Updated communication and dissemination plan

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Version History

Version	Status	Date	Contributor/Partner	Summary of Changes
V0.1	Draft	15TH May 2019	Paola Carboni (UNICA)	
V0.2	Draft	21ST May 2019	Revised by Mónica Lopes (CES), Paula De Dios Ruiz (UCM), Ana Belén Amil (CEU)	General review, inputs and comments
V1.0	Final	30TH May 2019	Paola Carboni (UNICA)	Final version
V1.1	Draft	22th January 2020	Paola Carboni, Alessandro Lovari (UNICA)	Update of the contents, new structure of the sections
V1.2	Draft	22th January 2020	Revised by Maxime Forest (ScPo), Lut Mergaert (YW), Paula De Dios Ruiz (UCM)	General review, inputs and comments
V2.0	Final	31th January 2020	Paola Carboni, Alessandro Lovari (UNICA), María Bustelo, Paula De Dios Ruiz, Lorena Pajares Sánchez (UCM)	Final version
V2.1	Final	30th May 2020	Manuela Aru, Paola Carboni, Alessandro Lovari (UNICA), Paula De Dios Ruiz (UCM)	Periodic update of the contents
V2.2	Final	31th May 2021	Manuela Aru, Paola Carboni, Giorgia Cadeddu, Alessandro Lovari (UNICA)	Periodic update of the contents

History of changes

Pages	Section	Changes
	The whole document	General revision and spelling harmonisation
11	1. Principles	References added to D8.2 and to Intersectional discriminations
14	3. Communication management	Details added on the Communication network's meetings during Consortium meetings
15	4. Target groups and key messages	Primary and secondary target groups renamed as "internal" and "external". "Gender-sensitive language" becomes "Gender-sensitive communication"
19-22	5. SUPERA communication mix – Visual identity	Details added in "Visual identity" about the materials available on the SUPERA cloud repository. Figure 3: slides template added in turn of the scientific poster template.
22-25	5. Communication mix – Website, Newsletter, Social media	Updates regarding the website revision. Figure 4 updated with the latest news contents. # of newsletter subscriptions updated.
25-30	5. Communication mix – Social media, Media relations	Key metrics updated for each social media channel. Figures 5 and 7 updated. Updates about the media kit.
33	6. Dissemination of project results	Paragraph on Scientific conferences updated with a mitigation measure
35	7. Stakeholders engagement	Details added on joint initiatives with the sister projects.
38	Table 2	Updates on KPIs: 4, 8, 14, 18, 25.

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List of Acronyms

CA	Consortium Agreement
CES	Centro de Estudos Sociais (Universidade de Coimbra) (PT)
CEU	Central European University (HU)
DPO	Data Protection Officer
EC	European Commission
EU	European Union
GA	Grant Agreement
MICINN*	Ministerio de Ciencia e Innovación (ES)
PC	Project Coordinator
RAS	Regione Autonoma della Sardegna (IT)
SC	Steering Committee
ScPo	Sciences Po (FR)
UCM	Universidad Complutense de Madrid (ES)
UNICA	Università degli Studi di Cagliari (IT)
WP	Work Package
YW	Yellow Window (BE)

* Formerly MINECO, MICIU

Purpose

SUPERA - Supporting the Promotion of Equality in Research and Academia - is a 4-year project funded under the "Science with and for society" programme of Horizon 2020.

The **main aim** of SUPERA is to design and implement Gender Equality Plans (GEPs) in six European organisations: 4 universities (Complutense University of Madrid; University of Cagliari; University of Coimbra and Central European University) and 2 research funding organisations (Spanish Ministry of Science and Innovation and Autonomous Region of Sardinia).

The GEPs will help to articulate a structural understanding of gender inequalities, stereotypes and biases in research as a cross-cutting issue to be tackled in its complex dimensions and to foster the inclusion of a gender perspective in research and academia.

The project addresses **four main gender equality objectives**, defined in line with the European Commission's strategy:

1) Building gender-sensitive career management and workplaces;

2) Transforming decision-making towards accountability, transparency and inclusiveness;

3) Achieving excellence through strengthening the gender dimension in research and knowledge transfer;

4) Addressing gender stereotypes including action on sexual harassment.

The activities included in the **work package Communication, engagement and sustainability** contribute to the effective communication of the project and its results and target internal and external, academic and non-academic audiences, encouraging active support. The activities are also essential for raising **public awareness** about the importance of gender equality in research organisations and academia and supporting the **sustainability** of changes and institutionalisation of gender equality policies, even after the end of the project.

According to the EC Research & Innovation Participant Portal Glossary/Reference Terms,

"**Communication** *on projects is 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.*"

The EC Glossary also provides a definition for **dissemination**, that is:

"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."

With these two definitions clear in mind, we are also aware of the fact that, as the EU IPR desk guide "Making the most of your H2020 project" effectively explains, the boundaries between communication and dissemination activities can sometimes overlap or interplay.

This **Communication and dissemination plan** states general principles that guide and nurture the overall activities (par.1), illustrates the communication management structure, sets general and specific objectives and includes information on the project's visual identity, a timeline of the main activities, a description of the main channels and tools to be used, a monitoring system to assess communication impact with specific KPIs and a list of potential risks and mitigating measures.

The aim of this document is to provide a base for dissemination and communication activities; it should be considered as a **living document**, as it is subject to updates on a yearly basis over the whole duration of the project.

At the end of the project, a **final report (D8.4)** will summarise the efforts undertaken within SUPERA in relation to communication and dissemination activities.

1. Principles

The following **principles** guide the SUPERA's Communication and Dissemination plan and its strategy.

Gender-sensitive communication

In research and teaching institutions, gender-sensitive communication plays a central role in the fight against gender-based assumptions and stereotypes. SUPERA partners are aware that gender biases affect oral, written or visual communication and in general the content production. A thorough analysis of the main aspects that challenge institutional communication in research and academia has been developed in the D8.2 Tailor-made guides for gender-sensitive communication in research and academia.

Failing to adopt a gender sensitive communication approach may result in the confirmation of a non-supportive environment, the generation of a general feeling of exclusion and, in the end, the reinforcement of already existing inequalities in working, study and research environments.

In order to ensure an inclusive and respectful approach and to provide a positive example to refer to, SUPERA's language and communication always follow criteria of gender

sensitivity. This approach is applied to all the communication mix, via all the channels of internal and external communication, towards all the project targets, monitoring possible further resistances in its application.

A dedicated effort is devoted to overcoming the possible resistances against the adoption of a gender-sensitive communication.

Regarding the communication approach, SUPERA has chosen to adopt a non-hierarchical and non-patronising tone of voice.

The Tailor-made guides for gender-sensitive communication in research and academia have been developed as a public deliverable, to be promoted to internal and external target groups in order not only to provide guidance and examples, but also to foster a multiplier effect.

Openness to different perspectives

Communicating gender-related topics is not an easy task to accomplish. They often challenge deeply entrenched stereotypes, thus triggering resistances in the audience, and are not immediately perceived as relevant to one's life.

SUPERA's strategy to overcome this issue is to be open to different perspectives, in order to gain a deeper understanding of the opinions of the target groups and be ready to tackle resistances. This is particularly true when it comes to listening and understanding the underlying norms that support certain views, especially when opposed to advancing gender equality.

Still, openness must be considered in the specific context of structural change projects. Taking into consideration the difficulties connected with the process of GEPs design and implementation, especially during the first stages of the process, SUPERA partners have been trained to seek the support of those stakeholders acting as allies (for instance, through the Gender Equality Hubs). Partners are also aware of the risk represented by specific resistances that may arise, based on prejudices or ideological approaches.

In line with the principle of openness, and with the vision adopted at the EC level, the Consortium has adopted an intersectional approach based on the definition of intersectionality by the EIGE Glossary & Thesaurus: "an analytical tool for studying, understanding and responding to the ways in which sex and gender intersect with other personal characteristics/identities, and how these intersections contribute to unique experiences of discrimination".

In order to include the target's point of view in the project narrative, the experiences and views of the key target groups about the project's key topics are gathered and made publicly available through the project's channels. A continuous listening approach is ensured in the conversations on social media.

Integration between Consortium and local levels

SUPERA acts on two complementary levels: the Consortium, considered as a whole, and the local level, dealing with each organisation's peculiarities. It is important to adopt a coordinated approach in communication, but also to take into account the differences, needs and priorities of each partner. While common general guidelines are set, each implementing partner chooses the channels and messages that best suit local needs.

Interactions between general strategies and local needs are coordinated by the Communication task force in cooperation with all the partners throughout the whole project, also supporting the design and implementation of the local communication plans to facilitate the appropriation of the Gender equality plans.

The press/communication offices and departments of the implementing partners are involved, whenever possible, in promoting internally and externally the project activities and the GEP development (e.g. contributing to the media relations or sharing contents on the web and social media channels). In order to maximise interest and involvement, partners may translate contents into local languages whenever needed.

Accessibility of SUPERA's contents

In order to ensure the highest accessibility to SUPERA key messages, technical jargon should be avoided or adequately explained and contextualised. This approach is not required when the target consists only of gender equality experts (for instance, participants of the "sister" H2020 projects), because of the specialised shared knowledge of this group.

In order to broaden the impact of the content strategy and to make the materials available for all, whenever possible original contents are published with Creative commons licenses, enabling everyone to reuse them under specific conditions. In order to support knowledge transfer and provide the targets with valuable input, partners are encouraged to share resources used during the research activities related to the project (for instance: papers, links, web sources, slides).

The project emphasises the concrete benefits of gender equality in research and academia, for instance giving examples of success stories and inspiring practices, in order to provide examples of how a structural change towards gender equality may have an impact on everyone's lives.

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Communication focusing on solutions

Although SUPERA is mainly aimed at providing inspirational, positive messages, partners are aware of the fact that the explicit recognition of problems, including difficult ones such as sexual harassment, is of the utmost importance. We believe that, for a research institution involved in a GEP design and implementation process, recognising critical issues is the first step towards the achievement of suitable solutions: denial would only lead to break the relation of trust we would like to build with our targets.

With this in mind, SUPERA approach is to communicate problems focusing on their solutions, whenever possible. Examples of possible actions are: providing contextualised examples, sharing inspiring practices also engaging the wider circle of the sister projects, engaging organisations who have already found good solutions to a specific problem.

2. Objectives

As detailed in the proposal, the **general objectives** of WP8 are:

- Ensure **effective communication about the project** and its accomplishments, both within participating teams and institutions, and beyond, targeting dissemination of the project's outputs towards academic and non-academic audiences.
- Raise **public awareness and understanding** of the importance of gender equality in research organisations and academia, and of the need for institutional change towards gender equality.
- **Encourage active support** for the project activities from all stakeholder groups, at all levels within the organisation, as well as through alliances outside the organisation.
- Promote proactive furtherance of the **sustainability of changes** and the institutionalisation of gender equality policies.

Starting from the WP general objectives, the Communication and dissemination plan defines **specific objectives**, that are:

1. Ensure visibility of the Project activities and results within the Consortium organisations;
2. Ensure visibility of the Project activities and results to RFO/RPOs and other stakeholders, beyond the Consortium;
3. Raise awareness about the importance of gender equality in research and academia;
4. Effectively communicate the GEPs within the implementing partners;
5. Support cross referencing and sharing experiences among the "sister projects" network.

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In the Par. 8. "Monitoring system, risks and mitigation measures", **Table 2** links the specific objectives to target groups, communication actions (detailed in terms of media mix and products), KPIs and deadlines. Further details about each target, the key messages, the elements of the chosen media mix are illustrated in the following paragraphs.

3. Communication management

As already mentioned in the Principles, the SUPERA Communication plan acts on two integrated levels: the Consortium and the local levels. In order to avoid a lack of coordination and possible delays in delivering the activities, it is important to monitor the implementation with a **communication management structure** that can support information exchange and timely collaboration.

To this aim, a dedicated **task force** provides guidance and advice to ensure the quality and the sustainability of the communication and dissemination strategies and actions of the overall project. The task force is structured as follows:

- A central **Editorial team** based at UNICA actively and timely coordinates the communication actions and takes care of the implementation of the activities at the Consortium level. The team is composed by two experts in public and institutional communication; a profile with expertise in digital and social media communication and a profile in the field of visual design.

- A **Communication network** composed by one representative from each partner, that acts as a link between the local partners and the central editorial staff, optimising the flow of information in a timely and effective manner.

The task force has started its activities in M22 and meets online during dedicated meeting or within the Consortium meetings to share goals and monitor the implementation of the actions, in order to match the deadlines and reach the KPIs.

In order to optimise the communication and dissemination activities, the central editorial team can adopt managerial methods and tools, according to the main established approach in the field of public sector communication. The task force organises knowledge sharing/brainstorming sessions and facilitates the use of templates and guidelines for local communication activities (including the support in the development of the local communication plans), taking into consideration the project deadlines in order to reach the goals of this plan.

An online tracking form can be used by all the partners to share updates on communication initiativesand results. The form is available at this link

https://forms.gle/6HZSjFHvJsmoFxTeA and serves both planning and monitoring purposes, also allowing all the partners to get a timely update on the other partners initiatives.

4. Targets groups and key messages

Target groups

The communication and dissemination activities identify the main targets, aiming at engaging them not only as mere recipients of the messages but as an interactive part of the communication processes. **SUPERA targets** are divided in two main groups:

· **internal target groups** (the research and teaching staff, the administrative staff and the students community of the research funding and performing organisations), among which the main aim is to optimise the acceptance of GEP implementation;

· **external target groups** (specific subgroups beyond the Consortium and the stakeholders involved), in order to increase the visibility of results and to support their sustainability.

In greater detail, the **internal target** group is formed by:

· RPO: Research and teaching staff, Administrative staff, Students from the implementing partner organisations.

· RFO: managers and staff, researchers in evaluation panels and advisory committees from the implementing partner organisations.

The **external target groups** consist of:

· Public sector: other RFOs civil servants and administration staff (not within the implementing partner organisations).

· Scientific community: public and private RPOs, scientific and professional associations, academic staff (beyond the Consortium), European representatives.

· European policy actors and decision makers (sector-specific): DGs, ministries, regulatory bodies, partner's networks, scientific and professional associations, regional authorities, policy agents.

· Interest groups at European level: academic and research, national media in selected countries, citizens organisations, external stakeholders.

- Media, journalists (sector-specific and mainstream outlets) and digital advocates interested in the project topics.
- Other gender structural change projects; networks with an interest in gender equality.
- The general public.

Key messages

According to each target group's interests and professional priorities, the Consortium identified different **key messages** that may be considered as useful starting points for engaging conversations on gender issues through different channels. The list of messages has been completed and reviewed with the contribution of all the partners with the support of participative techniques, in order to ensure appropriation and the inclusion of all the points of view.

During the duration of the project, key messages are selected and translated into actual contents according to the project timeline, the relevant events and the specific communication needs. When used, they need to be adapted taking into consideration the local context and the organisation's peculiarities.

Here below there is a list of key messages for specific targets.

Research and teaching staff

- Gender balance and non-discrimination are a matter of fairness and social justice.
- Everyone's contribution is essential for achieving a cultural change towards gender equality.
- Academic excellence is a gendered concept that needs to be unpacked to address both men's & women's realities.
- Gender equality is beneficial for everyone and everyone is welcome to contribute and act as an ally, regardless of their gender.
- Everyone can benefit from gender-sensitive career management and work-life balance policies.
- Gender knowledge applies to the vast majority of disciplines.
- Including gender knowledge into research and teaching curricula is a socially responsible choice that does not affect research freedom: it is, instead, an opportunity to improve the quality and social relevance of research.

- Speak up! Sexism and sexual harassment do exist in academia and need to be recognised and properly addressed.

- Challenging institutions through a gender lens helps unraveling how they work and improve management and decision processes.

- Taking into account the characteristics and the social/cultural features of both women and men in research improves the societal relevance of scientific work.

Administrative staff

- Gender balance and non-discrimination are a matter of fairness and social justice.

- Gender equality is beneficial for everyone and everyone is welcome to contribute and act as an ally, regardless of their gender.

- Gender-sensitive communication has an impact on achieving gender equality.

- Everyone can benefit from gender-sensitive career management and work-life balance policies.

- Speak up! Sexism and sexual harassment do exist in academia and need to be recognised.

- Challenging institutions through a gender lens helps unraveling how they work and improve management and decision processes.

Students

- Gender balance and non-discrimination are a matter of fairness and social justice.

- A gender inclusive university is a right to ask for.

- Gender knowledge applies to every discipline.

- Speak up! Sexism and sexual harassment do exist in academia and need to be recognised.

- Gender stereotypes can have an impact on everyone's choices.

- The problem is not the difference between men and women as such, but the difference in how they are valued.

- By gender equality we mean that all human beings should be free to develop their personal abilities and make choices without the limitations set by strict gender roles.

Research funding organisations and the scientific community

· Access to research funding should not be gender biased.

· Gender-sensitive communication has an impact on achieving gender equality.

· Gender equality helps to create a inclusive working environments that retain the best talents.

· Evaluating research requires to revisit the academic excellence construct from a gender perspective.

· Realising gender equality is paramount for meeting the challenges currently faced by research and higher education institutions.

· One of the principles of RRI (Responsible Research and Innovation) is gender equality.

General public and media

· Preventing sexism and gender biases in research and higher education institutions helps to create more inclusive societies.

· The integration of a gender dimension in research helps to make products and services that take the needs of both women and men into account.

· Gender equality in scientific research and education is relevant for everyone.

· Taking into account the characteristics and the social/cultural features of both women and men in research improves the societal relevance of scientific work.

5. SUPERA communication mix

The plan is implemented through an integrated communication mix, composed by traditional and digital media aligned to the peculiarities of the contemporary media ecologies, that will be described in the following paragraphs.

A multichannel approach has been adopted, allowing the multi-accessibility of contents and messages at the Consortium and the partner levels, also taking into consideration the specificities of the local cultural and media contexts.

Before presenting the different channels adopted for the SUPERA communication mix, we will briefly describe the project visual identity.

Visual identity

In order to develop SUPERA's visual identity, we invited the visual designer Stefano Asili (UNICA) to develop our logo and visual identity following a brief centered on two main concepts: **diversity** and **equality**.

Here the description provided by the author:

Our non-neutral symbol seeks to emphasise the idea of gender equality as a basic human rights principle. Blunt in the corners, it is smooth and open to dialogue. Like an alchemic sign, it shifts elements into one another, and allows them to live together. Each element starts from a common basis: the center. It is the common basis of respect, equality and competence.

A centripetal movement, to focus on the common effort towards shared goals. A centrifugal movement, to share knowledge with the world. A multiple element that creates both strong and weak links, synapses of a network of knowledge, exchange and collaboration among differences.

The **fonts** chosen are "Monoxil" and "Roboto", in different styles. Based on the visual image, we developed templates for slide presentations, headed notepaper, promotional postcard flyers, roll-up banners, folders, notebooks, the project brochure, infographics, scientific posters, leaflets and general-purpose posters, and a certificate of attendance to the events.

A **style guide** is available to provide clear indications on how to use properly the logo and the visual image.

All the **graphic materials** (logos, fonts, graphic templates) are **available** to the partners on the SUPERA cloud repository, as well as a selection of visuals suitable to be published by the partners on web and social media and to be used for printed materials, with small adaptations.

The visual image is constantly updated and developed following the project goals and the partners' needs. The presentation of the visual image is available as Appendix 2.

Here below are some examples of applications of the visual image.

Figure 1. SUPERA logo in different colours

Figure 2. Poster templates developed for the European Researchers Night in Cagliari

Figure 3. Slides template

Website

The project website www.superaproject.eu is a crucial tool for the communication and dissemination activities that describes the goals, achievements and main actors of the project.

The website is aimed at reaching different **audiences** with an interest in the topic of gender equality in academia: researchers from all areas, policy makers, students, people active in responsible research and innovation (RRI), research performing and funding organisations, the "sister" H2020 projects, institutions working on the topic of gender equality.

The **communication approach** is gender-sensitive in the language as well as in graphic and video contents. It is and accessible to non-experts, and avoids any hierarchical approach. Any reference to the EU jargon and the use of technical terms is avoided. Unless otherwise stated, the website adopts a Creative Commons licenses.

The chosen style of the theme ("Avada" by WordPress) provides flexible layout options and is fully **responsive**, to allow a user-friendly experience also from mobile devices.

Following the reviewer inputs after the Project review in M18, **the website underwent a full revision** that involved the information architecture, the layout of the homepage and the contents, in order to make it more dynamic and user friendly and to ensure the contents to be always updated and rich.

In this way, the website is now able to effectively act as a channel for ensuring visibility to the project activities. The new release of the website enhances the visibility of the

Project activities, also thanks also to an increased use of visuals (images, pics, infographics, etc.).

Here below are illustrated the **main goals of the revision**, along with the related changes and actions. It is important to highlight that website management is a dynamic process, therefore new modifications might be necessary in the next months.

A more dynamic website

- The homepage hosts the **latest news** published, divided in categories and marked with tags.
- Instead of a single graphic, the header hosts a **slider** with relevant pictures about highlighted topics and initiatives.
- The bottom of the homepage hosts a **video section** connected to the **Youtube** SUPERA channel.

- The homepage hosts the **social media streams** from Twitter and Instagram.
- The **video section** in home hoststhe SUPERA Institutional video . All the videos are embedded from the YouTube project channel.

Improved usability, utilities

- The menu and search icons have now a more readable style that makes the menu easier to be found. Sections have been systematised according to the readers' needs and following the partners' suggestions. The new **top menu** provides a standard navigation pattern, with direct links to the different parts of the website (including the resources and the press materials).
- Content readability has been improved thanks to a new choice of colours, fonts size and spacing for the titles and the texts.
- The **newsletter** widget is visible in the homepage and the newsletter archive is linked directly from the homepage.A **media kit** is available directly linked from the homepage. It includes: press releases, press review, relevant links, gallery, and the project timeline.

Updated, rich contents regularly published and updated

- A **News** carousel in the homepage contains updates on the main project achievements and the events joined by the Partners.

Figure 4. The news carousel on the website homepage

- The homepage now hosts three boxes dedicated to: gender equality plans, resources for RFOs, media kit/press review.
- Two new sections now host content dedicated to resources for research funding organisations and to participatory techniques to be applied to institutional change processes.
- A dedicated page hosts the approved gender equality plans, fully available.

A multi-channel approach involving all online and offline media contributes to reinforce the visibility of the website and of the contents published. The **website link** must be included in all SUPERA promotional materials and, in general, in all communication and dissemination activities. All the project's webpages on respective institutions' websites contain a link to the SUPERA official website.

To assess how effective the website is in reaching stakeholders, the **Google Analytics tool** is used to track the number of visitors and of the most popular contents. preferences.

Newsletter

In order to raise interest in SUPERA activities, the newsletter "SUPERANews" is sent every 4 months to the subscribers in coordination with academic calendar activities. The first issue has been sent in M23. The archive of the past issues of the newsletter is available in a specific section under the "News" section of the homepage.

The newsletter contains details on the project's status, updates and original contents, covering both the project activities and the topic of gender equality in research and

academia. It is useful for disseminating the most recent contents produced within the project, activating word of mouth on SUPERA key topics, keeping a constant watch over the project and its progress, fostering new contacts and interactions with the stakeholders. To achieve these goals, the newsletter contains "calls to action" relating to reading the full contents on the website, sharing them, reporting best practices and relevant experiences.

External contributions from the sister projects, the international advisory board and other external experts may also be hosted.

The **newsletter targets** are:

·   for the internal target group: research and teaching staff of the RPOs; managers and staff, researchers in evaluation panels and advisory committees of the RFOs.

·   for the external target groups: public sector officials, the scientific community, national decision makers (sector specific) and interest groups at European level.

At the 30/05/2021, SUPERANews has 270 subscriptions. The subscription form, directly connected to the Mailchimp database, is available on the homepage and an additional pop up opens when a visitor is about to leave the website. The invitation to subscribe is advertised on the project website and on social media. All the partners of the Consortium have been sensitised to invite a selected list of international and local stakeholders to subscribe. The Communication task force may adopt further strategies to promote the service, such as: send an invitation to the participants to SUPERA events and/or collecting subscriptions during the events, engage the sister projects in disseminating the invitation, inviting the participants to the project events. Subscription to the newsletter is voluntary and the opt-out link isadded to every issue.

Appendix 4 shows the graphical template of the newsletter.

Social media

SUPERA activities on social media seek the following **impacts**:

·   make the project visible online, disseminating news about the activities and achievements;

·   engage people in online conversations and gain deeper insight of their views and feelings on the topics covered;

·   ensure a timely reporting of the events;

·   support the project networking.

Social media guidelines have been produced to provide partners with handy instructions on how to contribute to the communication of the SUPERA project on social media (see Appendix 1). The **official hashtag** of the project is **#SuperaH2020**.

SUPERA has an official **Twitter** account (https://twitter.com/SUPERAproject), managed through the platform Tweetdeck. At the 30/05/2021, the account has 955 followers, including: researchers from international universities, H2020 gender equality projects, other H2020 SWAFS projects, research organisations and content providers playing an active part in RRI topics. The account is also focused on retweets and likes in order to intensify the discussions around popular topics

SUPERA is also active with **official accounts** on **SlideShare** (platform for presentations publishing and sharing, https://www.slideshare.net/SUPERAproject) with 28 presentations published from local and international events held by the partners.

On **YouTube** (platform for video sharing, https://www.youtube.com/channel/UCAxrweL93zZSBLsS_20SMYw) SUPERA shares the videos produced by the partners in a dedicated playlist and the institutional videos, with subtitles in English, Italian, Portuguese and Spanish. Every video is presented by a textual description with a selection of hashtags (such as: #genderequality or #Horizon2020) to increase their visibility.

In M19, SUPERA has also started the activities on the official SUPERA account on **Instagram** (https://www.instagram.com/superaproject/). With its growing users base, Instagram is expected to allow the SUPERA project to reach a wider audience and expand the project audience beyond the primary circle of stakeholders, thanks to a wise use of the hashtags: starting with the most popular ones (such as #academiclife, #womeninscience, #phdlife, #academics, #universitylife, #genderequality, #worklifebalance) and also exploring new ones (such as #GenderedImpact, #StrongerTogether, #GlobalResponse and #GenerationEquality, selected for the launch of the awareness campaign about the gendered impact of Covid-19 lockdown). Instagram can host high quality pictures, inspiring quotes, figures, graphics, stories and captions of up to 2.200 characters under each post.

In order to build an international reach, we developed an analysis of the main accounts from Portugal, France, Italy, Spain and Belgium related to gender equality in research, STEM and academia, as well as to gender equality in everyday life and in the workplace. At the 30/05/2021 the Instagram account has 354 followers.

In M24, SUPERA has opened an official **Facebook** page that provides the opportunity to share images, texts and videos, to promote campaigns and to interact with other official pages active on the topic of gender equality in academia. At the 30/05/2021, the Facebook account has 685 likes and 714 followers.

Here below some examples of messages for the official social media accounts.

Figure 5. SlideShare account

Figure 6. Tweet screenshots

Figure 7. Instagram account

The Consortium also occasionally shares contents regarding SUPERA activities and key messages through the **social media official accounts of each partner organisation**, listed in the table in Appendix 1. It is recommended that all project participants post, comment and share project messages, using also their **personal accounts**, if available.

To facilitate publishing activity on social media, the communication task force provides the partners with **standard visual contents** . More details on targets and key responsibilities are included in the Social Media Guidelines (Appendix 1).

English is be the main language used in social media, but, according to the needs and preferences of each partner, local languages can also be used to reach specific target audiences.

UNICA will measure the impact of the activity on the official social media channels with the **official metrics** available for each channel. Special attention is be devoted to the reach of posts and to the qualitative analysis of interactions, which is an important aspect to take into consideration together with the main quantitative metrics.

SUPERA partners are aware that social media are not always a safe and friendly environment. According to that, a wise moderation by the account managers will be provided whenever necessary; potential communication crisis will be monitored and any critical occurrence will be managed following the values illustrated in the introduction to this Deliverable.We are committed to adopt **gender-sensitive communication** in all the contents on social media. Provided that social media environment are third-party services, with their own privacy policies, we commit to the respect of privacy of SUPERA social media users.

Media relations

The main achievements of the project and the related events are promoted via the local media with the support of organisations' press offices, whenever feasible.

A section dedicated to the Media is available in the Resources section, featuring a **Media kit** that includes local press reviews, relevant links, image gallery, press releases, the project timeline and the project brochure. Materials will be issued in English or in local languages, according to partners' needs.

The **press releases** are the means by which relevant news are communicated to the media. The Editorial team has provided a draft for the press releases, to be edited by the partner organisations' press/media offices according to journalistic publishing standards. The press releases will include the following points: title, lead, text, relevant links, contact details.

All partners are advised to keep a **record of press reviews** (both paper-based and online published articles about SUPERA) and share it with the Editorial team. Press review is actively monitored at the level of the Communication network and of the Editorial team.

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

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Events

The events are valuable opportunities to increase the project visibility, engage in meaningful conversations on social media and reach a wider audience with the project's messages. The implementing partners organise public events within their institutions to present the project and its progress to the internal and external targets; they also attend external events (as participants or speakers) to disseminate the project achievements and expand their networks engaging with new potential stakeholders. Details on the KPIs to monitor the events achievements are provided in Table 2.

A selection of suggestions to increase the impact of the events is available below. Further details about events management are included in the Social media guidelines (Appendix 1).

The list of the dissemination events undertaken by the partners during the second reporting period, is available as the Appendix 3.

All partners cooperate in monitoring the main gender equality events (conferences, workshops and seminars) on a local, national or international scale.

Internal events

When a partner organises an event related to SUPERA, it should share all the details with the Communication task force as soon as possible in order to give the proper visibility to the initiatives.

Before the event, the news will be spread by the Editorial team through the official channels of SUPERA. UNICA can also help with the preparation of promotional materials in line with the official visual identity.

The presentations shall always adopt the official slides templates.

During the event, to ensure SUPERA visibility, pictures and highlights can be posted on the project official Twitter account and, in the event of video streaming, shared on the SUPERA website.

Account and official 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.

After the event, with the agreement of the authors, slides can be shared on the SUPERA SlideShare account with Creative commons licenses.

The events are also an opportunity to attract new subscriptions to the SUPERA **newsletter**: a specific advertisement can be placed at the registration desk or event venue.

External events

In case of participation to external events or conferences, **partners shall communicate at least a few days in advance** all the relevant details (title, date, place and link).

Before joining an external event about gender equality topics as a representative of SUPERA (as a speaker or as a participant), it is important to **check for the official hashtag** in order to be able to follow the conversations on Twitter.

Partners will make sure to mention at least once @SUPERAproject to make the project visible. Participants are invited to **share highlights and valuable content**, including questions and good quality pictures.

When joining an event as speaker or presenting a poster, the partners are encouraged to check with the organisation committee the possibility to use the SUPERA templates for slides and scientific posters.

Online events

Due to the Covid-19 pandemic and restrictions to mobility, most of the events (internal and external) are being held online. For this reason, SUPERA set up a Zoom account, in order to ensure a high level of interactions between the attendees and a good quality of live streaming.

The meetings can be recorded and the videos can be uploaded to the SUPERA Youtube channels, in order to enhance the visibility and impact of the initiatives.

During online events, the links to the social media channels (Facebook, Instagram, Twitter), the website and the newsletter form should be shared in the public chat, in order to attract new followers and subscribers.

6. Dissemination of project results

Among the goals of the project there is the dissemination of results towards the research community. The editorial team supports the dissemination providing templates for slides presentations, scientific posters and other materials when needed and sharing the news about those initiatives.

The dissemination of project results follows the provisions set forth in the Consortium Agreement (sections 8.4 "Dissemination, 8.5, 9 "Access rights" and 10 "Non-disclosure of information") and the Grant Agreement (articles 24-31 of Annex I). The Data

Management Plan details under which conditions the research data can be made accessible.

In order to inform the partners about the scientific dissemination initiatives and to facilitate coordination, any decision to join a conference or to publish a paper must be shared via the tracking tool as soon as possible (i.e.: as soon as the paper is accepted by the editor).

Forthcoming scientific conferences

The Communication and dissemination plan usually includes a selection of forthcoming international Conferences, covering different scientific areas, confirmed or under consideration by SUPERA partners. As a mitigation measure, the partners are attending Conferences and events in online mode. Forthcoming initiatives are monitored and shared with the Consortium.

Digital platforms

List of digital platforms selected to disseminate the knowledge fostered by SUPERA:

- Horizon magazine - https://horizon-magazine.eu/
- Research.eu magazine - https://cordis.europa.eu/research-eu/home_it.html
- Infocentre success stories - http://ec.europa.eu/research/infocentre/index_en.cfm
- Eige news - https://eige.europa.eu/news-and-events/news
- CORDIS wire - https://cordis.europa.eu/account/login_en?url=/wire/index_en
- Athena Website - https://www.athenasd.org/blueprint-for-success
- RRI tools (a project funded under the 7th Framework Programme to deliver a participatory set of digital resources to advocate, train, disseminate and implement RRI). https://rri-tools.eu/en/-/supera-supporting-the-promotion-of-equality-in-research-and-academia
- GENPORT (A community sourced Internet Portal on gender and science funded by the European Union FP7-SCIENCE-IN-SOCIETY-2012-1 programme) https://www.genderportal.eu/projects/supporting-promotion-equality-research-and-academia

Academic journals

Although not among the main goals for this kind of projects, the scientific dissemination of the project's results through publishing in academic journals is also promoted and pursued as an important way of reaching the scientific community around gender structural change in academia and research, especially during the second half of the project. As regards Open Access (OA), also in accordance with the H2020 Guidelines on OA to Scientific Publications (European Commission, 2013), each beneficiary will ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

According to the Grant Agreement, the scientific peer-reviewed publications will be stored in an OA repository, during and after the life of the project. Each project partner will ensure OA (via the repository) to the bibliographic metadata identifying the deposited publication.

Below is a non-exhaustive selection of international journals that could be possibly suited for publishing SUPERA scientific articles. In line with the project approach, the journals listed are multidisciplinary and cover different scientific areas (social sciences, economics, psychology and gender studies):

- Citizenship studies (Tandfonline) - https://www.tandfonline.com/loi/ccst20

- European Journal for Politics and Gender (Bristol University press) - https://bristoluniversitypress.co.uk/european-journal-of-politics-and-gender

- European Journal of Women's Studies (SAGE) - http://journals.sagepub.com/home/ejw

- Evaluation (SAGE) - http://journals.sagepub.com/home/evi

- Evaluation and program planning (Elsevier) - http://www.elsevier.com/locate/evalprogplan

- Frontiers in Psychology - https://www.frontiersin.org/journals/psychology

- Gender & Society (SAGE) - http://journals.sagepub.com/home/gas

- Gender and Politics (Palgrave Macmillan) - https://www.palgrave.com/gp/series/14998

- Gender, Work & Organization (WILEY)- https://onlinelibrary.wiley.com/journal/14680432

- IZA Journal of Labor Policy (Springer) - https://link.springer.com/journal/40173

- Journal of Gender Studies (Taylor & Francis) - https://www.tandfonline.com/loi/cjgs20

- Journal of Population Economics (Springer) - https://link.springer.com/journal/148

- Journal of public policy (Cambridge University press) - https://www.cambridge.org/core/journals/journal-of-public-policy

- Journal of women, Politics and policy (Routledge) - https://www.tandfonline.com/loi/wwap20

- Labour Economics (Elsevier) - https://www.journals.elsevier.com/labour-economics

- Policy Studies (Routledge) - https://www.tandfonline.com/toc/cpos20/current

- Politics and Policy (Wiley) - https://onlinelibrary.wiley.com/journal/17471346

- Research in Higher Education (Springer) - https://link.springer.com/journal/11162

- Sage Open - http://journals.sagepub.com/home/sgo

- Social Politics (Oxford academic) - https://academic.oup.com/sp

- Sociologie du Travail - http://www.sociologiedutravail.org

- The Journal of Higher Education (Taylor & Francis): https://www.tandfonline.com/loi/uhej20

- Work and Occupations (SAGE) - http://journals.sagepub.com/home/wox

7. Stakeholder engagement and relevant networks

To ensure the sustainability of the institutional changes towards gender equality and to maximise the impact of the SUPERA project, it is critical to engage the partners' stakeholders strategically. Alliances have been pursued to gain support for actions **within the partners' institutions**, for instance seeking opportunities for joint initiatives, but also to target a wider audience **outside the partners' institutions**.

All partners have worked to "bring all the actors on board", organising regular **core team meetings**, involving Gender equality hubs in key decisions and organising ad hoc Fab labs. These efforts contributed to the development of effective Communities of Practitioners within each performing institution, taking different forms depending on each institution's peculiarities: groups of action, Gender Equality Hubs, Faculties' gender equality nodes network, internal advisory groups and so on.

Joint initiatives may also be organised inside every institution (e.g. being involved in broader events with "corners" dedicated to gender equality and SUPERA).

Furthermore, the partners are **well-networked** at a regional/national level with research governing bodies, scientific and professional associations and gender experts' networks. The institutions' networks and relations can be harnessed to reach out to other RPOs/RFOs and disseminate the project's learning **beyond the organisations**. This will be pursued by:

·   Engaging with other RFOs and RPOs to obtain a multiplier effect and increase the number of organisations developing GEPs. As channels, partners can consider organising small events, webinars and/or personalised mailing to key stakeholders.

·   Participating in SWAFS networking and mutual exchange events, targeting RFOs and RPOs on a national or international level.

·   Developing partnerships with other SWAFS projects and other European organisations engaged in supporting research and innovation. For instance:

   ✓   SUPERA has been listed on GENPORT and on the RRI Tools platform.

   ✓   SUPERA has been invited to join the EQUAL-IST synergy.

   ✓   A selection of good practices selected from the SUPERA project has been hosted on the GEAR tool.

   ✓   SUPERA participates to joint communication initiatives with the sister project and has promoted the creation of an online archive of shared materials (contact details of the communications leads, project logos) in order to facilitate networking and mutual support.

Additional activities potentially useful to leverage the stakeholder engagement are: invitation to subscribe to SUPERA newsletter, invitation to events, invitation to share contents to be published on SUPERA website; interaction via social media; interviews to be published on the SUPERA channels.

8. Monitoring system, risks and mitigation measures

SUPERA monitors the progress of the implementation of this dissemination and communication plan using the KPIs listed in Table 2, that have the purpose of identifying deviations, allow the necessary corrections and find new opportunities that can help to maximise impact and visibility.

It is important to highlight that the changes in the media environments, in the public opinion perception and in the institutional contexts, together with the outcomes coming from the implementation phase, could lead to possible changes in performing the

communication actions. Every communication activity requires a constant flexibility, a listening approach and openness to the changing internal and external factors.

Although we tried to connect specific media and products to each objective, it is important to keep in mind that we live in media ecologies characterised by interconnected and hybrid media systems, in which every message, action and communication initiatives can circulate and reach different targets.

The communication task force keeps record of the communication and dissemination activities described in this deliverable. The activities will be tracked by the online form and the digital documentation will be digitally stored and archived to be available also after the end of the project, for project reviews and in case of audit.

Table 2. Specific objectives, media mix and KPIs

SPECIFIC OBJECTIVES	TARGETS	MEDIA MIX	PRODUCTS	KPIs and DEADLINES
1. Ensure visibility of the Project activities and results within the Consortium organisations	Research and Teaching staff Administrative staff Students	Visual Identity Website Social media Events Newsletter	Visual identity available with guidelines Template for printed materials Website Local websites Videos Social media guidelines Social media accounts Internal events Communication Campaigns	1) Visual identity, professional logo and professional templates available for all partners on a cloud-sharing platform by M5; updates following the partners needs during the whole project duration. 2) Poster, roll-ups, brochures detailing the project concept available by M15. 3) Templates for flyers, leaflets with general project information, best practices and ad hoc information for the events available by M20. 4) Website providing information about the project, the GEPs and the results, showcasing project's news and acting as a communication channel with the stakeholders online by M5 and regularly updated. Accessible and responsible layout to allow browsing from the major devices. 5) Project pages published on the implementing partners' websites by M14. 6) 1 video presenting the project profile and general concept available by M26. 7) 1 video presenting the project results and their application by M48. 8) 2 short videos highlighting the project's key facts available by M48. 9) All the videos uploaded to the official YouTube channel by M48. 10) 300 followers on the official Twitter account in the first 12 months. 11) 1000 likes on the Facebook official page by M48. 12) 5 events organised internally by M48. 13) 1 awareness-raising campaign per implementing partner by M48 using social and traditional media.
2. Ensure visibility of the Project activities and results to	Other RFOs/RPOs Public sector	Visual Identity Media relations Website	Videos Social media coverage of events Communication campaigns	KPIs regarding visual identity, videos, social media, campaigns (as detailed above) 14) All the approved GEPs available for download by M48.

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| **RFO/RPOs and other stakeholders, beyond the Consortium** | Scientific community

Policy actors, decision makers, interest groups

Media

Other "sister" projects | Social Media
Events
Newsletter | Resources shared on the website

Newsletter

Media kit
Press releases
Press coverage

Public events | 15) 100 external resources (links, reports, multimedia resources) mapped and listed on the website in the first 24 months.
16) Presentations used by the partners during the main institutional events uploaded on SlideShare by M48.

17) Newsletter detailing project status, developments and other news sent every approx. 4 months starting from M22 (first issue sent in M23).

18) Media kit released by M22.

19) 6 official press releases issued during the whole project.
20) 80 media outlets reached (among local, national and international) with press releases in the first 24 months.

The following 3 KPIs might need to be revised due to the restrictions to mobility related to Covid-19:
21) 1 organised public event per year in each implementing `partner institution (1x 4 years x 6 implementing partners= 24).<br><br>22) 3 attended events as participants per year in each implementing `partner institution (3x 4 years x 6 implementing partners= 72).

23) 2 attended events as speakers per year in each implementing `partner institution (2x 4 years x 6 implementing partners= 48). |
| **3. Raise awareness about the importance of gender equality in research and academia** | Consortium organisations (research and administrative staff, students)
Scientific community
Students community
General public
Media | Visual Identity
Media relations
Website
Social Media
Events
Newsletter | Communication campaigns

Media kit
Press releases
Press coverage

Videos
Social media coverage
Website | KPIs regarding press relations, video and Social Media, awareness-raising campaigns, events (as detailed above). |

	Other RFOs/RPOs Mass media and journalist Policy actors, decision makers, interest groups General public		Public events	24) All events visible online via website and social media, on the project's website and communicated via Twitter.
4. Effectively communicate the GEPs within the implementing partners	Research and Teaching staff Administrative staff Students	Visual Identity Website Social Media Events	Local pages on the websites Template for GEP's communication plan Internal events Internal communication tools Social media coverage	KPIs regarding visual identity, website, video and Social Media, awareness-raising campaigns, events (as detailed above). 25) Local communication Plan in each partner institutions available after the GEPs approval.
5. Support cross referencing and sharing experiences among the "sister projects" network	Other "sister" projects Scientific community	Website Social Media Newsletter Events	Shared social media campaigns Newsletter Cross referencing on the websites/newsletter Dissemination	KPIs regarding visual identity, website, Social Media, awareness-raising campaigns, slides, events (as detailed above). 26) Project contents and news shared with 10 external networks at the international level in the first 12 months.

In order to provide prompt **mitigation measures for all the risks** concerning communication and dissemination activities, a list has been drawn up with the main potential issues.

Table 3. Risks and mitigation measures

RISK	MEASURE
Lack of public visibility of project achievements and results	From the results of the first months of the project, we considered this risk concrete. In order to address it, a new communication management structure has been implemented with new resources mobilised to develop a new comprehensive communication strategy.
Lack of involvement among the main targets	Contents must be designed and produced taking into the highest consideration the language and interests of the targets. Continuous listening activity must be ensured to monitor feedback from targets.
Differences among local strategies affecting the project's coherence	A degree of flexibility must be allowed concerning local communication and dissemination activities. Interaction among WP8 leaders and partners will ensure constant cross-checking of differences that might affect coherence.
"Gender fatigue", information overflow	The content strategy must highlight why activities will have an impact on the life of the targets. The frequency must be sustainable, regarding email communication.
Bias and prejudice in online conversations	With the support of the experts involved in the project, appropriate answers to posts and comments can always be provided.
Inability to attend events and conferences due to limitations to mobility	If the researchers' mobility will continue to be limited due to the Covid-19 outbreak, a selection of online conferences and events will be prepared for the Partners' consideration.

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A benchmarking analysis has been conducted on websites, social media accounts and public deliverables of the "sister" gender equality EU projects. We thank all the projects for sharing their work.

Last check on the hyperlinks: May, 29th 2021.

APPENDICES

APPENDIX 1. Social media Guidelines

APPENDIX 2. Visual identity

APPENDIX 3. List of the relevant events (RP1 and 2)

APPENDIX 4. Newsletter screenshot

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SUPERA SOCIAL MEDIA GUIDELINES

The **aim** of these guidelines is to provide the SUPERA partners with **handy instructions** on how to contribute to the dissemination and communication of the project on **social media**, in two main ways: by sharing relevant contents about the project and by engaging in online conversations concerning the topic of gender equality in academia.

These guidelines describe briefly the chosen **strategy** and provide **practical advice** to project partners and to their **social media managers** in charge of the management of the official accounts.

The partner shall refer to the **Dissemination and communication plan** (D8.3) for a detailed strategy concerning all dissemination and communication channels, including further information about social media activities.

The **official hashtag** of the project is **#SuperaH2020**.

SOCIAL MEDIA STRATEGY

The following paragraphs describe the social media strategy, in compliance with the structure outlined in the H2020 "Social media guide for EU-funded R&I projects" of the European Directorate-General for Research & Innovation (April 2018). The **strategy** is defined by the following points.

WHERE — which accounts and platforms will you use?

SUPERA is active with an official Twitter account (@superaproject) managed through the platform **Tweetdeck**. For the account setup we have complied with official EU communication guidelines requirements and adopted the official visual identity of the project.

Followers include researchers from international universities, H2020 gender equality projects, other H2020 SWAFS projects, research organisations and content providers active on RRI topics.

The official account on **Instagram** @superaproject allows the project to reach a wider audience and expand the project audience beyond the primary circle of stakeholders, thanks to a wise use of the hashtags: starting with the most popular ones (such as #academiclife, #womeninscience, #phdlife, #academics, #universitylife, #genderequality, #worklifebalance) and also exploring new ones. Instagram can host high quality pictures, inspiring quotes, figures, graphics and captions of up to 2.200 characters under each post.

The **Facebook** official @SUPERAproject page provides the opportunity to share images, texts and videos, promote campaigns and interact with other official pages active on the topic of gender equality in academia.

SUPERA is also active with **official accounts** on Slideshare (platform for presentations publishing and sharing, https://www.slideshare.net/SUPERAproject), and **Youtube** (platform for video sharing, https://www.youtube.com/channel/UCAxrweL93zZSBLsS_20SMYw).

The Consortium also aims at **sharing** contents regarding SUPERA **activities and key messages** through the official accounts of **each partner organisation** on Twitter, Facebook, Instagram, Linkedin etc., listed in Table 1. The **institutional accounts list** will be constantly updated further to requests and indications from partners.

Table 1. Official social media accounts of SUPERA partner institutions

Partner	Twitter	Facebook	Linkedin	Instagram
UCM	@unicomplutense	UniComplutense	https://www.linkedin.com/school/universidadcomplutense/	uni.complutense
Unidad Igualdad	@UCMigualdad	UnidadigualdadUCM	-	unidadigualdaducm
YW	@MyYellowWindow	MyYellowWindow	https://www.linkedin.com/company/yellowwindow.com/	yellowwindowdesign
Sciences Po	@sciencespo (for the main announcements) @PRESAGEgenre @ScPoResearch	SciencesPo.En	https://www.linkedin.com/school/sciences-po/	sciencespo
UNICA	@univca	UniversitaCagliari	https://www.linkedin.com/school/universit-degli-studi-di-cagliari/	univca
CEU	@ceu	WeAreCEU	https://www.linkedin.com/school/central-european-university/	we_are_ceu
CES	@ces_uc	Centrodeestudossociais	-	-

MICIU	@CienciaGob	CienciaGob	https://www.linkedin.com/company/cienciagob/	cienciagob
RAS	@edicsardegna	Europe Direct Regione Sardegna	https://www.linkedin.com/company/regione-autonoma-della-sardegna/	europedirectsardegna

RECOMMENDATIONS

→ **Please email** pcarboni@amm.unica.it for any change in Table 1.

→ Each partner should **sensitise the social media managers** about the need to ensure space on the institutional social media to the contents published by SUPERA.

WHO? — who in your consortium will be in charge of social media?

As leader of WP8, **UNICA** is in charge of the management of the project's official social media accounts. SUPERA interacts with the partners' **institutional social media accounts** in order to ensure the widest audience for the project.

As suggested in the EU social media guidelines, to reach the widest possible audience the SUPERA consortium identifies other **individuals** in each partner organisation who are already using social media and are willing to share contents about the project with their followers and contacts through their personal accounts.

RECOMMENDATIONS

→ All project participants are welcome to post, comment and share project messages via their personal accounts. It is possible to repost/retweet content in two ways: by adding a personal comment that gives additional information/ comment or by sharing contents.

WHO? — who is your target audience?

The SUPERA **target audience** can be divided into two main groups: partner organisations (**internal target groups**) and the stakeholders involved (**external target groups**). In greater detail:

- **internal target groups** are the research and teaching staff, the administrative staff and the student community of the funding and performing organisations), among which the main aim is to optimise the acceptance of GEP implementation;

- **external target groups** are specific subgroups beyond the consortium and the stakeholders involved in order to increase the visibility of results.

Activities on each social media address **selected target groups**, with different content and messages fitting the needs of the audience.

HOW? — what impact do you want to have, and how will you assess this?

Dissemination and communication activities on social media are aimed at achieving the following **impacts**:

- · **make the project visible** online, disseminate news about project activities and achievements;
- · **engage people** in online conversations and gain a deeper insight of their views and feelings on the topics covered;
- · ensure an effective **real-time reporting** of events;
- · support project **networking**.

SUPERA interacts with the **network of other** H2020 gender equality "sister" projects, building a relationship of **trust and exchange** in order to produce a multiplier effect on dissemination and communication activities.

Moreover, the **most influential local and international accounts**, such as organisations, researchers, magazines and other content providers, are regularly identified by UNICA. This helps SUPERA to engage with the most relevant online conversations concerning gender equality in academia.

RECOMMENDATIONS

→ All partners are invited to contribute, indicating to UNICA **relevant stakeholders** worth engaging with on social media, at both a local and international level.

UNICA measures, using **standard metrics,** the impact of each social media channel activity, also reporting the interactions with the **main influencers** on gender equality.

HOW? — which language(s) will you use for your target audience?

English is the main language used in social media. According to the needs and preferences of each partner, their local language can also be used to reach specific target audiences. In order to help with the understanding of posts in local languages, an **automatic translation** into English is provided by almost all main social media platforms, together with the possibility of suggesting preferences for the translation (if needed).

WHAT? — which content do you want to share?

As far as Twitter is concerned, contents to be published and shared deal with the following topics:

· SUPERA activities and achievements;
· news on gender equality and academia, including news published during events and conferences;
· relevant contents published by H2020 SWAFS projects;
· gender equality and work-life balance;
· relevant local news.

When publishing and sharing contents, partners shall use the hashtag #SuperaH2020. Other relevant hashtags to follow are: #Horizon2020, #RRI, #SwafS, #genderequality, #genderinequality.

RECOMMENDATIONS

→ As suggested in the EU Social media guide, "**regular exchanges of information** between project staff and the communication and dissemination team can help ensure the project is promoted adequately, by enabling the social media manager to draft relevant content and post it on time".

→ All partners are invited to share via email the **contents** found on the web and social media **that may deserve to be shared** on SUPERA accounts.

In order to engage in conversations following the hashtags, UNICA monitors the **main events** about gender equality, in cooperation with all partners.

As suggested in the EU social media official guidelines, with regard to content style, the consortium adopts a friendly and empathic "tone of voice" to achieve better engagement. Whenever feasible, it also uses emojis, gifs, images and videos attached to posts.

To facilitate publishing activity on social media, if requested UNICA provides the partners with **standard contents** (after shared and approved revision by all partners) such as posts, images, graphics**.**

Events

When it takes part in events or congresses, each partner shall communicate a few days in advance all the relevant details to UNICA (pcarboni@amm.unica.it) to allow the real-time reporting of events via the SUPERA Twitter account.

Images policy

As regards posts with pictures, images must be of good quality, whenever possible. If images are taken from the web, the consortium chooses among those published with a **license** for reuse.

WHEN — when is the right time to share your content?

UNICA deals with monitoring activity on social media. As one of the key aspects of social media is timeliness, UNICA covers topics in real time or as soon as possible, with the participation of all the partners.

REFERENCES

H2020 Programme Guidance Social media guide for EU funded R&I projects Version 1.0 6 April 2018
http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Communicating EU research and innovation guidance for project participants
Version 1.0 25 September 2014
http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Communicating your project (participant portal)
http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

How to live tweet academic conferences: A quick reference manual for attendees and organizers, by Cristina Rigutto

Instagram. Comunicare in modo efficace con le immagini, Lulù Beatrice Moccia, Anna Zavagnin, Michela Zingone, 2016

Last update: May 2021

Supera —
Proposal for the
visual identity

July 2018

Our non-neutral symbol seeks to emphasize the idea of gender equality as a basic human rights principle.
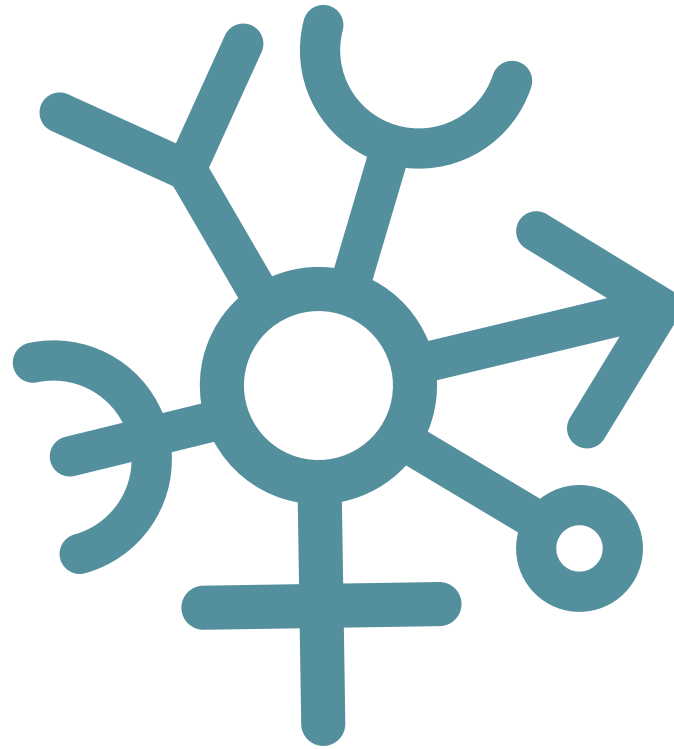
Blunt in the corners, it is smooth and open to dialogue.

Like an alchemic sign, it shifts the elements into one another and allows them to live together.

**Each element starts from the center.
It is the common basis for respect and equality.**
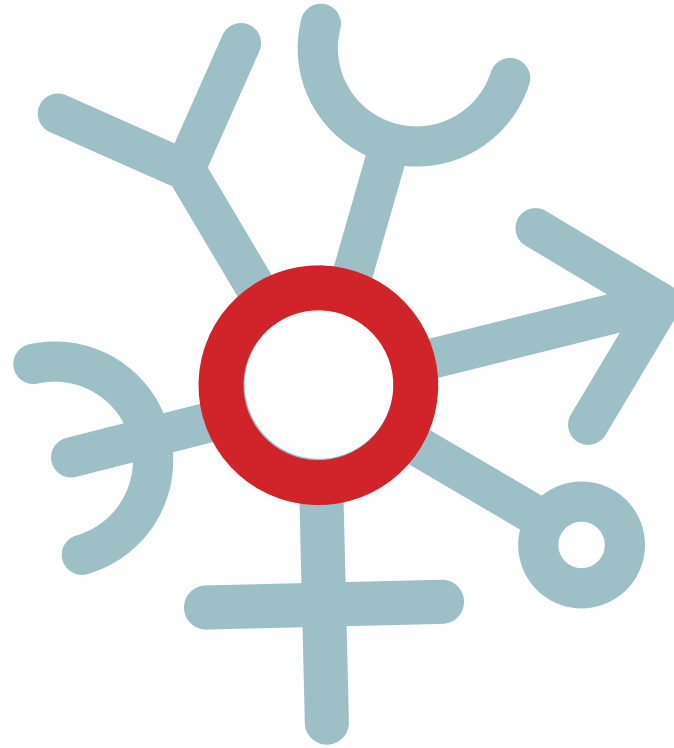
A centripetal movement, to focus on the common effort towards shared goals.
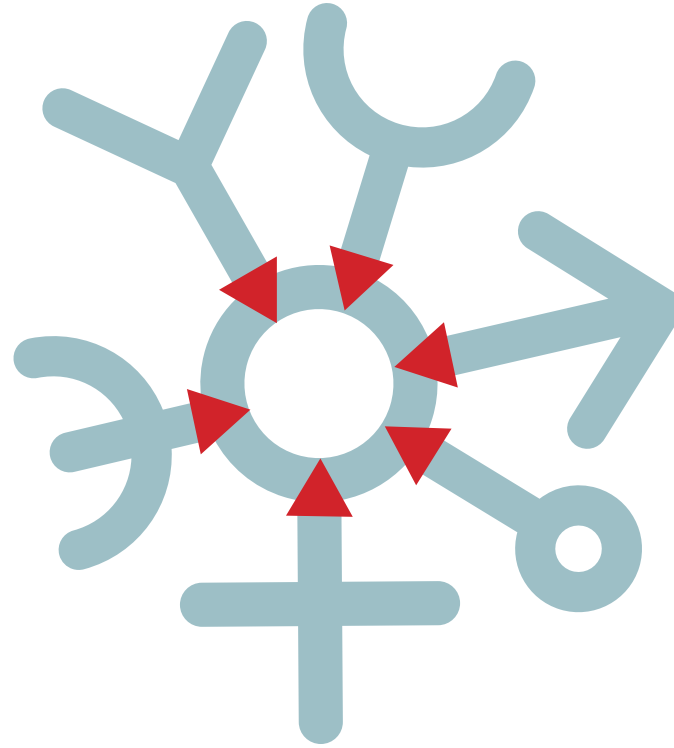
A centrifugal movement, to share knowledge with the world.
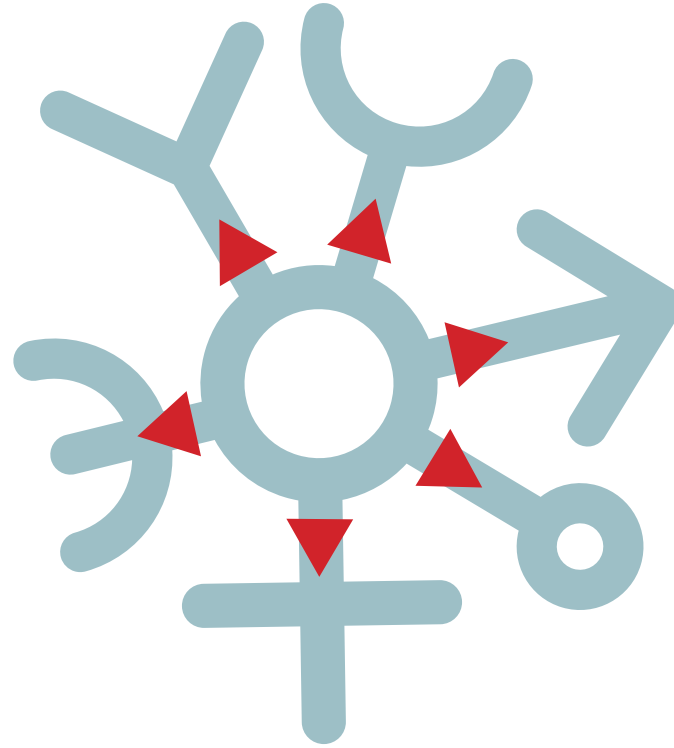
A multiple element that creates both strong and weak links, synapse of a network of knowledge, exchange and collaboration among differences.
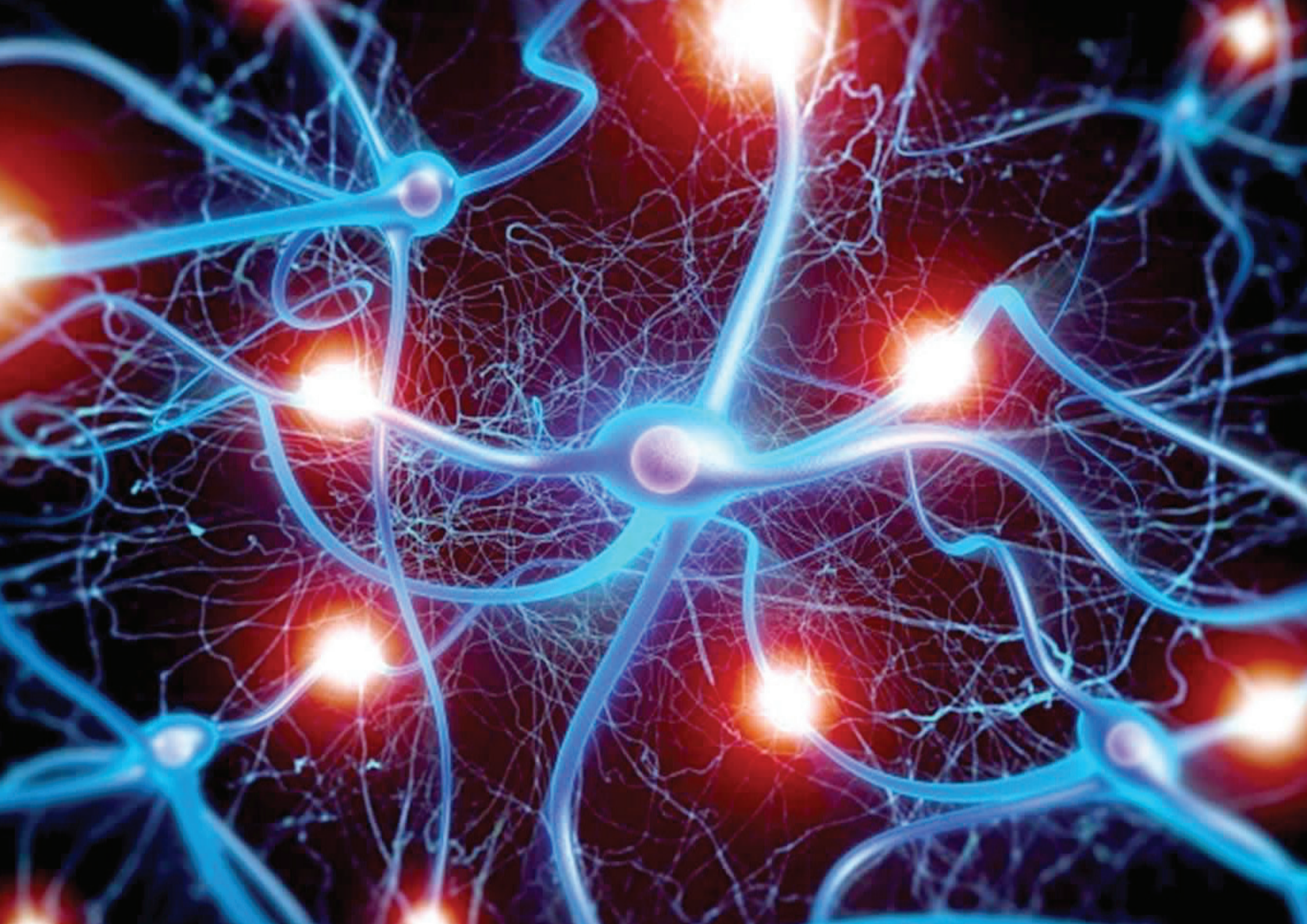
A system, more elastic and performing than a simple logo.

And a tribute to the great sardinian designer Giovanni Pintori, art director of Olivetti and an icon of the international graphic design.

olivetti MACCHINE CONTABILI

olivetti MACCHINE CONTABILI

olivetti MACCHINE CONTABILI

olivetti Tetractys
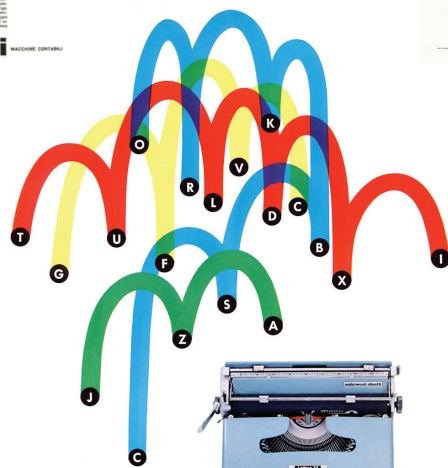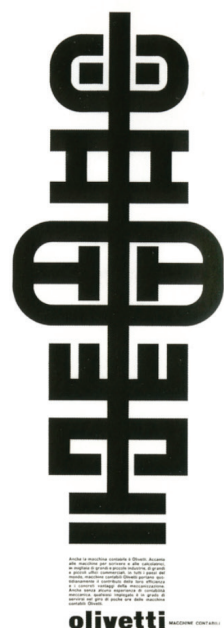
underwood · olivetti Lettera 22

*The perfect graduation gift…
so light, so liked, so lifetime!*
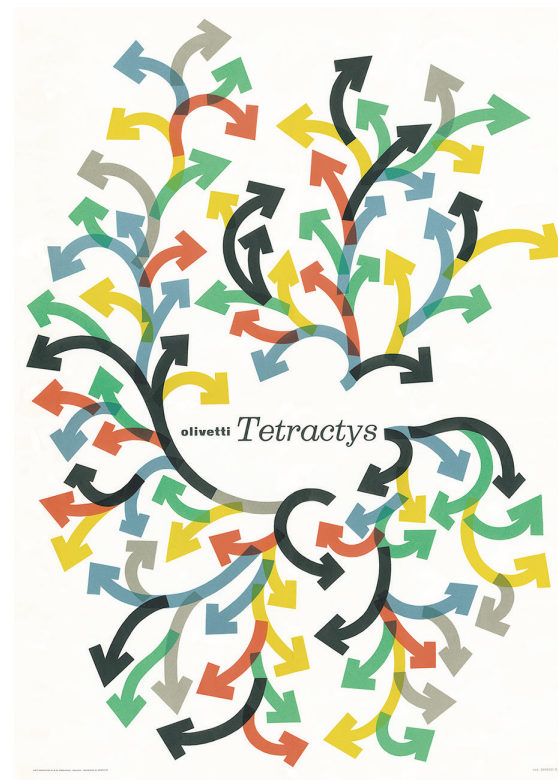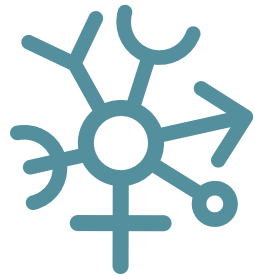
supera

Supporting the Promotion of Equality
in Research and Academia

Monoxil

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For the "institutional" color we chose a rather neutral palette. The style of the brand allows it to cohesist with any other nuance, strenghtening the idea of equality in diversity.

CMYK 69 32 33 2 RGB 73 124 139

CMYK 0 0 0 70 RGB 90 91 94

supera

Supporting the Promotion of Equality
in Research and Academia

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in Research and Academia
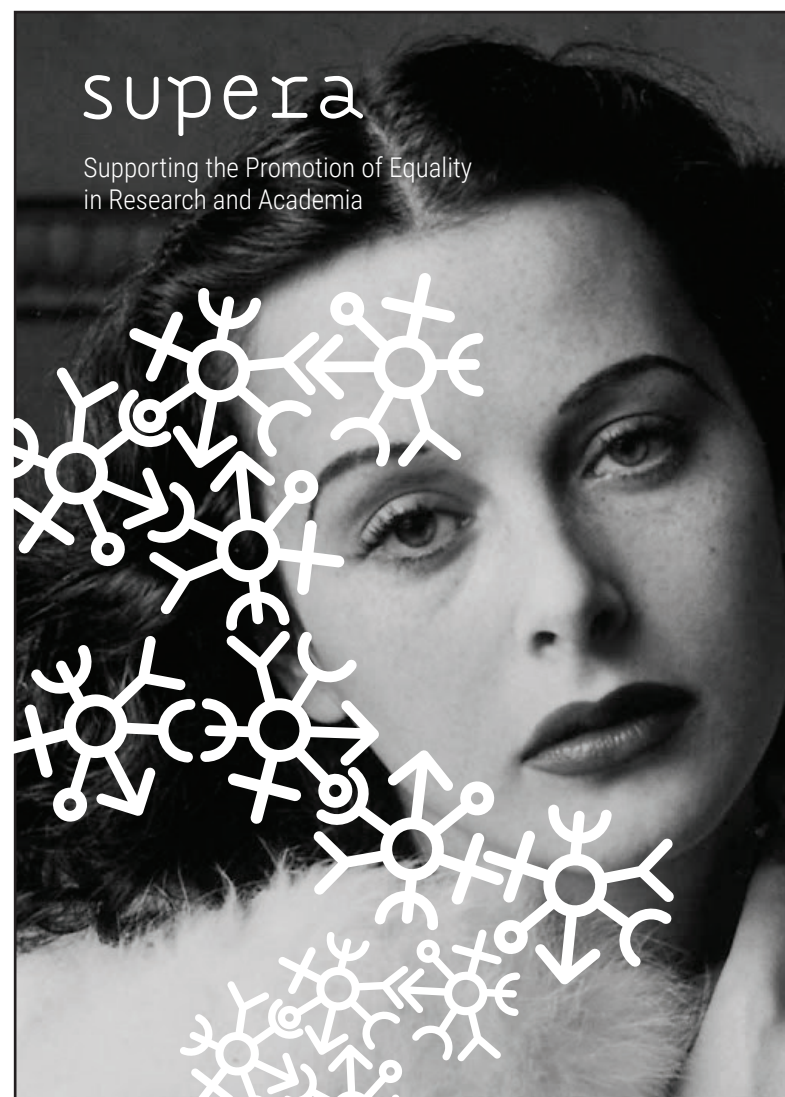
List of dissemination and communication events (months 1-30)

Partners involved	Title/Name of the event	Event type	Target group	Size of audience	Date/ period	Venue/ Place	Countries addressed
CEU	European Conference on Politics and Gender - roundtable about Diversity Policy in Higher education across Europe	Conference (participation as speakers)	Scientific community	large (>200)	07/2019	University of Amsterdam	Europe
MICIU	Jornada "Equidad en salud cardiovascular: Una aspiración, una obligación, un camino". Panel on "Investigación e Innovación".	Conference (participation as speakers)	Stakelholders' community (external)	average (<100)	12/2018	Madrid	Spain
MICIU	The Future of Gender Equality in European Research and Innovation .GENDERACTION Midterm Event. Panel on Research funders and gender social responsibility.	Conference (participation as speakers)	Stakelholders' community (sisters project)	average (<100)	04/2019	Brussels	Europe
CES	Talk on "Two Genders, Double Standards: The Case of Portuguese Higher Education" during the "Education days", an event organised by the Academic Association of the University of Coimbra	Dissemination event	Scientific community	average (<100)	03/2019	Coimbra	Portugal
CES	Talk on "Gender perspective in public policy: requisites of good governance" in Inclusion and Citizenship: Current Social Challenges, a seminar organized by the European Anti-Poverty Network - Portugal	Dissemination event	Scientific community	average (<100)	05/2019	Cantanhede	Portugal
CES	Talk on SUPERA at SAGE day, a Dissemination event for the sister-project SAGE	Dissemination event	Scientific community	average (<100)	06/2019	Lisbon	Portugal
CES	Talk on SUPERA at the II International Congress of CIEG (Interdisciplinary Center for Gender Studies).	Dissemination event	Scientific community	average (<100)	07/2019	Lisbon	Portugal
RAS	Meeting with local stakeholders	External stakeholders engagement	Local community	small (<30)	05/2019	Cagliari	Italy
UCM	XII Encuentro RUIGEU de las Unidades de Igualdad de las Universidades para la Excelencia Universitaria.	External Stakeholders engagement	Local community	small (<30)	04/2019	Madrid	Spain

MICIU	First meeting of the inter-ministerial Spanish Observatory Women, Science and Innovation (OMCI)	External Stakeholders engagement (organizer, speaker)	Stakelholders' community (external)	average (<100)	01/2019	Madrid	Spain
UCM	Kick off Meeting	Internal stakeholders engagement	Internal (Partners)	small (<30)	06/2018	Madrid	Spain
CEU	Internal launch event. Participation of Jorg Muller as speaker	Internal stakeholders engagement	Internal (University community)	average (<100)	10/2018	Budapest	Hungary
CES	Internal launch event. Session moderated by two core team members (Mónica Lopes, Lina Coelho), with the participation of José Ramos de Carvalho (Vice-rector) and a keynote speaker, Lígia Amâncio (Coordinator of the SAGE sister-project) and Rosa Monteiro (Secretary of State of Citizenship and Equality).	Internal stakeholders engagement	Internal (University community)	average (<100)	11/2018	Coimbra	Portugal
SUPERA Consortium	Conference on "Structural Gender Change at Universities and Research Funding Organisations"	Internal stakeholders engagement	Scientific community	large (>200)	11/2018	Madrid	Spain
UCM	Consortium Meeting	Internal stakeholders engagement	Internal (Partners)	small (<30)	11/2018	Madrid	Spain
UCM	Presentations of the Gender Equality Nodes network - Faculties of Economics, Politics and Sociology; Psicology and Social Work.	Internal stakeholders engagement	Internal (University community)	small (<30)	01/2019	Madrid	Spain
UNICA	Internal launch event. Sessions led by the core team members, with the participation of the Rector and the Vice-rector.	Internal stakeholders engagement	Internal (University community)	small (<30)	01/2019	Cagliari	Italy
UCM	Presentations of the Gender Equality Nodes network - Faculties of Biology, Fisics, Geologicals, Maths and Chemistry	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain

UCM	Presentations of the Gender Equality Nodes network - Faculty of Communication Sciences	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Presentations of the Gender Equality Nodes network - Faculties of Health Sciences (Medical, Nursery, Odontology and Optics)	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Presentations of the Gender Equality Nodes network - Faculties of Veterinary and Estatistics	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Presentations of the Gender Equality Nodes network - Faculties of History, Law, Philological and Philosophy	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Presentations of the Gender Equality Nodes network - Faculty of Education	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Faculty of Psicology	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	SUPERA team participation at an event within the framework of the 11th Feb - International Day of Women and Girls in Science organized at the UCM	Internal stakeholders engagement	Internal (University community)	small (<30)	02/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Faculty of Law	Internal stakeholders engagement	Internal (University community)	small (<30)	03/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Faculty of History	Internal stakeholders engagement	Internal (University community)	small (<30)	03/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Faculties of Health Sciences (Medical, Nursery, Odontology and Optics)	Internal stakeholders engagement	Internal (University community)	small (<30)	03/2019	Madrid	Spain

CES	Meetings with Rectorate (3)	Internal stakeholders engagement	Internal (University community)	small (<30)	04/2019	Coimbra	Portugal
UCM	Presentations of the Gender Equality Nodes network - Faculty of Arts	Internal stakeholders engagement	Internal (University community)	small (<30)	04/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Faculty of Chemistry	Internal stakeholders engagement	Internal (University community)	small (<30)	04/2019	Madrid	Spain
UCM	Participatory workshops to collect proposals for the GEP - Aimed at UCM students	Internal stakeholders engagement	Internal (University community)	small (<30)	04/2019	Madrid	Spain
CEU	Presentation of the results of the assessment to the Academic Forum	Internal stakeholders engagement	Internal (University community)	average (<100)	05/2019	Budapest	Hungary
CEU	Presentation of the results of the assessment to the Gender equality hub	Internal stakeholders engagement	Internal (University community)	average (<100)	05/2019	Budapest	Hungary
CES	Meeting with Academic Senate	Internal stakeholders engagement	Internal (University community)	small (<30)	05/2019	Coimbra	Portugal
UCM	Screening of a Documentary about women in science at the faculty of Physics.	Internal stakeholders engagement	Internal (University community)	small (<30)	05/2019	Madrid	Spain
UNICA	Presentation meeting of the project with the Gender hub	Internal stakeholders engagement	Internal (University community)	small (<30)	05/2019	Cagliari	Italy
CEU	Presentation of the results of the assessment to the Senate	Internal stakeholders engagement	Internal (University community)	average (<100)	06/2019	Budapest	Hungary

CEU	Presentation of the results of the assessment to the Student union	Internal stakeholders engagement	Internal (University community)	average (<100)	06/2019	Budapest	Hungary
CEU	Presentation of the results of the assessment to one academic Department	Internal stakeholders engagement	Internal (University community)	average (<100)	06/2019	Budapest	Hungary
CEU	Presentation of the results of the assessment to the Trade union	Internal stakeholders engagement	Internal (University community)	average (<100)	06/2019	Budapest	Hungary
CEU	Presentation of the results of the assessment to the Dean of Students Office	Internal stakeholders engagement	Internal (University community)	average (<100)	06/2019	Budapest	Hungary
CES	Meeting with General Council	Internal stakeholders engagement	Internal (University community)	small (<30)	06/2019	Coimbra	Portugal
CES	Project presentation to the CES research group on Social Policies, Labour and Inequalities	Internal stakeholders engagement	Internal (University community)	small (<30)	06/2019	Coimbra	Portugal
CES	Meeting with members of Equi-X – a project concerned with non-violent masculinities and active paternity	Internal stakeholders engagement	Internal (University community)	small (<30)	06/2019	Coimbra	Portugal
UCM, CEU	Consortium Meeting	Internal stakeholders engagement	Internal (Partners)	small (<30)	06/2019	Budapest	Hungary
UNICA	Presentation of the baseline assessment results with the Gender hub	Internal stakeholders engagement	Internal (University community)	small (<30)	07/2019	Cagliari	Italy
UCM	Jornadas implicación hombres en Políticas de Igualdad-Bakea Alonso	Invited speaker at conference	Scientific Community	average (<100)	11/2018	Madrid	Spain
UNICA	European researchers night 2018: SUPERA was represented in the "EU Corner". The public was engaged in interactive activities and flyers had been distributed	Public engagement event	Wider audience	xxl (>500)	09/2018	Cagliari	Italy

UNICA	Attendance to the European Conference for Gender equality in Higher Education	Scientific conference	Scientific community	large (>200)	08/2018	Dublin	Europe
UCM, YW, Sciences Po	1st ACT International Synergy Conference: Building Communities of Practice for gender equality in ERA.	Scientific conference	Scientific community	average (<100)	02/2019	Brussels	Europe
UCM, YW, Sciences Po	Mutual learning workshop: Best- practice exchange of EU funded projects (FP7; SiS/H2020; SwafS) and SWG GRI to support institutional change.	Scientific conference	Scientific community	average (<100)	03/2019	Berlin	Germany
UCM	Seminario de Investigación del Grupo de investigación Género y Política GEYPO (Departamento de Ciencia Política y Administración, Facultad de Ciencias Políticas de la UCM) . Conference by Petra Meier (Univ. Antwerp) "Gender equality in academia: issues, solutions, and why resistance is not necessarily a bad thing"	Scientific conference	Scientific community	small (<30)	04/2019	Madrid	Spain
UCM	XXVII Jornadas de Crue−Sostenibilidad.	Scientific conference	Scientific community	average (<100)	05/2019	Madrid	Spain
MICIU	Seminar Sociedad Digital y Género 2018. Panel on "Una Mirada de género ¿Un reto en la construcción de la sociedad digital?"	Seminar (participation as speakers)	Stakelholders' community (external)	average (<100)	11/2018	Madrid	Spain
UCM	Round Table organized by the Education section by Union UGT	Speaker at conference	Stakelholders' community (external)	aprox. 200	11/2018	Madrid	
MICIU	GENDERACTION Training Event for Policy Makers 'Enhancing Gender Equality and the Gender Dimension in Research and Innovation'. Panel on "Gender Equality in Practice".	Training event (participation as speakers)	Stakelholders' community (sisters project)	average (<100)	06/2019	Athens	Europe
MICIU	Summer course on "RRI en España y su modelo de incorporación en los institutos de investigación sanitaria". Panel on "Igualdad de género en la organización y gestión de I+D+I"	Training event (participation as speakers)	Stakelholders' community (external)	average (<100)	07/2019	Santander	Spain
MICIU	Women in Science Workshop	Workshop (participation as speakers)	The wider audience	average (<100)	05/2019	Madrid	Spain

Partners	Title/Name of the event	Event type	Target group	Size of audience	Date/ period	Place	Countries
UNICA	International conference: "Inequality vs inclusiveness in changing academic governance: policies, resistances, opportunities"	Conference/event (participation as speakers)	Scientific community	XL (200>500)	September 2019	Naples	Italy
RAS	Meeting with the local stakeholders	External stakeholders engagement	Local stakeholders	small (<30)	September 2019	Cagliari	Italy
SCPo	High Level Gender Panel - School of Transnational Governance, European University Institute	Conference/event (participation as speakers)	Scientific community	small (<30)	September 2019	Florence	Europe
UNICA, RAS	European Researchers Night: EU Corner	Public engagement event	University community, The wider audience	XXL (>500)	September 2019	Cagliari	Italy
UNICA, RAS, SCPo	Workshop: Implementing a gender equality plan – Promotion of GE positive action in academy and research	External stakeholders engagement	Scientific community, Local stakeholders	small (<30)	September 2019	Cagliari	Italy
CES, SCPo	Workshop: Implementing a gender equality plan in the UC – the role of the gender equality focal points	Internal stakeholders engagement	University community	small (<30)	September 2019	Coimbra	Portugal
CEU	16 Fab Labs for the design of the following CEU policies: - CEU Harassment Policy (amendment) - Student Pregnancy and Parent Policy - Student Child Support Scheme Policy - Gender balance in Faculty Hiring Policy	Internal stakeholders engagement (16 Fab Labs)	University community	small (<30)	the whole RP2	University premises and online	Hungary, Austria
UNICA	Fab Lab on gender biases in career management with PhD students	Internal stakeholders engagement	University community	small (<30)	November 2019	Cagliari	Italy
CEU	Webinar: How to communicate the results of a gender equality institutional assessment	Conference/event (participation as speakers)	Stakelholders' community (sister projects)	small (<30)	October 2019	Online	Europe
RAS	Adottare strategie di genere nel settore della ricerca	External stakeholders engagement	Local stakeholders	small (<30)	October 2019	Cagliari	Italy
CES	Fab Lab on harassment and "lad culture" among students	Internal stakeholders engagement	University community	small (<30)	October 2019	Coimbra	Portugal
CES	Talk on SUPERA and Gender Equality in Higher Learning Institutions at the Sustainable Campus Conference	Conference/event (participation as speakers)	Scientific community	XL (200>500)	October 2019	Lisbon	Portugal
RAS	Meeting with the national Consortium for University computing CINECA (focused on Regional Law n.7)	External stakeholders engagement	National stakeholders	small (<30)	November 2019	Online	Italy
UNICA	Fab Lab on work-life balance with the administrative and technical staff	Internal stakeholders engagement	University community	small (<30)	November 2019	Cagliari	Italy
RAS	Meeting with the local stakeholders	External stakeholders engagement	Local stakeholders	small (<30)	November 2019	Cagliari	Italy

CES	Fab Lab on sexual harassment and mobbing	Internal stakeholders engagement	University community	small (<30)	November 2019	Coimbra	Portugal
CES	International Day for the Elimination of Violence Against Women	Public engagement event	The wider audience	XL (200>500)	November 2019	Vila Real	Portugal
CES	Talk during the GEARING Roles conference - Recruitment, Retention and Career Progression of Women in Academia	Conference/event (participation as speakers)	Scientific community	XL (200>500)	November 2019	Lisbon	Europe
Consortium (hosted by UCM)	Consortium Meeting	Internal stakeholders engagement	Partners	small (<30)	November 2019	Madrid	Spain
UNICA	Second Fab Lab on work-life balance with the administrative and technical staff	Internal stakeholders engagement	University community	small (<30)	December 2019	Cagliari	Italy
CEU, SCPo	Implementing a Gender Equality Plan at CEU – the role of the Gender Equality HUB	Internal stakeholders engagement	University community	small (<30)	January 2020	Budapest	Hungary, Austria
UCM, SCPo	Workshop with Gender Equality Nodes	Internal stakeholders engagement	University community	small (<30)	February 2020	Madrid	Spain
MICINN, SCPo	The role of RFOs in promoting gender equality: experiences in the EU	Internal stakeholders engagement	University community, Scientific community	small (<30)	February 2020	Madrid	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género organized with the Gender Equality Nodes Network (Facultad de Psicología)	Internal stakeholders engagement	University community	small (<30)	February 2020	Madrid	Spain
UNICA	Fab Lab on sexual and sexist harassment with assistant professors	Internal stakeholders engagement	University community	small (<30)	February 2020	Cagliari	Italy
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género organized with the Gender Equality Nodes Network (Facultad de Veterinaria)	Internal stakeholders engagement	University community	small (<30)	February 2020	Madrid	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género organized with the Gender Equality Nodes Network (Facultad de Ciencias Matemáticas)	Internal stakeholders engagement	University community	small (<30)	February 2020	Madrid	Spain
SCPo	Presentation about GE policies in the academia to students of the Gender certificate of Sciences Po	Internal stakeholders engagement	University community	small (<30)	February 2020	Paris	Europe
YW	ACT - Strategies for Sustainable Gender Equality? Consolidation Meeting	Conference/event (participation as speakers)	Stakelholders' community (mainly sister projects)	small (<30)	March 2020	Paris	Europe

UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Educación)	Internal stakeholders engagement	University community	small (<30)	March 2020	Madrid	Spain
UCM, YW, SCPo	Workshop on fostering institutional change through Gender Equality Plans (GEPs) and the way forward towards Horizon Europe - European Research Agency	Conference/event (participation as speakers)	Stakelholders' community (mainly sister projects)	average (<100)	March 2020	Brussels	Europe
RAS	Meeting with the local stakeholders	External stakeholders	Local stakeholders	small (<30)	March 2020	Online	Italy
CES	S&D Youth Forum on Gender Equality	Conference/event (participation as speakers)	Scientific community	XL (200>500)	March 2020	Brussels	Europe
UCM	Taller de diagnóstico de la problemática de la conciliación del PDI (Facultad de Ciencias Políticas y Sociología)	Internal stakeholders engagement	University community	small (<30)	March 2020	Madrid	Spain
UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Psicología)	Internal stakeholders engagement	University community	small (<30)	March 2020	Online	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género (Facultad de Cc. Económicas)	Internal stakeholders engagement	University community	small (<30)	March 2020	Online	Spain
UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Psicología)	Internal stakeholders engagement	University community	small (<30)	April 2020	Online	Spain
UCM	Taller Online Identificación de Resistencias a las Políticas de Igualdad (Facultad de Cc. Información)	Internal stakeholders engagement	University community	small (<30)	April 2020	Online	Spain
UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Cc. Geológicas)	Internal stakeholders engagement	University community	small (<30)	May 2020	Online	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género (Facultad de Educación)	Internal stakeholders engagement	University community	small (<30)	May 2020	Online	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género (Facultad de Cc. Químicas)	Internal stakeholders engagement	University community	small (<30)	May 2020	Online	Spain

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UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Veterinaria)	Internal stakeholders engagement	University community	small (<30)	May 2020	Online	Spain
UCM	Taller de diagnóstico sobre situaciones de acoso ambiental, acoso sexista, sexual, por orientación sexual y por expresión o identidad de género (Facultad de Cc. Químicas)	Internal stakeholders engagement	University community	small (<30)	May 2020	Online	Spain
UCM	Taller de Identificación de Resistencias a las medidas de igualdad de género (Facultad de Enfermería, Fisioterapia y Podología; Facultad de Farmacia; Facultad de Medicina; Facultad de Odontología; Facultad de Óptica y Optometría)	Internal stakeholders engagement	University community	small (<30)	June 2020	Online	Spain
Consortium (hosted by UNICA)	Consortium Meeting	Internal stakeholders engagement	Partners	small (<30)	June 2020	Online	Europe
UNICA	Facebook Live meeting: Promoting Gender Equality in research organisations	Public engagement event	The wider audience	average (<100)	July 2020	Online	Italy
MICINN	Training module "Gender Equality in Science and Innovation. The role of UMYC" (hosted by IGME)	Conference/event (participation as speakers)	Stakeholders community (Instituto Geológico y Minero de España - Geological and Mining Institute of Spain)	average (<100)	September 2020	Online	Spain
MICINN	Conference "The impact of the COVID-19 crisis on women in science: Challenges and solutions" (hosted by EMBL)	Conference/event (participation as speakers)	Scientific community	XL (200>500)	September 2020	Online	Europe
UCM, SCPo, MICINN	XIII Encuentro de Red de Unidades de Igualdad de Género para Excelencia Universitaria (hosted by the University of Valencia)	Conference/event (participation as speakers)	Scientific community	average (<100)	September 2020	Online	Spain, Europe
MICINN	Training module "Gender Equality in Science and Innovation. The role of UMYC"	Conference/event (participation as speakers)	Stakeholders community (Ministry of Science and Innovation)	average (<100)	October 2020	Online	Spain
MICINN	General Assembly of the Asociación de Mujeres Científicas y Tecnólogas (Women Scientist and Technologist Association - AMIT)	Conference/event (participation as speakers)	Local stakeholders, Scientific community	large (<200)	October 2020	Online	Spain
CES	Opening of the academic year: New students' welcome event	Internal stakeholders engagement	University community	average (<100)	October 2020	Online and University premises	Portugal
UCM	Gender roles and their Impact in Academia	Conference/event (participation as speakers)	Scientific community	average (<100)	October 2020	Online	Worldwide

UCM	Gender-Smart Online Roundtable on Increasing women's numerical representation in leadership positions	Conference/event (participation as speakers)	Stakelholders' community (mainly sister projects)	average (<100)	October 2020	Online	Europe
MICINN	Seminar "La igualdad de género en la ciencia: avances y desafíos" hosted by Grupo de trabajo de género de Red de Entidades Gestoras de Investigación Clínica	Conference/event (participation as speakers)	Local stakeholders, Scientific community (Gender equality work group of the Network of clinical research management entities - REGIC)	average (<100)	October 2020	Online	Spain
MICINN	I Meeting "Oceánicas. Pasado, presente y futuro del papel de la mujer en las ciencias marinas"	Conference/event (participation as speakers)	Local stakeholders, Scientific community	average (<100)	October 2020	Online	Spain
MICINN	Training module "Gender Equality in Science and Innovation. The role of UMYC"	Conference/event (participation as speakers)	Stakeholders' community (Personnel of all ministries)	average (<100)	November 2020	Online hosted by MPTFP	Spain
UNICA	Gender biases in Wikipedia: seminar for Italian students hosted during the Gender and leadership international Gearing Roles Conference	Public engagement event	University community	average (<100)	November 2020	Online	Italy
CEU	Gender equality in CEE countries: Policies and practices 2020 / Institutional change through the implementation of GEPs at the RPOs and RFOs in the CEE countries	Conference/event (participation as speakers)	Scientific community	average (<100)	November 2020	Online	Central Eastern Europe
MICINN, RAS, YW	Webinar: Gender Equality in RFOs, two experiences	Conference/event (participation as speakers)	Stakeholders' community (Regional RFOs pilot network)	average (<100)	November 2020	Online	Europe
CES	Gender Equality in Higher Education Institutions	Conference/event (participation as speakers)	Stakeholders' community (sister projects), Scientific community	average (<100)	November 2020	Online Hosted by CIEG/ISCSP-U (Interdisciplinary Centre for Gender Studies)	Portugal, Europe
MICINN, YW	Webinar: How can RFOs fight gender bias	Conference/event (participation as speakers)	Stakeholders' community (Regional RFOs pilot network)	average (<100)	November 2020	Online	Europe
UCM, CEU, SCPo	CIVICA Gender equality and inclusion (remote workshop)	Conference/event (participation as speakers)	Scientific community (the CIVICA alliance partners)	average (<100)	November 2020	Online	Europe
UNICA	25 Novembre tutto l'anno. Work-life balance, smart working e disuguaglianze di genere	Public engagement event	University community, Local stakeholders, Scientific community	large (<200)	November 2020	Online	Italy
UNICA	Giornata nazionale contro la violenza sulle donne. Il contributo della psicologia	Public engagement event	Local stakeholders, Scientific community	large (<200)	November 2020	Online	Italy
UNICA	European Researchers Night - Virtual EU Corner	Public engagement event	University community, The wider audience	average (<100)	November 2020	Online	Italy

Consortium (hosted by CES-UC)	Consortium Meeting	Internal stakeholders engagement	Partners	small (<30)	November 2020	Online	Europe

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Supporting the Promotion of Equality
in Research and Academia
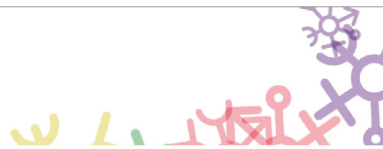
Welcome to
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