



# Mapineq

## Plan for the Exploitation and Dissemination of Results (PEDR)

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**Mapineq** – Mapping inequalities through the life course– is a three-year project (2022-2025) that studies the trends and drivers of intergenerational, educational, labour market, and health inequalities over the life course during the last decades. The research is run by a consortium of eight partners: University of Turku, University of Groningen, National Distance Education University, WZB Berlin Social Science Center, Stockholm University, Tallinn University, Max Planck Gesellschaft (Population Europe), and University of Oxford.

Website: [www.mapineq.eu](http://www.mapineq.eu)

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# Plan for the Exploitation and Dissemination of Results (PEDR)

The Plan for the Exploitation and Dissemination of Results (PEDR) presents the concrete actions that will be undertaken for the communication, dissemination, and exploitation of Mapineq's project results, and how their efficiency will be measured and evaluated in the project. It includes the main objectives of the strategy, target audiences, activities planned, timeline and the Key Performance Indicators (KPI) that will be used to evaluate the efficiency of the strategy and eventually make adaptations if necessary. The activities included within the PEDR will be evaluated on a constant basis and will be reported to the European Commission in the Deliverable Reports for Work Packages 8 and 9.

Mapineq counts on two work packages devoted to the Exploitation and Dissemination of Results: WP8 – Dissemination and Policy Dialogue, and WP9 – Management and communication

Mapineq outreach activities strongly build on transdisciplinary approaches, with the involvement of various international stakeholders, policy audiences and citizens throughout the project

The Mapineq database and interactive visualisation tool will be accompanied by open-access programming tools and tutorials to allow users to link information in the database and to explore it for multiple purposes

## 1. Introduction

Tackling inequalities is a “political imperative” of the European Union, for its potential effects on economic growth, macroeconomic stability, social conflict, democratic, social and political participation and inclusion. Mapineq makes this statement as its point of departure: the project is designed to advance the understanding of trends and drivers of intergenerational, educational, labour market and health inequalities over the life course, to fill research gaps, and to identify policy factors and means to attenuate the trends of increasing inequalities. Concretely, Mapineq's main driving research questions are: 1. How do local and national opportunity structures enhance, suppress or mediate inequalities? 2. How do changes and spillovers across the life domains and over the life course contribute to inequalities? And 3. How are inequalities influenced by policies and societal shocks?

For three years, Mapineq's research team will work on these questions, creating high-quality new data and knowledge to contribute to scientific progress. However, the impact



strategy is not limited to scientific impact: A key component of Horizon-funded projects is to present a solid impact strategy that brings awareness about research results also to relevant non-scientific audiences. For that, the project counts on two work packages devoted to different aspects of this work: WP8 – Dissemination and Policy Dialogue, and WP9 – Management and communication. Although research, communication and dissemination are formally separated into different work packages, their implementation will go hand in hand from the beginning until the end of the project.

## 2. Operational capacities

As laid out in the grant agreement, communication activities are part of WP9 (Lead: University of Turku), while dissemination and policy dialogue are covered by WP8 (Lead: Max Planck Gesellschaft – Population Europe).

MPG has assigned a full-time equivalent position to a senior coordinator - Dr Daniela Vono de Vilhena - to work on WP8. She has solid experience in coordinating communication and dissemination work packages in Horizon projects (e.g. QuantMig and GGP-EPI). The University of Turku has appointed a full-time equivalent position to a project manager Dr Mijail Figueroa González – to work on WP9. Communication activities in WP9 will count on the support and assistance of the communications unit at the INVEST Research Flagship and the University Communications division (UTU).

In addition to the communication and dissemination teams in Turku and Berlin, all members of the Mapineq consortium are committed to making the best use of their own communication channels to advertise the project and disseminate its results, including through the website, social media accounts and other communication and dissemination tools of their own institutions and research centres. In the first months of the project, Mijail Figueroa González and Daniela Vono de Vilhena have conducted a series of one-on-one talks with heads of communication from the different partner institutes and PI's working on the project to foster close collaboration on communicating Mapineq results. The goal of this effort was not only to optimize the outreach strategy by using as many channels as possible, but also to inform partners on how they can best use the project's communication and dissemination tools.

## 3. Communication and dissemination strategy

### 3.1. Objectives

Mapineq aims at providing strong evidence and evidence-informed policy recommendations, in line with the expected impacts of the call – which consist of setting out a credible pathway to contributing to the expected impacts of the Horizon Europe Strategic Plan, namely 1) achieving a better understanding of the social, ethical, political and economic impacts of drivers of change and their interplay; and 2) boost inclusive growth and reduce vulnerabilities through evidence-informed policies for protecting and enhancing employment, education, social fairness and tackling inequalities, including in response to the socio-economic challenges due to the COVID-19 pandemic.



To achieve these goals, the objectives of Mapineq's impact strategy is divided into five pathways, listed below:

### **3.1.1. Scientific impact**

The project has been designed to generate comparative, in-depth, and cross- and transdisciplinary knowledge about the trends and drivers of intergenerational, educational, labour market and health inequalities over the life course during the last decades. Here, the goal is to create new solid knowledge on 1) local and national opportunity structures, and how these structures enhance, suppress or mediate inequalities, 2) how spillovers across the life domains and chances in families in childhood and adulthood contribute to inequalities, and 3) how policies and societal shocks influence inequalities.

### **3.1.2. Evidence-informed policy dialogue**

The second pathway is linked to the policy relevance of the new knowledge produced, concretely to the objective of bringing awareness of project's results to local, regional, national and supranational levels. It is our goal to present our research results through a series of publications and dialogue events targeted to a variety of audiences, while ensuring that the strategy is inclusive and that stakeholder engagement is sustained from the beginning to the end of the project. Therefore, at the beginning of our project, we will start with policy-stakeholder mapping and identifying the right people and key players. We are going to utilize our knowledge of the EU level and national and local policy systems and the already existing trusted relationships on all levels but aim to also create new ones.

### **3.1.3. The Mapineq database and interactive Mapineq visualisation tool**

Our project aims to go beyond the state-of-the-art to gather, link and model new types of data and approaches to answer fundamentally new questions for more efficient evidence-informed policy formation. The Mapineq database will map the inequality landscape using physical environment opportunities with fine-grained spatial and temporal resolution to understand the role of geography and location on life course opportunities and outcomes. The Mapineq visualization tool, in turn, will allow researchers and policy makers to identify neighbourhoods for instance, with poor outcomes that are in close spatial proximity to those with good outcomes and represent the potential opportunities and policy levers. It will be co-developed using a feedback loop with researchers and policy makers at different stages of the project to allow them to select and download data and engage in visualisation of variations and trends and maps. Open-access programming tools and tutorials will allow researchers to link information in the database and policy makers to draw on for multiple purposes.

### **3.1.4. Methodology and research strategy**

Since inequalities are strongly correlated and highly dependent on both the institutional and local contexts, identifying policy factors and means places high requirements for both research and data that is being used for it. Our project will employ methodological strategies and use geographic information system (GIS) mapping technology to study inequalities, which greatly upgrade and refine the excellence of scientific outputs. By doing so, our goal is to significantly go beyond the state-of-the-art to gather, link and model new types of data and approaches to answer fundamentally new questions for more efficient



evidence-informed political decision-making, and to contribute to the advancement of science and its approaches, methods, and insights within, across and beyond each of the disciplines associated to the project.

### **3.1.5. Discussions on tackling inequalities and dialogue with society at large**

Our goal is to promote discussions and dialogue with society at large about our scientific results and methodology-related outputs. We aim to promote media interactions to amplify our key messages, and to generate visibility of the project by addressing timely topics and pursuing an active social media presence. We will use social and other media to raise awareness of our operations and key messages, and to increase participation and co-creation in our citizen panels. Our engagement activities strongly build on transdisciplinary approaches, with the involvement of multiplier organisations and the activation of various international stakeholders, policy audiences and citizens throughout the project. Stakeholder-specific content and our key messages will be targeted to the different stakeholder groups in order to allow them to engage with us and offer a unique opportunity to get access to first-hand scientific evidence while learning from the perspectives of others.

**Finally, the long-term goal of our project** on society and science, also beyond the end of the project, is perfectly aligned with the Horizon.2.2 Work Programme expected impacts: to analyse the main drivers of inequality trends and the interplay between inequalities across life courses and to identify policy factors and synthesise means to attenuate the trends of increasing inequalities; to identify and analyse different drivers of inequalities at the local, regional, national and supranational level; to identify the best governance levels in order to reverse and tackle inequalities; to provide evidence-informed scientific advice, guidance and policy recommendations; to understand main drivers of territorial inequalities; and to understand people's perceptions on inequalities and how the policy spill-over effects across the life course stage in social inequalities and how these processes relate to the perceptions on inequalities across and within countries.

## **3.2. Project results to be disseminated**

The Mapineq project will generate multiple outputs. Therefore, “project results” refer to any project output in the broadest sense, including:

1. Research findings at any stage of the project (including peer-reviewed papers and research reports)
2. Methodological innovations
3. Databases including all metadata and coding tools
4. Interactive dashboard

## **3.3. Target audience**

### **3.3.1. External audience**

**Scientific audience.** The project will address a broad scientific audience, composed of researchers and data analysts who are interested in social inequalities. This includes a wide range of disciplines, such as social sciences, demography, economics, educational sciences, geography and political science. All consortium members have ample experience





in scientific dissemination, e.g., continuously published in high-ranking, peer-reviewed journals and discuss their research results as chairs, presenters or discussants at important international conferences. Thus, the project will be able to translate this experience into the project's scientific dissemination objectives and to reach out to other disciplines. Particular attention will be devoted to the scientific collaboration with the EU-funded sister projects: ESSPIN – Economic, Social and Spatial Inequalities in Europe in the Era of Global Mega-trends (grant agreement ID: 101061104), and EXIT – Exploring Sustainable Strategies to Counteract Territorial Inequalities from an Intersectional Approach (grant agreement ID: 101061122).

Scientific audiences (including also data analysts) will be informed on a continuous basis through our reports and scientific publications (see below), research digests (i.e. short, comprehensive summaries of research results) and through a series of three scientific webinars that will consist of 30-minute presentations by our team members, followed by moderated online debates with participants. These will be focused on promoting the new database, the visualisation tool and methodological innovations developed within the project. To share methodological innovations that will be developed in the project, we will organise three seminars consisting in two presentations by project members commented by a discussant and followed by a Q&A session.

Particular emphasis will be devoted to **policy audiences**, addressing decision-makers from politics, international and civil society organisations, in order to come up with elaborated policy recommendations, nurtured by scientific evidence and practitioner experience. The project follows a **transdisciplinary approach**: instead of knowledge transfer and traditional dissemination strategies that are often conceived as a one-directional action, the project aims to engage through a two-directional strategy, bringing experts together to think outside of their silos and to learn from each other. This will help to unlock the complexity of socially-embedded policies and to thoroughly formulate policy recommendations that take as many facets as possible into regard.

By inviting key **stakeholders (practitioners)** in the areas of inequality, family, education, labour market, ageing, among others we also aim to target concrete policymakers by thematic topics at the European, national, and local levels. We plan to actively engage with stakeholders outside academia in High-Level Policy Experts Meetings, Reality Check Workshops targeted to national audiences in four countries, and at the final Stakeholder Event, but do not exclude interest and engagement also at the Scientific Webinars and Seminars. The majority of these events will be followed by a publication targeted to non-scientific audiences (Digests, Policy Briefs and White Paper). In addition, a solid communication strategy is expected to secure strong awareness of project results by interested audiences.

Within the dissemination activities tailored to stakeholders, we will particularly invite **European-wide networks** (such as AGE Platform Europe, COFACE – Families Europe, Social Platform Europe, European Network of Equality Bodies (EQUINET), European Regional and Local Health Authorities (EUREGHA), Assembly of European Regions (AER), Eurocities, EU Committee of the Regions, Council of European Municipalities and Regions (CEMR), European Network for Rural Development (ENRD)), dealing with the multi-faceted aspects



of inequalities including challenges at regional and local levels. As **networks** with numerous member organisations in almost all EU member states, they can not only provide insights from groundwork but also a comparative perspective to the situation in most of the European countries.

With regard to the **broader audience**, all Reality Check Workshops will allow for interactive participation of citizens within the debate. To ensure that stakeholders have direct access to the project members to further clarify questions following our events, the project website will offer an online form for consultations. The questions and replies will be available in the form of a Q&A section on the website and further communicated on Twitter and LinkedIn. This will contribute to ensuring an advertising strategy to sustain content production following our events (WP9).

In addition, we foresee interactions with **some projects previously funded by H2020 grants**, for example, the projects: Integrative Mechanisms for Addressing Spatial Justice and Territorial Inequalities in Europe (IMAJINE, grant agreement No 726950, 2017-2022); Rural-Urban Outlooks: Unlocking Synergies (ROBUST, grant agreement 727988, 2017-2021); Sustainable Hub to Engage into Rural Policies with Actors (SHERPA, grant agreement No 862448, 2018-2021); Technological inequality – understanding the relation between recent technological innovations and social inequalities (TECHNEQUALITY, grant agreement No 822330, 2019-2021); Platform Labour in Urban Spaces: Fairness, Welfare, Development (PLUS, grant agreement No 822638, 2019-2022); and Closing Gaps in Social Citizenship. New Tools to Foster Social Resilience in Europe (EUROSHIP, grant agreement No 870698, 2021-2023). We will, of course, cooperate with our two **sister projects**, financed under the same call: ESSPIN (grant agreement ID: 101061104) and EXIT (grant agreement ID: 101061122).

### 3.3.2. Internal audience

The internal audience comprises all members of the consortium. Our project takes internal communications inside the consortium very seriously. Continuous communication is the basis of successful project implementation and assures that project's outputs can be disseminated in time to maximise the project's impact.

To make sure to openly share updates and credit across the teams, the consortium members meet regularly online, in the dedicated Monday Mapineq Meeting scheduled every three weeks. The consortium will also hold one annual face-to-face meeting to present and discuss the progress of the project and take strategic decisions.

In the period between meetings, communication will be mostly online. Researchers can share their updates via the project's mailing list in which all project's members are included. Additionally, the project has a shared OneDrive Project management folder containing key files to keep the overview of the project. This will allow us to monitor the deliverables and key milestones including the progress and to reach of our communication activities. The management WP (9) will also facilitate project monitoring by the European Commission in addition to regular reporting. A guideline (included at the end of this document) for internal use in the project will ensure that all dissemination and communication activities follow common standards and include proper acknowledgement of the EU funding.



### 3.4. Dissemination and Policy Dialogue Activities

To reach target audiences, dissemination activities tailored to the project's several audiences will take place throughout the project's duration.

#### 3.4.1. *Scientific publications*

Scientific publications are the main output of the project and remain among the most appropriate means to reach scientific audiences. The scientific publications will also serve as a basis for presentations by the project's members at international workshops and conferences. All Mapineq publications will be open access.

#### 3.4.2. *Webinars and scientific online seminars*

We will offer a total of three webinars consisting of 30-minute presentations by our team members, followed by moderated online debates with participants. These will be focused on promoting different elements of the Mapineq database from WP1. The webinars will also serve to establish a line of communication with stakeholders and the public to provide feedback which will be used to target their needs in regards to the functionalities and contents of the database as far as possible. To share methodological innovations that will be developed in the project, we will additionally organise three seminars targeted to scientific audiences and consisting of two presentations by project members commented by a discussant and followed by a Q&A session. The webinars and scientific online seminars will remain freely available on the project's website and on Population Europe's YouTube channel for interested audiences. The project's website will remain online for five years after the end of the project.

#### 3.4.3. *High-level expert meetings followed by policy briefs.*

For policy audiences at the EU level, two high-level policy expert meetings, which are roundtable discussions with 15-20 selected experts in a confidential atmosphere (e.g., under Chatham House Rules or similar), will be offered. The results of these dialogues will be published as policy briefs (within the well-established Population and Policy Brief series). The topics of these meetings are initially defined as 1) Inequality trends: Identifying Policy Priorities, and 2) Policy Options Ensuring Inclusiveness in Diverse Societies.

#### 3.4.4. *Reality check workshops targeting local policymakers, in combination with fact sheets.*

For audiences at the local level, we aim at organising national workshops for 50-100 participants on Zoom to present and discuss project results within their local contexts. These four workshops will happen online in years two and three and target stakeholders in Finland, Germany, Spain, and the UK. To ensure we reach rural and underserved areas, we will liaise with and invite international and national associations of municipalities mentioned at the impact section and with stakeholders active at the local level.

These workshops will be conducted with translation services (local language and English). Before hosting these meetings, we will create "Fact Sheets" based on project results to serve as input to the meetings. These will be shared with registered individuals before the meeting, and will inform in a simple and illustrative way: 1) main drivers of inequality (based on project results on WP2–WP6); and 2) best policy options to target critical



inequalities at a local level. After each of the workshops, we will produce another “Fact Sheet” including the lessons learned at the workshop. This series will be available in English, Finnish, German and Spanish.

#### **3.4.5. Final stakeholder meeting followed by a white paper**

A draft version of the white paper (the project’s final publication targeting non-scientific audiences and containing its main conclusions and policy recommendations) will be presented and discussed at a hybrid final stakeholder meeting in Brussels, with decision-makers from the European policy arena, network and multiplier organisations, and the broader public. Participants will also be able to join via Zoom or follow a live streaming on YouTube to ensure travelling is not a barrier to participation and will be able to actively contribute via an audience interaction tool. Insights from this meeting and the national workshops will help ensure that recommendations in the white paper are context-informed and effectively communicated.

#### **3.4.6. Research digests**

Digests are short summaries of policy-relevant peer-reviewed publications by the consortium members will be produced over the project duration. These have proven to be an efficient communication tool, particularly for decision-makers, as this allows them to easily stay updated on recent research results. The summaries will be shared with the general public in a non-technical language via the project’s social media channels, the project’s newsletter and Population Europe’s dissemination channels. Research digests will also help our communication team to easily produce press releases. To ensure that deliverable reports are also widely disseminated, we will prepare blog entries summarising their contents and spread the word via social media channels and newsletters.

#### **3.4.7. Additional policy briefs**

In addition to the jointly written dialogues published as policy briefs following the High-Level Experts Meetings, results from the WPs 4 and 6 will be presented as two additional policy brief publications.

### **3.5. Communication tools and activities**

#### **3.5.1. Project website**

The project website ([www.mapineq.eu](http://www.mapineq.eu)) is the central communication platform that presents the project in a simplified and easily accessible way. As such, the project’s website targets all project’s audiences from the specialised scientific community to the stakeholders, and citizens. The website centralises all the news and developments of the project, to be shared through our social media channels (such as LinkedIn and Twitter project’s accounts). The website also hosts all project’s outputs, this includes most of the project deliverables (e.g., working papers and reports) whose confidentiality was defined as public under the grant agreement, and communication outputs such as the blog series, digests, and the newsletter archive. And upon the completion of the Mapineq geo-located database (WP1) the website will host an easy-to-use interactive visualisation tool. Furthermore, the website includes the consultation form, which questions and replies will be available in the form of a Q&A section.



The website is managed by the project manager Mijail Figueroa González (mfigon@utu.fi), with the support of the INVEST Research Flagship Centre communications unit. Together, the INVEST Research Flagship Centre and the Leverhulme Centre for Demographic Science (LCDS), will maintain the website at least for five years after the end of the project to maximise the exploitation of the project's outputs. Specifically, INVEST will maintain the website, while LCDS will maintain the Mapineq inequality database and the visualization tool embedded in the project's website.

### **3.5.2. Social media channels**

All research activities and outputs will be advertised on social media. Social media platforms are one of the most efficient ways to approach a broad audience, and particular attention will be devoted to keeping a LinkedIn (@Mapineq) and a Twitter (@mapineq) accounts active and interacting with the accounts of key experts and stakeholders. We will ensure a continuous and active presence online by managing the project's social media accounts. Project members are encouraged to use the hashtag #Mapineq across their post related to project's activities. Project members are also encouraged to share the content posted on the project's accounts through their already existing networks and communities.

### **3.5.3. Newsletter**

Besides social media, the project also distributes a newsletter to share the latest news and developments of the project. The newsletter is distributed using the EMaileri mailing service. Subscribers can join the newsletter list by filling up the form on the project's website: <https://mapineq.eu/newsletter/>. The newsletter will be issued regularly every 6 months.

### **3.5.4. Press releases**

Press releases will provide the project with another tool to reach general audiences through news media. Press releases will be prepared based on Research Digests and distributed by University of Turku's communications unit. The communications unit of the University of Turku achieves international visibility by sharing research results in the AlphaGalileo and EurekAlert! science news portals. Additionally, the communications unit at the INVEST Research Flagship Centre will develop and maintain a contact list of interested international journalistic audiences and share press releases with them.

We will have at least 4 press releases along the lifetime of the project to showcase the mayor project's outputs.

### **3.5.5. Annual face-to-face and remote consortium meetings**

Consortium meetings play a crucial role in the communication strategy of the Mapineq project. Through consortium meetings the team strengthens collaborations between partners and builds synergy to pursue the project's goals. Regular online consortium meetings offer a platform for the project team to share updates and discuss progress. They provide the communications team with information for foreseeing content and momentums to communicate the project.



## 4. Key Performance Indicators (KPIs)

The performance of the project's Plan for the Exploitation and Dissemination of Results, including communications activities and the overall outreach strategy will be evaluated on a constant basis, leading to eventual adjustments and adaptations whenever necessary. Various key performance indicators (KPIs) have been established to serve the purpose of continuous evaluation. The efficiency of each activity in reaching the relevant target audiences will be measured and monitored through the following KPIs. Benchmarks indicated next to selected KPIs are not a contractual obligation, but rather serve as feasible goals on which to focus.

*Table 1. KPIs (dissemination tools)*

| Tools                                      | Target audience                   | KPIs                                                                                                                                                                                                                                         | Benchmark                                                                                                                                            |
|--------------------------------------------|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Scientific publications                    | Scientific                        | Number of publications submitted to high-ranking and peer-reviewed journals.                                                                                                                                                                 | 10 by month 36                                                                                                                                       |
| Participation in international conferences | Scientific                        | Number of presentations (both poster and oral presentations)                                                                                                                                                                                 | 20 by month 36                                                                                                                                       |
| Databases and interactive dashboard        | Scientific, Policy, Practitioners | Number of unique visitors visiting the page                                                                                                                                                                                                  | 3000 unique visitors by month 36                                                                                                                     |
| Webinars and Seminars                      | Scientific, Policy, Practitioners | Webinar views on Zoom and YouTube; participants' profiles including diversity of both geography and professional sector                                                                                                                      | 50-100 views per session; qualitative evaluation of participants in terms of profiles; retention (length of time participants remain in the webinar) |
| High-level policy expert meetings          | Scientific, Policy, Practitioners | Number of persons reached - attendance (10-15 selected participants), both in terms of numbers and diversity of stakeholders, ideally 30% from research and academia, 30% from policy institutions and 30% from civil society organisations. | Qualitative evaluation of the prominence of participants, and engagement measured in terms of willingness to contribute to the Policy Brief.         |
| Policy Brief                               | Scientific, Policy, Practitioners | The performance of the policy briefs will be measured through downloads and webpage visits (as publications will be available electronically), and endorsement from stakeholders involved in the event).                                     | 300-500 views, including unique webpage visitors and email clicks.                                                                                   |
| Reality check workshops                    | Scientific, Policy, Practitioners | Attendance, both in terms of numbers and diversity of stakeholders.                                                                                                                                                                          | 50-100 Views per session, qualitative evaluation of the contacts in terms of profiles; retention (length of time participants remain in the webinar) |
| Conclusive stakeholder event               | Scientific, Policy                | The conclusive stakeholder event will be evaluated following the same KPIs developed for the high-level policy expert meetings                                                                                                               | 25-50 stakeholders in attendance (face-to-face)                                                                                                      |

|             |                                   |                                                                                                                                                                                             |                                                 |
|-------------|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| White paper | Scientific, Policy, Practitioners | The performance of the white paper will be evaluated following the same KPIs developed for the policy brief (downloads and endorsement from stakeholders involved in the conclusive event). | 300-500 unique webpage visitors                 |
| Digests     | Practitioners, General Public     | The performance of the digests will be measured through webpage visits and social media attention.                                                                                          | Website statistics, performance on social media |

Table 2. KPIs (communication tools)

| Tools           | Target audience                                   | KPIs                                                                                                                                                                                                                               | Benchmark                                                                                                                                                         |
|-----------------|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project website | Scientific, Policy, Practitioners, General Public | Number of monthly visitors.                                                                                                                                                                                                        | 200 unique visitors per month                                                                                                                                     |
| Newsletter      | Scientific, Policy, Practitioners, General Public | Number of subscribers                                                                                                                                                                                                              | 300 subscriptions by M36                                                                                                                                          |
| Social media    | Scientific, Policy, Practitioners, General Public | Account performance: Increase in followers and visitors as opposed to the absolute number. Twitter: Retweets, likes, impressions, comments, and profile visits. LinkedIn: page visitors, clicks, reactions, comments, and reposts. | 100 Twitter followers by M12.<br>200 LinkedIn followers by M36<br>Altogether, 50 monthly engagements (total number of times a user has interacted with our posts) |
| Media awareness | General Public                                    | International media contacts; press releases.                                                                                                                                                                                      | 4 press releases (see communication strategy, section 3.5.4)                                                                                                      |

#### 4.1. Activities timeline

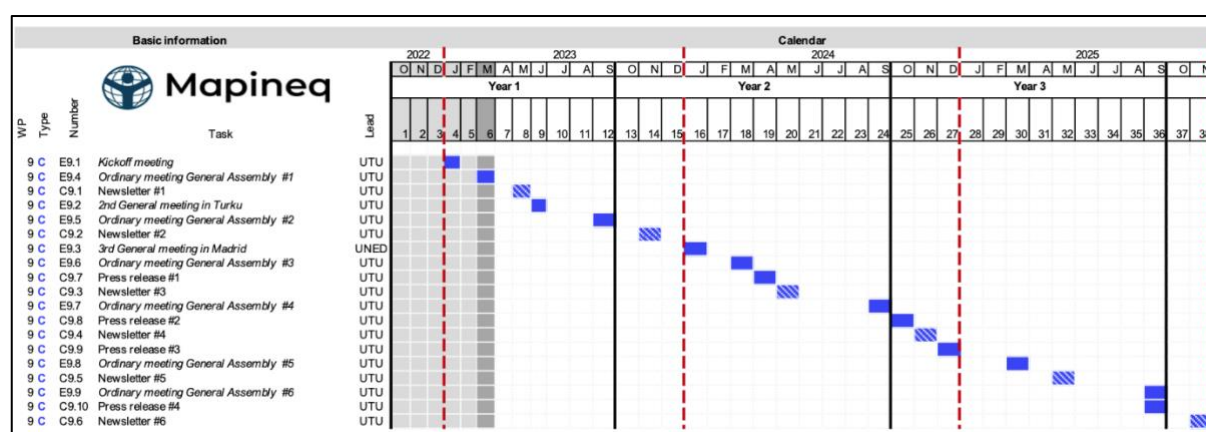
Dissemination and communication activities are spread throughout the project duration to keep engaging with target audiences on a continuous basis.

*Day to day communications* happens via our project website and social media channels in Twitter and LinkedIn. They will be updated regularly, to keep engaging with the target audiences and raise awareness on the project.

*Periodic communications* for external audiences happen biannually through our newsletters, the first one to be issued in M8 and the last one in M38; and press releases are scheduled when expected media-relevant project's outcomes in month 19, 25, 27, and 36. Figure 1 display the scheduling of communication activities for both external and internal audiences.



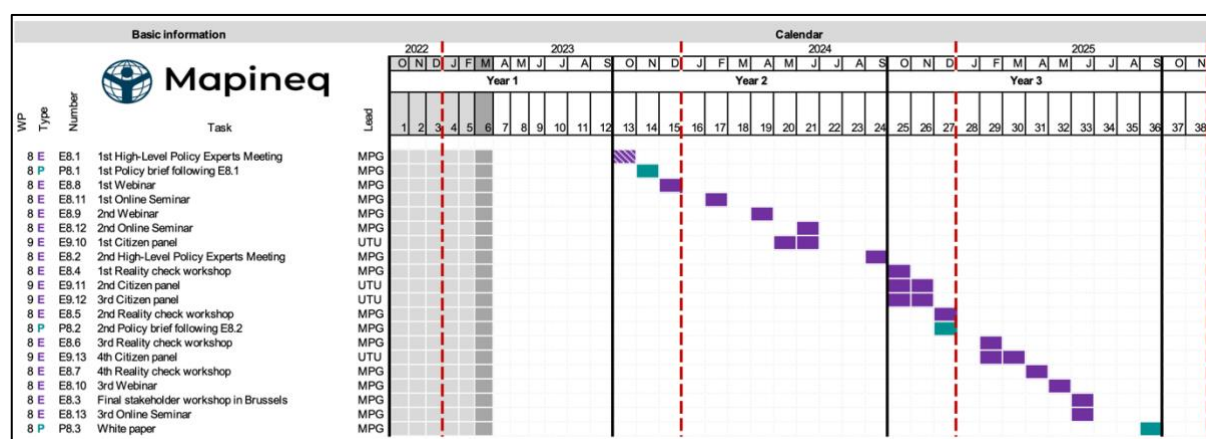
Figure 1. Overview of communication activities in chronological order



Note: Based on the Mapineq's project management file

Dissemination activities become more prominent after first results of the project are out (see figure 2).

Figure 2. Overview of dissemination activities in chronological order



Note: Based on the Mapineq's project management file

## 4.2. Exploitation strategy

Mapineq project members are committed to allowing third parties to exploit our research results in a way that will further deepen and develop knowledge on inequalities over the life course. All project results, working papers, reports and metadata, will be available in open access under [Creative Commons Attribution-Non-Commercial-Share Alike 4.0 International \(CC BY-NC-SA 4.0\) License](#) or similar, which allows reused by third parties without other restrictions than the acknowledgement of the authorship through usual referencing modes.

The Mapineq inequality database will be maintained, curated, and distributed open access for at least 5 years after the end of the project. The INVEST Flagship Research Centre will maintain the project's website, while the Leverhulme Centre for Demographic Science (LCDS) will maintain the Mapineq inequality database and the visualization tool embedded in the project's website. Exploitation of the Mapineq inequality database is assured by making the database accessible in two ways:



1. Website – Visualisation tool: Users will be able to navigate an interactive map to select data geographically and to filter results by characteristics of data in those locations. Users will be able to easily download subsets of the data that are relevant to them without needing to download the entire database.
2. Application Programming Interface (API): Data analysts and web developers will be able to query the database programmatically using the R Statistical Programming language, Python, JavaScript (e.g. our own website will use this mechanism), or any other programming language that supports API requests (i.e. http GET or POST requests).

## Annex A. Communication Guidelines

These guidelines establish a consistent communication strategy for the Mapineq project, based on the obligations set out in the Grant Agreement. The guidelines are intended as a reference point and are by no means exhaustive.

### 1. External communication

#### 1.1. EU Funding Acknowledgement

Any material used for external communication purposes (such as posters, flyers, articles, ppt presentations etc.) must display the EU flag emblem and the Mapineq logo, with appropriate prominence when displayed with other logos such the one of your institutions. The EU flag emblem can be found on the OneDrive shared folder and in the following link: [https://ec.europa.eu/regional\\_policy/information-sources/logo-download-center\\_en](https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en)

The following text must be included:

“This article is part of the Mapineq project, which has received funding from the European Union’s Horizon Europe research and innovation programme under the grant agreement No. 101061645 ([www.mapineq.eu](http://www.mapineq.eu)).”

Any dissemination of results must indicate that it reflects only the author’s views. Please also include the following sentence:

“Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

These sentences should be translated into the language used to establish the material.

#### 1.2. Mapineq website

The Mapineq website ([www.mapineq.eu](http://www.mapineq.eu)) is managed by the project coordination team at the INVEST Research Flagship Centre, University of Turku. It includes a “news” section to advertise the project’s outputs. Project partners are encouraged to share any activity and research output directly related to the Mapineq project with the Project Manager (PM) (Mijail Figueroa González), who will update the website accordingly. The Project Manager and the communications unit at INVEST will share the news on the Mapineq social media accounts.

Project partners are also very welcome to share any of their other academic activities not related to the project, which we may advertise on the Mapineq website and the Mapineq social media accounts whenever appropriate.

With the view of facilitating the advertising of your events and research outputs, please send to the project coordination team one or two sentences describing the activity, as well as a short English summary.

#### 1.3. Twitter account and LinkedIn page

The Mapineq Twitter account and LinkedIn page are managed by the Project Manager and the INVEST communications unit. Both social media channels serve to engage in a



dialogue with the scientific community, the relevant stakeholders and the broader public. Mapineq research outputs and activities will be announced and advertised.

#### 1.4. Newsletters

Mapineq issues regular newsletters in order to inform on the project's outputs. We will issue the newsletter every six months starting in month 8. We will contact you well in advance to ask for your contributions.

#### 1.5. Mapineq PowerPoint template

Early research outputs will be shared in conferences. To strength Mapineq visual identity, to ease the workload of project members, and to in accommodating EU funding requirements, a PowerPoint template has been created. You are encouraged to use the project template available in the shared OneDrive Project management folder.

To keep in line with the branding of Mapineq, the preferred font type is Franklin Gothic Medium and Franklin Gothic Book.

You are under no obligation to use these templates and if you feel they do not sufficiently reflect your requirements, you are welcome to use your own templates.

#### 1.6. Mapineq Word deliverable template

Deliverables will be publicly available in the project's website. To assure some homogeneity in the publications, working papers and reports, the General Assembly has approved the use of a word template. The Mapineq deliverable template is located in the shared OneDrive Project manager folder.

Figure 3. Preview of the Mapineq deliverables template: Front page and imprint page

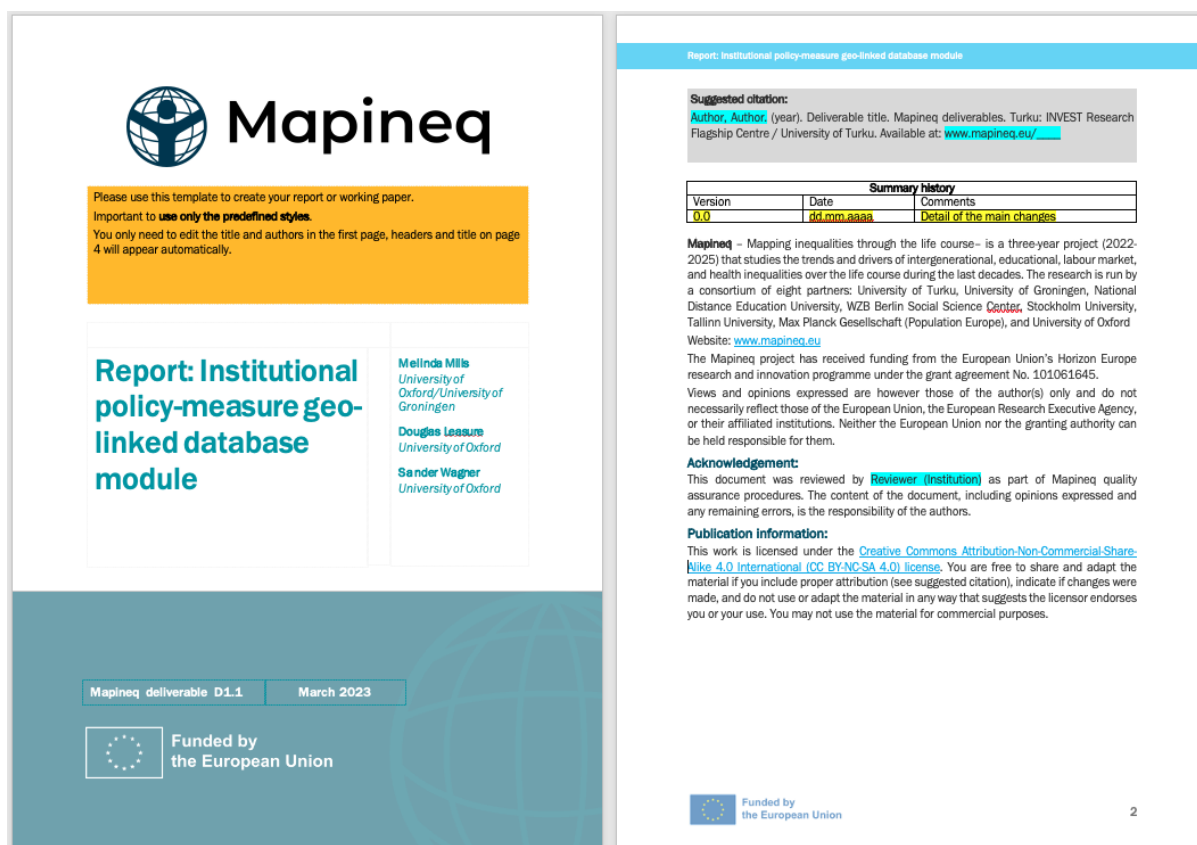


Figure 4. Preview of Mapineq deliverables template: Executive summary and abbreviations

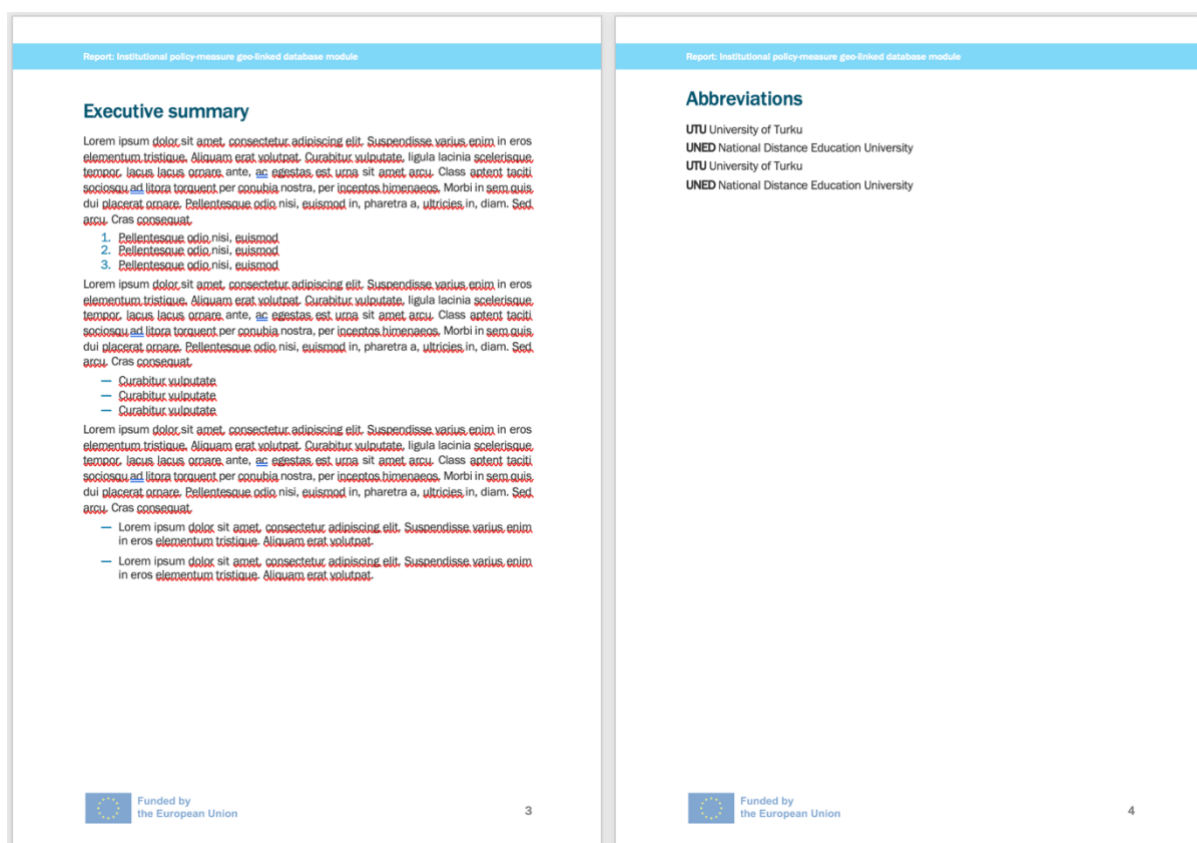
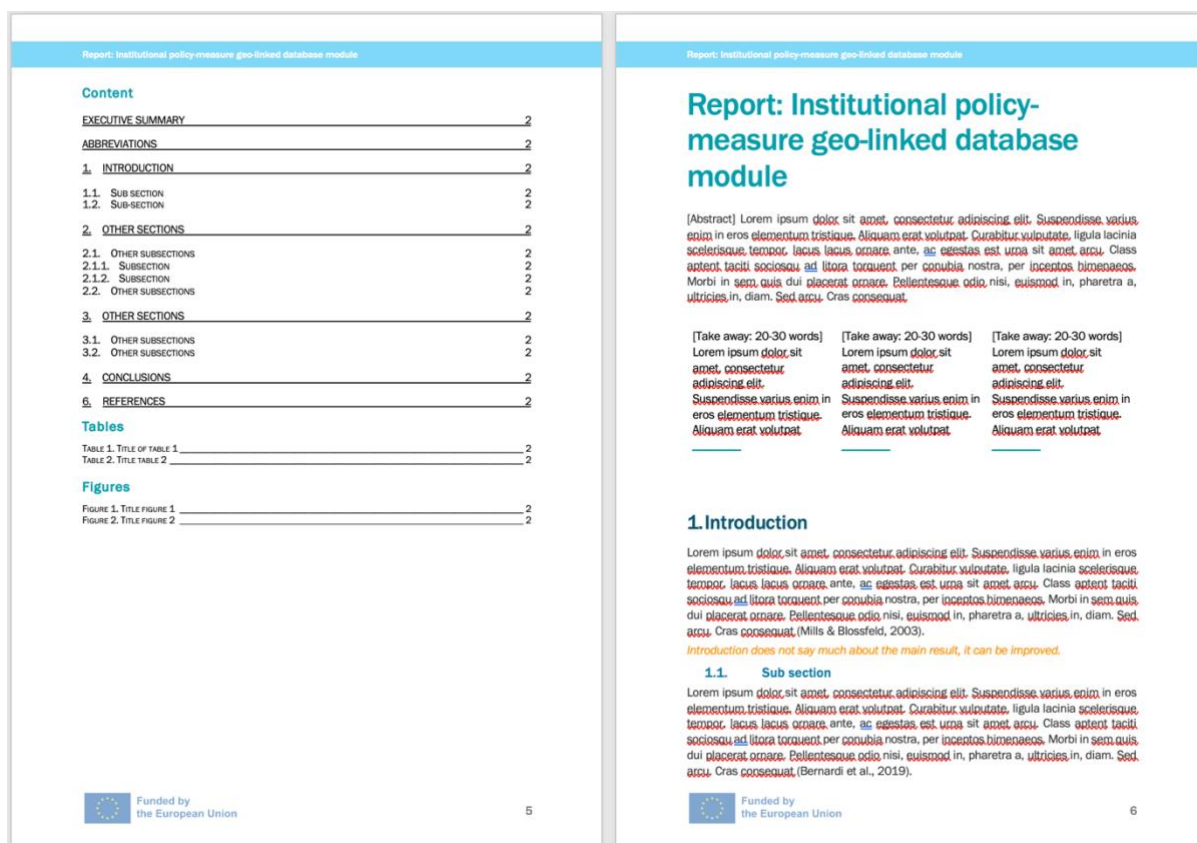


Figure 5. Preview of Mapineq deliverables template: Index and first page



You should start writing your draft directly in the template. Pasting large amounts of text might cause problems to the original template. You should only use the styles available in the quick style pane.

Figure 6. View of the available styles in the Mapineq deliverable template



Be aware that some fields such as headers and title in page 6 are references to other part of the text and should not be edited. These fields will update automatically when you right click and select 'update field'.

## 2. Internal communication

### 2.1. Shared OneDrive project management folder

A shared folder has been established in OneDrive. This folder only contains limited number of files that we all might need to keep the overview of the project, work packages and deliverables workflows. To guarantee the coherence of the shared folder only the Project manager has edit rights, while all the team members have only read rights. Project members can suggest the inclusion of new files or folders by informing the Project manager.

The current list of documents in the shared folder is the following:

1. 1\_Grant\_Agreement-101061645-Mapineq.pdf
2. 2\_Mapineq\_Consortium\_Agreement.pdf
3. 3\_Ethics\_advisor\_KoM\_slides.pdf
4. 4\_Mapineq\_Scheduling.xlsx
5. 5\_Mapineq\_deliverables.xlsx
6. 6\_Mapineq\_Admin\_issues.pptx
7. 6\_1\_Mapineq\_Admin\_issues.pdf

8. 7\_Mapineq\_template\_deliverables.dotx
9. 8\_Mapineq\_ppt\_template\_EN.potx
- 10.a\_Deliverables\_check [folder]
- 11.y\_EU\_flag\_emblem [folder]
- 12.z\_Mapineq\_logo [folder]

This folder list will be updated as the project requires it.

## **2.2. Mailing List**

An internal mailing list including all project members is being hosted by the University of Turku. The mailing list is used for internal communication purposes, and documents sent through that mailing list are confidential.

Should there be any modification in your email address or in your team's composition, please get in touch with the Project manager, who will update the mailing list accordingly.

## **3. Data protection**

Team members must abide to the EU General Data Protection Regulation (GDPR), when communicating the project. When organizing events as part of the project, it is essential to ask participants to agree to the data protection policy (GDPR compliant) before submitting their personal information (pictures, names, emails, affiliations, etc).

Should you have any questions regarding data protection and consent when organizing an event, please get in touch with the data protection officer at your institute who can provide you with further guidance.

## **4. Open access**

As stated in the Grant Agreement (Article 16, and Annex 5), all research outputs from the Mapineq project must be available in open access.

You must ensure open access to peer-reviewed scientific publications. Additionally, you must ensure that:

1. at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications,
2. immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND), and
3. information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements. Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.

