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**GENDERACTIONplus**

Project title:

**Gender Equality Network to Develop ERA Communities To coordinate Inclusive and sustainable policy implementation**

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## **Deliverable 8.1**

# **Communication and Dissemination Plan and Project Promotion Kit**

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## LIST OF ACRONYMS

AC	Associated Countries
CESAER	Conference of European Schools for Advanced Engineering Education and Research
C&D&E	Communication, dissemination, and exploitation
CSO	Civil Society Organisation
CoP	Community of Practice
EARTO	European Association of Research & Technology Organisations
EUA	European University Association
EC	European Commission
EGET	European Gender Equality Taskforce
ERA	European Research Area
EP	European Parliament
EPWS	European Platform of Women Scientists
EWORA	European Women Rectors Association
GE	Gender Equality
GENDERACTION	Gender equality in the ERA Community to Innovate policy implementation
GEP	Gender Equality Plan
GBV	Gender-based violence
H2020	Horizon 2020
HE	Horizon Europe
KPIs	Key performance indicators
LERU	The League of European Research Universities
M&B	Monitoring and benchmarking
MB	Management Board
MLWs	Mutual learning workshops
MS	EU Member States



NIP	National Impact Plan
NCPs	National Contact Points
OECD	The Organisation for Economic Co-operation and Development
RFOs	Research Funding Organisations
R&I	Research & Innovation
RPO	Research Performing Organisation
UNESCO	United Nations Educational, Scientific and Cultural Organization
UN	United Nations
WP	Work Package



## EXECUTIVE SUMMARY

This document outlines the communication, dissemination, and exploitation activities of GENDERACTIONplus project with the aim to maximise the achievement of the planned project impacts.

The document identifies the project target groups and describes the communication activities in detail. In addition, it aims to support the work of all GENDERACTIONplus Work Packages (WPs) by providing suitable communication and dissemination tools, and to ensure well-planned and coordinated actions among various target groups. It also introduces the monitoring indicators and reporting requirements for all partners.



## 1. INTRODUCTION

### 1.1. About the project

Building on the Horizon 2020 project GENDERACTION, the overall goal of GENDERACTIONplus is to contribute to the coordination of gender equality and inclusiveness objectives of the new European Research Area (ERA) through the development of two communities of practice (CoPs), one consisting of representatives of national authorities and the second of representatives of Research Funding Organisations. The network consists of a total of 22 EU Member States (MS) and 3 Associated Countries (AC) with 26 project partners and 14 Associated partners.

Adding the plus sign to former GENDERACTION refers not only to the fact that it is a follow-up project but also to make explicit that it also addresses diversity and intersectionality (the gender+ approach).

Specifically, the GENDERACTIONplus project aims to:

- Develop strategic policy advice on existing and emerging policy solutions;
- Enhance the policy-making process through engaging with stakeholders, civil society organisations and citizens;
- Build capacities, competence and expertise for gender equality and mainstreaming in Research & Innovation among the policy and RFO community members, with special attention to countries with a less comprehensive policy;
- Create impact through communication, dissemination and exploitation.

Thematically, the project focuses on:

- Intersectionality and inclusiveness
- Gender-based violence
- Gender dimension in research and innovation
- Monitoring and evaluation of European research area (ERA) gender equality actions
- Promoting institutional change through Gender equality plans (GEPs)

GENDERACTIONplus aims to achieve the following impacts:

- Advanced policy coordination among MS and AC and through stakeholder and citizen engagement.
- Improved research careers and working conditions in European R&I, by developing policy dialogue and solutions on inclusion and intersectionality, combating gender-based violence and promoting institutional changes through GEPs.
- Increased research quality and social responsibility of knowledge through the integration of gender dimension in research and innovation (R&I).
- Reduced geographic inequality by targeting less experienced/engaged countries and regions.





## 1.2. Document objectives

This document outlines the communication, dissemination, and exploitation (C&D&E) activities of the GENDERACTIONplus project to maximise the achievement of the impacts as defined in the previous section.

The document identifies the relevant target groups and describes the C&D&E activities in detail. In addition, it aims to support the work of all GENDERACTIONplus WPs by providing suitable communication and dissemination tools, and to ensure well-planned and coordinated actions among the various target groups. It also defines monitoring indicators and reporting requirements for all partners.

## 1.3. C&D&E objectives

The objective of GENDERACTIONplus in C&D&E is to ensure external communication and dissemination of GENDERACTIONplus outputs through the defined communication channels, by tailoring the messages to the defined target audience.

In interaction with stakeholders and the public, the project will aim to increase the buy-in and uptake of policy solutions set by the new European Research Area in the area of gender equality in research.

The overall objective is to raise awareness of gender equality (GE) policy solutions among the defined target groups. Finally, the C&D&E activities will create an impact through the execution of National impact plans (NIPs) and the EU impact plan.

# 2. COMMUNICATION AND DISSEMINATION PLAN

## 2.1. Target audiences

GENDERACTIONplus will address various target groups both at the EU and national levels throughout its implementation. These target groups are both internal (e.g. primarily consortium members in case of capacity building and MLW events) and external to the project consortium. These include especially:

- representatives of national / regional authorities (e.g. policy makers, ministries, working groups, advisory bodies);
- National Contact Points – (NCPs);
- representatives of Research Funding Organisations (RFOs);
- policy makers at the EU level (especially representatives of the European Commission (EC), the European Parliament (EP) and Council of Europe);
- ERA stakeholders (such as CESAER, EARTO, eurodoc, EUA, EWORA, LERU, Science Europe) and other European R&I umbrella organisations;
- relevant Civil Society Organisations (e.g. EPWS, Marie Curie Alumni Association and other relevant CSOs) and interested members of the public;
- Representatives of Research Performing Organisations (RPOs);
- Horizon 2020 and Horizon Europe (sister) projects (e.g. UniSAFE, INSPIRE, GEP implementing projects);
- global stakeholders (UNESCO, UN, Global Research Council and OECD representatives).



A list of contacts at the global, EU and national/regional levels will be created as a part of the NIPs and the EU Impact plan preparation (see below). The lists will be stored on the project [SharePoint](#) and regularly updated.

## 2.2. Dissemination

The main dissemination activities are:

- policy briefs with recommendations for stakeholders;
- position papers (provided, for example, in the context of public consultations of the EC);
- benchmarking analyses and reports;
- interactive presentation of monitoring indicators (data dashboard);
- stakeholder events open to target groups outside of the consortium (e.g. mid-term and final events).

*Table 1 Overview of dissemination activities of project results*

Project results/ dissemination activity	Target group(s)	Timescale and project tasks involved	Expected impact / metrics
Mapping and benchmarking	national authorities, RFOs, RPOs, EU policy makers, ERA stakeholders, umbrella organisations, global stakeholders, interested public	M1-M14  T2.1.1, T2.2.1, T3.1, T3.2, T4.1, T4.2, T6.1	Filling knowledge gaps, providing examples of promising and good practices and basis for policy advice / 5 reports; Number of views (website, social media).
Policy briefs and position papers	national authorities, RFOs, RPOs, EU policy makers, ERA stakeholders, umbrella organisations, global stakeholders, interested public	M12-36  T2.1.3, T2.2.3, T3.3, T4.3, T5.3, T6.5	Provide strategic advice and policy solutions / 12 policy briefs/position papers created; Number of stakeholders reached, Number of views (website, social media)
Data dashboard	all target groups	M12-36  T5.4	Presentation of monitoring indicators / Number of views (website)
Capacity building and MLW	national authorities, RFOs	M4-36  T2.1.2, T2.2.2, T3.3, T4.2, T5.1, T6.4  T7.2, T7.3, T7.4, T7.5	Capacities, competence, and expertise built / Number of events: 18, participants and views (if the recording is public)

## 2.3. Communication events and channels

Communication activities will be undertaken to support dissemination and project execution through the use of professional and effective messages and communication tools. The GENDERACTIONplus project will use the website address and social media accounts established under the previous H2020 project GENDERACTION. This will enable the project to capitalise upon already well-established, and to a certain extent, well-known communication channels and build upon the audience already established during the GENDERACTION project. Furthermore, this approach will contribute to greater sustainability and visibility of the results of the previous project.

To achieve all C&D&E objectives, the following communication channels will be managed:

### 2.3.1. Project website



Figure 1 Draft of the graphic design of the project home page

The main communication and dissemination tool of GENDERACTIONplus project is the website. A new project webpage will be accessible at the URL <https://genderaction.eu/> which has been established during the H2020 project GENDERACTION. To ensure sustainability, the old website with its whole content will be archived under the address <https://h2020.genderaction.eu>. This will ensure that all links to the PDF documents such as policy briefs and reports created under GENDERACTION project will remain unchanged and functional. The old website will also be referenced in the footer of the new website.

The GENDERACTIONplus website will contain all relevant information about the project, GENDERACTIONplus consortium, WPs, the CoPs and will present all dissemination outputs and activities. The website will further inform about news in GE in R&I, refer to significant other sources of information such as materials from the ERA Forum and gender equality actions taken by this body and will include a list of GENDERACTIONplus sister projects. The website will link to the project social media channels (Twitter and YouTube) and will allow newsletter subscriptions.

The website is built using WordPress open-source software and will use reliable plugins to support its functionality. Accessing, editing, updating, and uploading the content will be undertaken by the WP8 leader. Partners will be asked to contribute to creation of the website content, to help feed the news section and by providing information about recent developments in GE in R&I in their countries. For this purpose, a reporting template has been developed and shared with all consortium members (see below under Monitoring tool).

The GENDERACTIONplus project will use Google Analytics to monitor the website performance. The google account will be configured to secure the use of personal data. The data protection on the website will be ensured by the implementation of 1) information about cookies consent and 2) a privacy policy page with details about how the data is stored and processed on the website.

## 2.3.2. Social media

Similarly, as in the case of the website, GENDERACTIONplus will continue to build upon the social media presence developed by GENDERACTION project and will utilise existing social media accounts.

### 2.3.2.1. Twitter

The Twitter account [@GENDERACTION\\_EU](#) has more than 1,600 followers as of August 2022. It successfully managed to join and co-create a vivid Twitter community of experts on GE in R&I and of the EU funded sister projects through joint campaigns, calls for actions and other activities during GENDERACTION project implementation (see more in the [Final Dissemination and Communication Report](#)). GENDERACTIONplus will take advantage of this position and will continue its communication activities using same account name.

[@GENDERACTION\\_EU](#) Twitter account will communicate the project's activities and outputs to representatives of GENDERACTIONplus target groups who are active users of this social media. The experience gained during the implementation of GENDERACTION project will be utilised to achieve the project impacts. The Twitter account will be used to mobilise the interested community to participate in events and public consultations, find new allies and connections, identify opportunities, increase the visibility and the impact of the project, as well as to present project results, share news on GE in R&I, cooperate with sister projects, and communicate with stakeholders and target groups.

To facilitate the full exploitation of Twitter activities, TweetDeck, a social media dashboard application for the management of Twitter accounts, is used. It allows users to send, schedule and receive tweets



and private messages, view specific profiles, create lists of them and follow important conversations marked by hashtags. The Twitter account performance will be measured using Twitter Analytics.

Partners are asked to contribute to the visibility of GENDERACTIONplus Twitter by retweeting, commenting on the Tweets, tagging the project account (if they tweet under their own Twitter profiles) and ensuring the support of their institutional communication departments (e.g. by keeping the information in the consortium contact list up-to-date, adding their Twitter addresses and those of their institutions, and joining campaigns, etc.). The responsibility to manage the Twitter account lies with the WP8 leader.

Figure 2 GENDERACTIONplus Twitter profile



## 2.3.2.2. YouTube

The project's YouTube channel serves as a storage facility for event recordings that will be promoted via Twitter and embedded in the project website. The channel will also contain other project videos that will, for example, present the results of the project. For monitoring the channel performance, YouTube video analytics will be used.

Again, the YouTube account of GENDERACTION H2020 will be used for presenting the videos of GENDERACTIONplus. The channel has been established on November 2020 (a year before the end of GENDERACTION project) and as of August 2022 it has 62 subscribers, 29 videos available, and 5,168 views. YouTube channel will be managed by WP8 leader.

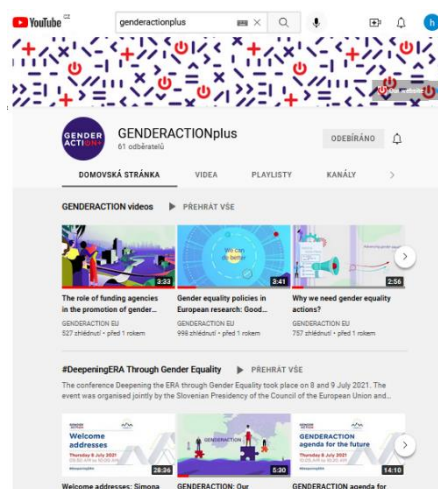


Figure 3 GENDERACTIONplus YouTube channel

## 2.3.3. Newsletter

Biannual project newsletters will be published starting in M7 (December 2022), and will feature project news, outputs, events and activities, and gender in R&I policy area news. The MailChimp platform will be used for its primary distribution.

Newsletter subscription will be available on the project home page. The consent from subscribers to the processing of personal data will be requested, and a link to a more detailed page on personal data protection will be provided.

The transition between GENDERACTION and GENDERACTIONplus projects and GDPR compliance concerning the newsletter was ensured by asking subscribers in the last newsletter issue if they agree to stay subscribed in case that the GENDERACTIONplus project was awarded. A similar text was placed on the webpage with the newsletter subscription. A new contacts' segment was created in MailChimp to collect contacts providing consent to receive the GENDERACTIONplus newsletter. As of August 2022, the newsletter has 615 subscribers.

Based on a positive experience during GENDERACTION project, newsletter and social media subscription will be a standard part of registration forms for project events, especially those targeting external audiences such as mid-term and final events.





#### 2.3.4. Flyer(s)



A flyer is a part of a Project Promotional Kit (see below). It will contain information about the objectives, activities, and planned outputs of the GENDERACTIONplus project. The flyer is designed by WP8 leader to be a communication tool for general distribution to all interested target audiences, including European and MS policy makers, ERA stakeholders, NCPs, representatives of RPOs, RFOs, CSOs, and citizens. The flyer is expected to be updated to introduce project outputs and impacts in a more advanced phase of the project implementation.

*Figure 4: Project flyer*

#### 2.3.5. Press release(s)

Press releases will feature project results of wider relevance and interest to the media and will be used as an alert for relevant media (such as Euroactive, EU Observer, Politico, New Europe, Research\*EU Focus, Horizon Magazine, and others) in case of GENDERACTIONplus events. Project press releases will be produced by WP8 leader (with an ad hoc support of partners depending on the topic addressed) and will be published on the project website. Partners will be expected to translate the text into their national languages, adjust it for current policy contexts and national debates, and distribute them within their networks and to national media. Partners will be also encouraged to create their own press releases in case of advancements or events connected to GENDERACTIONplus (e.g. as a part of their NIP implementation). Such press releases will be communicated to the WP8 leader and will be part of the reporting.

#### 2.3.6. Policy briefs

Policy briefs aim at stakeholders at the EU and national level as well as all other relevant GENDERACTIONplus target groups that are involved in the policy making process. Their goal is to briefly inform about state of the art, present new findings that project created through mapping and benchmarking and other expert outputs and provide policy advice with specific recommendations. The focus of the policy briefs will be primarily on the five thematic areas of the GENDERACTIONplus project (see above). Policy briefs will be produced by WP leaders responsible for their delivery, with support or cooperation of other partners. The policy shall always reflect the position of the entire consortium, with collective authorship.

#### 2.3.7. Project conferences

Two main events are planned within GENDERACTIONplus project. A mid-term and final conference will be organised with the goal of increasing the impact of the project and the buy-in and uptake of policy solutions supporting GE in R&I. Project events will be one of the main opportunity to exchange with stakeholders and representatives of project target groups.

### 2.3.8. Other activities

GENDERACTIONplus plans to contribute to social media campaigns organised with sister projects, for example, on the International Day of Women and Girls in Science or International Women's Day. Partners will be informed about how to participate, and it will be expected to contribute to these campaigns. Also, other external events of stakeholders and target audiences will be actively monitored and used to increase awareness about GENDERACTIONplus outcomes (such as the European Conference on Gender Equality in Higher Education, European Research and Innovation Day, etc.). Partners will be encouraged to help identify such events and contribute by participating as speakers if possible. An overview of these windows of opportunities and events where consortium members actively participate will be available on [SharePoint](#) as a part of the reporting on WP8 activities.

Other communication and dissemination activities GENDERACTIONplus partners will strive to undertake are articles, interviews and other forms of project (outputs) presentations in media, papers published in peer reviewed scientific journals, and/or presentations at stakeholders' events and meetings.

## 2.4 Exploitation of project results

The project has the ambition to support the development and implementation of new measures and policy initiatives in the ERA. For this purpose, the consortium will develop NIPs (T8.4, M6-36) and the EU Impact Plan (M3-36, T8.5) to ensure impact at the national and European level by exploiting project outputs.

The impact plans will go beyond communication, although they can also contain activities in this area. The NIPs and EU impact plan will specify the approach and particular steps or activities to reach the chosen impact. They will contain the goal, tasks, responsibilities, timing, monitoring indicators, target audience, and other important information. Partners will report on NIP execution on a semi-annual basis, with revision and updates of NIPs on an annual basis. To launch this activity, a workshop(s) will be organised to present tools and processes how to design and execute the NIPs. Associated partners will disseminate project results and report on this activity as a minimum level of their involvement. The support of Gender Equality Task Force – EGET in the implementation of NIPs is planned.

The NIPs and the EU impact plan will also ensure that the target groups are systematically addressed with carefully tailored messages and that the whole C&D&E process is monitored.

The project outputs will be disseminated and promoted throughout the project and windows of opportunity will be actively sought and used. The exploitation of results is planned to continue beyond the lifetime of the project, through continued engagement of the consortium members in work on gender equality at the policy and RFO levels.



## 3. PROJECT PROMOTIONAL KIT

### 3.1. Introduction

The following text introduces the GENDERACTIONplus visual identity and provides the basic communication tools and templates to ensure consistency of the C&D&E by all partners.

### 3.2. Visual identity

GENDERACTIONplus builds on the visual identity used by the H2020 project GENDERACTION. However, some elements are further elaborated or more emphasis is placed on them. The project logo manual is available on [SharePoint](#).

#### 3.2.1. Logo

The GENDERACTIONplus logo was updated by adding the plus sign to the logo of the GENDERACTION project. The design works most prominently with the button ON in meaning launching a change, turning things (gender equality) on, “I got it” etc. Adding the plus sign refers not only to the fact that it is a logo of a follow-up project but also to make explicit that it also addresses diversity and intersectionality (the gender+ approach).

The logo is available in two versions: 1) full version with the project name and project acronym and 2) the basic version with the project acronym only. Both versions are available in positive and negative colour versions, in positive and negative shades of grey and in monochromatic black and white. **For standard use, the basic version (2) of the logo is preferred.** All logos are stored in the GENDERACTIONplus [SharePoint](#).



Figure 4: GENDERACTIONplus logo full and basic version

**For the standard use the basic logo with project acronym is recommended.**





**GENDER  
ACTION+**



Figure 5: Basic GENDERACTIONplus logo, positive and negative colour versions

**GENDER  
ACTION+**



Figure 6: Basic GENDERACTIONplus logo, shades of gray positive and negative

**GENDER  
ACTION+**



Figure 7: Basic GENDERACTIONplus logo, monochromatic versions black and white

### 3.2.2. Colour scheme

For GENDERACTIONplus project, a new complementary colour – green (**#3ce1bc**) – was added to the GENDERACTION colours indigo (**#351B6F**), red (**#ED1C24**) and shades of gray. The reason for this was the need to expand the colour combinations for graphic designs including the website while maintaining visual connection to the previous project.



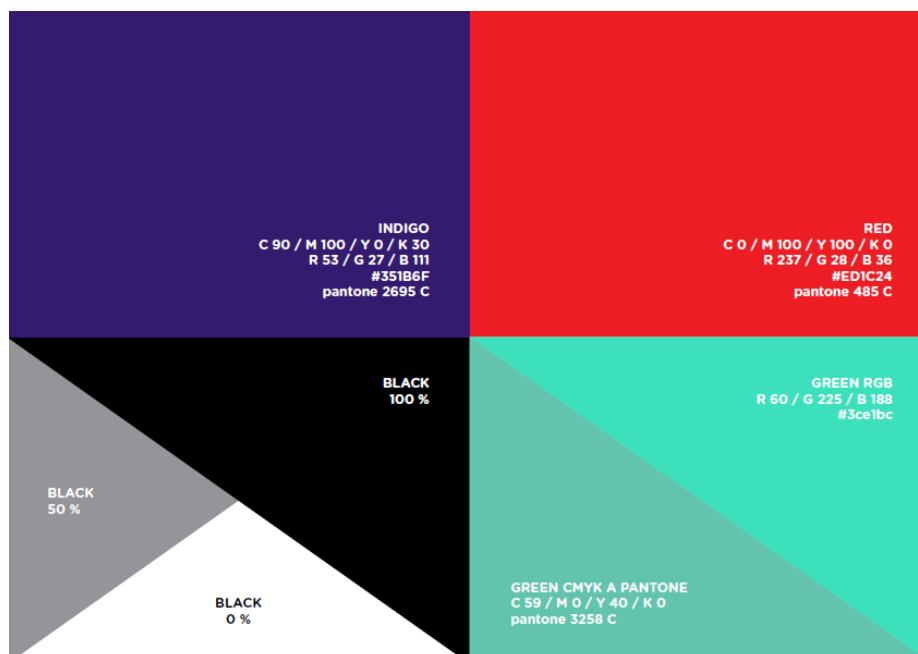


Figure 8: GENDERACTIONplus colour scheme

For graphical purposes, the shades of the two basic and complementary colour graduated by 10% can be used.

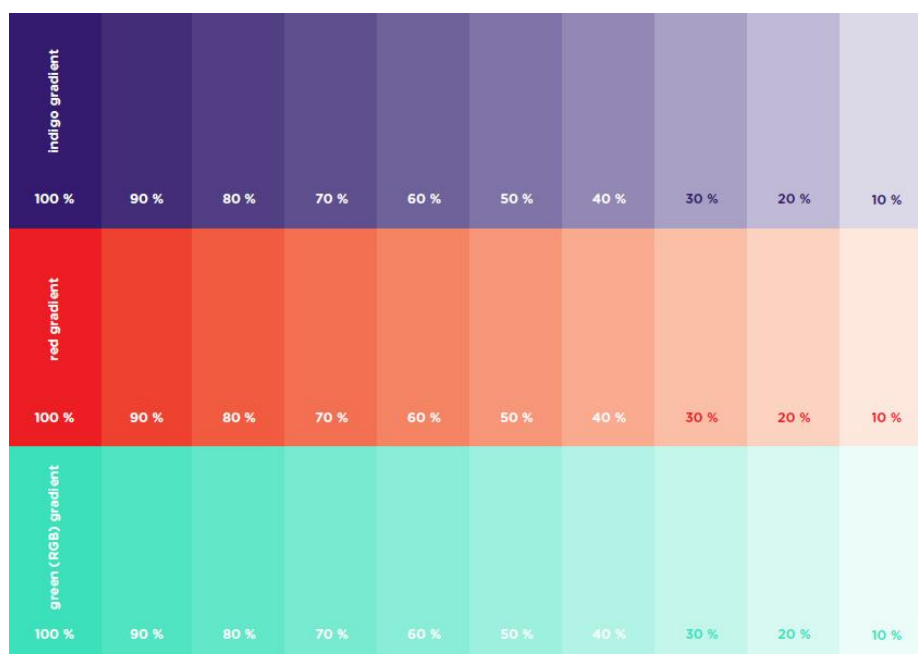


Figure 9: Shades of basic and complementary colour

### 3.2.3. Fonts

The font of GENDERACTIONplus logo is **Gotham Rounded**. New licence rules of this font line, however, do not allow us to work with it anymore, therefore for the new website graphic design the open-licensed **Quicksand** has been chosen.

For graphic materials produced for the project (policy briefs, flyer and other materials that will be created in cooperation with graphic designer) the font **Avenir** will be used.

**Arial is a font for standard everyday use for all materials and documents created by consortium members** (reports, policy briefs and all other materials).

Quicksand – Light

GENDERACTIONplus

Quicksand – Regular

GENDERACTIONplus

Quicksand – Medium

GENDERACTIONplus

Quicksand – Bold

GENDERACTIONplus

Avenir

GENDERACTIONplus

Avenir – Bold

GENDERACTIONplus

Arial

GENDERACTIONplus

Arial – Bold

GENDERACTIONplus

Figure 7: web font Quickstand, graphic font Avantir and consortium standard font Arial.

## 3.3. Project presentation texts and materials

All project templates and materials are available on [SharePoint](#). Partners are required to use them.

### 3.3.1. Claim

Apart from the logo, the following tagline can be used for communicating the GENDERACTIONplus project in the most concise form:

“Advancing gender equality in the European Research Area through capacity building, policy exchange and coordination, and provision of strategic policy advice.”

### 3.3.2. Flyer

The GENDERACTIONplus flyer presents basic information about the project, and it is assumed that the flyer will be updated during the project implementation to make outputs and later as well the achievements more visible. The flyer will be uploaded on the new project website and is available to consortium members on [SharePoint](#).



### 3.3.3. PPT about GENDERACTIONplus

A PowerPoint presentation about the project, with a short summary of the main project objectives and WPs is ready to be used, adjusted and/or translated into national languages by all project partners. The project PPT can be downloaded from the GENDERACTIONplus [SharePoint](#).

## 3.4. Project Templates

In addition to project presentation materials, project templates are available to support the consortium members and to ensure uniform communication and visual style. **All templates will be available on [SharePoint](#) in the folder Templates.**

### 3.4.1. Letterhead

A template with a header, footer and set formatting is the most basic template that can be customized according to needs.

### 3.4.2. Letter of introduction

A letter of introduction is a tool to support partners in reaching target audiences. The letter of introduction is to be adjusted (and/or translated) for each specific occasion. It provides basic information about the GENDERACTIONplus project and useful hints what information to include.

### 3.4.3. PPT

An empty PPT template for use by the consortium utilises the GENDERACTIONplus graphic style and contains various slide formats to meet different needs.

### 3.4.4. Deliverable

A deliverable report template contains all requested formatting and information, including a useful excerpt from the Project Handbook on file naming, text formatting and citations.

### 3.4.5. Policy brief

A template with suggested content elements and graphics is based on the GENDERACTION policy briefs and European Policy Brief template.

### 3.4.6. Press release

A basic template for project press releases contains hints, basic information about GENDERACTIONplus project and contact information.



#### 3.4.7. Virtual background

Partners are invited to consider using a project background during online events where the GENDERACTIONplus project and its outputs are presented. There are three options, the white one, the light one, and the dark one. All are available on [SharePoint](#).

#### 3.4.8. Registration form

All GENDERACTIONplus events (except for local events organized within NIPs) will have a registration on the project website (if the event is open to external audiences), or on Google form (if it targets consortium members, such as capacity building and MLWs).

It is recommended that the registration form template is used for all events (including those organised within NIPs). All event materials should contain the funding acknowledgement, the GENDERACTIONplus logo, information about consent with processing and storage of personal data and consent with photography/video taken for the project's promotional purposes.

To allow better monitoring and reporting of project target groups reached, it is highly recommended that participants are asked to indicate which target groups they belong to in registration forms. Event forms (especially in the case of events open to external audiences) have also proved to be a great tool for gaining new project social media followers and subscribers to project newsletter in the past. Therefore, it is recommended to continue this practice.

Partners are asked to create a copy of the prepared registration form template and adjust the form as needed, so that the template is ready for other events and can be used in the future. The templates are available on [Google Forms](#) and on [SharePoint](#).

#### 3.4.9. Attendance sheet

In case of physical events, partners should use the project attendance sheet template to capture all relevant information, particularly information required for reporting. In addition, event materials' templates such as direction signs and name tags are available on [SharePoint](#) for use by the consortium. In case of online events – apart from the list of registered persons – partners in charge of organising the events are responsible for creating printscreens of the screen with all the participants.



## 4. C&D&E MANAGEMENT

### 4.1. EU funding acknowledgement & Disclaimer

Unless the Commission requests or agrees otherwise, or unless it is justifiably impossible, **all dissemination of results** (in any form, including public and confidential deliverables, conference/workshop presentations, journal papers, and any type of information or promotional material) **must: a) display the EU emblem** (see [The use of EU emblem in context of EU programmes 2021-2027](#) on SharePoint); and **b) include the text about EU funding acknowledgement**.

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under Article 17.2 of the Grant Agreement, the beneficiaries may use the EU emblem without first obtaining approval from the Commission. This does not, however, give them the right of exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

**The approved form of EU funding acknowledgement & Disclaimer is below** (and available on [SharePoint](#)):



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Views and opinions expressed here are those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

### 4.2. Responsibilities

The WP8 leader is responsible for planning, coordinating, and managing the overall external communication and dissemination activities. This includes managing the website and social media, and preparing templates and communication materials, such as flyers. It also includes coordination and organisation of mid-term and final events.

All partners are responsible for implementing the Communication and Dissemination Plan and for recording and reporting their activities and plans concerning WP8 activities regularly. Partners are e.g. expected to translate press releases or create their own (for example, in the case of NIP events) and disseminate them, to provide short texts with inputs/information about the news in GE in R&I in their countries, to disseminate project outputs and contribute to the GENDERACTIONplus visibility by sharing, dissemination and presentations. Partners are also encouraged to write a brief report from events they organise as background material for project communication channels, including providing photo material.

WP leaders are responsible for providing information and background texts to the WP8 leader for the planning and design of the external communication and dissemination action (website, events, reports, policy briefs, trainings, etc.).



### 4.3. Internal coordination structure

**All partners are expected to contribute to the C&D&E activities and to report on them.** For this purpose, a reporting file has been developed. This file will capture all consortium activities both in the past and the future such as publications, project dissemination activities (events, project presentations at external events, etc.). All partners will be asked on a monthly basis, before each Management Board (MB) meeting, to add their inputs in the reporting file (see below details under Monitoring tool).

Another internal C&D&E coordination line will be set between the **thematic WPs and WP8** through monthly MB meetings. C&D&E will be a stable part of the MB meeting agenda under coordination of WP8 leader where issues, needs and plans connected to C&D&E will be discussed.

NIPs to be developed by each partner will support the coordination, management and implementation of C&D&E at the national/consortium partner and Associated partner organisations levels. The partners will be required to report on the implementation to the relevant task leader on a semi-annual basis in task 8.4. For this purpose workshop(a) will be organised and partners will be provided with more detailed information.

The NIPs will focus predominantly on each organisation/national level and the creation of impact there. Although internally the NIPs can be used to track the communication activities at the national level, these will be also regularly reported at consortium level.

### 4.4. Monitoring tool

The reporting file contains several sheets. It monitors communication and dissemination activities – what target groups were addressed, connection of activities to the WP(s), indication of responsible partner(s), etc. These sheets combine reporting based on the GENDERACTIONplus project activities and the reporting requirements of the EC Participant Portal.

The file also contains sheets for partners to notify their intent to present GENDERACTIONplus at external events or meetings, to organise an event, and to indicate their plan to create any scientific publications that utilise knowledge produced during the project implementation (in order to manage access rights).

Partners are also welcomed to contribute to the file sheet focused on providing tips on the news about GE in R&I and policy developments at their national/regional levels. They will also be requested to add any opportunities that would be useful for project C&D&E activities. The monitoring tool is available on [SharePoint](#).

### 4.5. Communication and dissemination evaluation

This Communication and dissemination plan was developed together with the Project promotional kit (T8.1) at the beginning of the project (August 2022, M3). The implementation of tasks and approach set out in this document will be evaluated and revised halfway through the project in January 2024 (M20).

For the above mentioned reporting the shared file will be used. During the evaluation the effectiveness of the activities will be analysed, and the status of indicators will be compared against key performance indicators (KPIs) (see below).



#### 4.6. Communication and dissemination timeline

A **communication timeline** is part of the Communication and dissemination plan and reflects the timing of the WP outputs, all WP7 events, and the mid-term, and final events. The communication timeline is available on [SharePoint](#) as a part of the monitoring tool and will be regularly updated.

#### 4.7. Key performance indicators

KPIs measure the performance overtime and provide an indication of a progress toward an intended result. The KPIs were set based on the experience from the previous GENDERACTION project and with taking into account the length and the thematic areas GENDERACTIONplus deals with.

Table 2 Overview of KPIs

Indicator	Target 1: output(s)		Target 2: impact	
		Status (August 2022)		Status (August 2022)
M&B reports	5	0	Number of downloads (web): 50 Number of pageviews (web): 100 Number of engagements (Tw): 200 Reach (Tw): 5.000	0 0 0 0
Policy briefs & position papers	12	0	Number of downloads: 120 Number of pageviews: 300 Number of engagements: 500 Reach: 10.000	0 0 0 0
Dashboard	1	0	Number of pageviews (web): 100	0
Capacity building & MLWs	18	0	Number of participants: 270	0
Website	1 30 posts	0	Number of pageviews: 20.000 Number of visitors: 10.000	3.080 1.628
Twitter	1 300 posts	1 10	Number of followers: 2.000 Reach: 240.000	1.659 14.100
YouTube	1 10 videos	1 0	Number of followers: 100 Number of views (overall): 8.000 Number of new videos views: 300	62 5.168 0
Newsletter	6	0	Number of subscribers: 750 Opens: 30% average	615 0
Flyer	2	0	Number of downloads: 50 Number of flyers distributed: 100	
Mid-term conference	1	0	Number of participants: 100	0
Final conference	1	0	Number of participants: 100	0
Press releases	3	1	Number of media posts: 10	2



## 5. OTHER IMPORTANT INFORMATION

### 5.1. Sustainability of events

To support sustainability, GENDERACTIONplus proposes that consortium members who will organise an event during the project implementation consider following the rules below to help minimise potential negative impacts on the environment. This list is inspired by the [Sustainable Event Guide](#) and experiences of the GENDERACTIONplus coordinator. It is far from being exhaustive and partners are encouraged to think of other options to make the events more environmentally friendly.

- Food & Water
  - Vegetarian (& vegan) meals: consider replacing meat-based meals and dairy products that have more negative environmental effects.
  - Minimising Food Waste: plan the catering accordingly to the number of participants. Consider whether any leftovers can be donated to homeless shelters or other social enterprises.
  - Dining out: Consider finding a place that takes an active approach to sustainability and/or social responsibility.
  - If possible, use reusable bottles or glass to offer refreshments.
- Waste
  - Find ways to reduce paper use (do not print all materials, programmes, and other event information).
  - If possible, allow your participants to sort waste at the event.
  - Reuse name tags: encourage participants to return their name tags after the event, so that they can be used later again.
- Support sustainable and socially responsible business
  - Consider finding suppliers or space providers that are doing socially responsible and sustainable business.
- Format of the meetings
  - Online meetings/ events are more environmentally friendly than if the participants must travel. It also increases the number of people who can participate because it saves time.

### 5.2. Open Science

The project is embedded in principles of openness and open, cooperative and systematic sharing of policy knowledge and tools. Policy outputs will be publicly available and maximum effort will be made to publicize, distribute and create uptake.

All project reports and other outputs will be shared on the project website, social media and if appropriate, they will be uploaded on the Zenodo, an open repository developed under the European OpenAIRE program. At the kick-off meeting, it was agreed with the Project Officer that submitted deliverables can be shared on the webpage with the notice that the report has not yet been approved.

To support openness and participation, the project includes as an integral part, **stakeholder** and **citizen engagement** (such as public dialogues, stakeholder consultations, co-creation workshops, science cafés, social labs, co-created exhibitions).



### 5.3. Data management

No personal data will be collected except registrations for project events, attendance sheets, and newsletter subscriptions. These will be kept with the coordinator or local event organisers in the EU.

The data protection on the website will be ensured by the implementation of 1) information about cookies consent and 2) a privacy policy page with details about how the data is stored and processed on the website. More information on data management will contain Deliverable 1.3 Data management plan due in M6.



**Get in touch with us!**

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