

2077- Framework for Public Relations Support Services

1 Introduction

The Waste2Fresh project team are seeking a PR agency to work closely with our in-house Marketing Communications Team and EU project partners in order to effectively promote Waste2Fresh project activity and broaden our reach to potential UK, EU and international customers. Waste2Fresh need to work with a dynamic agency that understands the sustainable fashion industry and who are able to connect with this audience in order to drive enquiries. Experience of working in the clothing/textile manufacturing industry is highly desirable, as content will often require a basic level of technical understanding. The successful supplier will be required to work alongside Waste2Fresh virtually as well as its various locations where feasible and/or possible.

2 Background Information

Waste2Fresh is an EU funded project bringing an innovative solution to the textile manufacturing industry to address freshwater resource scarcity and industrial water pollution, into the market.

Alongside Waste2Fresh, CPI will support in bringing together the leading textile manufacturing companies and relevant SMEs across Europe, as well as supporting Industry Innovation and Research & Technology Organisations to accelerate and de-risk the development of an innovative solution to focus on the issue of freshwater resource scarcity and industrial water pollution.

Scarcity of freshwater and pollution of freshwater resources have become an increasing problem which has, in the past, been socially accepted. The way we manufacture clothing has become the new norm, from energy intensive industries using vast amounts of fresh water for processes such as washing, dyeing, diluting, heating, cooling, treatment and transporting products, to polluting rivers and oceans once the water has been used.

20% of the global industrial water pollution comes from textile manufacturing. In such an energy intensive industry, it is important to implement breakthrough innovations which aim to recycle water and create closed loops within the manufacturing processes.

According to the European Commission, such 'closed loops would significantly reduce the use of fresh water and improve water availability for other purposes such as farming and within the biobased industry.

The project will offer the potential for energy, water and other resource efficiency at a scale beyond energy intensive industries. The project is supported by industry stakeholders, external to the consortium, that have indicated interest to use the technologies and services developed.

Markets

The agency will need to have a broad range of understanding for all major market sectors but in particular have experience in Sustainable Fashion, Textiles and clothing industry, including leather tanning. Other markets to be aware of would be the following.

Sustainability, Circular economy, Popular Fashion Culture

Examples of any PR in the above list as well as general mainstream media such as 'The Guardian', 'Financial Times' and New York Times etc.

3 Technical Scope

Waste2Fresh will require the successful bidder to help with the below:

- Raise the profile of Waste2Fresh within our specified market in order to generate enquiries.
- Provide advice to CPI on current marketing strategy and provide input based on their specialised understanding of the fashion industry.
- Work with relevant technical teams in order to write and promote a number of project specific press releases and case studies. These will often require input from our collaborative partners who are involved in the project.
- Work closely with our in-house Marketing Communications Team and support the promotion of targeted campaigns to the specified target market.
- Write and promote technology specific blogs focussing on 'hot topics' from industry.
- Develop relationships and engage with key media contacts from regional, national, global and trade press, as well as providing own contacts within the fashion industry.

As part of your submission, we require examples of the following:

- Press releases
- Editorial
- Blogs
- Case studies
- Any other written content

Ideally, examples should be technical and sustainable fashion specific.

Media examples of where the content has featured are also required. Examples of access to other media in addition to written articles would be of interest.

4 Additional Requirements

4.1 Delivery

The team anticipates visits to our offices will be required every other month (once Covid restrictions are eased) with regular contact being made via Microsoft team meetings, Telephone or Email where required.

We require 36 outputs before the end of the project (November 2023). Depending on the needs of the project, some months may require more outputs than others.

4.2 Milestones

Payment milestones will be stipulated upon Purchase Order dependant on Waste2Fresh project requirements.