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**GENDERACTIONplus**

Project title:

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(update after 21 months of the project)

# **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.

The document has been updated and revised mid-way through the project after the organisation of the mid-term conference on 13 February 2024, and reflects the situation as of 26 February 2024.





## 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.

To reflect ongoing developments and evolving needs of the project, the document is revised and updated mid-way through the project with a view to ensuring that it is up to date for the second part of project implementation.

## 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 works to increase the buy-in and uptake of policy solutions set by the new European Research Area in 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 creates 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 addresses 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 has been created as a part of the NIPs and the EU Impact plan preparation (see below). The lists are 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

Mapping and benchmarking	national authorities, RFOs, RPOs, EU policy makers, ERA stakeholders, umbrella organisations, global stakeholders, interested public	M1-M22 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 are undertaken to support dissemination and project execution with professional and effective messages and communication tools. The GENDERACTIONplus project is using the website address and social media accounts established under the previous H2020 project GENDERACTION. This enables 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 contributes to greater sustainability and visibility of the results of the previous project.

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



## 2.3.1. Project website

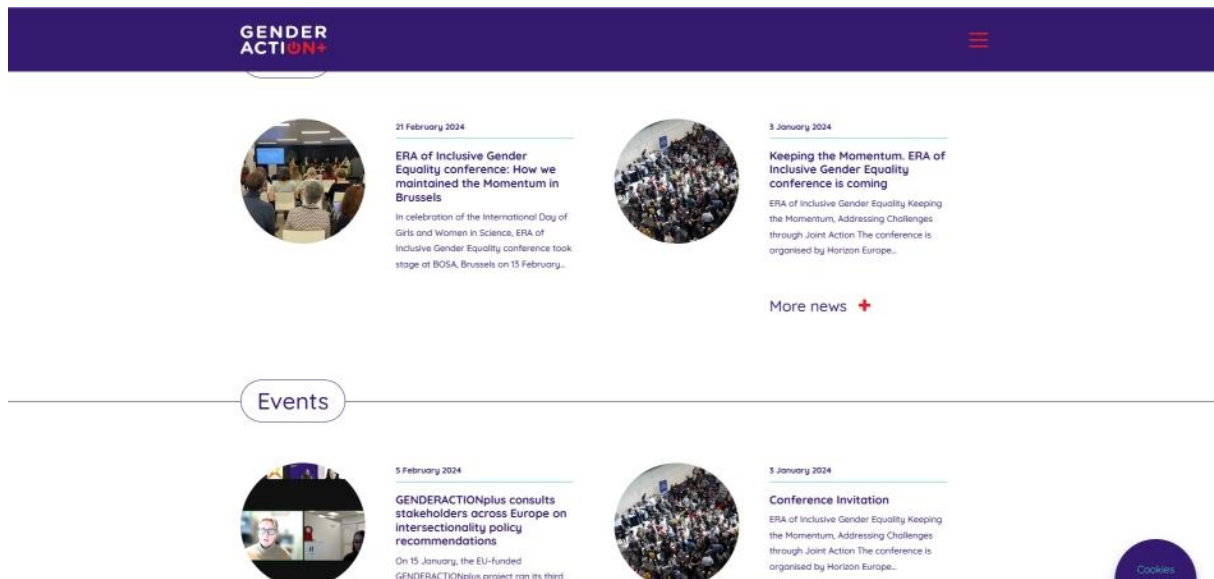


Figure 1 News and events section of the project website (26 February 2024)

The main communication and dissemination tool of GENDERACTIONplus project is the website. A new project webpage is 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 is archived under the address <https://h2020.genderaction.eu>. This ensures that all links to the PDF documents such as policy briefs and reports created under GENDERACTION project remains unchanged and functional. The old website is also referenced in the footer of the new website.

The GENDERACTIONplus website contains all relevant information about the project, GENDERACTIONplus consortium, WPs, the CoPs and presents all dissemination outputs and activities. The website further informs about news in GE in R&I, refers to significant other sources of information such as materials from the European Research Area policy on gender equality and includes a list of EU-funded sister projects. The website contain links to the project social media channels (Twitter/X and YouTube) and allows newsletter subscriptions.

The website is built using WordPress open-source software and uses reliable plugins to support its functionality. Accessing, editing, updating, and uploading the content is undertaken by WP8 leader. Partners contribute to the creation of the website content, help feed the news section and provide 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 uses Google Analytics to monitor the website performance. The google account is configured to secure the use of personal data. The data protection on the website is 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 continues to build upon the social media presence developed by GENDERACTION project and utilises existing social media accounts. In the second half of 2023, the project launched a LinkedIn account as well.

### 2.3.2.1. LinkedIn

Due to the transitions in ownership of Twitter and the high relevance of LinkedIn in terms of stakeholder and target audience presence, GENDERACTIONplus decided to establish a LinkedIn account as an additional platform under @GENDERACTIONplus profile, which also can be found under this link: <https://www.linkedin.com/company/genderactionplus/>.



GENDERACTIONplus is a #HorizonEU project to advance inclusive gender equality policy in the European Research Area

*Figure 2 GENDERACTIONplus LinkedIn account*

LinkedIn offers a vast pool of professionals from different scientific disciplines and industries. By actively participating on the platform, GENDERACTIONplus is connecting with scientific institutions, researchers, educators, policy makers and others. Maintaining an active presence on LinkedIn allows GENDERACTIONplus to showcase its work, share outcomes as policy papers or press releases, media content, highlight our achievements, and communicate our mission to a broader audience. This helps in building credibility and visibility within the scientific and policy makers community or else.

The GENDERACTIONplus LinkedIn account communicates the project activities and outputs to representatives of GENDERACTIONplus target groups and contributes to building a community or connections in the ERA.

On LinkedIn, GENDERACTIONplus project can stay connected with institutions and individuals, find new connections but also it can increase the visibility and the impact of the project. The platform allows connections through the academic field and has a great potential of tightening the acquaintances made throughout the duration of the project. In just a few months since the establishment of the LinkedIn account in October 2023, GENDERACTIONplus has more than 300 followers and is growing as of February 2024.



Throughout our communication campaign about Future of Inclusive ERA conference in Brussels, the project profile on LinkedIn managed to get a significant growth of 34.4% of followers in one month (86 new followers).

LinkedIn also provides the tools for monitoring and processing a data to evaluate how the content is reaching projects target groups, which content is reaching GENDERACTIONplus followers and what content can resonate further. According to the LinkedIn statistics, GENDERACTIONplus is reaching individuals and institutions primarily from the Czech Republic, Belgium, Sweden, France, Netherlands and more.

### 2.3.2.2. Platform X

The X account (formerly Twitter account) [@GENDERACTION\\_EU](#) has more than 1,800 followers as of February 2024. It successfully managed to join and co-create a vivid X platforms 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. GENDERACTIONplus has taken advantage of this position and continues its communication activities using the same account name.

[@GENDERACTION\\_EU](#) X account communicates 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 is utilised to achieve the project impacts. The X account is 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 presenting project results, sharing news on GE in R&I, cooperating with sister projects, and communicating with stakeholders and target groups.



Figure 3 GENDERACTIONplus X account

Due to the change in ownership of the Twitter platform and the following changes of subscription rules and prices, TweetDeck is no longer used and neither is any form of subscription provided by X. As a result, advanced monitoring and data management are limited. Nevertheless, some data collection through the measures of reached audience number or number of shares or likes are implemented to ongoing communication monitoring.

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.



### 2.3.2.3. YouTube

The project's [YouTube channel](#) serves as a storage facility for event recordings that is promoted via X, LinkedIn and embedded in the project website. The channel also contains other project videos that, for example, presents the results of the project. For monitoring the channel performance, YouTube video analytics is used.

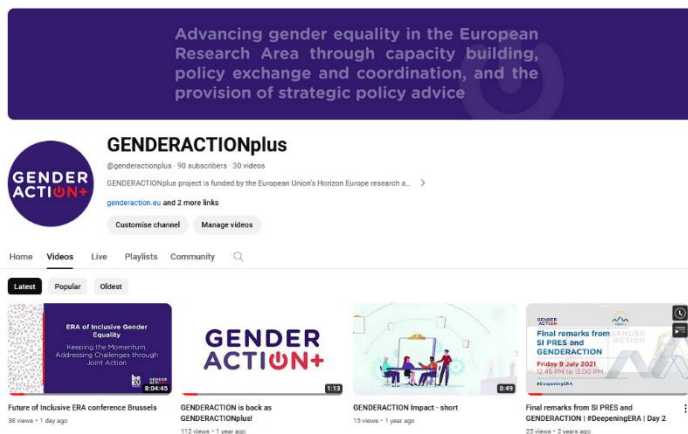


Figure 4 GENDERACTIONplus YouTube channel

Video recording of [Future of Inclusive ERA conference](#) held at BOSA centre in Brussels 13<sup>th</sup> of February was also published on the channel and embedded to the projects' website.

The channel has been established on November 2020 (a year before the end of GENDERACTION project) and as of February 2024 it has 90 subscribers, 30 videos available in total, 2 videos from GENDERACTIONplus project added, and 10,2k views in general. YouTube channel is managed by WP8 leader.

### 2.3.3. Newsletter

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

Newsletter subscription is available on the project home page. The consent from subscribers to the processing of personal data is always requested, and a link to a more detailed page on personal data protection is 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 February 2024, the newsletter has 1,014 subscribers, 3 newsletter has been sent to 2,331 recipients. The open rate of the project newsletter is between 35 and 40 percent.

Newsletter and social media subscription are 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 contains information about the objectives, activities, and planned outputs of the GENDERACTIONplus project. The flyer has been designed by the 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 serves to introduce project outputs and impacts in a more advanced phase of the project implementation. It was presented on mid-term event and is displayed as a promotional tool at events where GENDERACTIONplus attends.

Figure 5 Project flyer

## 2.3.5. Press release(s)

Press releases feature project results of wider relevance and interest to the media and are used as an alert for relevant media (such as Euroactiv, EU Observer, Politico, New Europe, Research\*EU Focus, Horizon Magazine, and others) in case of GENDERACTIONplus events. Project press releases are produced by WP8 leader (with an ad hoc support of partners depending on the topic addressed) and are published on the project website. Partners are 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 are 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 are communicated to the WP8 leader and become part of the reporting.

As of February 2024, GENDERACTIONplus project produced 2 press releases which are both published on the projects' website. The first called [GENDERACTIONplus: A new Horizon Europe project to advance gender equality in the European Research Area](#) was made in advance in the event of the kick off meeting of GENDERACTIONplus project in June 2022 and can be found in the For media section on the GENDERACTIONplus' website.

The second press release: [ERA of Inclusive Gender Equality conference: Keeping the Momentum in Brussels](#) informs about the projects midterm event, Future of Inclusive ERA conference, in Brussels and was also published on projects' website, and distributed to the ISAS CR and AS CR websites as well as to the media that covers the EU policy making processes or environment.

## 2.3.6. Policy briefs and positions papers

Policy briefs and position papers address stakeholders at the EU and national level as well as all other relevant GENDERACTIONplus target groups 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. Policy briefs are 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. As of February 2024, the following position papers have been produced:

- Position paper no. 1 [ERA of Inclusive Gender Equality Position Paper](#)
- Position paper no. 2 [A new ERA of Inclusion and Intersectionality](#)
- Position paper no. 3 [Supporting gender expertise among NCPs for better results on inclusive gender analysis in R&I in Horizon Europe Position Paper](#)

### 2.3.7. Project conferences

Two main events were planned in the GENDERACTIONplus project. A mid-term and final conference 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 are one of the main opportunity to exchange with stakeholders and representatives of project target groups.

A mid-term event was held on 13 February 2024 at the BOSA centre in Brussels. The conference was organised in a hybrid format both onsite and online. At BOSA, the attendance was of 61 participants, online there were 105 participants registered.

The conference convened key stakeholders to deliberate on future priorities for inclusive gender equality in the European Research Area (ERA), leveraging insights from GENDERACTIONplus benchmark studies and a position paper drafted to inform the debates about further actions and measures.

Apart from representatives of national authorities and research funders participating in the GENDERACTIONplus project, the speakers at the conference included Sergej Možina, the Member State Co-Chair of the ERA Forum who noted the high level of support among Member States for inclusive gender equality in the current negotiations of ERA Policy Agenda 2025 – 2027, Anne Pepin from the DG RTD's Gender Sector who highlighted the planned rollout of the legal compliance checks of Gender Equality Plans under Horizon Europe or Prof Genevieve Almouzni, the Chair of the ERC Working Group on Gender and Diversity who discussed the ongoing actions in ERC to address gender biases in research evaluation, a topic that also resonated with Prof Silvia Penati, the Scientific Leader of the newly established TIER Working Group on Inclusive Research Assessment in the CoARA Coalition for Advancing Research Assessment.

The participants found the conference to be impactful, stressing the quality of debates, networking and the practical knowledge gained, for example, about strategies to adopt intersectional perspective at national authority level or good practices to integrate intersectionality in GEPs at RPO level. In the evaluation form distributed after the mid-term event, the participants expressed satisfaction with the event administration, conference delivery and the programme overall.





GENDER ACTION+  
mid-term event  
at BOSA,  
Brussels  
#FutureOfInclusiveERA

Figure 7 Photos from the mid-term event in Brussels

### 2.3.8. Other activities

External events of other stakeholders and target audiences are 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 are encouraged to help to 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 are available on [SharePoint](#) as a part of the reporting on WP8 activities.



On 28 February 2024, GENDERACTIONplus project goals and achievements were also presented at the The Czech Days for European Research (CZEDER), the largest conference dedicated to the European Framework Programmes for research, technological development and innovation (FPs) in Czechia. GENDERACTIONplus project poster was presented onsite and at the event website.

Other communication and dissemination activities GENDERACTIONplus partners strives to undertake are articles, interviews and other forms of project presentations in media and/or presentations at stakeholders' events and meetings.

GENDERACTIONplus also 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 are informed about how to participate, and it is expected to contribute to these campaigns.

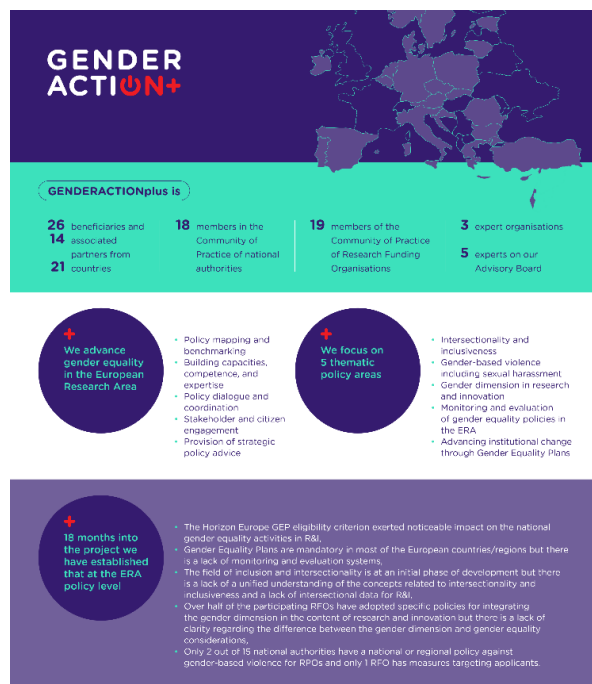


Figure 8 GENDERACTIONplus poster presented at the CZEDER conference

## 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 is working on 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 are meant to go beyond communication, although they can also contain activities in this area. The NIPs and EU impact plan specify the approach and particular steps or activities to reach the chosen impact. They contain the goal, tasks, responsibilities, timing, monitoring indicators, target audience, and other important information. Partners report on NIP execution on a semi-annual basis, with revision and updates of NIPs on an annual basis. To launch this activity, workshops have been organised to present tools and processes how to design and execute the NIPs. Associated partners are expected to disseminate project results and report on this activity as a minimum level of their involvement.

The NIP implementation is supported by the Gender Equality Task Force (EGET) in WP 7. The EGET has invited all participating MS and AS in the GENDERACTIONplus project – in two separate calls for the period 2023 and 2024-25 respectively – to submit requests for support on NIP implementation during the project period. As of February 2024, several countries have reached out for support on different topics, as displayed in Table 2.



Table 2 EGET interventions overview 2023-2025.

Country	Date	Intervention
CZ	03.10.23	Infrastructure for GE in national context, in relation to ongoing STRATIN project
MT	12-13.03.24	GEP monitoring and implementation, special focus on eligibility for EU funding as well as enabling a sustained framework for GE in the R&I system
EE	04.04.24	Institutional change through GEPs
SK	Pending	First meeting held, interest on NIP implementation through GEPs, focusing initial steps
AT	Pending	Interest on knowledge support for national stakeholders on GBV and intersectionality in ongoing NIP implementation
NO	Pending	Interest on targeted GBV intervention
IL	Pending	Interest put forward on NIP implementation
RO	Pending	Interest put forward on NIP implementation

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

In summary, project outputs are disseminated and promoted throughout the project and windows of opportunity are 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 9 GENDERACTIONplus logo full and basic version

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



Figure 10: Basic GENDERACTIONplus logo, positive and negative colour versions





Figure 11 Basic GENDERACTIONplus logo, shades of grey positive and negative



Figure 12 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 grey. 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.

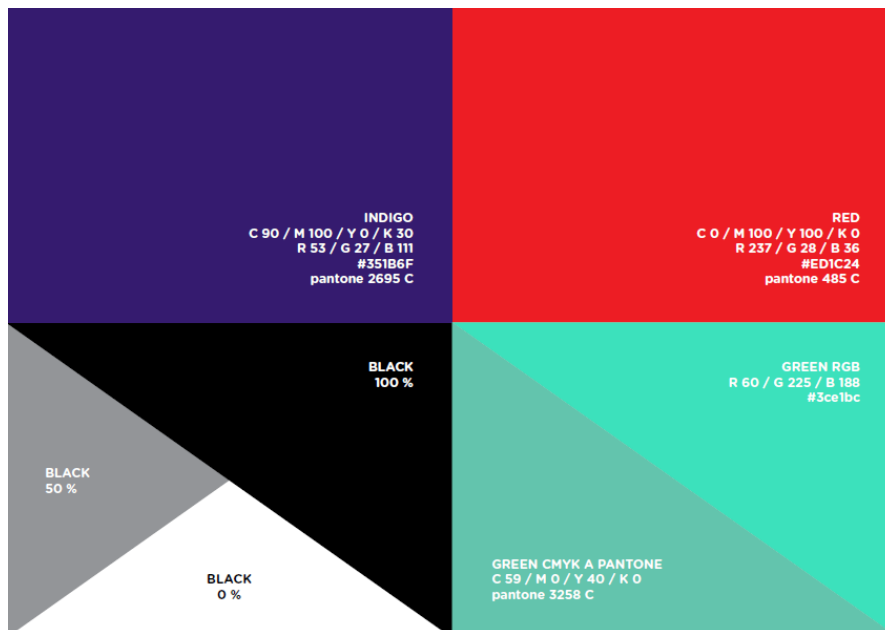


Figure 13 GENDERACTIONplus colour scheme



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

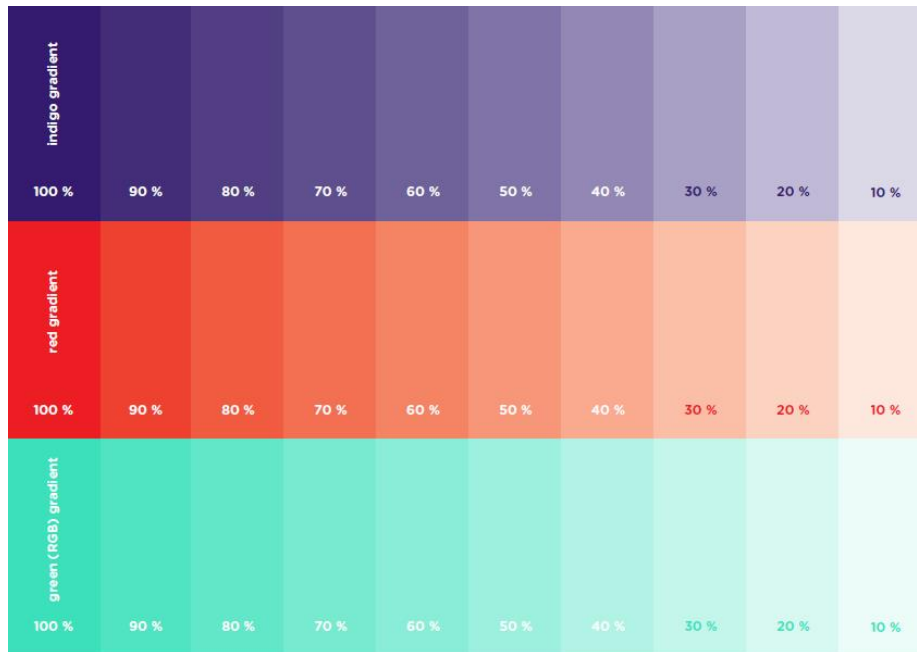


Figure 14 Shades of basic and complementary colour

### 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 have been created in cooperation with graphic designer) the font **Avenir** is 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

Avenir

Arial

GENDERACTIONplus

GENDERACTIONplus

GENDERACTIONplus

Quicksand – Bold

Avenir – Bold

Arial – Bold

GENDERACTIONplus

GENDERACTIONplus

GENDERACTIONplus

Figure 15 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 may be updated during the project implementation to make outputs and later as well the achievements more visible. The flyer has been 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 PTT 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 are 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) 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 print screens 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](#)):



GENDERACTIONplus is funded by the European Union's Horizon Europe research and innovation programme under grant agreement No. 101058093.

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

NIPs to be developed by each partner to support the coordination, management and implementation of C&D&E at the national/consortium partner and Associated partner organisations levels. The partners are required to report on the implementation to the relevant task leader on a semi-annual basis in Task 8.4. The NIPs 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 are 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 (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 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 was evaluated and revised halfway through the project in February 2024 (M20).

For the above mentioned reporting the shared file is used. The status of indicators is compared against key performance indicators (KPIs) (see below).



#### 4.5.1. Key performance indicators

Key performing 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 considering the duration and the thematic areas addressed by GENDERACTIONplus.

As it can be seen in the KPIs overview (Table 3), data collected from the monitoring systems on each social media platform or channels indicate a clear progress, corresponding to the objectives set at the beginning of the project.

The KPIs were defined based on the experience from the previous GENDERACTION project, but it is important to declare that changes related to the social media platforms, such as the change of the ownership of Twitter and the platform becoming X could not have been expected and these changes have affected the subscription policy and limited the general availability of detailed data collection and access to the full and detailed data project impact overview. Some data can be accessed, but detailed overview is subject to an expensive subscription which GENDERACTIONplus has not underwritten. For this reason, the number of posts cannot be stated, as X analytics for non-subscribers is limited.

Even though some numbers outgrow the expectations, some data shows that the number might not been reached, e. g. the number of web visitors. Although the number of page visits or downloads of the files exceeds the expectation, the number of visitors is not developing much in the contrast of other activities.

Table 3 Overview of KPIs

		Status (February 2024)		Status (February 2024)
M&B reports	5	4	Number of downloads (web): 50 Number of pageviews (web): 100 Number of engagements (Tw): 200 Reach (Tw): 5.000***	585* 416** 0 0
Policy briefs & position papers	12	3	Number of downloads: 120 Number of pageviews: 300 Number of engagements: 500 Reach: 10.000	585* 129**** 0 0
Dashboard	1	1	Number of pageviews (web): 100	23
Capacity building & MLWs	18	7	Number of participants: 270	179
Website	1 30 posts	1 50+	Number of pageviews: 20,000 Number of visitors: 10,000	28,120 1,726
Twitter	1 300 posts	1	Number of followers: 2,000	1,879 12.6k



		1389 posts (including retweets)	Reach: 240,000 (not available anymore) / Post impressions	
YouTube	1 10 videos	1 2 videos	Number of followers: 100 Number of views (overall): 8.000 Number of new videos views: 300	91 403 114
LinkedIn	0	1 39 posts	Number of followers: - Number of overall reactions: - Number of overall views: -	310 458 4,175
Newsletter	6	3	Number of subscribers: 750 Opens: 30% average	1,014 48 %
Flyer	2	1	Number of downloads: 50 Number of flyers distributed: 100	0 150
Mid-term conference	1	1	Number of participants: 100	166 (61 onsite, 105 online)
Final conference	1	0	Number of participants: 100	0
Press releases	3	2	Number of media posts: 10	4

\* For the data collection, internal analytical tools and systems from each media have been used. For the website information, Google Analytics have been used where detailed data collection is limited. As for the number of file downloads, Google Analytics is not capable of separating documents, so the number provided is for all the documents downloaded from the GENDERACTIONplus website. However, the number of 585 downloads implies that the benchmarking reports and policy papers are downloaded in satisfying numbers. The Google Analytics show that the downloads come mainly from Czechia, Norway, Spain, Poland, Sweden, Germany and Estonia.

\*\* This is a number of pageviews for the section [Deliverable reports here](#). Given that during this period the benchmark reports were the main output, it is safe to assume that these primarily refer to the views of the various benchmark deliverable reports.

\*\*\* It is not possible

\*\*\*\* This is a number of pageviews for the section [Outputs here](#) where Strategic advice is one section.

## 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 continues to be regularly updated.



## 5. OTHER IMPORTANT INFORMATION

### 5.1. Sustainability of events

To support sustainability, GENDERACTIONplus proposes that consortium members who 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 are publicly available and maximum effort is made to publicize, distribute and create uptake.

All project reports and other outputs are 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

Personal data is collected through the registration forms for project events, attendance sheets, and newsletter subscriptions. These are kept with the coordinator or local event organisers in the EU. These include the name and email address of the participant. During events, the likeness of the participants is also collected through images and photos taken during the event; event participants are notified and give consent with image taking through the registration process for the event.

The data protection on the website is 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 is contained in Deliverable 1.3 Data management plan submitted in M6.

**Get in touch with us!**

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