



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

D5.1 COMMUNICATION AND DISSEMINATION PLAN

ALL DIGITAL

December 2022



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EXECUTIVE SUMMARY

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

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

The dissemination plan has been updated on M24 (December 2022). Further updates are planned for M30 and M36.

LIST OF ABBREVIATIONS

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

1. INTRODUCTION

The DoA describes the deliverable as follows:

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.

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 follows 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 recognised 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 the 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 organisations 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 (UVEG)
- 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 of seven European experts from research and higher education institutes.

The **Young People's Reference Group (YPRG)** will provide work placement opportunities 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.

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.

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.

2. 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

To achieve its goals, the EQUALS-EU project will pursue communication and dissemination of its outcomes to stakeholders within and beyond the consortium as well as ensure active adoption of the developed resources beyond the project's lifetime. These ambitious objectives are at the heart of the Communication and Dissemination Plan.

The CDP outlines an overall strategy to maximise 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 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)

M24 update of the CPD is based on the analysis of the communication and dissemination results and key learnings of the project partners during the progress of the project in M18-M24. The evaluations and

recommendations mentioned in the Periodic Review Report dated 8 November 2022 were also considered as an essential input for the revision of the plan for the final year of the project. The updated plan foresees additional actions to widely disseminate the deliverables and results created by the project, to create synergies with other EU projects, and to ensure sustainability of assets after the end of the project.

The first year of the EQUALS-EU project focused on appraising Gender Equity Social Innovation Ecosystems (WP1) and preparations for the organisation of innovation camps and hackathons (WP2) and saw the first public event of the EQUALS-EU as a part of preparations for summer school programmes (WP4). During the second year, the deliverables submitted in M12 have been extensively promoted in addition to the promotion of the innovation camps and hackathons. As the project now reaches its final year, the focus will be on disseminating the results achieved by all the work packages of the project as the final deliverables are gradually being released and highlighting the achievements of the innovation camps and hackathons as inspiring examples. General communication about the project, its goals and addressed challenges, towards specialised audiences – including policy makers and institutions on national, European and international levels, relevant EU funded projects, Higher Education Institutions, start-up ecosystems and business - as well as general public and media will also continue.

Another update of the CDP will follow during the project's implementation (M30) 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.

The final version of the CDP (M36) 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)

The Work Package 5 focuses on communication, dissemination and exploitation of the key results from the 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 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 Member States and Associated Countries and nine non-European countries in both the Global North and Global South.

More specifically, 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 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** to 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 utilise 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.
- Organise 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 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 the 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.

2.4 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 projects' offers and messages.

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

TARGET GROUP	DESCRIPTION
Young people (15 – 29 years of age)	Potential participants of innovation camps and hackathons and champions of gender-inclusive innovation in entrepreneurship
European and International Networks for Gender Equity in Research, Innovation and ICT	European Institute for Gender Equality, The European Network for Women in Digital, EuroGender, WEgate, WA4E, GENDER-NET, GenPORT, ACT & GENERA networks, Girls Go Circular
Decision makers	<p>United Nations: ITU, UN Women, UNESCO, UNCTAD, UN Office on the High Commission for Human Rights (OHCHR), UN Tech Envoy</p> <p>European policy actors and decision makers: DGs – education, youth, sport and culture, relevant members of the European Parliament, regulators and committees</p> <p>Others: ministries, regulatory bodies, partner's networks, major scientific and professional associations, regional authorities, policy agents</p>
EQUALS Global Hub	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
Scientific communities	Higher Education Institutions and Research institutions within and beyond Europe working in the field of gender-inclusive innovation, STEM and STEAM education.
ICT and tech industry	Mobile and tech companies, start-ups, start-up communities on European level and in selected countries
Financial sector	Angel investors, VC capital providers on European level and in selected countries

Sister projects	ACT, BALTIC GENDER, CALIPER, 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
Media outlets and journalists	Mass media (online and printing); journalists covering the following topics: ICT, gender equality, inclusion, education, innovation at local and European levels
Consortium members and external project partners	
General public	

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 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.

Key messages spread:

- Gender equity is central to economic and social development and progress.
- Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.
- Gender equality increases individuals' opportunities to participate in social and professional life.

TARGET GROUP	MESSAGE
Young people	Gender equality increases individuals' opportunities 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 the gender gap in ICT and tech sectors.
Decision makers	<p>Gender equality increases individuals' opportunities to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p> <p>Gender equity is central to economic and social development and progress.</p>
EQUALS Global Hub	<p>Gender equality increases individuals' opportunities to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p> <p>Gender equity is central to economic and social development and progress.</p>
Scientific communities	Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.
ICT and tech industry	<p>Gender equity is central to economic and social development and progress.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p>
Financial sector	<p>Gender equity is central to economic and social development and progress.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p>
Sister projects	Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.
Media outlets and journalists	<p>Gender equality increases individuals' opportunities to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p> <p>Gender equity is central to economic and social development and progress.</p>
General public	<p>Gender equality increases individuals' opportunities to participate in social and professional life.</p> <p>Capacity building and upskilling is key to narrowing the gender gap in ICT and tech sectors.</p>

Gender equity is central to economic and social development and progress.

Table 2: Messages

2.5 KEY LEARNINGS

EQUALS-EU partners met face-to-face for the first time during the General Assembly in Valencia on 23-25 November 2022. A special workshop was organised on the final day with the theme “Dissemination with Impact” to create a platform for project partners to exchange their key learnings regarding their communication and dissemination activities so far. The partners brainstormed about the project’s key messages and how to effectively communicate the knowledge gathered in the consortium with the right audience during the final year of the project. The presence of representative members from the Academic Advisory Coalition, the Innovation Advisory Coalition and Global Hub Reference Group offered the possibility of benefiting from their experience and observations.

Following learnings were noted from this workshop for the future communication and dissemination actions of the project:

- **“Every idea matters”**: The recruitment experience for hackathons and innovation camps revealed that some potential participants feel overwhelmed with the word “innovation” and didn’t feel enough skilled or knowledgeable to participate in these events. To overcome this barrier, it’s important to highlight that such events are “open to all regardless of skills, knowledge and abilities” and that “every idea matters”. Direct outreach, so approaching the target audience face-to-face, proved to be very useful in the recruitment process.
- **“Context matters”**: The workshop participants highlighted that contextual differences should be always kept in mind in communication and dissemination actions regarding gender equality. This had been identified earlier in the project and has resulted in an additional project outcome: the development and dissemination of a lexicon of gender-related words, localised for different regions. Besides this, it’s important to note that gender equality falls under different policies and frameworks in different countries (women empowerment, women representation, vulnerable groups etc). Some participants also highlighted that the use of words such as “empowerment” and “engagement” were more effective towards their audiences than “gender” and “inclusivity”. They also highlighted that “digital” and “technology” words should be used more frequently to effectively transmit the project’s messages.
- **“Good diversity is collective intelligence”**: The workshop participants representing the entrepreneurship and investment fields highlighted the importance of transmitting the message to the entrepreneurs and investors that “We can build great gender-inclusive companies that are also good for business”.
- **“Diversity doesn’t equal inclusion”**: It was also highlighted that diversity doesn’t always lead to inclusivity and it’s important to make everyone welcome by giving them space (Space -> Gender -> Inclusivity).

3. 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 is complementary to, the branding of the EQUALS Global Hub.

Common visual identity and branding templates have 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



MONOCHROMATIC

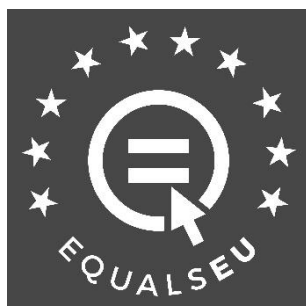


SECONDARY LOGO

FULL COLOUR

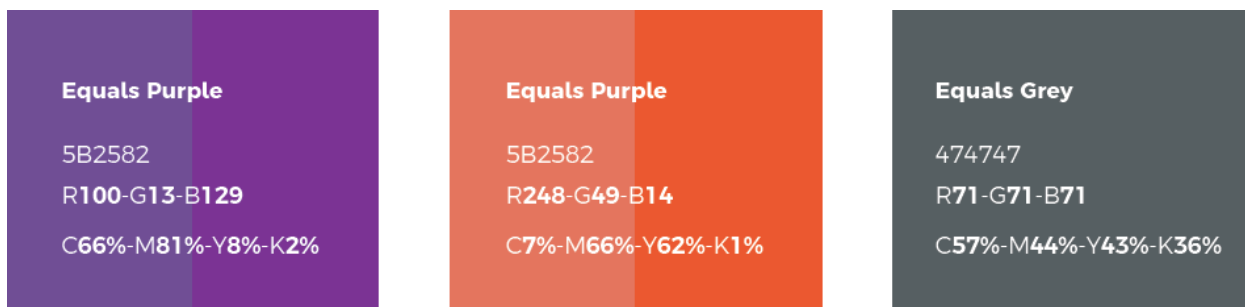


MONOCHROMATIC



The EQUALS-EU brand comprises both visual and contextual content, including the logo, colours, 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 colour 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 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."*

A communication 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 events.

4. PROJECT COMMUNICATION CHANNELS

EQUALS-EU impacts are catalysed by the public disclosure of the project's activities and results and the use of those results in policy and practice. Three integrated mechanisms serve as a focal point of the Communication and Dissemination and provide demonstrable evidence of the changes stemming from EQUALS-EU's impacts. They include:

- 1) Increasing and promoting women's leadership in social innovation and entrepreneurship,
- 2) Supporting institutions and enabling women and girls from different backgrounds to join STEM fields,
- 3) Contributing with new research on gender equity in social innovation ecosystems.

4.1 EQUALS-EU MAIN CHANNELS

EQUALS-EU has six channels :

- Website: <https://equals-eu.org/>
- Instagram: <https://www.instagram.com/equalseu/>
- Facebook: <https://www.facebook.com/equalseu>
- LinkedIn: <https://www.linkedin.com/company/equals-eu/>
- Twitter: https://twitter.com/Equals_EU
- YouTube: <https://www.youtube.com/channel/UCQpzEKkbUnHN7-wHJngzW6A>.

4.2 Target groups, messages and channels

Messages spread on the website and throughout social media are prepared in continuity with the activity of the Consortium, keeping in mind objectives and target audiences.

In fact, the presence of many channels has a double face: On one hand, the presence of different target groups has a key importance for a deeper effort to implement gender equality with specific approaches for generations; on the other hand, this complexity could increase difficulties and fragmentation in the unicity of the project. For this reason, both website and social media have specific connotations to be appropriately accessible by their audiences.

A key message which has been shared many times is the centrality of **equality throughout diversity**: contents refer to the opportunity for each person to realise him/herself in the way he/she feels more comfortable to. In particular, messages can be divided into three macro-areas:

- **WOMEN'S EMPOWERMENT IN EVERYDAY LIFE**

Contents from inputs and outputs of the project on female empowerment and focused on relevant situations to practically show the status. Diversity as a core value is the *fil rouge* of the communication and dissemination: women in STEM, women with disability, women in entrepreneurship and decision-making process is presented as a model to stimulate economic, political and social changes.

- **EVENTS**

This kind of content creates a reminder and a dialogue with people: indeed, activities partners organise with the aim of increasing active participation and dissemination.

- **CELEBRATION OF INTERNATIONAL DAYS**

Celebrating international days has a double value: First, it is useful to make audience aware these celebrations; secondly, it highlights the strict relationships between everyday life and the purpose of the project. Talking about gender equality by celebrating international organisations appointments puts the topic at the centre of many discussions.

- **PROJECT RESULTS AND ACHIEVEMENTS**

The activities of the project are spread on EQUALS-EU channels to get feedback and to stimulate general interest and contribute for the next challenges.

Each channel is focused on a different audience, from young people (mostly on Instagram) to parents and educators (mainly on Facebook), from stakeholders (especially on Twitter) to policy makers (primarily on LinkedIn). And while the website serves as a main gathering point for all these different media channels, YouTube is mainly used for streaming and video storage, especially during events and webinars.

Target groups	Main channel(s)
Young people (15 – 29 years of age) Potential participants of innovation camps and hackathons and champions of gender-inclusive innovation in entrepreneurship	Instagram
Decision makers United Nations: ITU, UN Women, UNESCO, UNCTAD, UN Office on the High Commission for Human Rights (OHCHR), UN Tech Envoy European policy actors and decision makers: DGs – education, youth, sport and culture, relevant members of the European Parliament, regulators and committees Others: ministries, regulatory bodies, partner's networks, major scientific and professional associations, regional authorities, policy agents	LinkedIn, Website, Twitter
European and International Networks for Gender Equity in Research, Innovation and ICT The European Network for Women in Digital, EuroGender, WEgate, WA4E, GENDER-NET, GenPORT, ACT & GENERA networks	LinkedIn, Website, Twitter
EQUALS Global Hub 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	LinkedIn, Website
Scientific communities Higher Education Institutions and Research institutions within and beyond Europe working in the field of gender-inclusive innovation, STEM and STEAM education.	Website, LinkedIn
ICT and tech industry Mobile and tech companies, start-ups, start-up communities on European level and in selected countries	Website, Facebook, LinkedIn
Financial sector Angel investors, VC capital providers on European level and in selected countries	LinkedIn, Facebook
Sister projects ACT, BALTIC GENDER, CALIPER, CHANGE, EFFORTI, EGERA, EQUAL-IST, FESTA, GARCIA, GEARING ROLES, GEDII, GEECCO, GENDERACTION, GENDER TIME,	YouTube, Twitter, Facebook

GENOVATE, INTEGER, LIBRA, NewHoRRizon, PLOTINA, SI-DRIVE, SPEAR, STAGES, TARGET, and TRIGGER

Media outlets and journalists

Mass media (online and printing); journalist covering the following topics: ICT, gender equality, inclusion, education, innovation on European level and in selected countries

Twitter, Website, Facebook

Consortium members and external project partners

All channels, depending on their communication activities and preferences

General public

Facebook, Instagram, Website

4.3 EQUALS-EU WEBSITE

The EQUALS-EU website is a major tool for the project, open to the broad public at any time. Currently, it presents the project's goals, consortium partners and Advisory Board Members, project's work plan, results, impact, news, and events section. It is being continually updated during the project's progress and in 2023 will be expanded to include a section presenting outcomes of the hackathons and innovation camps (WP2) and an overview of the mentoring programme (WP3) looking forward to the Summer School (WP4).

Google Analytics is used to monitor the website performance. A legal section on GDPR and accessibility rules was integrated in the website for transparency reasons and to further promote these topics with the audience.

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

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

The website is visited by 4,400 users during M1-M24 (Source: Google Analytics)



Image 1: Homepage of the EQUALS-EU website

According to most recent monthly data, 300 users visited the website in the last month, 9% of them being returning users. (8 November – 7 December 2022)



Image 2: Percentage of new and returning visitors on the website (8 November – 7 December 2022). Source: Google Analytics

Top 10 Countries		Top 10 Referrals	
1. Belgium	86	1. all-digital.org	33
2. Spain	43	2. linkedin.com	12
3. Italy	39	3. statics.teams.cdn.office.net	7
4. United Kingdom	28	4. havelan.com.tr	5
5. India	28	5. ec.europa.eu	4
6. Norway	24	6. l.facebook.com	4
7. Latvia	23	7. m.facebook.com	4
8. United States	23	8. t.co	3
9. Germany	20	9. inclusivecreation.com	2
10. France	19	10. lm.facebook.com	2

Image 3: Main countries and referrals where visitors come from (8 November – 7 December 2022). Source: Google Analytics

4.3.1 STRUCTURE OF THE WEBSITE

At M24, the website counts six sections, clustered in the top-level menu:

- Home
- Events
- News, which contains
 - News
 - Newsletters
- Resources
 - Accessibility
 - Legal documents
 - Results

- About us
 - The project
 - Partners
 - Advisory bodies
- Contact Us

From the technical perspective, it is managed by P1 – Oslo Metropolitan University, with the productive support of P6 – ALL DIGITAL on the contents and visual production and adjustments. Partners contribute to improve visits on the webpage throughout the promotion as per the D5.1 Communication and Dissemination Plan, and P6 constantly updates it with the publication of deliverables and relevant results.

4.3.2 PAGE RATIONALE

The home page presents at first the flagship data the partnership is focused on in that phase of the project (from the latest news) and further down the main aspects of EQUALS-EU project structure in three parts.

The events page collects all the innovation camps and hackathons partners delivers as part of the WP2 with the aim of providing a landing page for partners where to include the registration forms, links and description of the event itself.

It also provides an overview of all the events organised within WP2 to both participants and stakeholders.

Bridging the Financial Literacy Gender Gap through Mobile

[Home](#) > [Events](#) > Bridging the Financial Literacy Gender Gap through Mobile



About the event

Do you want to win the opportunity to be a part of a highly competitive global six-month

Are you based in London, UK? Do you want to empower thousands of girls and women with tech solutions enabling them to become digitally and financially literate? Do you want to win the opportunity to be a part of a highly competitive global six-month virtual business development incubation programme and much more? If so, the GSMA EQUALS EU Hackathon is the right event for you!

The GSMA is pleased to host the EQUALS EU Hackathon "Bridging the Financial Literacy Gap via Mobile", which will take place in London on 6 and 7 May. This event is part of the Equals EU project which aims to find solutions to make the tech and digital fields more inclusive, especially for women. The Hackathon is held in partnership with EY, the Bloomsbury Institute and the Commonwealth Businesswomen Network.

What is the Hackathon about?

The goal of the hackathon is for groups to invent and develop an open-source tool, platform or app which enhances financial and digital literacy for women in particular. We are looking for diverse participants that have an insight into or strong interest in the

Image 4: Example of event description

The news page highlights the latest activities EQUALS-EU project is promoting such as events, seminars, webinars and so on.

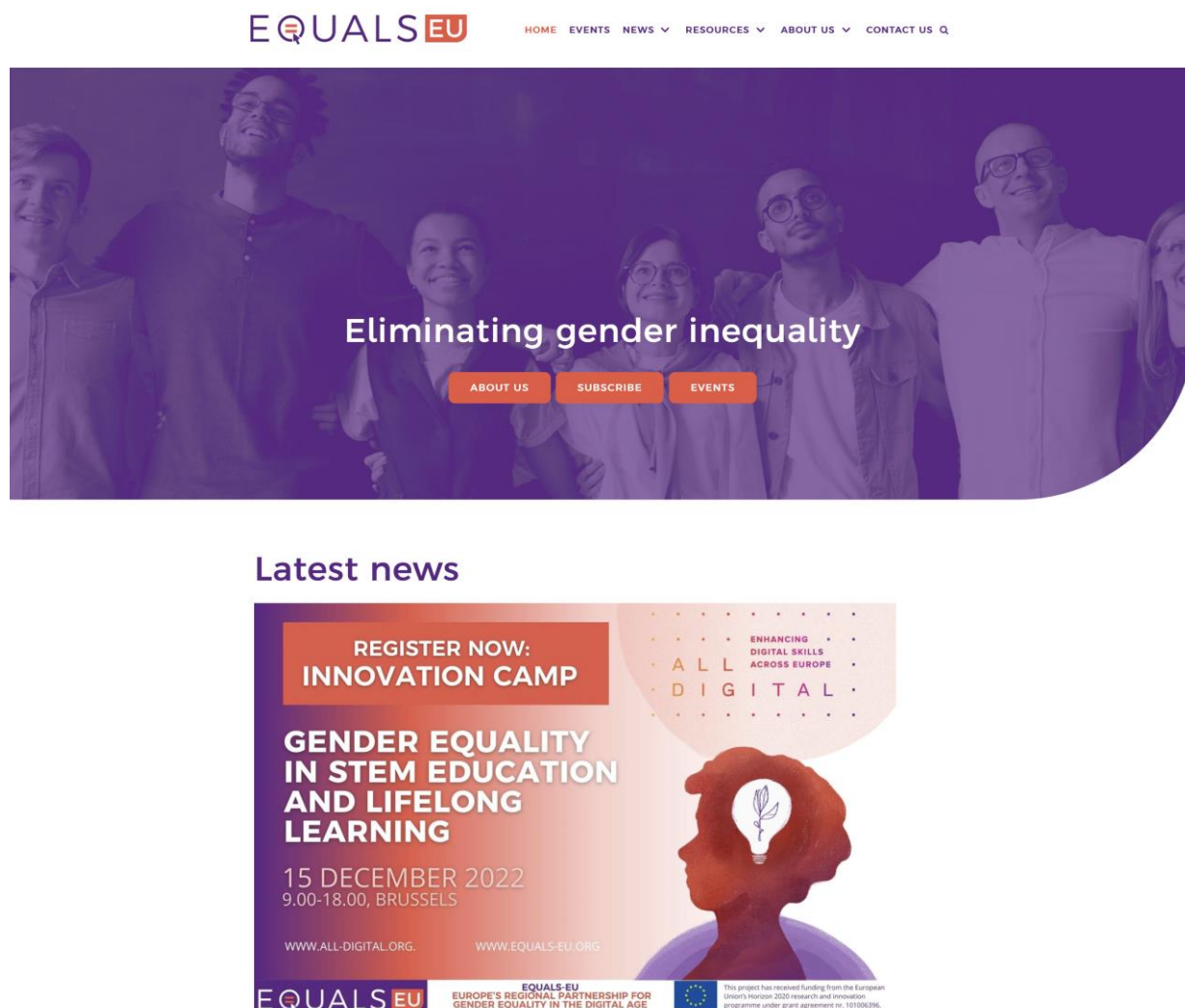


Image 5: News page

The Newsletter page encourages the audience and stakeholders to stay connected with the project activities and results by leaving their email address to receive the latest outcomes.

The Accessibility page describes the criteria set on accessibility and invites to share further suggestions for improvements. In the same section, Legal documents refers to Terms of Use and policies relevant for users of the website, such as Cookies and Privacy. And the Results page presents the overview of deliverables presented per each work package including a short description and the report or document to be downloaded.

The About Us section presents EQUALS-EU in its complexity: the project, the consortium and the advisory boards. It is structured in parts to facilitate understanding of the diversity and variety of actors involved in the project.

The Contact Us page allows the website visitors to contact the project team and invites them to stay connected on project's social media channels.

4.3.3 VISUAL APPROACH

The overall website has a combination of photographic and illustration approach depending on the section and content. Each page has a photographic featured image on top with the aim of role modelling diversity and inclusion and suggesting the topics of the page.

The illustrations have been developed as a follow up need emerged from the visual identity development to better show and visually suggest the aims and objectives of the project. For this reason, they are used within the website to introduce tasks, work packages and deliverables, results and overall rationale of the project.

The combination of photographic and illustration approach ensures that the project website has a recognisable visual identity.

4.4 SOCIAL MEDIA

Social media activities support the website and highlight the project's outcomes and activities to empower the public discourse on gender equity and digital inclusion. Furthermore, social media efforts amplify the dissemination of the EQUALS-EU results among all different targets.

The number of followers on EQUALS-EU social media channels at M24:

Instagram: 276 followers (251 in M18)

Twitter: 343 followers (304 in M18)

Facebook: 141 likes, 175 followers (118 likes, 148 followers in M18)

LinkedIn: 634 followers (513 in M18)

While the original KPI for social media channels was set to have at least 500 followers for each channel (except YouTube), the approach to KPI was reviewed based on the evaluation of the social media results so far and the related recommendation in the Periodic Review Report that "rather than delivering on all aspects of agreed KPIs for different channels, more work should be done on optimising what are known to be better channels for dissemination".

Please note that the social media reporting format below is slightly changed during the M24 update due to changes in analytics provided by the social media channels.

4.4.1 INSTAGRAM

Account Handle: @equalseu

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

Instagram disseminates all project activities, including news on project updates and outputs. Also, this channel aims to present directly to young people the necessity of gender equity and to motivate them to contribute to narrowing down the gender gap. It's a channel where the EQUALS-EU project can set examples for young audiences and inspire them about their future.

EQUALS-EU Instagram analytics (M24, 14/12/2022)

Posts: 103

Followers: 276 (7,8% growth in followers in the last 3 months)

Audience profile: 65% of followers are in the 25-35 age group. 75% of total followers are women

Best performing post: Women on Board Directive on 24/10/2022 (141 reach, 15 likes, 2 bookmarks)

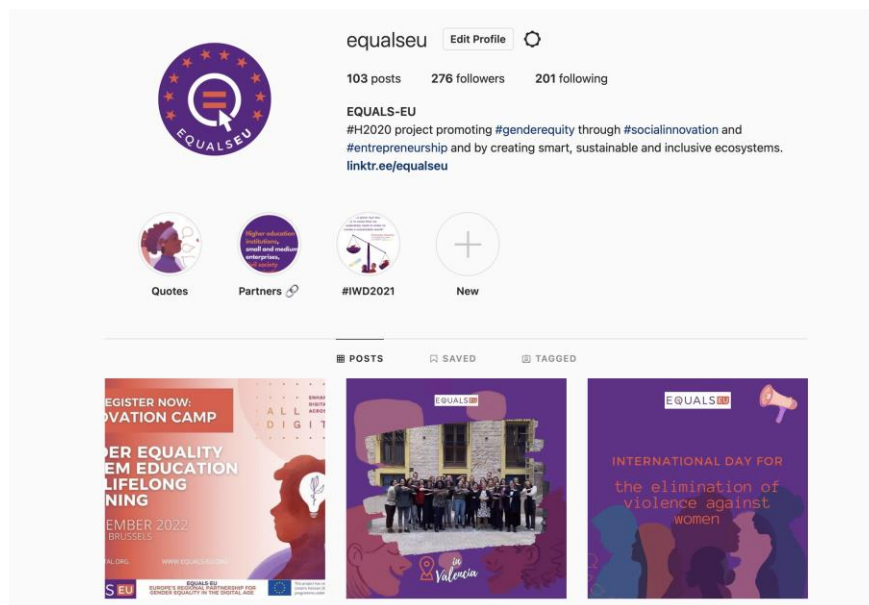


Image 6: Instagram page

4.4.2 TWITTER

Account Handle: @Equals_EU

Link: https://twitter.com/Equals_EU

The Twitter account rationale is to act as a bridge channel: it has been useful to disseminate both project news and other relevant news, fostering awareness on relevant topics, linking to events and other sources as well as it was a strong support to connect EQUALS-EU initiatives with partners accounts, where possible, and to establish a long-term engagement with other relevant EU organisations, projects and initiatives, pursuing multiplying effects in promotion of its activities and impact, by retweeting and being retweeted.

EQUALS-EU Twitter analytics (M24, 14/12/2022)

Posts: 175 tweets, 310 retweets

Followers: 343

Best performing post: EQUALS-EU General Assembly in Valencia (356 views, 22 interactions)



Image 7: Twitter view page

4.4.3 FACEBOOK

Account Handle: @equalseu

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

Facebook page disseminates project news and outputs; moreover, its contents focus on the need to raise awareness about the topic of gender equity, motivating the general public to engage in the discussion and demand gender equal policies.

EQUALS-EU Facebook analytics (M24, 14/12/2022)

Posts: 180

Followers: 175

Best performing post: EQUALS-EU General Assembly in Valencia (299 reach, 34 engagements)



Image 8: Facebook view page

4.4.4 LINKEDIN

Account Handle: @EQUALS-EU

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

From M1-M24, the project's LinkedIn page has mainly promoted the project's aims and its progress to the stakeholders and potential policy makers. Additionally, LinkedIn has shared information about EQUALS-EU activities and events. Following the recommendations of the expert reviewer at the Periodic Review, LinkedIn will become a key dissemination channel for the final phase of the project (M24-36).

EQUALS-EU LinkedIn analytics (M24, 14/12/2022)

Posts: 159

Followers: 636 (15% audience growth in the last three months)

Best performing post: EQUALS-EU General Assembly in Valencia (20 reactions, 2 comments, 4 reposts)

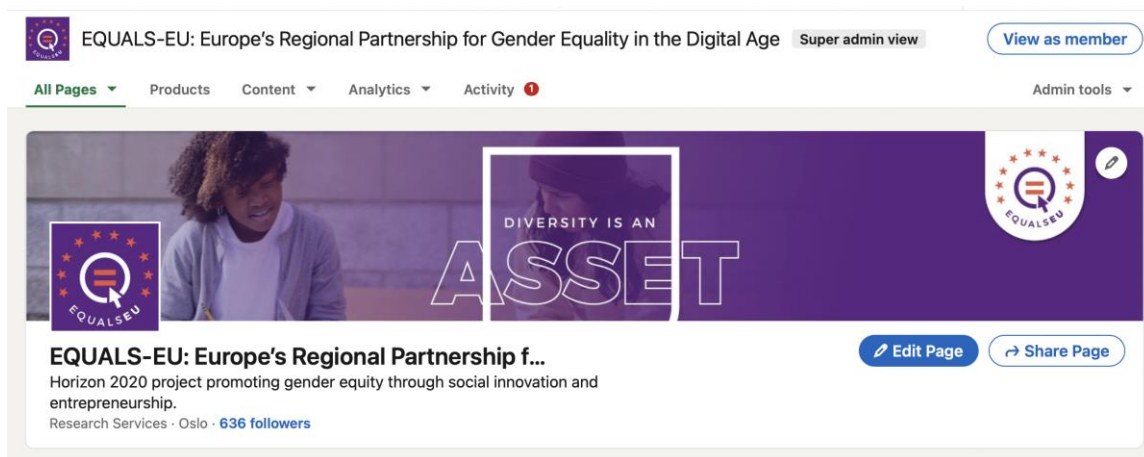


Image 9: LinkedIn view page

4.4.5 YOUTUBE

Account Handle: EQUALS-EU Regional Partnership

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

YouTube is the multimedia archive of the EQUALS-EU project: the channel was opened at the end of the first year of the project and at M24 counts:

- 29 subscribers
- 1,244 views
- 32 videos.

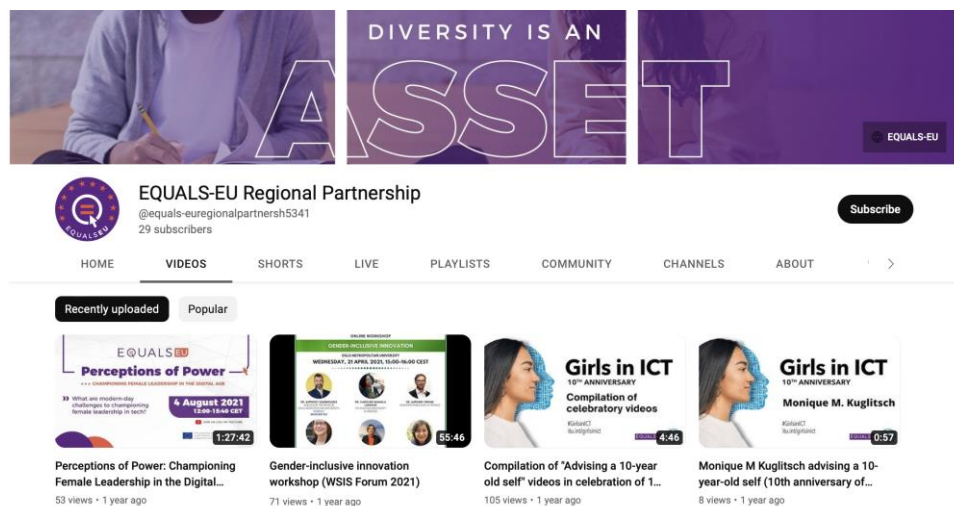


Image 10: Home page of YouTube

5. DISSEMINATION PLAN

5.1 SOCIAL MEDIA

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, with ongoing support from OsloMet, manages the project's social media presence. All project partners are invited to continually contribute to the social media content by providing to ALL DIGITAL information and photos from project events and / or activities. Individual posts by partners containing content relevant to the project's scope are also encouraged, provided the project is appropriately credited. Additionally, all partners are invited to engage in the project's social media dissemination by liking, sharing or commenting posts using their institutional and / or personal accounts.

As per the results achieved by M24, the updated version of the CDP looks at consolidating numbers and continuing with the social media management plan developed during M18-M24. The LinkedIn page has already reached the target demonstrating the relevance of the messages spread to stakeholders and policy makers across Europe. The Twitter account, used to disseminate both project news and other relevant news, fosters awareness on relevant topics, linking to events and other sources, enabling the project consortium to engage with other relevant EU organisations, 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 parents and educators to motivate them to contribute to narrowing down the gender gap.

LinkedIn proved to be the best performing channel for the social media communication of the EQUALS-EU project: It already reached the original KPI with a rapidly increasing number of followers and therefore offers our project to reach a wider audience. Based on these results, the project will focus its social media efforts on LinkedIn during its final year. LinkedIn has been identified as being the most suited social media platform to facilitate the professional development of the 24 female future leaders graduating from the summer school, and further to promote the project outcomes to key audiences with the potential to effect policy change in support of gender equity.

At the same time, posts on other social media channels will be maintained: Instagram to reach a young audience, Twitter to engage with a wider network of stakeholders and wider global events, and Facebook for general public.

Hashtags:	#genderequity
#EQUALS-EU	#equalityforall
#equality	#womenintech
#genderequality	#girlsintech
	#STEMeducation

5.2 PROJECT NEWSLETTER

EQUALS-EU newsletters will be published during the final year of the project to feature project results: Policy brief and mapping of gender equity ecosystem, hackathon/innovation camp winning teams and ideas, and mentoring/training/knowledge exchange process including the summer school and training materials.

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

The newsletter will be disseminated to the contact list consisting of subscribers from the website and shared through project partners' channels.

Target KPI: At least 6 newsletters disseminated to subscribers.

5.3 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.

EQUALS-EU project partners will explore the participation and dissemination opportunities offered by the following high-level/large-scale events:

- World Summit on the Information Society Forum (WSIS), 13-17 March 2023, ITU Headquarters, Switzerland
 - Girls in ICT – Digital Skills for Life, Online event, 27 April 2023
 - ALL DIGITAL Weeks, Online event, 17 April-7 May 2023
 - ALL DIGITAL Summit, September 2023, Zagreb, Croatia
 - Women and Girls in STEM Forum, October 2023, Brussels, Belgium
 - Future Summit, UN GA, September 2024
-
- **Target KPI:** Participation at least 5 high-level UN and EU events.

6. EXPLOITATION PLANS

Consortium members 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 Gender 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. These activities will result in 15 summary reports, with details on how the Tools have been endorsed and what commitments have been made.

A special session was organised during the final day of the General Assembly in Valencia on 23-25 November 2022 to prepare the partnership for the upcoming exploitation phase at the final stage of the project. Partners were reminded about their obligations to exploit project results and a discussion was held to exchange ideas about opportunities and challenges for the exploitation of the project results at national and European levels.

7. 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 maximise 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>

50 media reached (among local, national and international) with press releases during the project lifetime.

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.

8. COMMUNICATION AND DISSEMINATION ACTION PLAN FOR PERIOD M24-M30

The EQUALS-EU project built a solid ground in its first year by creating its visual identity, establishing its online presence through its website and across several social media platforms, building the internal and external communication infrastructure and promoting the project and its objectives to a wider audience.

The second year was characterised by the promotion of hackathons and innovation camps to recruit participants, sharing the deliverables online as they became available and developing project's social media presence.

The final year of the project will focus on highlighting the project's achievements, targeted dissemination of its deliverables and exploiting the project results at various levels.

Therefore, the six-month action plan for M24-M30 marks an important transition from the specific **communication actions** "to raise awareness about the project, to strengthen the EQUALS-EU brand and to promote project activities" to **targeted dissemination actions** "to widely share the project deliverables and to highlight the achievements of hackathons/innovation camps, incubator programme and summer school." The actions during M24-M30 will also lay the foundations for the **dissemination and exploitation phase** that will be intensified after M30.

8.1. TARGETED PRESENTATION AND DISSEMINATION OF THE COMPLETED DELIVERABLES

The consortium will work on the following actions to present and disseminate the project deliverables, especially focusing on D.1.4, D.2.2 and D.3.1, as well as other key learnings of the project, such as the lexicon of gender-related words:

- Preparing executive summaries and visual materials to present the deliverables in an easy-to-understand language on the project website,
- Featuring the project deliverables on social media posts and newsletters directing the readers to the knowledge base available on the website,
- Presenting the project deliverables and results during the events organised by project partners and their networks, as well as other high-level or large-scale events.
- Planning the sustainability of project deliverables and results after the end of the project and getting in touch with the WeGate platform with this aim.

8.2. PROMOTION OF THE INNOVATION CAMPS AND HACKATHONS

The communication and dissemination plan foresees the following actions to promote the achievements of the innovation camps/hackathons and to highlight the winning teams and their ideas to inspire others:

- Highlighting project's achievements from hackathons/innovation camps by featuring winning teams, their ideas and testimonials in a special section on the website,
- Organising a social media campaign on EQUALS-EU channels on winning teams, their ideas and testimonials.



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