

## **EQUALS-EU – Europe’s Regional Partnership for Gender Equality in the Digital Age**

### **D5.1 DISSEMINATION AND COMMUNICATION PLAN**

ALL DIGITAL

December 2021



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## EXECUTIVE SUMMARY

Dissemination and communication plan frames EQUALS-EU communication, dissemination and exploitation activities by defining key target groups, messages and communication channels.

It also defines monitoring activities and sets KPIs to monitor communication and dissemination activities and measure the impact.

The dissemination plan has been updated on M12 (December 2021). Further updates are planned for M18, M24, M30 and M36.

## LIST OF ABBREVIATIONS

<b>AC</b>	Associated Countries
<b>CDP</b>	Dissemination and Communication Plan
<b>DoA</b>	Description of Action
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>KPI</b>	Key Performance Indicator
<b>MS</b>	Member States
<b>P</b>	Partner
<b>TSD</b>	Service for Sensitive Data
<b>WP</b>	Working Package



# INTRODUCTION

The DoA describes the deliverable as follows:

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## 5.1 Communication and dissemination plan and compendium of results

The plan will specify the key communication and dissemination objectives, main messages, preferred communication channels and tools, and key target audiences based on their needs, absorption-of-information capacity, opportunities to facilitate and catalyse social change, and potential to further disseminate the project results. Strategies for the communication and dissemination of each project deliverable, given the project schedule, will be tailor-made for these audiences. The plan will be updated every six months to reflect new knowledge, dissemination targets and developments of the technical infrastructure for the project (Website and social media T5.4). A collection of all communication and dissemination activities and results, including relevant analytics, will be produced at the end of the project and included as Annex to the Communications and Dissemination Plan.

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## 1.1 THE EQUALS-EU PROJECT

EQUALS EU is a worldwide project funded by the European Union's Horizon 2020 Research and Innovation programme, responding to the need of highlighting and boosting the gender-inclusive innovation actions, by gathering new ideas and enhancing commitments of future female leaders.

The project aligns to the EU's Gender Equality Strategy 2020-2025 that calls for a Europe where women and men, girls and boys, are equal, where diversity is a recognized asset to the economy and society, and where women have equal opportunities to participate and thrive in society.

The information society presents new possibilities for generating and distributing wealth and knowledge. Therefore, EQUALS EU pursues an active participation of women in the information society based on the belief that this participation is a matter of justice and equality and that digital inclusion is the key to providing new pathways and novel solutions for ensuring that women and girls can participate in the entire sphere of economic, social, political and cultural life.

EQUALS-EU aims to build capacity in gender-inclusive innovation in Europe and partner countries worldwide with an ambitious and value-driven agenda and is centred around four key activities that leverage expertise from global leaders in gender-inclusive innovation and new ideas and commitment of future female leaders. The EQUALS-EU project will:

1. Map gender-inclusive innovation ecosystems in over 20 countries
2. Host innovation camps and hackathons in over 25 countries
3. Run a six-month incubator program focused on gender-inclusive entrepreneurship
4. Hold a one-month boot camp for future leaders in gender-inclusive innovation

## 1.2 THE EQUALS-EU PARTNERSHIP

EQUALS-EU is run by a Consortium of 19 organisations from 15 EU Member States (MS) and Associated Countries (AC). EQUALS-EU benefits from two non-European Consortium members from the Global North and Global South, which provides a rare opportunity for the exchange of knowledge and good practices and the transfer of technology and innovations. This unique Consortium blends gender equality advocates from 3 civil society organizations with 5 industry role models and 11 interdisciplinary experts from cutting-edge academic institutions. The EQUALS-EU Consortium members were purposively selected to represent countries that have made noteworthy progress in achieving gender equality, such as Switzerland and Sweden, as well as countries that will use the partnership to accelerate progress, such as Ukraine and Turkey.

Consortium Members:

- P1. Oslo Metropolitan University
- P2. SPIDER (Swedish Program for ICT in Developing Regions)
- P3. Missions Publiques (MP)
- P4. Global Universal Design Commission Europe (GUDC-EU)
- P5. GSM Association (GSMA)
- P6. ALL DIGITAL AISBL (AD)
- P7. Kharkiv National University of Internal Affairs (KhNUIA)



- P8. The Gender Centre at the Graduate Institute of International and Development Studies (IHEID)
- P9. Institute of Economics of the Latvian Academy of Sciences (IE LAS)
- P10. The University of Valencia (UEG)
- P11. The University Hospital Cologne (UHC)
- P12. The Middle East Technical University (METU)
- P13. The University of Haifa (UH)
- P14. BLITAB Technology GmbH (BLITAB)
- P15. HAVELSAN (HS)
- P16. KENTRO MERIMNAS OIKOGENEIAS KAI PAIDIOU (KMOP)
- P17. Intersection. Centre for Science and Innovation (INTERSECTION)
- P18. The United Nations University Institute in Macau (UNU-IIST)
- P19. KOREA ADVANCED INSTITUTE OF SCIENCE AND TECHNOLOGY (KAIST)

EQUALS-EU will benefit from five external stakeholder groups:

- Innovation Advisory Coalition (IAC)
- Academic Advisory Coalition (AAC)
- Young People's Reference Group (YPRG)
- Gender Equitable Investment Group (GEIG)
- The Global Hub Reference Group (GHRG)

The **Innovation Advisory Coalition (IAC)** and the **Academic Advisory Coalition (AAC)** provide key insights from industry, civil society and academia from an additional five EU MS and AC not covered by the Consortium members. The IAC consists of six European gender equality experts from industry and civil society, and the AAC consists seven European experts from research and higher education institutes.

Members of the IAC: Dr. Carmen Coteló Queijo (Galician Enterprise-University Foundation), Michael Fembek (Essl Foundation and Zero Project), Walburga Fröhlich (Atempo), Jaroslav Ponder (ITU), Geert De Wael (The Forge), Nora Lindström (Plan International).

Members of the AAC: Maria Alandes-Pradillo (European Organization for Nuclear Research – CERN), Caitriona Ni Laoire (University College Cork), Dr. Filiz Mumcu (Manisa Celal Bayar University), Jorge Manhique (Instituto Superior de Ciências Sociais e Políticas, Universidade de Lisboa), Pavol Sovak (Pavol Jozef Šafárik University in Košice), Dr. Rita Monticelli (University of Bologna), Lilian VOLCAN (University of Oxford: International Gender Studies Centre)

The **Young People's Reference Group (YPRG)** will provide act as a work placement program for 15 young men and women involved in the project. The YPRG members provide first-hand experience on the issues facing young people as social innovators and entrepreneurs.

Members of the YPRG: Sokhong Huan, Mai Hosny, Devika Vohra, Francis Xavier Inyangat, Olaitan Oludele, Elson Mungani, Hanlu Hu, Andreea Barbu, Ece Bilir, Camila Baello, Marta Galán Perogil, Elizabeth Mutisya, Ian Makamara, Mariana Couto de Azavedo e Silva, Gloria Caravantes

The **Gender Equitable Investment Group (GEIG)** consists of three investors from the US, Norway, and Côte d'Ivoire. Their role focuses on providing investment advice and, at their discretion, start-up capital for the 24 start-ups.

Members of GEIG: Gloria Muhoro (African Development Bank, Côte d'Ivoire), Angela Restrepo Holter (Sixer Group, Norway), Gitanjali Swamy (IoT Task, United States)

The **Global Hub Reference Group (GHRG)** consists of nine stakeholders that provide strategic inputs for the Consortium members and support for the project's implementation and will

act as a catalyst for communicating and disseminating the project's results in non-European countries in the Global North and Global South.

Members of the GHRG: **Aileen Agüero García** (Instituto de Estudios Peruanos, Peru), **Gloria Bonder** (Latin American Postgraduate Institute of Social Sciences - FLACSO, Argentina), **Mei Lin Fung** (People Centered Internet, United States), **Helani Galpaya** (LIRNEasia, Sri Lanka), **Maria Garrido** (Technology & Social Change Group at University of Washington, United States), **Alison Gillwald** (ICT Africa and Nelson Mandela School of Public Governance University of Cape Town, South Africa), **Mmaki Jantjies** (University of the Western Cape, South Africa), **Loly Gaitan** (EQUALS Global Hub, Switzerland), **Ruhiya Kristine Seward** (International Development Research Centre, Canada), **Dhanaraj Thakur** (Web Foundation, United States)

# COMMUNICATION AND DISSEMINATION PLAN

The aim of the Communication and Dissemination Plan (CDP) is to define key communication and dissemination objectives, target groups, main messages, communication tools and channels, key target audiences for each project deliverable and monitoring and evaluation tools to measure dissemination and communication activities.

## 2.1 COMMUNICATION AND DISSEMINATION PLAN COMPONENTS AND METHODOLOGY

EQUALS-EU project needs to provide capacity building, pursue communication and dissemination of its outcomes to stakeholders within and outside the consortium as well as ensure active utilisation of the developed resources beyond the project's lifetime to achieve its goals. These challenging objectives are in the heart of the Communication and Dissemination Plan.

The CDP outlines an overall strategy aiming at maximizing the impact of the EQUALS-EU project through communication and dissemination activities, tailored to the specific phases of the project and the audiences targeted.

In line with the EU guidelines of communicating Horizon 2020 projects, as described in the [Annotated Model Grant Agreement](#), the initial CDP involves two of the following three axes:

1. **Communication:** a comprehensive communication strategy which sets clear communication objectives, identifies target audiences and proposes specific activities within the EQUALS-EU timeframe.
2. **Dissemination:** a detailed dissemination plan (combined with the communication strategy), including tactics and channels, to ensure the transfer of EQUALS-EU knowledge and outputs to targeted stakeholders and enable their uptake by potential users.
3. **Exploitation:** The Exploitation plan will be developed in the last year of the project.

Definitions of the CDP components (source: [EC Research & Innovation Participants Portal Glossary](#)):

» **Communication:** a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (the action and (its results to a multitude of audiences, including the media and the public and possibly engaging in a two way exchange.

» **Dissemination:** making the results of a project public (by any appropriate means other than protecting or exploiting them, e.g. scientific publications)

- » Exploitation: making use of the results produced in an EU project in further activities (other than those covered by the project, e.g. in other research activities in developing, creating and marketing a product, process or service in standardisation activities)

The M12 update of the CDP builds on the analysis of the implementation of the communication and dissemination activities in M7-M12 and sets the plan for the period of M13-M18. The updated plan follows the initial course set that is to steer the general communication management aspects by identifying the target audiences, channel, activities and KPIs. The first year of the EQUALS-EU project focused on appraising Gender Equity Social Innovation Ecosystems (Work Package 1) and preparations for organisation of 24 innovation camps and hackathons (Work Package 2) and saw the first public event of the EQUALS-EU as a part of preparations for summer school programmes as a part of Work Package 4. As most of the deliverables were due in M12, the first half of the second year of the project implementation will be focused on disseminating and communicating about the deliverables of the Work Package 1. Special focus will be given to support the promotion of the innovation camps and hackathons and presentations of the outcomes of these events. General communication about the project, its goals and addressed challenges, towards specialized audiences - including policy makers and institutions on national, European and international level, relevant EU funded projects, Higher Education Institutions, start-up ecosystems and business - as well as general public and media will also continue. Apart from building the awareness about the project, the aim is to trigger interest while relaying information on upcoming activities and results.

Three more updates of the CDP will follow during the project's implementation (M18, M24, M32) to reflect new knowledge, findings from evaluation and analysis of communication and dissemination activities, experiences with the various communication channel and tools and project partners' feedback. During the second and third year of the project communication and dissemination activities will focus on EQUALS-EU concrete outputs and activities, their implementation and impact, ensuring the sustainability and reuse of the results beyond the project's timeframe.

The final version of the CDP will provide a revision to ensure that the targeted strategy for the dissemination of the project results and activities is in line with the evolution of the project and the latest results. It will be adjusted to properly consider the project needs and integrating input and feedback received from all project partners as well as providing a collection of all communication and dissemination activities and results, including relevant analytics.

## 2.2 THE ROLE OF WORK PACKAGE 5 (WP5)

WP5 - Communication, Dissemination, and Exploitation (WP5) focuses on communication, dissemination and exploitation of the key results from EQUALS-EU project. The main objective for WP5 is to ensure that the project's outputs reach the broadest range of interested audiences.

It benefits from the active involvement and close collaboration with the external stakeholder groups to further communicate and disseminate the results to key audiences including countries not covered by the Consortium members and exploit the results beyond the life of the project.

ALL DIGITAL is the leader of the WP5 and in cooperation with the ITU and GHRG, will ensure the promotion of the full scope of EQUALS-EU network activities covering 29 EU Members

States and Associated Countries and nine non-European countries in both the Global North and Global South.

More specifically, the WP5 focuses on:

- **Communicating and disseminating** the EQUALS EU activities and results to target audiences, the media and the general public.
- **Enabling bilateral knowledge exchange** and outputs transfer between the EQUALS-EU Consortium and its target audiences on international, European and national levels.
- **Inspiring others to take action** that contributes to increasing gender equality and gender equity in social innovation ecosystems.
- **Involving national-level experts as key contributors** and shapers of the gender equity tools.
- **Ensuring the uptake of the tools and to leverage EQUALS-EU leadership** and the geographic scope of its network, the tools will be reviewed and formally endorsed by national level experts
- **Endorsing communities of experts** in the hackathons and innovation camps.
- **Exploiting the Gender Equity Tools for Digital Inclusion.**

## 2.3 COMMUNICATION AND DISSEMINATION OBJECTIVES

As detailed in the proposal, the general objectives of the communication, dissemination and exploitation work package are:

- Ensuring that the EQUALS-EU results reach and are endorsed by key stakeholders in European and non-European countries in the Global North and Global South.
- Establish and maintain a recognisable and consistent project identity and branding and maintain the necessary internal communications infrastructure for the Consortium.
- Streamline all communication and dissemination activity of the EQUALS-EU Consortium.
- Effectively utilize social media and press to communicate the project and its results, smartly leveraging existing platforms and other gender equality initiatives.

Starting from the WP general objectives, the CDP defines following communication and dissemination objectives:

- Promote the project and ensure the visibility of project activities and results within the project consortium (project partners), project’s advisory bodies (IAC, AAC, YPRG, GEIG and GHRG) and other identified stakeholders.
- Raise awareness about the importance of gender equity in social innovation and entrepreneurship for solving societal challenges.
- Effectively support dissemination and exploitation of project results among identified stakeholder groups in European and non-European countries.

- Ensure visibility of opportunities and results of interdisciplinary, inter-sectoral, innovation camps and hackathons focused on digital inclusion and with a specific focus on sustainable gender equity practices.
- Organize high-level seminars in conjunction with existing flagship initiatives at the UN and EU to disseminate project activities, outputs and raise awareness about the importance of gender equity in social innovation and entrepreneurship.
- Organize high-level seminars in conjunction with existing flagship initiatives at the UN and EU to disseminate project activities, outputs and raise awareness about the importance of gender equity in social innovation and entrepreneurship.
- Promote and communicate capacity building and upskilling opportunities for women and girls through mentoring, training and lifelong learning programs and courses developed in the project.
- Present and disseminate gender-inclusive policies and business development tools co-innovated in the project activities with stakeholders from public, private and civil society sectors.
- Communicate and disseminate results and impact of the international summer schools, digital learning materials and tools to promote research collaboration, student mobility and work placements.
- Promote new leaders, role models and advocates for gender equity in social innovation and entrepreneurship who will emerge from EQUALS-EU project activities to raise the profile of women and girls as leaders in social innovation entrepreneurship.
- Promote sharing knowledge and good practices by creating new and building existing relationships to further support exploitation of project results to relevant stakeholders.

## 2.2 TARGET GROUPS AND MESSAGES

The CDP in EQUALS-EU draws upon target group needs and interests to define the communication goals for each subgroup and employ the most effective communication means to reach them. CDP identifies target groups and secondary target groups and identifies key project’s offer and messages for them.

The list of target groups is re-examined to ensure new identified stakeholders are properly addressed and targeted by project’s dissemination and communication activities.

TARGET GROUP	DESCRIPTION
<b>Young people (15 - 29 years of age)</b>	Potential participants of innovation camps and hackathons and champions of gender-inclusive innovation in entrepreneurship
<b>European and International Networks for Gender Equity in Research, Innovation and ICT</b>	European Institute for Gender Equality, The European Network for Women in Digital, EuroGender, WEgate, WA4E, GENDER-NET, GenPORT, ACT & GENERA networks



<b>Decision makers</b>	<p><b>United Nations:</b> ITU, UN Women, UNESCO, UNCTAD, UN Office on the High Commission for Human Rights (OHCHR)</p> <p><b>European policy actors and decision makers:</b> DGs – education, youth, sport and culture, relevant members of the European Parliament, regulators and committees</p> <p><b>Others:</b> ministries, regulatory bodies, partner’s networks, major scientific and professional associations, regional authorities, policy agents</p>
<b>EQUALS Global Hub</b>	Members of the hub such as Organisation for Economic Co-operation and Development (OECD), International Trade Centre, the Internet Society, World Economic Forum, Plan International, World Bank, Microsoft, the Web Foundation, EY, Nokia, and the Wikimedia Foundation
<b>Scientific communities</b>	Higher Education Institutions and Research institutions within and beyond Europe working in the field of gender-inclusive innovation, STEM and STEAM education.
<b>ICT and tech industry</b>	Mobile and tech companies, start-ups, start-up communities on European level and in selected countries
<b>Financial sector</b>	Angel investors, VC capital providers on European level and in selected countries
<b>Sister projects</b>	ACT, BALTIC GENDER, CHANGE, EFFORTI, EGERA, EQUAL-IST, FESTA, GARCIA, GEARING ROLES, GEDII, GEECCO, GENDERACTION, GENDER TIME, GENOVATE, INTEGER, LIBRA, NewHoRRizon, PLOTINA, SI-DRIVE, SPEAR, STAGES, TARGET, and TRIGGER
<b>Media outlets and journalists</b>	Mass media (online and printing); journalist covering the following topics: ICT, gender equality, inclusion, education, innovation on European level and in selected countries
<b>Consortium members and external project partners</b>	
<b>General public</b>	

Table 1: Target groups

The principal guidelines for the development of the project’s key messages are:

- To be clear, simple and easy to understand. The language should be appropriate for the target groups.
- To be tailored to the target groups; it is very important to carefully consider what they should know about the project. Avoid sending the same messages to different target groups. Each time revise the relevance of the message to the target groups.
- Provide correct and realistic information. Don’t promise something that the project cannot offer in order to attract the target audiences.



- Encourage longer term participation (i.e. be part of the EQUALS-EU community and network beyond the end of the project or each activity).

To be effective, it is imperative that EQUALS-EU reaches the above-mentioned major categories of target groups with the right messages via the right communication channels at the right time. Thus, the communication strategy will be structured around the following three core directions:

- Highlight the characteristics of the EQUALS-EU deliverables to all target groups and explain how this offering can be implemented and be proven beneficial.
- Attract interest of tech and financial industry and encourage them to support and/or adopt the tools developed by EQUALS-EU.
- Exploit synergies with similar projects or initiatives at international, national or regional level. The plan involves liaising with other SwafS projects, funded under the same or related topics.

Horizontal dissemination will also be deployed to help spread the news and outputs of the project across the board. Digital means, like website and social media, will be important tools to disseminate news about the project.

Below is a provisional list of messages, to be conceived as an open work in progress. During the project, key messages will be selected and translated into actual contents according to the project timeline, the relevant events and the specific communication needs.

Key message:

- Gender equity contributes to economic and social development and progress.
- Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.
- Gender equality increases individual's opportunity to participate in social and professional life.

TARGET GROUP	MESSAGE
Young people	Gender equality increases individual's opportunity to participate in social and professional life.
European and International Networks for Gender Equity in Research, Innovation and ICT	Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.
Decision makers	Gender equality increases individual's opportunity to participate in social and professional life.  Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.  Gender equity contributes to economic and social development and progress.
EQUALS Global Hub	Gender equality increases individual's opportunity to participate in social and professional life.  Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.  Gender equity contributes to economic and social development and progress.





<b>Scientific communities</b>	Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.
<b>ICT and tech industry</b>	<p>Gender equity contributes to economic and social development and progress.</p> <p>Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.</p>
<b>Financial sector</b>	<p>Gender equity contributes to economic and social development and progress.</p> <p>Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.</p>
<b>Sister projects</b>	Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.
<b>Media outlets and journalists</b>	<p>Gender equality increases individual's opportunity to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.</p> <p>Gender equity contributes to economic and social development and progress.</p>
<b>General public</b>	<p>Gender equality increases individual's opportunity to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing gender gap in ICT and tech sectors.</p> <p>Gender equity contributes to economic and social development and progress.</p>

Table 2: Messages



## COMMUNICATION TOOLS

Various online and offline communication tools are and will be used to reach the target groups as identified above, to promote and disseminate EQUALS EU results, activities, events and outcomes.

### 3.1 PROJECT VISUAL IDENTITY

EQUALS-EU aims to promote gender equity in social innovation through capacity building and creating smart, sustainable and inclusive social innovation ecosystems in local communities and cities in Europe and the Global North and South. The branding differentiates itself from, yet complement, the branding of the EQUALS Global Hub.

Common visual identity and branding templates has been developed for the Consortium partners to adopt in their local, national and international communication activities including dissemination of event materials, and social media campaigns. It also sets the publishing formats and style for the Gender Equity Tools for Digital Inclusion in Task 5.5 to achieve maximum usability and interactivity.

To ensure consistency and facilitate recognizability, WP5 has designed a logo which is easily identified and used even beyond the project life cycle.

#### PRIMARY LOGO

#### FULL COLOUR

EQUALS EU



#### MONOCHROMATIC



**SECONDARY LOGO**

**FULL COLOUR**



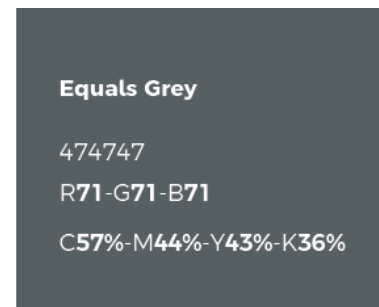
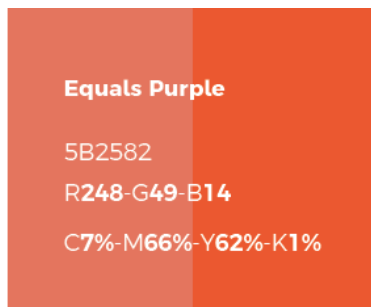
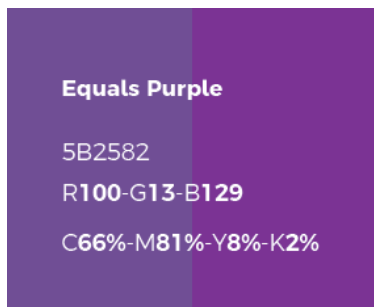
**MONOCHROMATIC**



The EQUALS EU brand comprises both visual and contextual content, including the logo, colors, fonts, and accompanying templates. The logo was designed in a way that reflects clearly the project's aim of influencing gender equity, is easily readable and adjustable at various scales.

The EQUALS EU color scheme is:





It is noted that the primary logo should appear unaltered (scale, colour and appearance) and in a prominent position (first page of documents, all slides in presentations, etc.) in every document or material produced internally or externally. The same applies for deliverables produced during the project.

The secondary logo can be used only for communication activities on social media.

All partners in both their internal and external communication should adhere to these guidelines for maintaining a consistent identity in order to build awareness and brand longevity.

The various forms and file formats of the [logo](#) and its corresponding [brand identity manual](#) are available to the project partners via Basecamp, the consortium's internal communication tool.

Based on the visual identity a set of commonly used templates has been developed, under Deliverable No. D5.4. Among these, a Deliverable Template, a Letterhead Template, a PowerPoint Template and Meeting Agenda template. All of them are also available on [Basecamp](#), allowing easy access for all EQUALS-EU partners.

## 3.2 PROMOTIONAL KIT

The EQUALS-EU promotional kit consists of:

- Social media posts templates
- Social media banners
- A PowerPoint template
- Letterhead template

The aim of the promotional kit is to ensure common project communication in line with visual identity and guidelines.

Additionally, consistent with the Communication guidelines for EC funded projects (Annotated Model Grant Agreement, article 38), all material will display the EU emblem and include the reference to the funding source: *" This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement nr. 101006396.*

Communication and recruitment kit has been designed to support communication about innovation camps and hackathons. The Kit includes 16 designed templates (posters, website banners, social media templates, email banners and signatures) available in two formats to accommodate different design knowledge of partners. The main aim of the Kit is to ensure coherent implementation of the project's visual identity across all 24 events.

# DISSEMINATION PLAN

## 4.1 EQUALS EU WEBSITE

The EQUALS EU website is a major dissemination tool for the project, open to the broad public at any time. Currently, it presents the project's goals and the consortium partners, and it will present the project's work plan, results, expected impact, and a news section. The website will publish regular updates on the project's progress.

It will also provide links to relevant national, regional, European and worldwide initiatives. In order to monitor its performance over time, the project foresees the use of Google Analytics.

EQUALS EU Website Link <https://equals-eu.org/>

**Target KPI:** 3,000 visits during the 2-year project duration

## 4.2 SOCIAL MEDIA

EQUALS-EU is present on four major social media platforms (Facebook, Twitter, Instagram and LinkedIn) and utilizes wide reach of the Consortium members social media presence.

Social media activities contribute significantly to highlighting the project's outputs and activities enabling a much stronger public discourse on gender equity and digital inclusion. Moreover, social media campaigns amplify the dissemination of the EQUALS-EU outputs among the young people, decision makers, scientific community, financial sector, ICT and tech industry, media and general public.

ALL DIGITAL and OsloMET manage the social media presence. All project partners are continuously invited to contribute with content by providing to ALL DIGITAL information and photos from project events and / or activities, and by sharing with their respective networks, accordingly. Individual posts with relevant content with the project's scope are also encouraged, as long as the project is mentioned meticulously. Additionally, all partners are invited to engage in social media communication by liking, sharing or commenting posts using their institutional and / or personal accounts.

The LinkedIn page is mainly used to promote the project and its progress towards the various stakeholders. Additionally, it promotes EQUALS-EU activities and events that were and will be organized during the course of the project.

The Twitter account is used to disseminate both project news and other relevant news, fostering awareness on relevant topics, linking to events and other sources. It enables the project consortium to establish engagement with other relevant EU organizations, projects and initiatives, pursuing multiplying effects in promotion of its activities and impact.

Facebook and Instagram are used to disseminate project news and outputs and focus on raising awareness about the topic of gender equity among young people and motivate them to contribute to narrowing down the gender gap.

The target is to reach over 500 followers on all social media platforms by the end of the project.

On top of mentioned platforms, EQUALS-EU will be active also on YouTube, which is used as a video repository for materials produced during the project.

Hashtags:

#EQUALS-EU

#equalityforall

#equality

#womenintech

#genderequality

#girlsintech

#genderequity

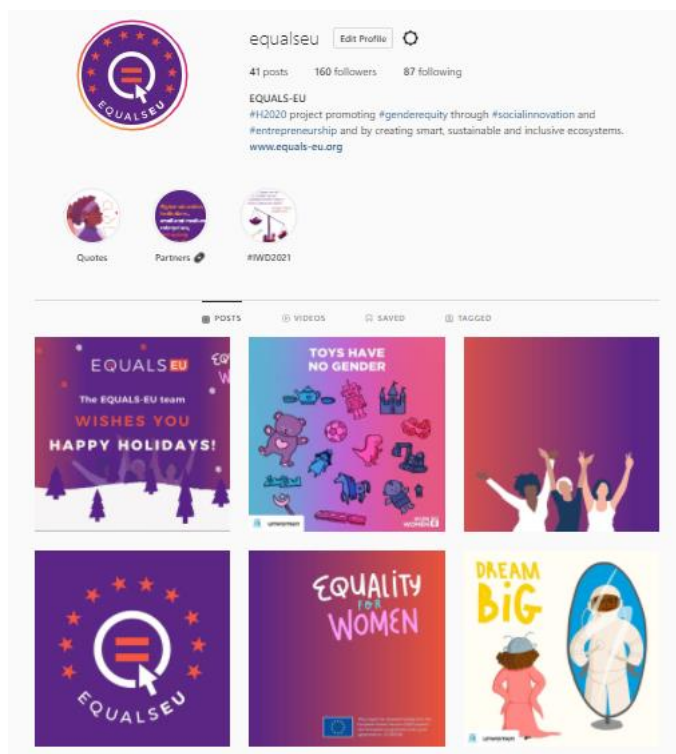
#STEMeducation

**Target KPI:** >500 followers on each of the social media platforms

## INSTAGRAM

Account handle: [equalseu](https://www.instagram.com/equalseu)

URL: <https://www.instagram.com/equalseu/>



### Analytics of communication activities on Instagram in 2021:

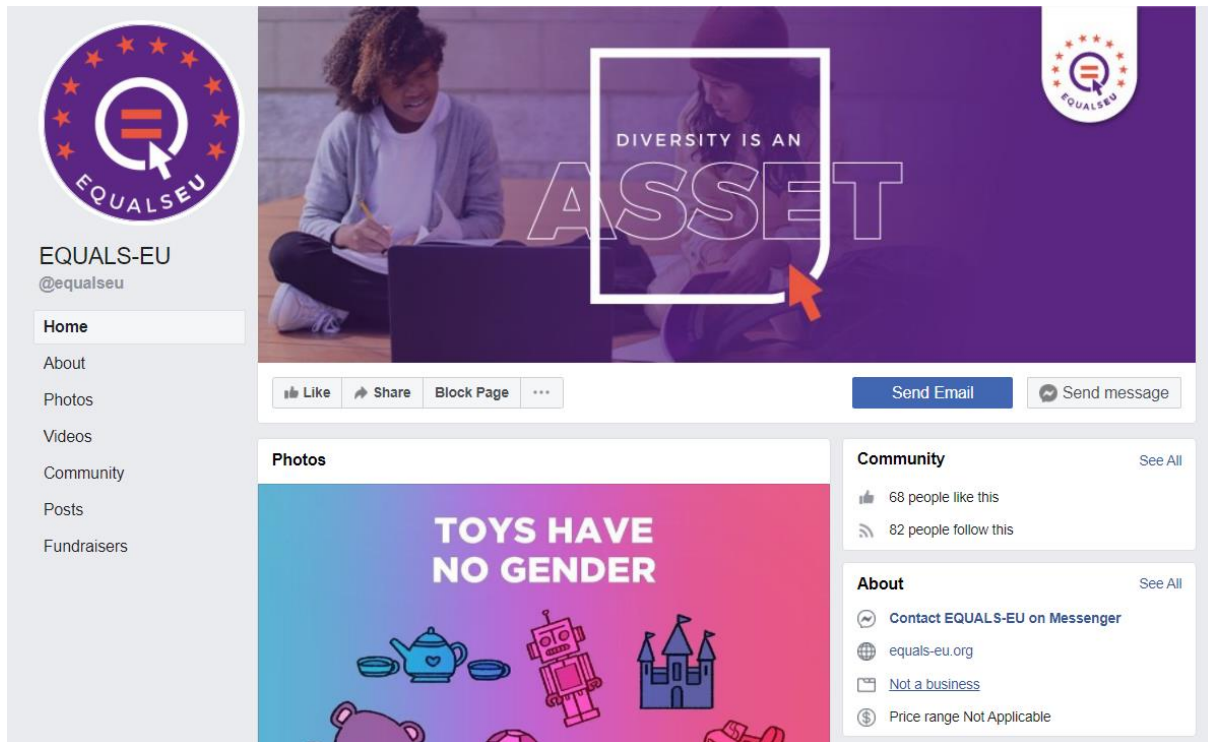
- Number of followers: 160
- Number of posts: 41
- Reach: 5.401
- Likes: 503

## FACEBOOK PAGE

Account Handle: [@equalseu](https://www.facebook.com/equalseu)

Link: <https://www.facebook.com/equalseu>





Analytics of communication activities on Facebook in 2021:

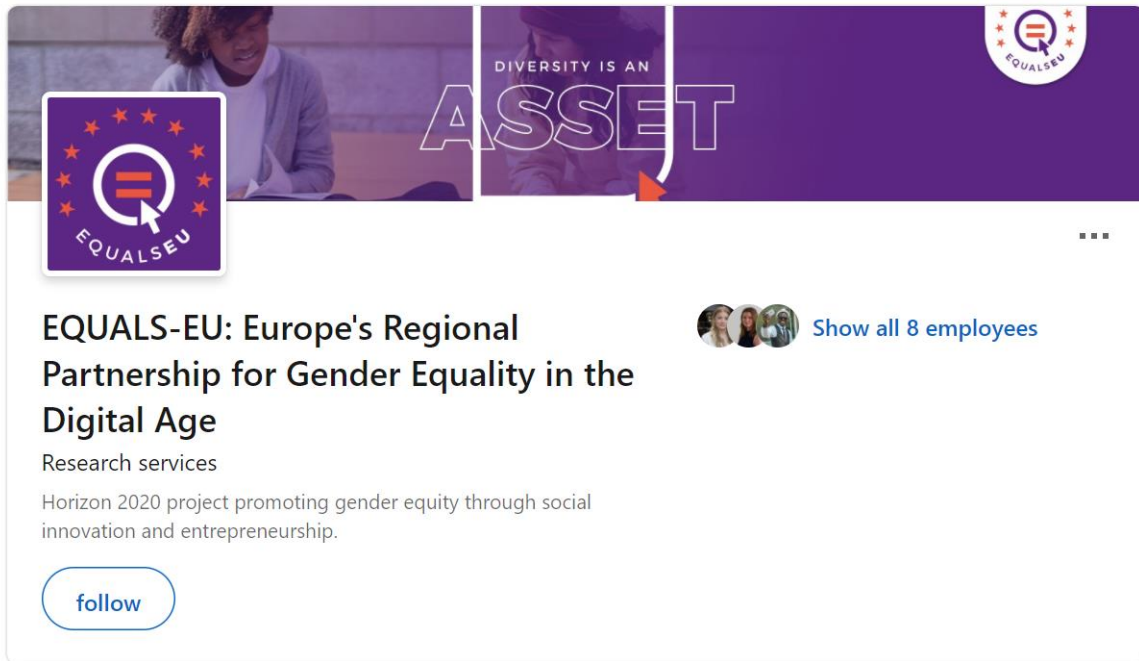
- Number of followers: 82
- Number of posts: 76
- Reach: 4.383
- Engagement (likes, shares, comments): 441
- Video views: 441

**LINKEDIN**

Account Handle: EQUALS-EU

Link: <https://www.linkedin.com/company/equals-eu/>





Analytics of communication activities on LinkedIn in 2021:

- Number of followers: 193
- Number of posts: 46
- Impressions: 12.784
- Engagement (clicks, likes, comments, shares): 1.182
- Video views: 31

## TWITTER

Account Handle: @Equals\_EU

Link: [https://twitter.com/equals\\_eu](https://twitter.com/equals_eu)







Analytics of communication activities on Twitter in 2021:

- Number of followers: 236
- Number of tweets: 330 (128 own tweets and 220 non quotes RTs)
- Impressions: 272.703\*
- Engagement (clicks, likes, comments, shares): 1.558

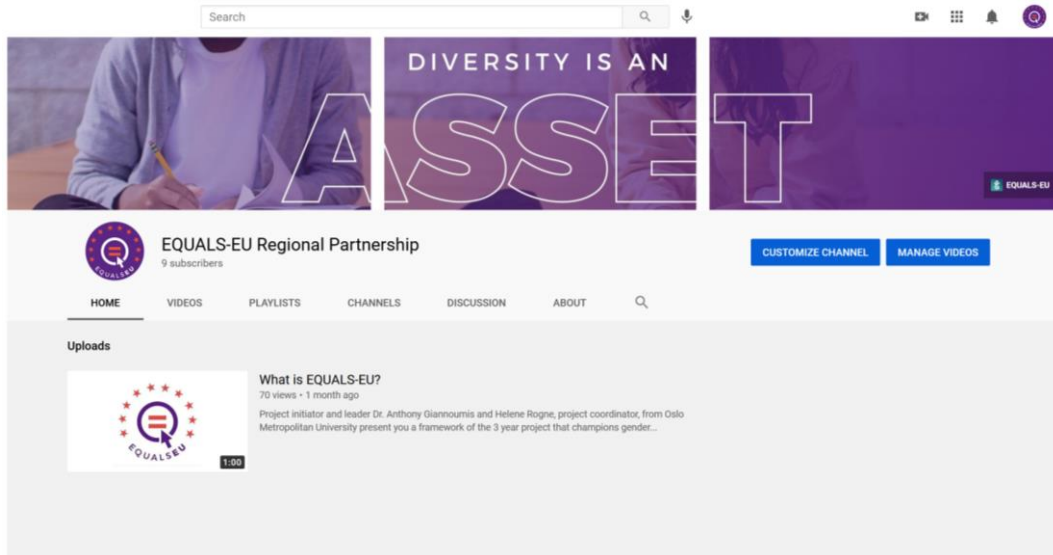
\*One tweet accumulated 200.000 impressions. The analytics were checked multiple times over the course of several months to check whether this was a bug in the Twitter analytics. As there were no changes in Twitter Analytics or any indication this was a consequence of a but, we include it in the analytical report but take it with a grain of salt.



## YOUTUBE

Account Handle: EQUALS-EU Regional Partnership

Link: <https://www.youtube.com/channel/UCQpzEKkbUnHN7-wHJngzW6A>



Analytics of communication activities on YouTube in 2021:

Number of videos uploaded: 38 (4 videos made in the project and 34 videos from the collaboration in the celebration of the Girls in ICT 10th Anniversary)

Number of views: 912

## 4.3 PROJECT NEWSLETTER

EQUALS-EU newsletters will be produced and published at least 2 times a year from the second year of the project. The newsletters will contain information about project news, milestones and outputs. It will be distributed to the EQUALS-EU mailing list reaching relevant stakeholder organisations as well as individuals. Sign up for the newsletter is available on the project website.

ALL DIGITAL is responsible for issuing four newsletters during the whole duration of the project. The exact structure and template of the e-newsletters will be decided by M14, while the 1st issue is expected to be published in M14.

Newsletter will feature all the characteristics of a modern newsletter, plus it will pay attention to:

- Being creative, attractive and responsive in design
- Ensuring content is educational, informative and concise
- Guiding readers to the website where they can learn more
- Including follow us and contact information

**Target KPI:** At least 6 newsletters disseminated to subscribers.

Newsletter related activities in 2021:

ALL DIGITAL and OsloMET has established a newsletter sign-up system and promoted the newsletter at project and other external events resulting in 83 subscribers in M12.

## 4.4 HIGH-LEVEL UN AND EU EVENTS

Events constitute a hugely important communication tool allowing EQUALS-EU partners to develop project outputs and present the project to different audiences, create interest about the project, raise awareness about the core topic and enable project's stakeholders to provide valuable inputs for development of project outputs.

Consortium partners will organise and / or participate in various events, from small-scale, regional workshops and project meetings to large-scale international conferences, throughout the course of the project in order to increase project visibility and sharing of results as well as to build and extend a contact list resulting into numerous networking opportunities.

List of events where representative of EQUALS-EU will participate:

- UN World Summit on the Information Society
- UN Generation Equality Forum in Paris
- UN-EU Girls in ICT day
- UN AI for Good Global Summit in Geneva
- European Development Days in Brussels

**Target KPI:** Participation at at least 5 high-level UN and EU events.

Events related activities in 2021: EQUALS-EU organised a workshop about the project at the World Summit on Information Society 2021.

## 4.5 PROJECT EVENTS

Project events will be organised as part of the WP2, WP3 and WP4 activities. Project consortium has to utilize these events also to increase the visibility of the project, disseminate project results and raise awareness about the topic of gender equity.

Consortium will organise 24 innovation camps and hackathons in the framework of WP2.

Innovation camps for sustainable gender equity practices (M15-M18)

- Universal design of ICT hosted by P4/GUDC-EU in Norway
- Gender in science and security hosted by P7/KhNUIA in Ukraine
- Feminism and women's leadership in international law and policy hosted by P8/IHEID in Switzerland
- Gender inclusive social entrepreneurship hosted by P9/IE LAS in Latvia
- Women as entrepreneurs and leaders in science communication hosted by Galician-Enterprise University Foundation (FEUGA) in cooperation with P10/UVEG
- Women in defense and security hosted by P15/HS in Turkey
- Responsible, research and innovation (RRI) hosted by P17/INTERSECTION in Serbia
- Gender sensitive science communication hosted by the Montenegrin Science Promotion Foundation in cooperation with P17/INTERSECTION in Montenegro
- Inclusive education for sustainable development hosted by the Centre for Technology Transfer and Innovations (INNOFEIT) at the Faculty of Electrical Engineering and Information Technologies (FEEIT) at Cyril and Methodius University in Skopje in cooperation with P17/INTERSECTION in North Macedonia
- Women as role models and active citizens hosted by University of Rijeka Foundation in cooperation with P17/INTERSECTION in Croatia

Hackathons for ICT solutions for digital inclusion (M15-M18):

- Digitalization in international development hosted by P2/SPIDER in Sweden
- Gender inclusion in governance and decision-making hosted by P3/MP in France
- Financial inclusion for women hosted by P5/GSMA in the United Kingdom
- STEM education and lifelong learning hosted by P6/AllDig in Belgium
- ICT in women's health hosted by P11/UHC in Germany
- Public health and health promotion hosted by P13/UH in Israel
- ICT accessibility for women with disabilities hosted by P14/BLITAB and in cooperation with the Zero Project in Austria
- ICT for social equality, welfare and active citizenship hosted by P16/KMOP in Greece
- Women in peace and conflict resolution hosted by the University of Sarajevo School of Science and Technology in cooperation with P17/INTERSECTION in Bosnia and Herzegovina
- Women's leadership in biotechnology hosted by the Marine Biology Station, Piran, at the National Institute of Biology in cooperation with P17/INTERSECTION in Slovenia

Consortium will organise following events in the framework of WP3:

- Boot camp Kharkiv (M31)
- Boot camp Geneva (M31)
- Boot camp Valencia (M31)

Consortium will organise following events in the framework of WP4:

- Capacity building colloquium on educational cooperation in gender equity and digital inclusion (M8)

Consortium will organise following events in the framework of WP5:

- 18 special sessions introducing the two developed Gender Equity Tools for Digital Inclusion for decision-makers in all partner's countries (except Korea) (M36)

When a partner organizes an event related to EQUALS-EU, it will share all the details with ALL DIGITAL in advance in order to adjust the editorial plan accordingly.

Before the event, the news will be spread by ALL DIGITAL through the official channels of EQUALS-EU. ALL DIGITAL can also help with the preparation of promotional materials in line with the official visual identity.

During the event, to ensure EQUALS-EU visibility, pictures and highlights will be posted on the project official communication channels (website and social media).

The EQUALS-EU official hashtag, #EQUALSEU, must always be used. For the main events, a specific hashtag can be chosen in addition to the official one. Account and hashtag details must be visible and available at the event venue. It is possible to post and share on official channels, but also via personal accounts, which is a very valuable practice.

After the event, with the agreement of the authors, slides will be shared on the EQUALS-EU website account with Creative commons licenses to encourage their reuse.

The events are also an opportunity to attract new subscriptions to the EQUALS-EU newsletter: a specific advertisement can be placed at the registration desk or event venue and gain more followers on social media platforms.

## 4.6 MEDIA RELATIONS

The main achievements of the project and public activities (including the main events) are promoted via the local press with the support of organizations' press offices, whenever feasible.

SUPERA provides to press offices a project fact sheet, a draft press release, images and relevant links. Materials are issued in English and translated into local languages according to partners' needs.

The fact sheet is a brief summary that includes the main information about the project. It is written in an accessible, non-technical language, and will be distributed among the media and other stakeholders. It will be prepared by ALL DIGITAL by M9. It includes the following points:

- · Description of EQUALS-EU project;
- · Work approach and timeline;
- · Outline of expected results;
- · Duration and details of the funding scheme;
- · Web and social media, contact details.

The press releases are the means by which relevant news are communicated to the press. ALL DIGITAL will provide a draft for the press releases, which will be edited by partner organizations' press offices according to journalistic publishing standards.

All partners are advised to keep a record of press reviews (both paper-based and online published articles about EQUALS-EU) and share it with the coordinator. Press reviews will be actively monitored at the level of the partners and of the WP leader ALL DIGITAL, who will regularly ask for updates.

Contents about the project can also be promoted on sector-specific blogs and magazines, and the contents published on the website can be shared under a Creative commons license in order to promote sharing and reuse.

## 4.7 PODCAST

Podcasts are growing in popularity, and during the COVID-19 pandemic they received more time in the spotlight. While the trend is stronger in the USA, European countries are not lagging too far behind. There's no illusion that the EQUALS-EU can produce a podcast that would be relevant across several EU countries but at the same time the consortium recognizes the growing popularity of the podcasts across all of the project's target groups. That is why the consortium will launch the project's podcast in 2022. After airing at least 4 episodes an evaluation will be done to assess whether the reach and impact of the podcast justifies the resources invested.

The podcast host will be project leader Dr Anthony G. Giannoumis from OsloMET who will take care of the postproduction. ALL DIGITAL will be tasked with distribution and promotion of the podcast.

**Target KPI:** Produce and air at least 4 episodes of EQUALS-EU podcast in 2022.

## 5. EXPLOITATION PLANS

Consortium member from each country covered by the project, except P19/KAIST, will develop a short Exploitation plan in M33 that will detail the strategy for endorsing the Equity Tools for Digital Inclusion. The plan will detail the endorsement process, the main decision-makers and policy targets, key messages, potential impact for each country, and critical opportunities for implementing the Tools in policy and practice. In the final month of the project, each Consortium member will host a special session introducing the Tools to decision-makers in their respective countries. The sessions will focus on detailing the ambitions of the endorsement process, reflecting on EQUALS-EU's co-innovation approach, and outlining the scope of the expected implementation of the Tools. This activities will result in 16 summary reports, with details on how the Tools have been endorsed and what commitments have been made.

## 6. MONITORING SYSTEM

EQUALS-EU will monitor the impact of the dissemination and communication strategy in part using monitoring tools. The KPIs listed in Table 3 have the purpose of identifying deviations, to allow the necessary corrections and find new opportunities that can help to maximize impact and visibility.

Communication channel	Description and KPI
Project website	<p>Online, regularly updated website. Accessible and responsible layout to allow browsing from all the devices.</p> <p>Information about the project and results published, showcasing project news and acting as a communication channel with stakeholders.</p> <p>KPI: 3000 webpage visits in the project lifetime</p>
Institutional tools	Project pages on partners' websites. Use of internal communication tools (mailing lists, meetings and events).
Videos and multimedia	All videos uploaded to the official Youtube channel.
Social media and newsletter	<p>At least 500 followers on all official social media accounts by the end of the project.</p> <p>At least 6 newsletters sent by the end of the project.</p>
Events	<p>48 public events organized by partners during the project lifetime.</p> <p>At least 5 high-profile relevant attended events as speakers.</p> <p>At least 5 official press releases issued during the whole project.</p> <p>All events visible online via website and social media, on the project's website and communicated on social media.</p> <p>50 media reached (among local, national and international) with press releases during the project lifetime.</p>

ALL DIGITAL, in cooperation with all the implementing partners, will keep record of the communication and dissemination activities described in this deliverable. The documentation will be digitally stored, shared on the cloud platform and archived to be available also after the end of the project, for project reviews and in case of audit.

## 7. COMMUNICATION AND DISSEMINATION ACTION PLAN FOR PERIOD M13-M18

The six-month action plan builds on the overall communication and dissemination plan. The activities are divided into three pillars:

1. Awareness-raising about the project and strengthening of the EQUALS-EU brand
2. Targeted presentation and dissemination of the completed deliverables
3. Promotion of the innovation camps and hackathons and outputs of the events

Communication activities in all three pillars has to be improved in terms of content – target audience relation. Also, the analysis of the year one of the project communication activities showed that the consortium should better tap into the potential of the knowledge and expertise of the project partners and their communication channels to increase the relevant content production and thus increase the reach towards identified target groups. Additionally, more diversification of the communicated content in relation to the communication content will be explored to better address the diversity of the target groups. These are overall guidelines that will be followed in all three pillars.

### 1. PROMOTION AND AWARENESS RAISING ABOUT THE EQUALS-EU PROJECT DELIVERABLES

EQUALS-EU project has built a solid ground in the first year of the project by establishing itself across several social media platforms, (co)organising events and building the internal and external communication infrastructure.

The plan for year two is to continue these activities by focusing on strengthening the partnership with stakeholders from the EU and UN level and utilizing opportunities with international tech and business communities.

Content wise, the partners will tap into the expertise of the project partners with a more structured approach to content production that will be used across different platforms.

Concretely, the list of communication activities is as following:

- Diversifying social media communication and dissemination strategy by forking the communication activities to single platform and producing more tailored made content that fits better the target audiences on different platforms. Tailored made communication and dissemination action plans will be developed for Instagram, LinkedIn and Twitter. Facebook will host content produced for both, Instagram and LinkedIn.
- Partners will produce in-depth content related to their expertise and the topic that they will address in their innovation camps or hackathons. This will contribute to the awareness raising about the issues and challenges related to the gender equity in social innovation, business and entrepreneurship. At least 24 content articles will be produces and disseminated by M18.
- Podcast production will begin in M13. The objective of the podcast is to increase the recognition of the EQUALS-EU brand and discuss the challenges that the project is addressing. At least 2 podcast episodes will be produced by M18.
- EQUALS-EU has built a solid subscribers list and it's time to connect with them to increase further the range of channels used for reaching the target groups. The



consortium will produce at least 2 newsletter editions by M18 focusing on promotion of the innovation camps and hackathons and their results and promoting the content produced by the partners.

- EQUALS-EU will continue to tap into activities organised by partners or associated institutions to contribute to the awareness raising about the topic of gender equality and breaking the stereotypes related to the participation of women and young girls in tech, business and entrepreneurship. The consortium will organise own activities or contribute to those organised by others in at least two global campaigns (Girls in ICT campaign in April 2022, organizing a small campaign to celebrate International day of Women in March 2022) by M18.

## 2. TARGETED PRESENTATION AND DISSEMINATION OF THE COMPLETED DELIVERABLES

EQUALS-EU consortium completed deliverables 1.1, 1.2, 1.3 and 4.1 in M12 of the project. These deliverables present important milestones of the project and contribute to the general and specific objectives of the project.

The deliverables will be disseminated to the target audiences and will contribute to the body of knowledge on gender inclusive innovation systems and challenges related to gender equity in tech, businesses and entrepreneurship. The communication activities between M13 and M18 will aim towards disseminating and presenting the deliverables to relevant stakeholders.

The consortium will take on the following activities:

- Prepare executive summaries and visual materials to promote the deliverables' content online.
- Prepare excerpts to highlight the conclusions and findings from the appraisal of gender equity innovation ecosystems.
- Organise an online event to present the results of the Work Package 1 activities
- Prepare a press release to inform media on international, European and national levels about the results of the appraisal.

## 3. PROMOTION OF THE INNOVATION CAMPS AND HACKATHONS AND OUTPUTS OF THE EVENTS

The innovation camps and hackathons will be organised by project and associated partners. Communication support to the organizers have been provided by developing a Recruitment and Communication kit that includes instructions, guidelines and tips on communication and recruitment activities and visual templates to use for promotion of the events.

The support to the events organizers is challenging as the events will be organised on national, regional or local levels using local languages. Also the reach of the project through the established communication channels is not sufficient to provide the organizers with the support in recruiting the participants and promoting the event to relevant stakeholders on the level that the event will be organised.

Therefore, the aim of the communication and dissemination activities regarding innovation camps and hackathons will focus on presenting the scope and topics of all events and distributing the events results (products, policies, solutions, etc.)

This will be done by:

- Populating the events page on the EQUALS-EU website with information about the planned events.
- Organise EQUALS-EU Instagram and Twitter takeover during the events.
- Collecting the information about the results of events and testimonials from event participants that will be used to prepare 24 articles about events published on the EQUALS-EU website.
- Present 24 winning teams and their solutions through short interviews that will be published on the EQUALS-EU website. The interviews will be conducted by project and associated partners.



The logo for EQUALS EU features the word "EQUALS" in white uppercase letters on a purple background. The letter "E" is stylized with three horizontal bars. To the right of "EQUALS" is the letters "EU" in white uppercase letters inside a red square. A red vertical bar is positioned to the left of the purple background.

EQUALS EU

[WWW.EQUALS-EU.ORG](http://WWW.EQUALS-EU.ORG)



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