



D 17 Communication and dissemination strategy

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Executive Summary

This deliverable presents the communication and dissemination strategy for the GENDERACTION project. It defines clear and coherent messages tailored to the various project target groups identified in the strategy, reflecting the diversity of these actors as well as the EU policy cycle. It includes an overview of communication channels (such as the project website, flyer, social media etc.), presents the project's visual style, addresses data protection issues, gives a detailed plan for communicating the various project outputs and results and addresses the evaluation of the strategy's implementation.

History of changes

Revision history			
Version	Date	Created/Modified by:	Comments
0.0	24. 4. 2017	Laura Henderson, ISAS	Draft outline of the deliverable
0.1	24. 4. 2017	Marcela Linková, ISAS	Comments on the draft outline – structure
0.2	11. 5. 2017	Laura Henderson, ISAS	New additions: EU disclaimer incorporated, check against AMGA provisions on communication and dissemination, glossary of gender equality terms added
0.3	12. 5. 2017	Marcela Linková, ISAS	Comments on the draft outline
0.4	18. 5. 2017	Laura Henderson, ISAS	Incorporation of previous comments, revision of glossary of terms
1.0	24. 5. 2017	Marcela Linková, ISAS	Finalization of a draft to be distributed to project partners and associate partners for comment
1.1	29. 5. 2017	Marina Angelaki	Include specific communication channels used by project partners in raising awareness about the project at national level and communicating its outputs (e.g. Rectors' Conference, equality working group at national parliaments, our institution's website etc.).
1.2	26. 5. 2017	Jaqueline Barbara,	Encourage sharing project content on our

		MEE	<p>private social media using some common themes for dissemination? (e.g. common hashtags #genderaction, #euproject, #WomenInScience etc.).</p> <p>Facebook users could change their coverphoto to the GENDERACTION logo when attending project meetings or events, and share the website on their profiles.</p> <p>Include use of the brand and EU logos on all printed and online material.</p>
1.3	29. 5. 2017	3 RPF	<p>Clarify the meaning of civil servants in section 4.1</p> <p>Clarify participants in mutual learning workshops in section 4.1</p> <p>Section 5: include project cover letter to be used by partners, in order to ensure unified communication</p> <p>Section 7: clarification of target groups for D8, D9, D10</p>
1.4	29. 5. 2017	OPI	<p>Change reference to the Helsinki Group on Gender in Research and Innovation to Standing Working Group on Gender in Research and Innovation in view of its coming transition under ERAC as of 1 July 2017</p> <p>Section 3: broaden target groups to include all ERA-related groups and STOA</p>
1.5	31. 5. 2017	MINECO	Clarification of target groups in Section 3
2.1	30. 5. 2017	Laura Henderson, ISAS	Integration of partner comments
2.2	31. 5. 2017	Marcela Linkova, ISAS	Integration of partner comments and report finalization
3	31. 5. 2017	Marcela Linkova, ISAS	Finalization of the Deliverable to be submitted to the Commission

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1. Introduction

This GENDERACTION communication and dissemination plan is a guide for project partners on communicating the project to those outside the project. This strategy will be monitored, updated and reported upon during the course of the project. This monitoring will be based on indicators and the expected impact in the Description of Action. It describes the essential objectives of the project, and details the target groups of the project, our external partners with whom we can cooperate, what content will be disseminated to the relevant target groups, when this should take place and what medium can be used to achieve this. This document presents the initial agreed communication and dissemination strategy. The strategy will be monitored and thus it will be a living document that evolves with experiences gained during the project. The Final dissemination and communication report (deliverable 17, month 48) will feed into the project impact assessment report (deliverable 4, month 48).

The communication and dissemination strategy process can be visualised in four stages:



2. GENDERACTION messages

To communicate the project effectively, it is necessary to identify concise answers to the following questions:

What does the project address?

*An important step towards building the European Research Area is the insistence that actions must be taken by **multiple actors beyond the European Commission**: notably Member States, Research Funding Organizations (RFOs) and Research Performing Organizations (RPOs) and other stakeholders. Without sustained efforts by all these actors, gender equality will be difficult to achieve. GENDERACTION engages with these bodies and stakeholders to build capacity for change at national level.*

Why is it so important?

*Gender equality in R&D shows some positive development in terms of the statistical makeup in most EU countries, but it is by no means universal (European Commission, 2016). **The gap is increasing between less and more experienced countries in supporting gender equality in R&I.** Analysis also shows a **correlation between support for research and innovation and support for gender equality.** At the research and innovation system level, there appears to be a **correlation between a country's score in the Innovation Union Scoreboard and commitment to gender mainstreaming.** This attests to the essence of gender equality and gender mainstreaming for the inter-related societal concern*

with justice and democracy, economic development and innovation and research excellence (European Commission, 2012).

The exact formulation of the answer will depend on which target group the project will communicate with, so partners are asked to please bear this in mind. The various target groups will not all share the same awareness of the ERA roadmap priority 4, so our message must be “translated” as appropriate, drawing on the objectives as described in the project description:

GENDERACTION objectives

The overall goal of the project is to create an innovative policy community for the implementation of the gender priority in the European Research Area by setting up a network of national representatives from EU Member States and Associated Countries. GENDERACTION will support MS and AC by providing networking opportunities for relevant national authorities who have the task of pushing for implementation of ERA priority 4. Project activities will take place in cooperation with and in support of the Standing Working Group on Gender Equality in Research and Innovation of the European Research Area and Innovation Committee (ERAC) formerly known as the Helsinki Group on Gender in Research and Innovation (HG). The project will facilitate the co-creation of knowledge and strategies which will serve as practical tools to support consortium members and associated partners in their work at national level.

Specific goals and objectives of the project are:

1. *Fostering exchange in MS and AC in relation to building the ERA and implementing national ERA roadmaps through benchmarking the implementation of ERA priority 4*
2. *Build competences to implement gender equality policies and actions through mutual learning workshops and trainings for national representatives and relevant stakeholders such as Horizon 2020 National Contact Points (NCPs), RFOs and RPOs*
3. *Advance gender equality and gender mainstreaming in R&I in Europe by providing strategic policy advice*
4. *Foster the inclusion of gender equality in international cooperation in science, technology and innovation (STI) through networking with relevant supranational and international bodies*

3. Target groups

The project aims to target the following national and European authorities and stakeholders:

- **National level**

National authorities: Trainings will be organised to enhance the capacity of national representatives in Gender Equality Policy in R&I and to achieve coordination between H2020 and national priorities for gender equality. Mutual learning workshops will advance experience exchange among MS and will target primarily officially appointed national representatives and major stakeholders at national level, including Higher Education and Research and Innovation ministries.

National Contact Points and NCP networks: The project will ensure opportunities for participation in trainings for NCPs as well as access to relevant material, communicated to NCPs electronically. This will ensure an active engagement of NCPs in project activities, awareness of the project and its objectives, including access to project results in support of NCP activities at national level. Particular attention will be given to communication with the SwafS NCP Network SiS.net and the NCP Academy.

National stakeholders: Trainings will specifically target RFOs.

- **EU level**

Helsinki Group on Gender in Research and Innovation: Policy recommendations, national reports and methodologies will be communicated by the project coordinator (HG co-chair) and WP leaders (HG subgroup chairs) at HG meetings and interim via email. This will ensure that policy recommendations feed directly into national level discussions. The Helsinki Group serves as an advisory board for GENDERACTION regarding the implementation of priority 4 of the ERA roadmap.

European Commission: Targeted communication and representation at European Commission policy venues and events by consortium members. This will ensure capitalising on existing events to ensure recommendations reach the most appropriate audience of influential policy makers. This will be an opportunity to present policy recommendations, followed up by email communication. This will include national representatives at the H2020 Strategic Committee and SWAFS Working Group, chairs of H2020 Advisory Groups as well as members of H2020 AG Gender.

The Council of the European Union – Competitiveness Council: The targeted groups include EU Council rotating Presidencies, ERAC and the ERAC Steering Board, and the ERA-related groups (Strategic Forum for International Science and Technology Cooperation / SFIC, Steering Group on Human Resources and Mobility / SGHRM¹, Group on joint programming / GPC, Working Group on Open Science and Working Party for Research of the Council of the European Union. The leader of Work Package 5 Strategic policy advice (MINECO) and project coordinator will be responsible for consistent communication to ensure the policy recommendations are heard.

European Parliament: Committees of the European Parliament Women’s Rights and Gender Equality (FEMM) and Industry Research and Energy (ITRE), Committee on Culture and Education (CULT), and Science and Technology Options Assessment (STOA) will be targeted as recipients of policy recommendations.

European gender and science projects: A database of representatives of relevant projects funded in FP7 and Horizon 2020 will be collected to ensure dissemination of project materials, comprehensive invitation to project events and distribution of policy recommendations where appropriate. This list will include GENDER-NET ERA-NET, GENDER-NET PLUS ERA-NET Co-fund, GenPORT gender portal, EIGE, projects funded under H2020 and FP7 to implement cultural and institutional changes in research organizations as well as NCP Coordinators and SwafS NCPs.

Relevant stakeholder umbrella organisations: In order to access Member States across Europe, relevant Work Package leaders and the Coordinator will contact organisations such as the ERA

¹ The SGHRM will become an ERA-related Standing Working Group on Human Resources and Mobility as of 1 July 2017.

Stakeholder Platform² (members and official observers), IGLO, EMBO, EPWS, UNICA, and Rectors' conferences and Women Rector's Association (EWORA) to disseminate project results in particular policy recommendations.

- **Global cooperation in STI**

Relevant stakeholders responsible for international cooperation in STI: A database of personnel/organizations responsible for international cooperation at national level will be created with a view to disseminating project results (policy briefs and relevant policy recommendations) as an instrument of European science diplomacy in the area of gender equality and gender mainstreaming in research and innovation.

Global gender in R&I/women in science organisations: A database of organisation will be created to ensure networking via WP6 Gender in international cooperation in STI. This target group will receive information about project results (policy briefs and policy recommendations) in electronic format. The WP leader will ensure consistent communication and dialogue with this database of contacts, and will coordinate an assessment of the degree to which gender is included in international cooperation in STI.

- **Research community**

Project results will be communicated to relevant stakeholders in the academic community, particularly gender policy organizations (EWPS, EIGE) and projects (GENDER-NET PLUS ERA-NET Co-fund and cultural and institutional change projects) in order to ensure the uptake of project results and recommendation bottom up through actors working in RPOs and RFOs.

- **General public**

The project will aim to increase awareness about gender equality and gender dimension in research and innovation as a priority of European research policy through various communication channels including in particular a project **website and social media** (especially Twitter), engagement with the media and writing articles for the media.

Key target audiences				
I. National level	II. European level	III. Global level	IV. Research community	V. Other
national authorities	Helsinki Group	Bodies for int. cooperation (UN, OECD etc.)	EIGE The ERA Stakeholder Platform	the media
- research attachés	Competitiveness Council	Bodies for GE (in research)	EPWS	general public

² For more details see http://ec.europa.eu/research/era/partnership_en.htm.

- civil servants	European Commission, ERC, EIC			
NCPs	ERA Stakeholder platform		GENDER NET plus ERA-NET COFUND	
RFOs, RPOs	European Parliament		GenPORT gender portal	
	ERAC, ERAC Steering Board			
	ERA-related groups (SFIC, GPC, KT WG, SGHRM, ESFRI, OSI)		cultural and institutional change projects	
	STOA			
	EU Council rotating Presidencies			
	IGLO Informal Group of RTD Liaison Offices			
	DG Justice – gender equality			
Key communication, dissemination and exploitation instruments				
trainings	policy briefs	policy briefs	policy briefs	website
mutual learning workshops	position papers	position papers	position papers	flyer
	reports	reports	reports	social media
mid-term event, final conference				

Among these target groups we can identify those who are partner organisations, who share the same interests or objectives as GENDERACTION:

- Helsinki Group
- EIGE
- EPWS
- GENDER NET plus ERA-NET Co-fund
- GenPORT gender portal
- Cultural and institutional change projects funded by the EC
- UNESCO Chair on Gender Equality Policies in Science, Technology and Innovation
- Global Network of UNESCO Chairs on Gender
- OECD Gender Initiative
- Gender Equality organisations globally

Partnership needs to be established with these organisations, and especially where there is no prior cooperation, the project needs to communicate why this partnership is a good fit, and what potential it has for the long term.

4. Impact

GENDERACTION aims at long-term, sustainable impacts that go beyond the expected impacts specified in the Work Programme, targeting primarily policy-makers, national representatives, stakeholders and NCPs.

With the aim to create an innovative policy community to implement the gender priority in the ERA, GENDERACTION will achieve the following specific impacts by the methods described for each impact point:

- **Developing a methodology to measure progress in the implementation of priority 4 gender equality and gender mainstreaming (WP3)**
 - mapping, benchmarking and identification of best practices
 - methods and indicators to measure progress in priority 4
 - assessment of priority 4 implementation
- **Consistent and professional capacity to implement ERA roadmap priority 4 among responsible national representatives (WP 3, 4)**
 - assessment of ERA roadmap national action plans
 - at least two mutual learning workshops on national ERA roadmap implementation
- **Coordination of efforts of Member States in priority 4 (WP5)**
 - liaising with and reporting to the Helsinki Group on Gender in Research and Innovation
 - identification of and communication with responsible national representatives
 - engaging with national authorities in the Member States
 - communication and liaison with research attachés at national permanent representations to the EU
 - disseminating policy briefs
- **Enhanced expertise in gender equality and gender mainstreaming among key stakeholders** (including NCPs and RFOs most notably), with a particular focus on the relatively inactive countries (WP4)
 - interactive trainings for national representatives, NCPs in thematic areas/programmes with gender-flagged topics and key stakeholders, including civil servants and other parties involved in the drafting of position papers, Programme Committee members, members of the Research Working Parties, and other stakeholders with a focus on RFOs
- **Consistency between national gender equality strategies in research and innovation and Horizon 2020 (WP 3, 4, 5)**
 - Interactive trainings and mutual learning workshops

- **Contribute to the inclusion of gender equality and gender mainstreaming in international cooperation in science, technology and innovation (WP6)**
 - identifying relevant stakeholders at national level
 - mapping procedures and processes for international cooperation in STI at national level
 - identifying relevant stakeholders at international level
 - building a network of relevant international and supranational bodies
- **Shift in the imbalance between the proactive and relatively inactive countries in Europe (WP 3, 4, 5)**
 - creating conditions for less experienced countries to align their initiatives for gender equality in research and innovation with the more experienced countries.

4.1 Indicators to assess achievement of project objectives and impacts

Qualitative and quantitative indicators have been defined to assess achievement of the objectives.

According to the project proposal, we have identified the following qualitative and quantitative indicators for the project implementation and project assessment stages:

Project implementation stage

- Efficient methodology developed to assess ERA roadmap priority 4 implementation (WP3: milestones M6 and M7) Progress achieved in the implementation of ERA roadmap priority 4 (WP3: D6, 7; critical milestone M7)
- Number of trainings and people trained (WP 4: national representatives – 2 trainings per year for 20-25 people, NCPs – 1 training per year for 20-25 participants depending on NCP needs defined during the project and number of programmes with gender-flagged topics. An effort will be made for some of these trainings to be delivered as sessions or back-to-back with NCP Project activities or trainings in collaborations with the different NCP Networks.)
- Number of mutual learning workshops (WP4, task 4.3: 1 mutual learning workshop for HG members and cultural and institutional change projects funded by FP or Horizon Programme for approx. 65 participants; one-to-one and small group twinning events to be identified during the course of the project based on a needs-mapping process, and will be held attached to planned project events)
- Number of policy communications (WP5: 1 presentation per year to SwafS Working Group, 1 presentation per year to Working Party for Research, 2 liaisons with each presidency the country of which is a member of the consortium, yearly breakfast events for the Working Party for Research and for SwafS Working Group)
- Number of reports to and meetings with the HG (WP5: 1 annual written report, 2 in-person reports at joint meetings per year)
- Number of policy briefs (WP5: D12 and D13; WP6: D16)

- Number of new collaborations with EU and international stakeholders and organizations
- Qualitative evaluation of trainings and mutual learning workshops (WP4: evaluation questionnaire will be distributed at each event; final assessment of events to be carried out as part of WP 2, D4)

Project impact assessment stage

- Qualitative evaluation of the knowledge gained (WP3: D4 evaluation methodology and instrument will be developed and executed among event participants, national representatives and selected stakeholders – approx. 25 people)
- Assessment of reaching defined target audiences (see below) (WP7: assessment carried out as part of D18 Final dissemination and communication report)
- Evaluation of the degree of coordination of ERA roadmap implementation at the EU and MS level (WP3: D7)
- Assessment of new liaisons with relevant stakeholders beyond the EU to foster international cooperation in STI (WP6: milestone M12, approx. 30 new contacts)

5. Communication materials and events

The coordinator will be responsible for working with a graphic designer to develop a project visual style and logo. Partners will be invited to contribute to the discussion of the style and logo. The coordinator is responsible for developing the following communication materials to communicate and share the results of its actions to ensure general accessibility:

Project website: The project website will be the main communication tool of the project. It will contain all relevant project information (consortium, project structure, deliverables and impact) and present all outputs and results the website will be hosted on the Institute of Sociology website. Partners will be asked to contribute profiles for the website, and to contribute to the news related to the implementation of priority 4 in their national contexts.

Social media

- **Twitter:** To ensure fast dissemination, the project will develop strong and regular presence on social media with a particular focus on Twitter. Twitter account @genderaction_eu will be set up and project news regularly fed here. Twitter will also be used to comment on policy developments and advances.
- Partners are asked to use common hashtags on themes for dissemination for example #genderaction_eu, #euproject, #WomenInScience, #genderinscience, etc. when posting on Twitter

- **Facebook:** Partners who are Facebook users are invited to change their cover photos to GENDERACTION photos/logos when attending project events and share the project website on their profiles.

Flyer: For general distribution to European and MS policy makers, national representatives, NCPs, RPOs, RFOs, umbrella science organisations, gender equality and other stakeholders. This will be printed by the coordinator and distributed to partners.

Press releases: These will be sent to EC publications such as Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire.

PowerPoint template: this will be shared among partners for use when the project is being presented. This is an empty template for use in the development of different PowerPoints related to the Project which includes the project and EU logos, slide formats, disclaimers, brief content etc.

Letter of Introduction from the Coordinator: this will be shared among partners for establishing contact with different target groups and contacts for the project's activities. It will present a short summary of the project and a foreword by the coordinator to ensure consistence of project presentation.

Mid-term event: this is an opportunity to reflect on the impact of the project to date and collect feedback on the effectiveness of the project activities. The event will take the form of an interactive seminar and participants will be invited from national level, EU and global level.

Final GENDERACTION conference: this will be excellent opportunities to present the results and report on the impact of the project. A broad spectrum of participants will be invited at EU level (including ERAC, ERA-related groups, EP bodies, Competitiveness council etc.) and national level (national representatives, NCPs...), global level (gender equality in research organisations, women and science networks etc.) and the research community at large.

Dissemination channels at national level: partners will be responsible for disseminating information (via flyers, presentations using the project template, coordinator introduction letters, social media) about GENDERACTION at national level in addition to the specified activities described in work packages. Dissemination can take place through partner institutions' websites, national Rectors' Conferences, equality working groups in national parliaments etc.

5.1 GENDERACTION logo

The project logo has been developed in colour and negative for use, alongside the EU emblem, on all project materials. The graphic manual to support partners in their use of the logo online and in printed material is provided in the file store for partner use and is attached here in Appendix 1.

5.2 Data protection

Partners are asked to refer to WP 1 Ethics issues concerning informed consent for conducting interviews and data protection concerning collection of contacts. Regarding publication of photos, partners are asked to keep in mind data protection issues when disseminating photos of the events

where GENDERACTION is promoted. Photos are encouraged of posters, banners, family photos but not pictures of individuals without their consent.

5.3 Acknowledgements and disclaimers

According to the Grant Agreement, all project material (publications, website, flyer, etc.) must include the EU emblems and the following disclaimer:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 741466”.

The EU emblem should be located close to the disclaimer above. The project will follow the Guidelines for beneficiaries and other third parties on the use of the EU emblem in the context of EU programmes.

The Grant Agreement also states in article 29.5 that “any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains.” Therefore the following disclaimer will be used in all GENDERACTION dissemination materials:

“The views and opinions expressed in this document are solely those of the project, not those of the European Commission. The European Commission is not responsible for any use that may be made of the information it contains.”

All publications which refer to data collected from activities must include the following disclaimer:

“Results incorporated in this standard received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 741466.”

6. Communication language and glossary

This strategy aims to specify what information is essential to communicate to the various target groups. GENDERACTION will communicate with different target groups and the following issues need to be taken into account:

- Do our target groups share an understanding of the policy landscape at EC and national levels?
- Do basic terms such as ERA Roadmap Priority 4 need to be defined for some target groups?
- The target groups differ in their differing degrees of interest in and commitment to implementing policy recommendations from European level into national policy – ERA roadmap priority 4. Some audiences are committed to the process, others are less so.
- Publications arising from the project should be written in a clear and concise style taking into account the target group.

This glossary serves to ensure the GENDERACTION partners have the same terms of reference to communicate with our target groups. It serves as a tool for writing project materials to ensure that concepts are explained fully and with clarity for target audiences who may not be familiar with some terms or concepts.

European Research Area (ERA)

ERA is a unified research area open to the world based on the Internal market, in which researchers, scientific knowledge and technology circulate freely. Through ERA, the Union and its Member States will strengthen their scientific and technological bases, their competitiveness and their capacity to collectively address grand challenges.

Source: http://ec.europa.eu/research/era/era_communication_en.htm

The ERA Roadmap

The ERA Roadmap has been developed for establishing the European Research Area. It should serve the purpose of facilitating and reinforcing the efforts undertaken by the Member States. In February 2014 the Competitiveness Council called to develop an ERA Roadmap by deciding on concrete measures. Responding to this request, Member States developed a document by working through ERAC and the ERA Related Groups, in close cooperation with the Commission and the European Stakeholder Organisations. On 29 May 2015, the Competitiveness Council adopted the ERA Roadmap 2015-20.

ERA Priority 1 – Effective National Research Systems

ERA Priority 2(A) - Jointly Addressing Grand Challenges

ERA Priority 2(B) - Make Optimal Use of Public Investments in Research Infrastructures

ERA Priority 3 - An Open Labour Market for Researchers

ERA Priority 4 - Gender Equality and Gender Mainstreaming In Research

ERA Priority 5 – Optimal Circulation and Transfer of Scientific Knowledge

ERA Priority 6 – International Cooperation

Source: <https://era.gv.at/directory/230>

ERA Priority 4 - Gender Equality and Gender Mainstreaming In Research

High level objective/rationale

Both women and men are needed in research and research policy making if Europe is to achieve its ambitions in research and innovation. The objective is to foster scientific excellence and a breadth of research approaches by fully utilising gender diversity and equality and avoiding an indefensible waste of talent. In spite of national and EU-level strategies, the pace of change is slow and considerable disparities between countries remain. There are persistent gender imbalances within Europe's research and innovation systems (particularly at senior levels), and the gender dimension in research content is commonly overlooked. Addressing these issues will also reinforce the attractiveness of Europe to high quality researchers.

Top Action Priority identified through Member State consultations

Translating national equality legislation into effective action to address gender imbalances in research institutions and decision making bodies and integrating the gender dimension better into R&D policies, programmes and projects.

How does this contribute to the objective?

The ERA Progress Report 2014 shows a significant positive correlation between the existence of national laws, strategies and incentives specifically aimed at fostering institutional change and concrete action by RPOs (including gender equality plans).

Actions to promote this

At *National* level Member States and Associated Countries should develop policies on gender equality in RPOs, and regularly monitoring their effectiveness and adjusting measures as necessary. RPOs should in turn review and enhance their policies for gender equality in research and ensure their implementation. Special attention should be paid to areas where women are underrepresented (for instance in senior positions and in research management) and to the funding schemes and disciplines where the imbalances are greatest.

At *National and European* level, Member States and Associated Countries should work with the European Commission to identify good practices which could be incorporated into their national systems. Gaps in crosscutting gender equality legislation at EU and national levels should also be addressed: equality is a fundamental value of the EU but research systems tend to display exceptions that foster inequalities.

At *European* level Horizon 2020's approaches to gender mainstreaming and incorporating gender perspectives in research should be promoted as good practice in RFOs, RPOs and other international collaborations. Gender equality plans should be addressed in other relevant ERA priorities (notably Priority 3) and in the JPIs.

Source: EUROPEAN RESEARCH AREA (ERA) ROADMAP 2015-2020

<http://data.consilium.europa.eu/doc/document/ST-1208-2015-INIT/en/pdf>

National Action Plans

The ERA Roadmap is implemented nationally through relevant ERA national action plans (NAP). The deadline for adoption of national action plans was mid-2016. The process and structure of national action plans depends on national political context and research systems. The NAPs should describe the baseline situation for each priority and fix objectives (targets), and identify relevant tools/instruments for delivering these targets.

Structural change / Cultural and institutional changes

Structural change is a strategy aiming at removing the obstacles to gender equality that are inherent to the research system itself and at adapting the practices of institutions. Within an institutional change approach, the focus is on the organisation, and signifies a shift from “fixing women” approaches to “fixing institutions” and “fixing knowledge” approaches.

In the European Research Area, research organisations and higher education institutions (Research Performing Organizations, RPOs) are invited to implement institutional change relating to human resources management, funding, decision-making and research programmes. The main aims of institutional change are to enhance women’s representation and retention at all levels of their scientific careers and to promote the integration of the gender dimension in research and innovation content.

‘Cultural and institutional changes’ was originally known as ‘structural change’. While the concept of structural change can still be found in several documents and publications, it has been replaced and referred to as ‘cultural and institutional changes’ in the ERA Communication and in the EU Council Conclusions. For the purpose of this tool, the two concepts are used in an interchangeable manner.

Source: <http://eige.europa.eu/gender-mainstreaming/toolkits/gear/objectives-gender-equality-research>

Institutional mechanisms

Institutional mechanisms/national machinery are essential instruments that governments must establish or reinforce to pursue their obligation to eliminate discrimination on the grounds of sex and to achieve gender equality.

The Explanatory Memorandum to Council of Europe Committee of Ministers Recommendation (2007)17 on Gender equality standards and mechanisms lists some of the basic requirements for the creation, reinforcement or effective functioning of such institutional mechanisms including among others: “the location and the status of the mechanisms, their legal basis and clear mandate, their authority and visibility, their political recognition and funding, the need for an interdepartmental structure to co-ordinate gender mainstreaming, that must be constituted by representatives with decision-making powers, the development of gender expertise with the necessary tools and instruments, the establishment of effective channels of communication and co-operation with civil society organisations at every level, as well as with international partners and organisations”.

The same Recommendation also states that “Specific actions, including positive actions and temporary special measures, addressed at women and society at large, are recognised as the traditional mandate of national institutional mechanisms for gender equality; however, they must be complemented by gender mainstreaming, a strategy which must involve a variety of actors responsible for policies in all sectors and levels of governance”.

7. Communication and dissemination activity overview

Task/ Del.no	What will be communicated	To whom?	When should this be communicated?	Medium	Supporting/responsible for communication	Del./event date
	Press release	In the Czech Republic – Academic Bulletin of the Czech Academy of Sciences, Technology Centre, journalists Internationally – EU publications	At and around kick-off meeting	Electronically, press release	ISAS	22 May 2017 and beyond
D1	Consent procedure	a) Interviewees for WP 3 b) Interviews for WP 6	Upon invitation to interview	Email, F2F/telephone, website	Relevant WP and task leaders, ISAS	a) WP3 M4-6 July-Sept 2017 b) WP 6 M3-7, June-October 2017
D2	Data protection plan	interviewees	Upon invitation to interview	Email, F2F, website	ISAS, relevant WP and task leaders	WP3 M4-6 July-Sept 2017 WP6 M3-7, June-Oct 2017
D3	Kick-off meeting report	EC	Del. Due date M3	Participant Portal	ISAS, with comments from partners	M3 30 June 2017
D4	Project impact assessment report	EC, NCPs and NCP networks ERAC, SFIC, Working Parties of the Council of the European Union, Stakeholder platform, Competitiveness Council, Stakeholder umbrella organisations, RPOs, RFOs, EIGE, EPWS, GENDER NET plus ERA-NET CO-FUND, Gender Portal, cultural and institutional change projects European Parliament: Committees of the European Parliament Women’s Rights and Gender Equality and Industry Research and Energy Abs DG Justice – gender equality	M47 - 48	GENDERACTION conference EC conferences/events -tbi Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	ISAS, all partners at national level	M47 28 Feb 2021

D5	Report on national roadmaps and mechanisms in ERA priority 4	National reps, NCPs and NCP networks, ERAC, Stakeholder platform, Competitiveness Council, EPWS, EIGE, GENDER-NET PLUS ERA-NET Co-fund, GenPORT gender portal, cultural and institutional change projects, RPOs, RFOs, ERA Stakeholder Platform (members and official observers), EMBO, Rectors' conferences, EWORA, Abs, DG Justice – gender equality	M10 – do a press release too, and disseminate to everyone that month	EC conferences/events (tbi) Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	All partners + assoc. partners at national level AB HG members European level	M10 31 Jan 2018
D6	Report on mid-term assessment of ERA priority 4 implementation	EC and all target groups National reps, NCPs and NCP networks, ERAC, ERA Stakeholder platform, Competitiveness Council, EMBO, Rectors' conferences EWPS, EIGE, GENDER-NET ERA-NET, GenPORT gender portal, cultural and institutional change projects, RPOs, RFOs, European Parliament: Committees of the European Parliament Women's Rights and Gender Equality and Industry Research and Energy, Abs, DG Justice – gender equality	M30 – press release, disseminate to all stakeholders that month	EC conferences/events (tbi) Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	All partners + assoc. partners at national level AB HG members European level	M30 September 2019
D7	Report on final assessment of ERA priority 4 implementation	EC, National reps, NCPs and NCP networks, ERAC, ERA Stakeholder Platform, EMBO, Rectors' conferences, Competitiveness Council, HG, EWPS, EIGE, GENDER-NET ERA-NET GenPORT gender portal cultural and institutional change projects, RPOs , RFOs, European Parliament: Committees of the European Parliament Women's Rights and Gender Equality and Industry Research and Energy, DG Justice – gender equality	M47-48	GENDERACTION conference EC conferences/events (tbi) Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	All partners + assoc. partners at national level. AB HG members European level?	M47 28 February 2021
D8	Report on Training seminars provided for national	EC, Nat reps, participants (and all those invited) HG, EWPS, EIGE, GENDER-NET ERA-NET, GenPORT, RPOs and RFOs, NCP Coordinators	M46	GENDERACTION mid-term event and final conference	RPF, DLR, NHRF (EIE), ISAS	M46 31 January 2021

	representatives and stakeholders and NCPs	and NCPs in thematic areas/programmes with gender-flagged topics.		Newsletter Website Tweets EC conferences/events (tbi)	AB HG members	
D9	Report on best practice exchange and mutual learning workshops	EC, participants, HG, national reps across Europe? EWPS, EIGE, GENDER-NET ERA-NET, GenPORT gender portal and cultural and institutional change projects, RPOs and RFOs.	M46	GENDERACTION mid-term event and final conference EC conferences/events (tbi) Newsletter Website Tweets EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire)	RPF, DLR, NHRF (EIE), ISAS AB HG members	M46 January 2021
D10	Report on the best-practice exchange event of EU funded projects	Participants, EU funded cultural and institutional change projects in FP7 + Horizon 2020, EC, HG, national reps across Europe? EWPS, EIGE, GENDER-NET ERA-NET, GenPORT, RPOs and RFOs, NCP Coordinators and SwafS NCPs.	M14	Email database Newsletter Website Tweets EC conferences/events –tbi GENDERACTION mid-term event and final conference	DLR, RPF, UM, ISAS	M14 May 2018
D11	Report on “Strategic advice for enhancing the gender dimension of Open Science and Innovation policy”	Competitiveness Council, ERAC Steering Board, SFIC, Working Parties of the Council of the European Union. European Parliament: Committees of the European Parliament Women’s Rights and Gender Equality and Industry Research and Energy Global gender in R&I/women in science organisations ERA Stakeholder Platform, EMBO, Rectors’ conferences, Abs, DG Justice – gender equality	M10	Email database GENDERACTION mid-term event and conference EC conferences/events (tbi) Newsletter Website Tweets Press release: EC publications	NHRF, ISAS	M10 January 2018

				(Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers		
D12	Annual reports to the Helsinki Group	EC, HG	On-going	F2F at HG meetings and email website	ISAS	M46 31 January 2021
Task 5.3	Outreach - mapping and contacting other ERA stakeholders in R&I policy at National and EU level	ERA stakeholders in R&I policy at National and EU level, civil servants responsible for drafting national mandates, members of the Working Party for Research (research attachés at the Permanent representations in the EU), main R&I actors in each of the EU Council rotating presidencies, leaders of umbrella organizations (e.g. those in the ERA Stakeholders Platform) and working groups on gender with national representatives in other ERAC advisory groups, etc.	M3-7 June-October 2017	Desk research and personalised email, F2F meetings, EC events	MINECO In cooperation with HG representatives	M7 31 October 2017
Task 5.4	Outreach - Communication with other ERA related stakeholders	ERA related stakeholders, EU Council rotating presidencies 2017-2020, Working Party for Research, ERAC national representatives, ERA stakeholder umbrella organizations	M3-42	Breakfast events, email, EC events These events are to inform on ALL developments and outputs and results above so this is sort of umbrella	MINECO	M42 30 September 2020
D13	Report on "Mapping promising practices and policy advice on gender mainstreaming in European Funds for research and innovation" (including mid-term H2020, FP9 ERDF and ESF)	EU, HG, Competitiveness Council, ERAC Steering Board, SFIC, Working Parties of the Council of the European Union. EP Committees of the European Parliament Women's Rights and Gender Equality and Industry Research and Energy, ERA Stakeholder Platform, EMBO, Rectors' conferences, ABs	M3-42	GENDERACTION mid-term event and final conference EC conferences/events (tbi) Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	MINECO, ISAS	M42 30 September 2020
D14	Methodological framework to assess gender in international	EC, SFIC	M4-11	Newsletter Website	UL, ISAS	M8 30 November 2017

	cooperation in STI					
D15	Report on the dissemination of the HG/SFIC guidelines	EC, Competitiveness Council, ERAC Steering Board, SFIC, Working Parties of the Council of the European Union. EP: Committees of the European Parliament Women's Rights and Gender Equality and Industry Research and Energy, Global gender in R&I/women in science organisations, ERA Stakeholder Platform, EMBO, Rectors' conferences, ABs	M11	Website Tweets Email Press release	UL	M11 28 February 2018
Task 6.3	Identification and networking with Gender and science structures in 3 rd countries	Women and science networks, UNESCO, UN...	M12-30	Desk research, email, teleconferencing	MINECO	M30 30 September 2019
D16	Comparative analysis and recommendations on gender in international cooperation in STI	EC, Competitiveness Council, ERAC Steering Board, ERA-related groups, Working Party for Research of the Council of the European Union. EP: Committees of the European Parliament Women's Rights and Gender Equality and Industry Research and Energy, Global gender in R&I/women in science organisations, ERA Stakeholder Platform, EMBO, Rectors' conferences, Abs, DG Justice – gender equality	M36	position papers GENDERACTION conference EC conferences/events -tbi Newsletter Website Tweets Press release: EC publications (Horizon magazine, research*eu focus, EC newsletters, Headlines, CORDIS Wire) position papers	UL	M36 31 March 2020
D17	Communication and dissemination strategy	EC	M2	Website	ISAS, with input from all partners	M2 31 May 2017
D18	Final dissemination and communication report	EC	M47	Website	ISAS, with input from all partners	M47 31 January 2021

8. Evaluation

An evaluation of the effectiveness of this communication strategy can feed into Deliverable 4, Project impact assessment report, deliverable at the end of the project.

Potential questions for the evaluation of the communication strategy include:

- How was information used or not used?
 - Quantitative: social media presence (number of tweets/retweets), website visits/downloads, project presentations at conferences/workshops, citations of GENDERACTION policy advice documents etc.
 - Qualitative: did knowledge, attitudes, behaviours or policies change?
 - Conclusion: what channels were effective?
- How will we know if we have met our dissemination goals?
 - Contact made with contacts provided by partners according to WP leaders specifications (milestones 7, 8, 9)
 - Planned number of participants at mid-term event (40 people) and final conference (80 people) has been reached
- How can target audiences be involved in the evaluation of GENDERACTION communication activities?
 - Feedback sought from: interviewees (WP 3), event/training participants (WP 4) and mid-term event and final conference, EU policy stakeholders (WP 5), partner organisations at global level (WP 6)

Appendix 1 Project logo and manual

barevná verze
pozitiv

**GENDER
ACTION**

barevná verze
negativ

**GENDER
ACTION**

INDIGO
C 90 / M 100 / Y 0 / K 30
R 53 / G 27 / B 111
#351B6F
pantone 2695 C

BLACK
100 %

BLACK
50 %

BLACK
0 %

RED
C 0 / M 100 / Y 100 / K 0
R 237 / G 28 / B 36
#ED1C24
pantone 485 C

**GENDER
ACTION**

stupně šedi
pozitiv

**GENDER
ACTION**

černobílá verze
pozitiv

**GENDER
ACTION**

stupně šedi
negativ

**GENDER
ACTION**

černobílá verze
negativ

Gotham Rounded — light

A a Á á B b C c Č č D d Ď ě E e É é Ě ě F f G g H h
Ch ch I i Í í J j K k L l M m N n Ň ň O o Ó ó P p Q q
R r Ř ř S s Š š T t Ť ť U u Ú ú Ů ů V v W w X x Y y
Ý ý Z z Ž ž 0 1 2 3 4 5 6 7 8 9
! & @ ? * x ÷ + - = % > < — € ¥ £ \$

Gotham Rounded — book

A a Á á B b C c Č č D d Ď ě E e É é Ě ě F f G g H h
Ch ch I i Í í J j K k L l M m N n Ň ň O o Ó ó P p Q q
R r Ř ř S s Š š T t Ť ť U u Ú ú Ů ů V v W w X x Y y
Ý ý Z z Ž ž 0 1 2 3 4 5 6 7 8 9
! & @ ? * x ÷ + - = % > < — € ¥ £ \$

Gotham Rounded — medium

A a Á á B b C c Č č D d Ď d' E e É é Ě ě F f G g H h
Ch ch I i Í í J j K k L l M m N n Ň ň O o Ó ó P p Q q
R r Ř ř S s Š š T t Ť ť U u Ú ú Ů ů V v W w X x Y y
Ý ý Z z Ž ž 0 1 2 3 4 5 6 7 8 9
! & @ ? * x ÷ + - = % > < — € ¥ £ \$

Gotham Rounded — bold

A a Á á B b C c Č č D d Ď d' E e É é Ě ě F f G g H h
Ch ch I i Í í J j K k L l M m N n Ň ň O o Ó ó P p Q q
R r Ř ř S s Š š T t Ť ť U u Ú ú Ů ů V v W w X x Y y
Ý ý Z z Ž ž 0 1 2 3 4 5 6 7 8 9
! & @ ? * x ÷ + - = % > < — € ¥ £ \$

GOTHAM. SERIOUS. SOMETIMES.

48 pt

Gotham Rounded is a technical letter that goes from friendly to high-tech to cheeky with ease. Gotham typeface, inspired by signs on buildings, celebrates the workmanlike “draftsman’s alphabet” at a monumental scale. Similarly unadorned, but at a more intimate size, is the lettering of engineering: the marks on precision instruments, blueprints, stencils and templates. Drawn, stamped, engraved and routed, these forms are sensitively captured by our new Gotham Rounded family, available in eight styles including italics.

18 pt

Most fonts contain the accents necessary to accommodate the major Western European languages, at the expense of the rest of the world. Type foundries have traditionally addressed these absences on an ad hoc basis, creating one-off variants like CE (Central European) which might handle Polish, Czech, Hungarian, or Romanian — but not necessarily all of them. Often ignored were major languages like Turkish, with fifty million speakers, and “minor” ones like Catalan — a language commonly neglected, yet more widely spoken than Danish.

Unlike legacy formats such as PostScript and TrueType, OpenType fonts are virtually limitless in the number of characters they can contain. In preparation for moving its library into OpenType, Hoefler & Co. established the Language Research Program in 2005, in order to develop updated specifications for its Latin-based character sets. The initial product of this research is our Latin-X™ character set, which expands the reach of a typeface to an additional 200,000,000 readers worldwide. This character set reflects not only a more accurate awareness of the political landscape of language, but the most up-to-date understanding of cultural norms.

8 pt

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8 pt

AVENTIR

dopňkový font

Adrian Frutiger designed Avenir in 1988, after years of having an interest in sans serif typefaces. In an interview with Linotype, he said he felt an obligation to design a linear sans in the tradition of Erbar and Futura, but to also make use of the experience and stylistic developments of the twentieth century.

ARIAL

nouzový font

The Arial typeface is one of the most widely used designs of the last 30 years. Drawn in 1982 by Monotype Imaging designers Robin Nicholas and Patricia Saunders for use in an early IBM laser printer, Arial has become a staple for textual content. While some believe Arial has its design roots in the Helvetica typeface, its foundation is actually in the Monotype Grotesque design, drawn at the turn of the last century.



