



Linking Research & Innovation for  
Gender Equality

## D6.2 Dissemination and communication activities v1

WP6 - Dissemination and Communication

Version: 1.00

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	Vasileios Voulgarakis		
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## Executive Summary

The CALIPER project aims at driving a structural change process and implementing Gender Equality Plans (GEPs) in 7 Research Performing (UZG - FER, MTF - STU BA, ULB, ECE - NTUA, IRB, YU, UNILE) and 2 Research Funding (SRNSFG, UEFISDI) organizations, involving the highest and middle management levels since the beginning to impact the whole institution. The project goal is to make research organizations more gender equal by increasing the number of female researchers in STEM, improving their careers prospects and integrating a gender dimension in research.

The dissemination and communication of the project constitutes a pivotal aspect of its overall planning, due to its role on promoting CALIPER's intentions, scope and contributions to the purpose of gender equality. Hence, the project adopts a multifaceted and detailed dissemination plan from the very beginning in order to:

- Raise awareness about the CALIPER project and the Gender Equality Plans (GEPs) to be developed.
- Increase engagement and encourage involvement of the target groups in the project activities.
- Promote sustainability actions and best practises of CALIPER actions after the project's completion.

The present deliverable describes the progress and provides statistics of the dissemination and communication activities, both online and offline from the commencement of the project until March 2021 (M1-M15). This is the first version of the Dissemination and Communication Activities report, a deliverable that is scheduled to be conducted three times throughout CALIPER's duration (M15, M30 and M48).

Therefore, this report reflects the results of actions taken by the Consortium Members as implemented examples regarding the ways that the objectives of Project's dissemination strategy can be deployed.

The chapters below feature data regarding the visual branding of the Project website, the website and the social media channels created for CALIPER, the networking activities of Consortium Members and all the additional actions taken to promote the project and its scope (i.e., press releases, newsletters, videos and interviews).

At this point, it should be noted that due to the unprecedented global conditions caused by the Covid-19 pandemic, the predefined action plans for dissemination and communication of the project have been adjusted, much like the overall project implementation. As a result of travel bans and local restrictions and/or lockdowns, project's efforts have been shifted towards online material promotion, virtual representation of CALIPER and partners engagement in relevant virtual events.



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## List of Abbreviations

Abbreviation	Full form
GEPs	Gender Equality Plans
RPOs	Research Performing Organisations
RFOs	Research Funding Organisations
UZG - FER	University of Zagreb - Faculty of Electrical and Computer Engineering
MTF STU BA	Faculty of Materials Science and Technology - Slovak University of Technology in Bratislava
ULB	Université Libre de Bruxelles
ECE - NTUA	School of Electrical & Computer engineering - National Technical University of Athens
IRB	Institute for Research in Biomedicine in Barcelona
YU	Yasar University
UNILE	Salento University



SRNSFG	Shota Rustaveli National Science Foundation of Georgia
UEFISCDI	Executive Agency for Higher Education, Research, Development & Innovation Funding in Romania
YAE	Young Academy of Europe



# 1 Introduction

## 1.1 Purpose & Scope

The present deliverable is the first report of the activities implemented by project partners to disseminate and communicate CALIPER. In particular, the deliverable entails descriptions and data regarding the progress of the defined dissemination and communication planning. Also, it critically analyses relative results, to suggest how the next steps of the action plan for the dissemination of CALIPER should be developed.

## 1.2 Structure of the deliverable

The Dissemination and communication activities v1 is structured to provide feedback on the dissemination and communication planning, as it has been elaborated on the project's Dissemination Strategy. Hence, the following sections correspond to the content of the latter deliverable. In this way, the current report aims to produce an accurate form of reporting which will be clearly aligned with the strategy's approach.

Below, the dissemination and communication activities of the Project are clustered in respective sections to assess their efficiency to meet the objectives of the dissemination strategy. This main part of the report is titled Activities Report (M1-M15).

The deliverable concludes with a display of an aggregate table in which the objectives of CALIPER's dissemination strategy, as they have been derived from project's Grant Agreement, are summarized and presented.

## 1.3 Relation to other WPs & Tasks

As stated in the '*D6.1 - Dissemination Strategy*', the activities of disseminating and communicating CALIPER draw from and feed back into the overall actions of the project. It has been also stressed that the dissemination of CALIPER is directly related and often overlaps with the engagement purposes of the project that are addressed by 'WP5 - Engagement, change management and sustainability'. The mutual objectives that these work packages share in terms of stakeholders' engagement, justify a pivotal relation of dissemination and communication activities with the Tasks of WP5.





## 2 Activities Report (M1-M15)

### 2.1 Project Branding

This section is directly related to the plans made for the visual identity of CALIPER. The following actions have been carried out to create the visual cues of the project which would render CALIPER recognizable and promote a brand awareness about it.

#### 2.1.1 Logo

ViLabs has delivered a logo version, on which the Consortium has agreed after majority voting to trademark the project's work in any electronic and/or print material. Below there is the final version of the logo:



*Figure 1. CALIPER Logo*

The main goal behind this logo's creation has been to provide a genuine visual cue that indicates gender equality and is easy to apply in various formats (i.e., thumbnails in social media pictures, brochures and project presentations, deliverable reports). Instead of following colour patterns that may imply the stereotypical binary segregation, such as red for female gender and blue for male gender, the Consortium opted to use colours that were historically embedded to the Women's suffrage movement.<sup>1</sup> Purple and yellow create the visual identity of CALIPER as a form of recognition of Suffragettes' campaigns for social and political rights.

#### 2.1.2 Templates

Drawing from CALIPER's logo, a set of graphical templates has been developed in order to ensure a professional level of quality in terms of design and presentation in all project documents and communications. In particular, Microsoft Word and PowerPoint templates have been designed and shared among the project partners. There are meant to be used for all project's deliverables, reports, minutes etc. and whenever partners need to share specific information of the project in external events, such synergy workshops and/or conferences.

Those templates are presented in Annex 1 of this document.

#### 2.1.3 Materials

A project brochure was created in April 2020 as a complementary material to dissemination and communication activities of Project Partners. Due to the global restrictions posed by the Covid-19 pandemic, the brochure has not been printed to hard copies yet, as offline meetings are still quite rare. Nevertheless, the material is published online and it is available for download at the project's [website](#).

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<sup>1</sup> National Park Service. (2020). *Symbols of the Women's Suffrage Movement*. Available at <https://www.nps.gov/articles/symbols-of-the-women-s-suffrage-movement.htm>

In the light of improvement of the conditions, project partners are encouraged to have the brochure printed and circulate it to their networks. In fact, the Shota Rustaveli National Science Foundation of Georgia (SRNSFG) is organising the delivery of brochure copies while this report is being conducted.

Moreover, a series of short documents was drafted for dissemination and engagement purposes following the successful completion of deliverables '*D1.2 - Gender Equality Assessments Results*' and '*D1.3 - Gender analysis of research and innovation ecosystems and reports from the local R&I Hubs*'. These documents are titled 'Mini Reports: Gender Equality Status Analysis' and feature selected insights and data drawn from the afore-mentioned deliverables, in which each partner RPO and RFO has conducted an assessment of gender bias and inequalities both inside their organisation and in the external Innovation Ecosystems where they are positioned.

They constitute summative reports of the thorough study that partner RPOs/RFOs have carried out and their main goal is twofold. On the one hand, this material is utilised to disseminate the outcomes of consortium efforts within 'WP1 - Analysis of external and internal conditions for GEPs development and acceptance', which aligns with the overall dissemination purposes followed by the project. On the other hand, the Mini Reports are valuable assets used for the engagement of target stakeholder audiences, which is envisioned in 'WP2 - Design and Development of customised GEPs (CALIPER GEPs)'.

The documents are publicly available on a dedicated [page](#) at the project's website. The possibility of having these documents in hard copies will be evaluated by project partners at a later stage, if the conditions allow the organisation of face-to-face events.

## 2.2 Online Channels

The online dissemination and communication of CALIPER is based on two aspects. On the one hand, the project's website has been set as a point of reference and a main source of information. On the other hand, the social media accounts of CALIPER are drawing content from project's development and the activities of Partners and promote it to varying audiences in a direct and engaging fashion.

### 2.2.1 Project website

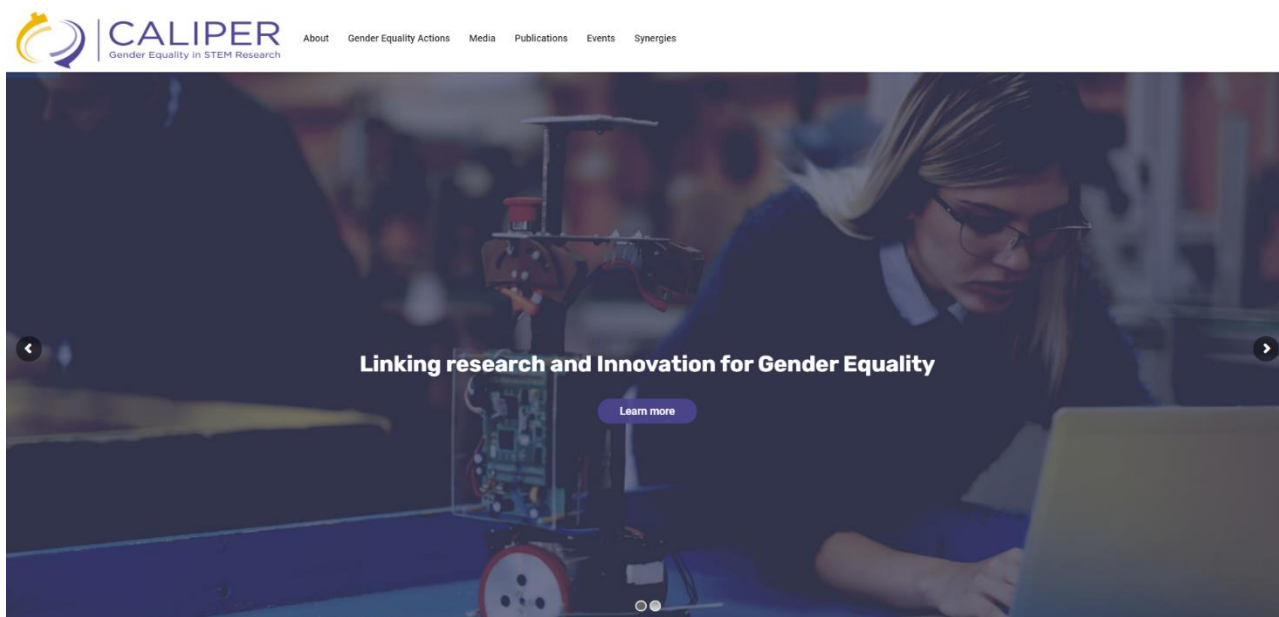
The project's website went live on March 2020, the third month of the project. It is the major source of project's identity, goals and actions, from which every Stakeholder category can be informed. In other words, the CALIPER website operates as a central dissemination and communication tool of the project by providing the main results of the Consortium efforts. In particular, the CALIPER website is used to:

- Provide information about the project, its main objective, description of the Gender Equality Plans and the activities carried out for their design and implementation, publications, latest news and upcoming events in which CALIPER will participate, information about the involved RPOs/RFOs and descriptions of related projects with a link to their websites, press releases, subscription to the project's newsletter, communication material, social networks and contact info.
- Present information to Stakeholders so that they will understand the reasons to get involved and how they can participate in the project's activities.
- Provide a common reference for interested Stakeholders to all the produced content, including the partners' GEPs.

The website is available at: <https://caliper-project.eu/>

Upon visit, the homepage of the website is shown as below:





*Figure 2. CALIPER website Homepage*

The layout of the website has been designed to resemble the format of project's templates, thus showing a uniformed and diligent visual character compliant with the project's visual identity. The main sections of the website have been evaluated between partners and their current versions are described as follows:

**About:** This section provides an overview of CALIPER presenting details about the project's identity, its [vision](#) and the expected results. It also presents the [Consortium Members](#) as well as the pundits who comprise the [Advisory Board](#) of the project.

**Gender Equality Actions:** The section comprises information about the RPOs and RFOs involved in CALIPER project. Each partner RPO/RFO has a unique page that entails the profile of the Organisation, an assessment of gender equality status inside the Organisation and in its ecosystem, a list of the Organisation's staff that is engaged with CALIPER (GEP Working Groups and Organisation Team) and a sub-section where the implemented activities are presented. The dedicated pages of partner RPOs/RFOs are updated frequently to feature the latest developments of the project.

**Media:** In this section the visitor can browse [press releases](#), [newsletters](#) and [communication material](#) drafted for CALIPER project.

**Publications:** This section serves as an access point to the [public deliverables](#) of the project and the subsequent [scientific articles](#) conducted in the context of CALIPER. The section, also, entails a page of [video interviews](#) made by project partners with remarkable female scientists. In addition, there is a dedicated page where [summative reports](#) on the status of gender equality in partner RPOs/RFOs countries are published and a page for upcoming [policy recommendations](#) envisioned as a part of CALIPER's outcomes.

**Events:** This section contains information regarding events organised by [CALIPER partners](#) or [third-party events](#) in which partners are taking part and represent the project.

**Synergies:** This section is dedicated to enlisting the multiple Sister-Projects of CALIPER. Given that there is a vivid network of EU-funded projects that work on promoting gender equality in science, CALIPER has already established multiple connections with peers from relevant projects to join efforts on raising awareness, activities and increase the overall visibility of itself and other significant projects. To this end, the synergies section consists of a [Sister-Projects page](#), where links to other projects are provided, as well as a page where [synergy activities](#) in which the project contributes are documented.



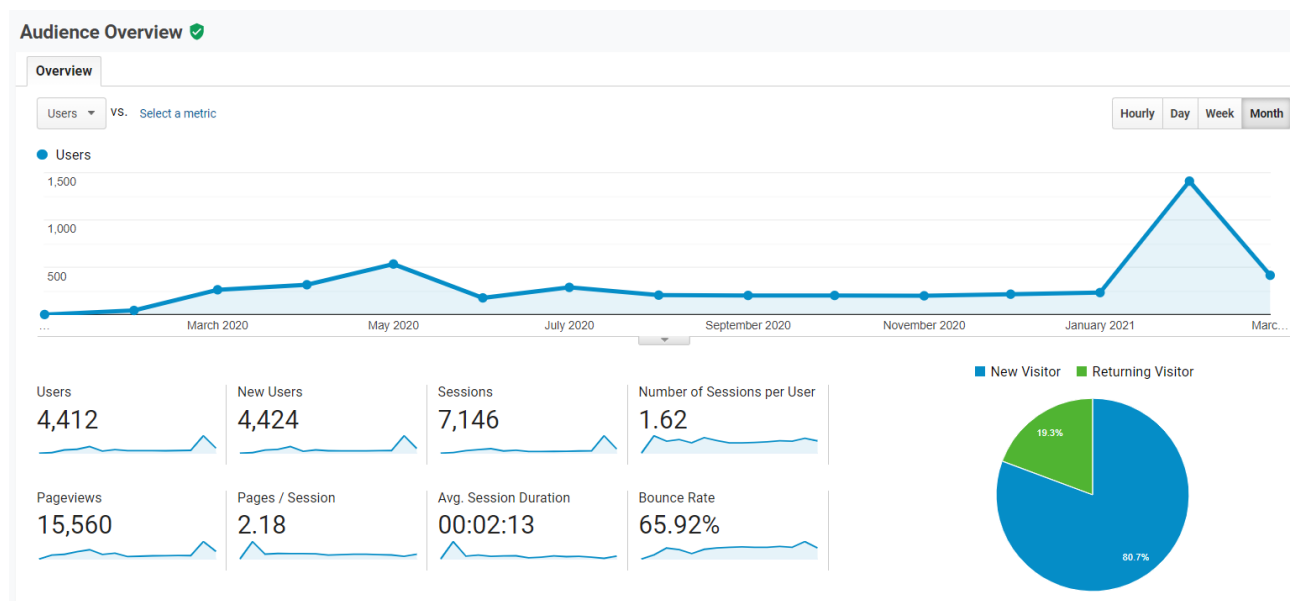
## M1-M15 ANALYTICS

Since the website has gone live, it has been one of the key resources used for the dissemination activities of CALIPER towards its target audiences. During the reported period, the goal has focused on finalising the format and the information included on the website, and steadily enhancing it and increasing its visibility.

In this regard, the following data sourced by Google Analytics to assess the progress so far. Based on the accumulated data during the examined period the webpage attracted 4,424 new users. According to the service, users are identified as visitors who have initiated at least one session on the webpage during the reported range of time.

As this is the first period of data collection dated back to the setting of the website, it should be considered normal that the majority of the users (80.7%) visited the website for a first time, while few of them have been returning visitors (19.3%). Given that the project is progressing with the design and the implementation of GEPs, the dissemination of its core activities will be intensified, thus enriching the website with new content. Therefore, CALIPER should seek to not only attract greater numbers of new users, but also to secure more returning visitors in the upcoming project phases.

Regarding their activity on the website, users have been engaged with CALIPER's content in a total of 7,146 sessions. Analytics define sessions as the period time a user is actively engaged with a website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session. Furthermore, each user averaged slightly more than one and a half sessions (1.62) and they viewed approximately 2 pages (2.18) on each session, which lasted on an average of 2.13 minutes. In sum, users who visited CALIPER website have recorded 15.560 pageviews.



*Figure 3. CALIPER website - Audience Overview*

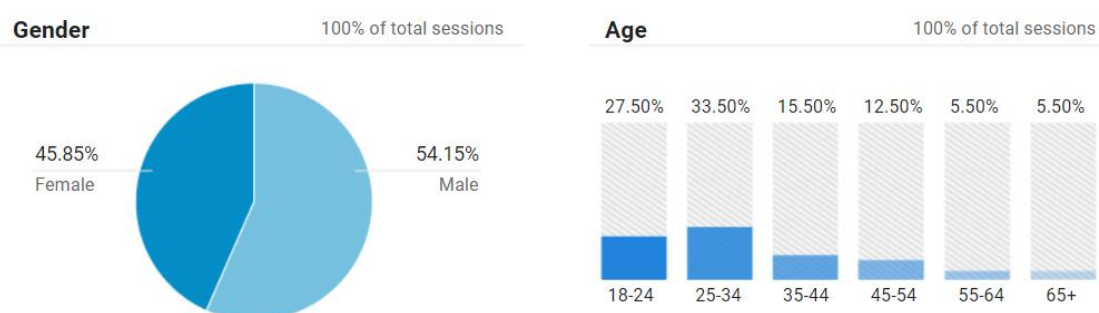
In terms of tracing visitors' demographics, the following figure enlists the countries of audience origin. It is evident that traffic comes both from countries of the project's consortium and countries around the world. This indicates that the website has gained initial visibility among target audiences in countries where the partner RPOs/RFOs are based. Building on this, the project should aim to increase the incoming visitors, both new and returning ones, from the European countries represented in the project, which translates to more users from the already enlisted countries as well as from others as well (i.e., Romania, Turkey, the Netherlands).



	Country	Users	% Users
1.	 Greece	405	 9.15%
2.	 United States	384	 8.68%
3.	 China	356	 8.05%
4.	 Spain	322	 7.28%
5.	 Belgium	319	 7.21%
6.	 Italy	198	 4.47%
7.	 Croatia	185	 4.18%
8.	 India	129	 2.92%
9.	 Slovakia	129	 2.92%
10.	 Georgia	118	 2.67%

**Figure 4. CALIPER website - Audience countries**

The demographic statistics about website visitors are also notable. That is, the gender distribution denotes a fairly balanced audience that comprises 54.15% male users and 45.85% female users. What is more, the age cohorts of young adults appear to be the main visitors of the project's website.



**Figure 5. CALIPER website - Audience demographics**

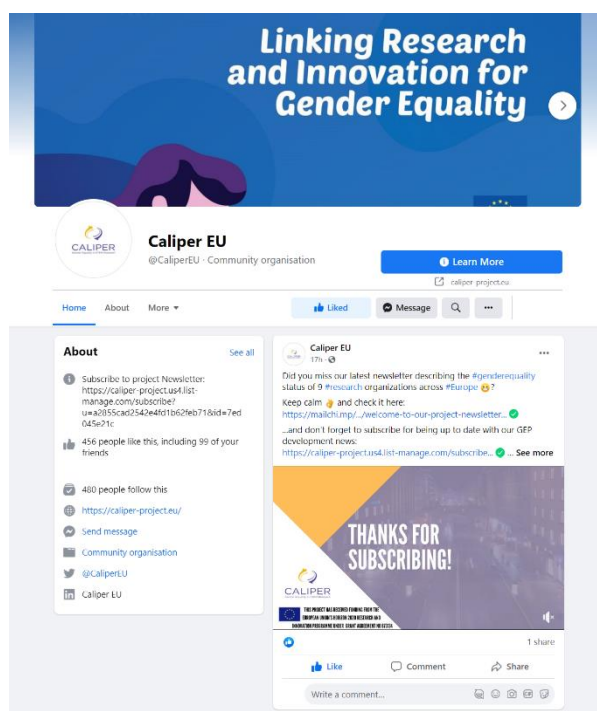
## 2.2.2 Social media accounts

According to the dissemination strategy of the project, three social media accounts have been set up, that is, a Facebook page, Twitter and LinkedIn profiles, alongside a YouTube channel. Using content that matches the structural capacities of each platform and features SEO characteristics (e.g., relevant hashtags) combined with the partners' already existing accounts, CALIPER accounts are being leveraged to increase project's visibility in social networking sites.

The social media accounts are managed by ViLabs and their content is mainly derived by project's activities as well as awareness raising synergies with other EU-funded Gender Equality projects and even news relative to the context of promoting gender equality in science.

**Facebook:** The dedicated Facebook page is titled Caliper EU and it is mentioned as @CaliperEU. Facebook platform is used mainly to post content that is sourced on the project's website, such as project's news and/or announcements.



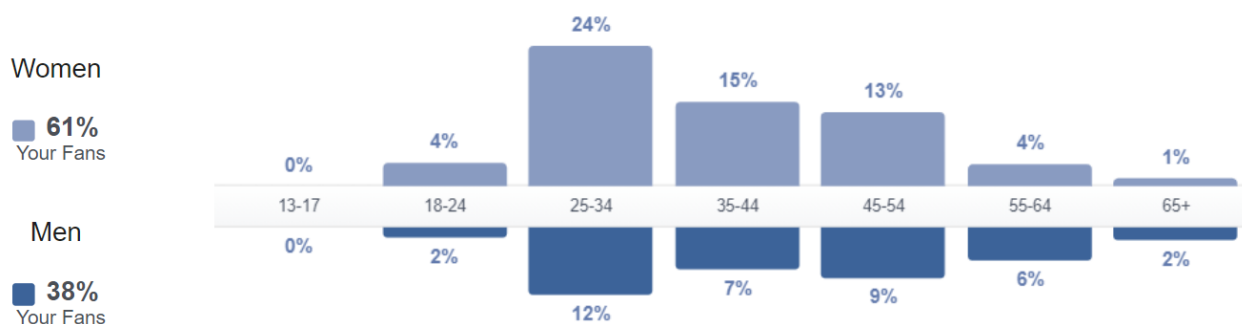


**Figure 6. CALIPER Facebook page**

Project Partners have agreed on ViLabs mentioning their organisations' Facebook Page, when relevant posts are published in order to expand the reach of the shared content. Currently, the CALIPER Facebook page accounts for 482 followers.

To assess the progress of this channel, metrics from Facebook Insights have been used. The examined period spans from the set-up of the page in February 2020 until the time this deliverable is conducted. The total number of 480 followers has been reached, which indicates that a significant audience base has been secured, on which the project has to build and grow over the next implementation phases.

Attention should be paid to the available demographic data which present a slight majority of female followers (61% women - 38% men). In terms of age, the CALIPER followers belong mainly to young adults (25-34 age group) and middle age cohorts (35-44 & 45-54 age groups).



**Figure 7. CALIPER Facebook page - Followers Demographics**

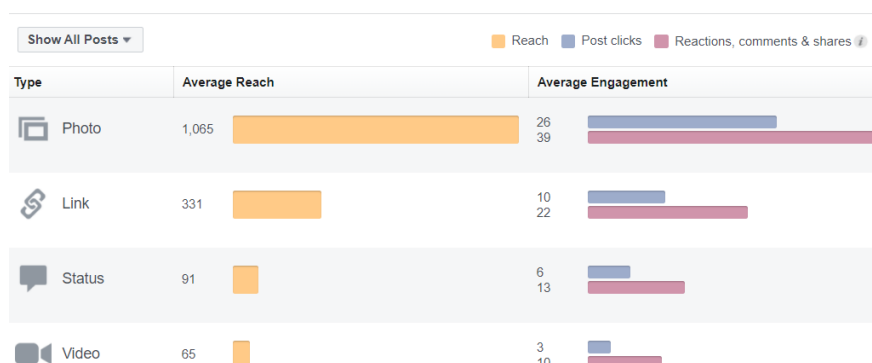
What is more, the geographical distribution of followers denotes that followers come from the countries of Consortium Members; mainly from Greece (148) and Italy (145). Based on this statistic, it is necessary to grow the followership of the page by gaining more Facebook users from the rest of the countries represented inside the Consortium.



Country	Your Fans
Greece	148
Italy	145
Belgium	50
Georgia	31
Croatia	10
Spain	10
Turkey	10
United Kingdom	5
Cyprus	4
Romania	4

**Figure 8. CALIPER Facebook page - Followers Countries**

The page has been quite active as posts are uploaded frequently and various types are used to leverage different engaging affordances and catch the interest of the audience. According to insights, the platform posts that include images demonstrate the widest reach capacities and are the most engaging with the followers. Despite the less average reach, additional post types like status updates and videos are also quite engaging for the audience. As a result, the project shall keep updating its Facebook page with diverse content in order to keep its followers engaged and take into account the effectiveness of certain types for greater reach.



**Figure 9. CALIPER Facebook page - Posts Engagement Rates**

**Twitter:** The Twitter account of CALIPER project is mentioned as @CaliperEu. The account is used to spread key messages about the project such as significant developments on the preparation of Gender Equality Plans, dissemination material such as video interviews, partners' participation in events, awareness campaigns by relevant EU-funded projects and gender equality and science news.







Figure 10. CALIPER Twitter Account

The Consortium members, likewise the Facebook Page, have allowed ViLabs to include the hashtag of their organisations' Twitter accounts, when relevant posts are published to amplify the information dissemination. When a tweet is posted specific hashtags, as well as context-related ones, are also included (e.g. #EU, #h2020, #GenderEquality, #Strategy, #research #STEM). To date the project's profile has reached 235 followers.

To evaluate the course of CALIPER's Twitter account, the Analytics portal of the platform has been examined for valuable insights. As a result, data from February 2020 until the current month of the project, March 2021, have been examined and aggregated.

According to the count of specific aspects, the Twitter account of CALIPER has currently reached 232 followers and its tweets have collected a total of 10 thousand impressions. What is more, the profile of the project has been visited 2,2 thousand times approximately, while the account has been mentioned over one hundred times (138 mentions).



Figure 11. CALIPER Twitter account - Analytics Summary

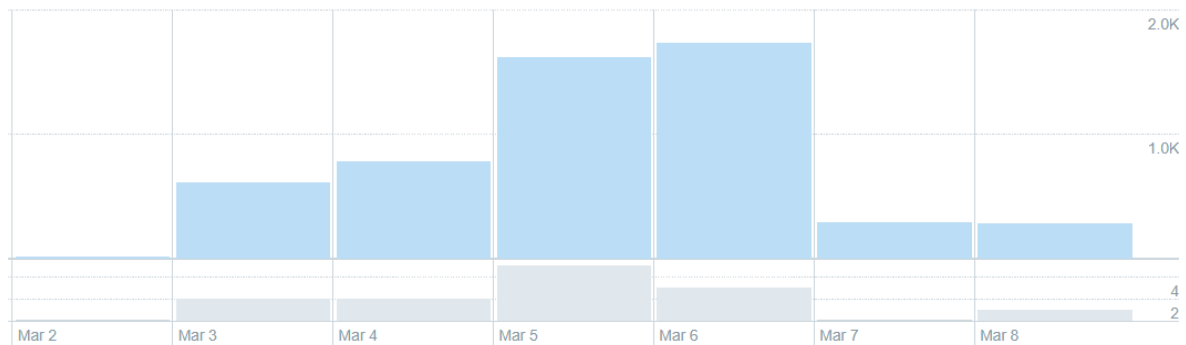
Right since the setup, the Twitter account of CALIPER has been particularly active in terms of awareness-raising campaigns, which were jointly organised with additional Horizon 2020 projects on gender equality. In March 2020, the project contributed to the #COMMIT2GENDERRING campaign, which was organised by ACTonGender, while 10 more sister-projects were involved. The goal was to communicate the commitment towards gender equality of the RPOs, RFOs, NGOs and SMEs involved in EU2020 projects and the campaign lasted from the 2<sup>nd</sup> until the 8<sup>th</sup> of March 2020. In total, the campaign reached almost 5 and a half thousand impressions.





## Tweet activity

Your Tweets earned **5.4K impressions** over this **7 day period**



**Figure 12. CALIPER Twitter account - Tweet activity from #COMMIT2GENDERRRING campaign**

Retweets  
**37**



On average, you earned **5 Retweets** per day

Likes  
**89**



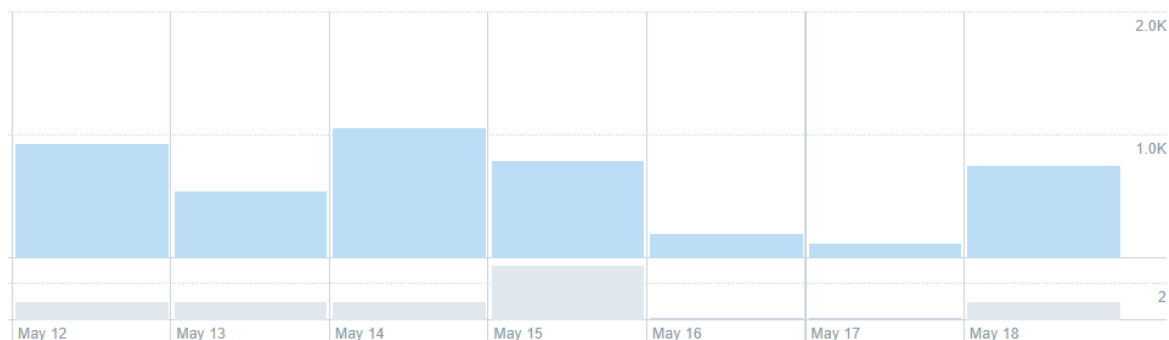
On average, you earned **13 likes** per day

**Figure 13. CALIPER Twitter account - Tweet engagement from #COMMIT2GENDERRRING campaign**

In addition, the project participated in the #GearingLeaders Twitter campaign that was held by the H2020 project Gearing-ROLES. The concept of the campaign was to highlight what activities the EU-funded projects on gender equality are undertaking to help women become 'leaders' or to achieve better gender equality in leadership positions. The project tweeted about its core actions and the Consortium members shared their own specific goals in the context of CALIPER. The campaign lasted from March 12 to 18 and gathered approximately 4 and a half thousand impressions.

## Tweet activity

Your Tweets earned **4.4K impressions** over this **7 day** period



*Figure 14. CALIPER Twitter account - Tweet activity from #GearingLeaders campaign*

Retweets without comments

34



On average, you earned **5 Retweets without comments** per day

Likes

61



On average, you earned **9 likes** per day

*Figure 15. CALIPER Twitter account - Tweet engagement from #GearingLeaders campaign*

Furthermore, CALIPER contributed to the Twitter campaign #SpeedUpchange, a joint effort by H2020 projects GENDERACTION and Gearing-ROLES, that was held to celebrate the International Day of Women and Girls in Science and to increase the visibility of the importance of interventions of national/regional governments, state and/or local administration bodies in achieving gender equality in research and innovation. CALIPER shared multiple tweets for the campaign featuring statements of project partners. This recent campaign was the most successful one, as it gathered nearly 12 and a half thousand impressions from February 8 to 11, 2021.



### Tweet activity

Your Tweets earned **12.4K impressions** over this **5 day** period

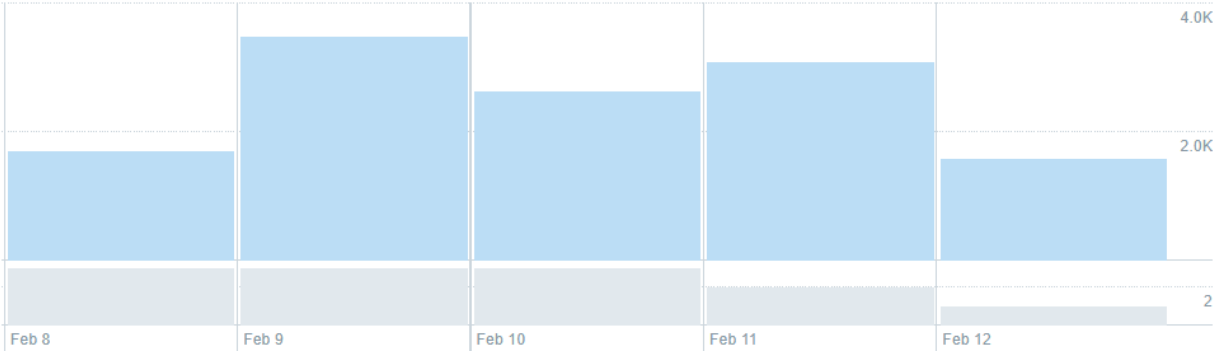


Figure 16. CALIPER Twitter account - Tweet activity from #SpeedUpChange campaign

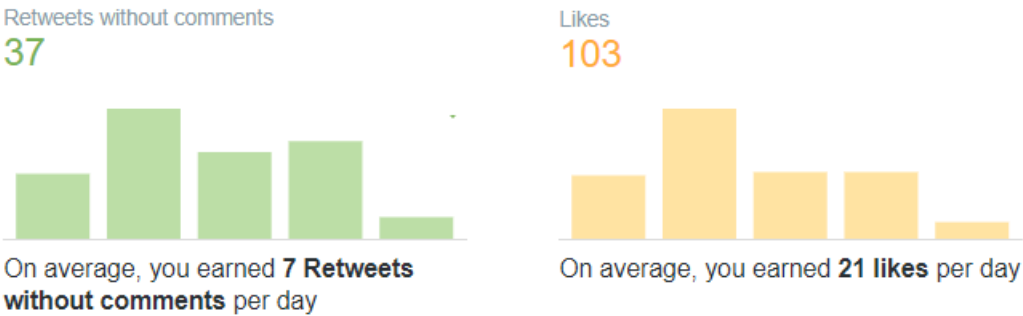


Figure 17. CALIPER Twitter account - Tweet engagement from #SpeedUpChange campaign

[LinkedIn](#): In addition to the above social media channels, CALIPER has set a LinkedIn page. The page is titled CALIPER EU and has 97 followers, many of whom are occupied in the fields of research and education. The LinkedIn platform has been opted for more targeted discussions and information dissemination as the project is progressing its implementation.

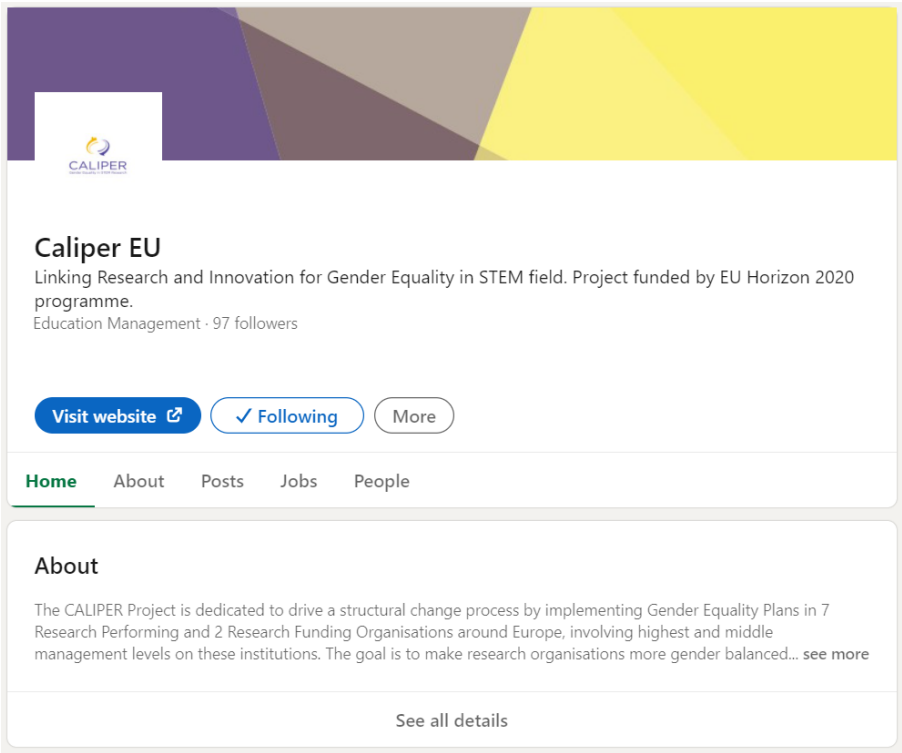


Figure 18. CALIPER LinkedIn page

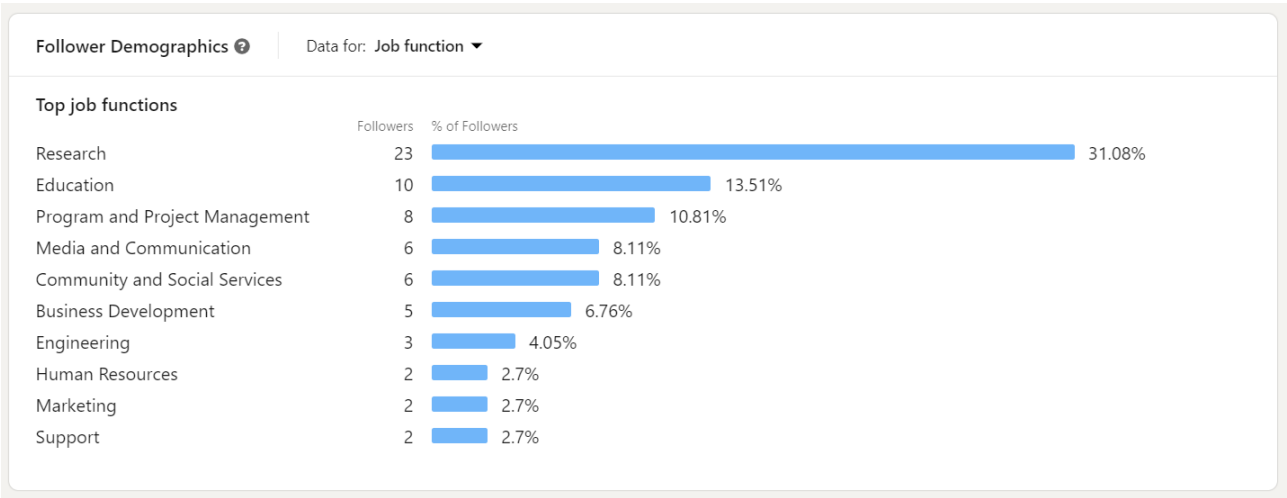


Figure 19. CALIPER LinkedIn page - Followers per Job function

2.3 Events

The dissemination and communication of the project is set to address two levels of target audiences, according to the project’s Grant Agreement and the *D6.1 - Dissemination Strategy*. Hence, the project is promoted through activities both at an institutional level at each PRO/RFO and at an external level.

The **Internal Target Audiences** consist of the structures of the involved RPOs/RFOs (researchers and academic staff, management and administration, and students), while the **External Target Audiences** include external stakeholders of the partner RPOs and RFOs, such as academics from additional institutions, government representatives and policy makers, Industry stakeholders and members of social groups.

Partner PROs/RFOs are regularly providing information to their organisational structures in order to foster awareness about the project and the role of their organisation to the overall implementation procedures.

Actions such as press releases in native languages, news about the project (i.e., FER, SRNSFG), intra-institutional newsletters (i.e., ULB), meetings with the high management to provide status updates (i.e., IRB) have been used as the means of project dissemination towards the internal target audiences.

What is more, the establishment of GEP Working Groups in the partner RPOs/RFOs (Task 1.1), that took place during the first months of the project (M1-M3), was an initial step towards the communication of CALIPER inside the involved organisations. Team members from each RPO/RFO undertook this task to create these dedicated teams including academic and administrative staff members of different levels. This assignment entailed a preliminary dissemination of the project and its scope.

Dissemination activities follow the progress of GEPs design in each RPO/RFO, hence more targeted intra-institutional activities are foreseen. Upon the finalisation of GEPs, an institutional campaign to present the results and raise awareness will be organised in each RPO/RFO, as envisioned within Task 6.2. The preliminary mapping of communication capacities of the partners that was integrated into *D6.1 - Dissemination Strategy*, offers a clear view on the resources available at each RPO/RFO in order to plan tailored activities for dissemination of GEPs at the organisational level.

CALIPER Consortium has also worked on the dissemination of the project in events that target the external audience groups. Such activities have aimed towards the aforementioned target audiences and played a pivotal role on promoting CALIPER. The activities of the project partners have already resulted in founding awareness among stakeholder audiences.

What is more, a cluster of related projects has been formulated and CALIPER has an active presence in it. Thus, the project is working towards the fulfillment of its dissemination strategy objectives on a firm pace. Below, the events in which dissemination activities were carried out are presented.

### 2.3.1 CALIPER Workshop

On Friday, 4 December 2020, project partners from MTF – STU BA organised a [CALIPER workshop](#) within the context of the 7th International Conference on Challenges in Smart Cities and Regions (EAI Mobility IoT 2020). The Conference was co-located with the Summit SmartCity360° and the event was streamed online.

The workshop was dedicated to the project and specifically to the insights derived after an extensive assessment of gender equality conditions in internal and external environments of the project's RPO/RFOs.

In this regard, three more CALIPER Consortium Members took part in the event alongside MTF – STU BA presenting valuable lessons learnt through the implementation of the aforementioned CALIPER's internal and external assessments. As a result, CALIPER team members from MTF - STU BA, UZG-FER and Smart Venice contributed to the workshop with four project presentations.

Also, the project's workshop featured three more contributions that elaborated on gender equality aspects in research from external stakeholders who represented European research organisations.

### 2.3.2 External Events

In addition to the project's workshop, partners have contributed to events that were organised by third parties, thus disseminating CALIPER to a broad range of the target stakeholders:

- Project representation at the [Research Executive Agency of European Commission's Workshop on Fostering institutional change through Gender Equality Plans \(GEPs\)](#) held in Brussels, Belgium by ViLabs.
- Project presentation at [Bridge2ERA Workshop](#) held in Prešov, Slovakia by MTF - STU BA.



- Project representation at the [ACT e-discussion on Gender Equality in Decision-Making in R&I and HE](#) held online in GenPORT portal **by ViLabs**.
- Invited lecture at [VI International Scientific and Technical Conference TC - 2020](#) held online **by MTF - STU BA**.
- Invited lecture at [DSMIE 2020 Conference](#) held online **by MTF - STU BA**.
- Invited lecture at [InterPartner 2020 Conference](#) held online **by MTF - STU BA**.
- Promotion of CALIPER at [NTUA European Researcher's Night 2020](#) held online **by ECE - NTUA**.
- Project presentation at [annual gathering of IEEE Croatia Section Women in Engineering](#) held online **by UZG- FER**.
- Project contribution to the [International Women's Day – IEEE Greece Section Women in Engineering Week 2021](#) held online **by ECE - NTUA**.
- Project Presentation at [Online Discussion: "GDPR & Innovation"](#) in INNOVATHENS hub powered by Samsung Electronics Hellas **by ECE-NTUA**.

## 2.4 Project Publications

The project leverages its scientific outcomes to effectively meet the respective guidelines of Horizon2020 programme in terms of knowledge diffusion. To this end, the deliverable reports and the conference presentations, that are conducted in the context of the project, will be available via open access through the dedicated community of CALIPER project at [Zenodo repository](#).

### 2.4.1 Project Deliverables

By the time that this report is conducted, there are 11 **public** deliverables submitted, which upon the approval from the European Commission will be uploaded at the aforementioned Zenodo community.

### 2.4.2 Conference presentations

Based on the availability of the material, project presentations that were featured in the dissemination actives mentioned in the previous sub-chapter (2.3) are also uploaded at project's Zenodo community.

## 2.5 Media content

### 2.5.1 Press releases

Throughout the reported period of this deliverable, CALIPER has already published 12 press release documents that are publicly available at the project's [website](#). Having a multi-national Consortium, CALIPER has opted to publish press releases in partners' native languages in order to communicate significant project information in a more familiar format for specific audiences in partners' countries.

### 2.5.2 Newsletters

Following the relative objectives of the Grant Agreement, CALIPER has circulated two newsletter issues to its audience.

The initial issue was published on Tuesday, July 7, 2020 and was dedicated to introducing CALIPER to its core target audiences. The newsletter included information about the CALIPER's scope and the consortium members, and referred to the first set of actions implemented to kick-start the project. Also, it presented the project's brochure and the network of Sister-Projects. The second issue was circulated on Thursday, March 4, 2021 and addressed the progress of the project. The content also included information about the project's



contribution to online awareness raising campaigns and promoted upcoming actions from both CALIPER and Sister-Projects.

Upon their publication, the project's newsletter issues are uploaded at a dedicated [page](#) on CALIPER website.

In addition to the project's newsletter, CALIPER has been featured at newsletter pieces circulated by the Young Academy of Europe (YAE), who leverages the extended network of academic peers across European universities to widen the reach of CALIPER's dissemination. Currently, there are four newsletter issues from YAE that include a news item about the project. These issues are also accessible through the project's [website](#). Also, the Annual Roundup Newsletter of Yasar University's European Research Center presented CALIPER to the institution's national and European partners and stakeholders of its network.

## 2.5.3 Interviews

### Role Model Interview

As described within 'Task 6.3 - 3 External communication and multiplying effect' nine promotional videos to raise awareness, generate debate and complement actions on attracting female researchers are projected to be published as part of CALIPER's dissemination actions. The activity focuses on interviewing outstanding female scientists, who due to their career and research milestones can be characterised as role models for the new generations of researchers.

To this end, a preliminary pilot interview has been held with Professor Moniek Tromp, Chair of Materials Chemistry at Groningen University in the Netherlands. The scope of the activity was to kick-start this sub-task and conclude to the best possible format for the upcoming promotional videos.

The activity was organised by the Young Academy of Europe, which is the partner leading the Task 6.3. Consultation was provided by ViLabs and Smart Venice, as the coordination and scientific management partners respectively. The result is now published on the project's website under the dedicated page '[Role Models](#)'.

### Interview for the Gender Smart campaign

As previously mentioned, CALIPER is an active partner of an extended network of Sister-Projects supported by the EU to foster gender equality. This enables project partners to synergise with external peers from other projects and co-create content and achieve a proliferation of each dissemination and communication reach.

To this end, the project contributed to the campaign of Horizon 2020 project, Gender-SMART, to power up a gender-sensitive culture within research and academia's funding and performing organisations in the fields of agriculture and life sciences.

The campaign covered the period between the two important dates of the 11th of February (International Day of Women and Girls in Science) and the 8th of March (International Women's Day), and CALIPER provided an interview with Prof. Karine Van Doninck, an evolutionary biologist and full professor from ULB.

The article is available at [Gender-SMART's dedicated website](#).

### Podcast Interview

In addition to the above conducted interviews, the project has included a given interview into its dissemination activities list.

Members of CALIPER organisation team of UZG - FER [presented the project in a new podcast](#) of the Women in Engineering interest group of the Croatian IEEE Section. The podcast is titled "ŽensCast" and it was held as



part of the [2020 FER Open Window Day](#), an annual festival of the Faculty with the aim of introducing itself to interested high school graduates, high school students, but also to another interested public.

The CALIPER partners of FER took part in the podcast to discuss mathematics courses, mindfulness-anti-stress workshops and female students at the Institution. In this context, CALIPER was presented thoroughly in order to support FER's actions towards bringing institutional change and gender equality.

## 2.5.4 Articles

Consortium Members are encouraged to leverage their peer networks to explore opportunities to promote CALIPER on various platforms.

To this end, partner RPO, UZG - FER, forwarded CALIPER's results to the Croatian Science Foundation, which resulted in an [article being published on the website of the foundation](#). The news piece refers to the results of the extended assessment of gender equality in the research and innovation ecosystem of Croatia. These results correspond to UZG - FER's part included in the deliverable *D1.3 - Gender analysis of research and innovation ecosystems and reports from the local R&I Hubs'*.

What is more, local and national newspapers in Izmir, Turkey, have published an article about CALIPER. The news item was the result of an interview given by the project partners of Yasar University European Research Center. The scope of the article was to discuss the gender equality status in higher education and especially in STEM areas. Snapshots of the news item are stored at YU's European Research Center [website](#).

## 2.5.5 Promotional Videos

As part of a more engaging and online-oriented approach, the project partners have created promotional videos to present CALIPER project and their own contributions.

Currently, three Consortium Members, ULB, ECE - NTUA and UZG - FER, have published their own videos. The use of the native languages in all cases adds positively to the engaging character of the material, because it renders them more comprehensive for the target audiences of each RPO.

The videos are accessible via the dedicated pages of the RPOs on the project's website:

ULB

- [Project CALIPER : soutien des politiques](#)
- [ULB launches a promotional video to present CALIPER](#)

ECE - NTUA

- [CALIPER featured at NTUA Researcher's Night 2020](#)

UZG - FER

- [Promotional video about CALIPER](#)





### 3 Summary Table

The following table is an aggregate outline of the dissemination and communication actions that were carried throughout the reported period of this deliverable. The clustering below is organised according to the goals setting included in the Grant Agreement of the Project. The table summarises what is discussed in the above Chapter 2.

Activity	Description	Achievements	Grant Agreement KPIs
Logo & Templates	Online Tools	Logo and subsequent template documents created	N/A
Brochure	Online Tools/Offline Activities	1 Project brochure created	Digital and/or printed brochures with simplified messages for the society to present the benefits and impact of the project
Mini-Reports	Online Tools/Offline Activities	Summative documents of internal and external gender equality assessment of each RPO/RFO	
Video Presentations	Online Tools	3 promotional videos presenting CALIPER and partners contribution to the public	N/A
Website	Online Tools	Website created and updated periodically with new features and content	A dedicated page to provide a dissemination channel for the project outputs and documentation and information concerning the project progress
Social Media Accounts	Online Tools	Facebook: 480 Twitter: 235 LinkedIn: 97 Total: 812	Target 1000 followers
CALIPER workshop	Online and/or Offline Activities	1 Online workshop organised by MTF-STU BA with participation of 3 more project partners	N/A
Conference Presentations	Online and/or Offline Activities	4 project presentations	At least 10 Conference presentations, along the project
Synergies	Online and/or Offline Activities	Project inducted to a Sister-Projects network of currently 25 projects	Collaboration with other (at least 4) EU-funded projects or initiatives
Press Release	Press Releases	12 Documents Published	25 Press releases
Newsletter	Online Tools	2 CALIPER Newsletters published + 4 YAE partner Newsletters + 1 YU partner Newsletter	1 Newsletter every 6 months
Article	Online Tools	1 article posted at Croatian Science Foundation about UZG	N/A



		- FER external assessment report	
Article	Online Tools	1 interview article posted in local and national newspapers in Turkey about YU participation in the project	N/A
Promotional videos of Role Models	Online Tools	1 pilot Role Model Interview published	9 videos (1 at each RPO/RFO)
Interview	Online Tools	1 conducted interview in the context of Sister-Project campaign	N/A
Interview	Online Tools	1 interview given at ŽensCast podcast	N/A



## 4 Conclusion and next steps

The present report has been conducted in order to provide a comprehensive overview of CALIPER Consortium's effort to disseminate and communicate the project to the target audiences. The reported period includes the beginning of the project in January 2020 (M1) until March 2021 (M15). The documented activities have been clustered in accordance with the goal setting and the proposed actions elaborated in *D6.1 - Dissemination Strategy*. This way, the current deliverable demonstrates continuity and provides the necessary evidence to the planning of the future actions of the project's dissemination and communication.

Overall, the project based its dissemination on concrete actions that feed into each other. First of all, the visual identity was created for online and on-site needs. Drawing from a distinctive logo, digital and tangible materials were prepared, and the project's online channels were set up. Due to the restrictions imposed by the global pandemic, the need for online dissemination has been increased. Therefore, the online channels of CALIPER are going to play an even more essential role in the overall dissemination efforts of the project. Taking all into account, attention will be paid to promoting more information in engaging and diverse formats via the project's website and social media during the upcoming phases of the project implementation.

Media content such as press releases, newsletters, videos and other multimedia items have been utilised on several occasions in order to promote CALIPER in varying target audiences, both inside the involved RPOs/RFOs and towards external stakeholders' groups. In correlation to the aforementioned need for increased efforts for online promotion due to the current conditions, media content is going to be used in a systematic way to disseminate the upcoming developments of the project. The GEPs finalisation, the establishment of Research and Innovation Hubs of RPOs/RFOs with the involvement of external stakeholders and the subsequent stakeholders' engagement events foreseen for each RPO/RFO are some of the key activities of CALIPER's next phase, which will be promoted using the above media tools.

The activities in which partners contributed presenting CALIPER and its results have played an important role in raising awareness about the main scope of the project, that is gender equality and enhancement of female scientists' role in STEM fields. The organisation of a dedicated project workshop and the participation of partners in events like third party workshops and/or conferences have secured that the project works appropriately on promoting its scope and generates knowledge for the identified target audiences. As the project proceeds and significant developments derive from Consortium's efforts, partners will have even more resources at their disposal in order to organise their own CALIPER events (envisioned in WP5 and WP6), as well as to participate in external events, thus producing additional presentations about the CALIPER outcomes.

In correlation to the above actions, the project has leveraged an extended network of Sister-Projects on gender equality to maximise the reach of its promotional activities and contribute to a great joint effort to foster gender equality in research and innovation in scientific fields. Following the spirit of synergy among EU funded actions, CALIPER has been an active node within a network of completed, currently running and newly introduced European projects. As a result, the project has managed to actualise many dissemination opportunities and build collaboration ties with other projects. This asset is going to be valuable in terms of disseminating CALIPER's outcomes towards expert audiences who can facilitate their sustainability and further uptake.


Furthermore, CALIPER partners have already managed to extend the promotion of the project in local media in Croatia and Turkey. Such actions have a positive impact on the project's communication efforts towards a general public audience that consists of the societies in partners' countries. These interviews have paved the way for more partners to follow this example and share the project's vision with their respective societies using local and/or national outlets.



## Annex I: Templates

### I.1 Deliverable Template

Below a standardised format of CALIPER's deliverable is presented. The captions show the features of the Microsoft Word Template that the project partners use to conduct their scheduled deliverables.



Linking Research & Innovation for  
Gender Equality

# DELIVERABLE TITLE

WPx- title  
Version: x.x

Dxx: Title Page 2 of 10

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*Document information*

Grant Agreement Number	873134	Acronym	CALIPER
Full Title	The CALIPER project: Linking research and innovation for gender equality		
Topic	Swafs-09-2018-2019-2020 - supporting research organisations to implement gender equality plans		
Funding scheme	CSA – Coordination and Support Action		
Start Date	1 <sup>st</sup> January 2020	Duration	48 months
Project URL	<a href="http://caliper-project.eu/">http://caliper-project.eu/</a>		
EU Project Officer	katherine QUEZADA, REA, Unit B5		
Project Coordinator	Vasiliki Mourtzi - ViLabs		
Deliverable	Dxx: Title		
Work Package	WPx – Title		
Date of Delivery	Contractual	Mx	Actual
Nature	R - Report	Dissemination Level	P - Public
Lead Beneficiary			
Responsible Author (s)			
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Dxx: Tittle

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Executive Summary



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[Insert Image Here]

Figure 1:


Table 1:



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Annex I: References

There are no sources in the current document.



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## I.2 Standardised Presentation

The following figure represents how a CALIPER's Project Presentation on Microsoft PowerPoint is formatted. Project Partners create their respective presentations according to the below format, thus a certain Template is shared.

