme, the project implementation calendar, main objectives, target group, etc. and promote among the population of your communities their participation on the website of the project and Facebook.

In order to achieve this, *Partner Organisations* must disseminate this press release and sent by e-Mail to the *Coordinating Organisation* before the **19/01/2018** a copy of the final press release as well as a scanned copy of its publications, screenshots and links of the websites or media on which the press release is published.

The Press Release must include;

1. General details: name of the project and support received from the European Commission through the Erasmus+ Programme and its Key Action 2.
2. The dates of its implementation and participating countries: Bulgaria, Italy, Poland, Slovenia, Spain and United Kingdom from the **01/10/2017** to the **30/09/2019**.
3. The summary of the project: description aims, objectives, partners, calendar, etc.
4. The name of the partner organisations that will participate on the project.

Nr.	Name	Country	Website
P1	CTCR APIDIT (coordinator)	ES	www.ctcr.es
P2	Neo Sapiens SLU	ES	www.neo-sapiens.com
P3	BATTI	BG	www.batti.eu
P4	UNIVPM	IT	www.univpm.it
P5	IPS Krakow	PL	www.ips.krakow.pl
P6	Zavod IRCUO	SI	www.ircuo.si
P7	SATRA	UK	www.satrap.com

5. The logo of the Erasmus+ programme:



Co-funded by the
Erasmus+ Programme
of the European Union

Link to download:

http://eacea.ec.europa.eu/img/logos/erasmus_plus/eu_flag_co_funded_pos_%5Brgb%5D_right.jpg

6. The logo of the project:



Link to download:

https://drive.google.com/file/d/1_MuOmi5rf27GeNuPUeLgz230IHCxXu-e/view

7. Contact details: contact details of your organisation.

On the next page you can find a model or template of the article in English that can be used, modified and/or translated in order to be published on the local webs or media in each partner country.

2. Press release sample (English version)

Ecotextyle, a European initiative to educate about product environmental footprints on the footwear and textile production

Organisations from six different countries will work together on this transnational project that will take place from the 01/10/2017 to the 30/09/2019 and focused on training those working on the footwear and textile sector on sustainable productions.

The Spanish city of Arnedo will host from the 31/01/2018 to the 03/02/2018 the first transnational meeting of this project funded under the Erasmus+ programme of the European Commission. 14 professionals from the footwear, textile and education sector will meet together on this event in order to start to work on the project training materials and develop their content. "Ecotextyle: Vocational Education and Training on Product Environmental Management for the Footwear and Textile Sector", is a 24-month partnership at European level coordinated by the Centro Tecnológico del Calzado de La Rioja (CTCR) with the cooperation of the social company from Arnedo Neo Sapiens, BATTI (Bulgaria), Università Politecnica delle Marche (UNIVPM) (Italy), Institute of Leather Industry in Lodz (IPS) (Poland), Zavod IRCUO (Slovenia) and SATRA Technology Centre (United Kingdom). This development of innovation project aims to gather organisations working on the development of programmes to train and educate on product environmental footprints (PEF) on the footwear sector and the production of textile complements related to it. According to this, the main objective of this partnership will be to establish the appropriate training within SMEs or training centres to be able to implement the PEF methodology, in line with the future European policies. The idea is to work together and exchange good practices related to the training of those responsible of the product environmental management inside their SMEs and to provide them the curricular skills and competences needed for an appropriate development of their professional profiles (at local or international level). To achieve this, partner organisations will create an online training platform and face-to-face workshops on different languages dealing with issues such as product life cycle analysis, ecodesign, environmental footprints, environmental labelling, environmental product declaration, etc. combining both, formal and non formal methodologies. Thanks to all of this, "Ecotextyle" will be able to develop self assessment and training tools that could provide all the skills needed and certificate at the same time the qualifications demanded on the footwear sector for both, environmental sustainable products and producers. In order to follow the activities of this project online, you can join its Facebook page, website (www.ecotextyle.eu) and get to know or contact the partner organisation in your country (**write here the contact details of your organisation**).