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Type of action: Research and Innovation Action



**Deliverable 7.3**  
**Consolidated report of outreach, dissemination  
and exploitation activities**

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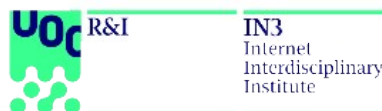
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## List of acronyms / abbreviations used in this document

RPO	Research Performing Organization
RFO	Research Funding Organization
HE	Higher Education
GECAS	Certification and/or Award Scheme
SWAFS	Science-with-and-for-Society



## Executive Summary

This deliverable compiles the outreach, dissemination and exploitation activities of the CASPER project. It builds upon the previous dissemination reports (D7.3 due in Month 6 and D7.2 due in Month 12). It introduces the main dissemination objectives, identifies key stakeholders' categories and establishes the main communication channels.

It describes in detail each of the dissemination activities carried out, including the online web presence, the social media channels, participation on external events by CASPER Consortium members. It also compiles as an annex the reports of three Roundtable discussions organized with members of the Coimbra Group, existing gender equality certification owners, and representatives from Research Funding Organizations.

The report concludes with a summary of key progress and dissemination building upon the analysis of the CASPER Stakeholder database which contains 471 contacts across policy makers, potential certificate users, certificate owners, and lobbyists.



## 1. Introduction

This document tracks progress of dissemination activities of the CASPER project. Building upon D7.1 Dissemination and Communication Strategy and D7.2 (first update of dissemination activities in M12) it documents the overall achievements in terms of implemented tasks and Key Performance Indicators achieved.

It should be noted that the first year of the CASPER project coincided with the Covid19 outbreak, which has had a severe impact in terms of travel opportunities and face-to-face outreach activities. Conferences and workshops have either been cancelled or transferred to an online format. The same holds for the CASPER internal project meetings and workshops.

As specified in the Grant Agreement, the dissemination and engagement activities have four specific objectives:

### **Objective 1: Raise Awareness**

CASPER aims to raise awareness about the importance of gender equality within Europe with a particular focus on gender equality within the academic context. More specifically, the awareness raising efforts concentrate on the challenges and potential benefits of an EU wide Certification/Award Scheme (GECAS) for gender equality in organizations.

### **Objective 2: Engage Stakeholders**

Many CASPER activities follow a bottom-up approach, that is, count on the active involvement and consultation of diverse stakeholders across the EU, including gender experts, academics, policy-makers and practitioners on science and accreditation systems. D7.2 provides an overview of the recruited and engaged target stakeholders in relation to the relevant project tasks.

### **Objective 3: Build Consensus towards EU Certification**

Given the bottom-up approach of CASPER in terms of extensive stakeholder involvement and consultation, the project contributes to identifying shared challenges and interests across national contexts and sectors. Making visible the diversity across Europe provides the ground for building consensus towards an EU-wide GECAS and its future implementation.

### **Objective 4: Dissemination of Results**

The results obtained throughout CASPER need to reach their specific target audiences in order to inform on the available certification and/or award systems and provide clear guidance on their potential benefits and challenges. Part of this objective concerns the transition-building towards a successful potential roll-out of such a system.

Given these overarching objectives, the dissemination and engagement planning report (D7.1) has detailed strategies, tasks and infrastructures. This deliverable will therefore document the achieved progress regarding to:

- the identification and engagement of key audiences and stakeholders
- the generation of messages and content to raise awareness, engage stakeholders, build consensus and disseminate results
- the timing of external communication messages with project internal tasks and results.



## 1.1. Relation to other deliverables

This deliverable builds upon D7.1 Dissemination and Communication Strategy and on D7.2 (update M12). This is the consolidated report on outreach, dissemination and exploitation activities which integrates the previous reports with an update on the events and activities that have taken place from M12 to M27.

The compilation of the relevant information relies upon the already established infrastructure (e.g., Stakeholder Database, Events Calendar, etc.) as already described in deliverables 3.4 and 7.1.







- **Networks, associations, and/or professional bodies** working in the field of
  - **gender equality** in higher education, research, development and innovation such as STEM Alliance, European Platform of Women Scientists (EPWS), national networks of gender equality officers such as the “bukof” (Bundeskonferenz der Frauen- und Gleichstellungsbeauftragten an Hochschulen) in Germany, among others;
  - **certification, accreditation and/or quality assurance** and management such as EA (European Accreditation), International Standards Organization (ISO), European Association for Higher Education & Accreditation (EAHEA), European Association for Public Administration Accreditation (EAPAA), European Association for Quality Assurance in Higher Education (ENQA), as well as national quality assurance and accreditation bodies;
  - **higher education and research, development and innovation** in general, such as League of European Research Universities (LERU), European University Association (EUA), Universities of Science and Technology in Europe (CESAER), European Association of Research & Technology Organisations (EARTO), European Industrial Research Management Association (EIRMA), etc.
- **Projects and actions funded through H2020**, COST or similar schemes, including SWAFS sister projects such as SUPERA, TARGET, GEARING-Roles, CALIPER, GE Academy, GENDERACTION, ACT Communities of Practice, among many others.
- **Research Funding Agencies** and related professional associations.
- **Academic, science management** staff, including human resources and recruitment offices. Decision makers including vice-rectors and rectors of academic institutions that potentially apply or use a GECAS.
- **Policy makers and lobbyists** at the EU and national / regional levels concerned with the regulation of higher education as well as research and development.
- **Academic community** in general, including (young or minority) scholars, students across a diverse set of scientific disciplines such as sociology, organization studies, gender studies, management studies, human resource management, regional development, educational sciences, etc.
- **Public** in general, on a very broad level, i.e. citizens interested in science, higher education and science in general. As stipulated by the wider Science-with-and-for-Society programme, the involvement and communication between science and society is desired.



## 3. Progress of Dissemination Activities

### 3.1. Branding & Visual Identity

A clear visual identity for CASPER has been established. The briefing for the design of the logo and colour scheme has been oriented around the “process of building consensus” towards a European GECAS. The visual identity was completed in M4 and first reported in D7.1.

The Graphic Manual which specifies the visual identity of the project including logo, font-type, colour-scheme is available in Annex II of this deliverable.

#### 3.1.2. Project Flyer

A visually attractive project flyer has been developed. The flyer provides basic information about CASPER, contact information, and is coherent with the visual identity of the project. It will be distributed at events, either internal to the project or organized by others. Due to the Covid-19 pandemic, the flyer has not been printed on paper – since it could not be distributed at events such as conferences or project workshops. It is available in electronic format so far.

For the electronic version see Annex I of this document. The project flyer was completed in M4 and first reported in D7.1.

### 3.2. Online presence

The online presence strategy of CASPER incorporates two elements: first, a website as the central access and dissemination point for all project-relevant information. Second, a social media plan which aimed to create and use social media channels to inform and engage our stakeholders.

#### 3.2.1. Website (<https://www.caspergender.eu>)

The CASPER website was conceived of as the main communication channel of the project. It established the project’s online presence and provided a central node for all relevant project information. It is structured according to five main sections: information about the project including its objectives, Consortium and Advisory Board members, the dates and subscription forms for CASPER co-design and evaluation workshops, project results and contact. In addition, the landing page follows the logic of “Blog” entries, focusing on recent news and updates regarding project activities or other relevant events. The project website was completed in M4 and first reported in D7.1.

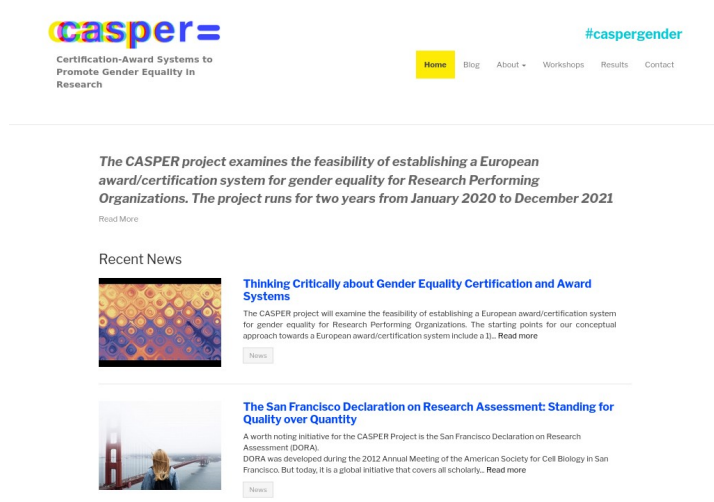


Figure 2: CASPER project website

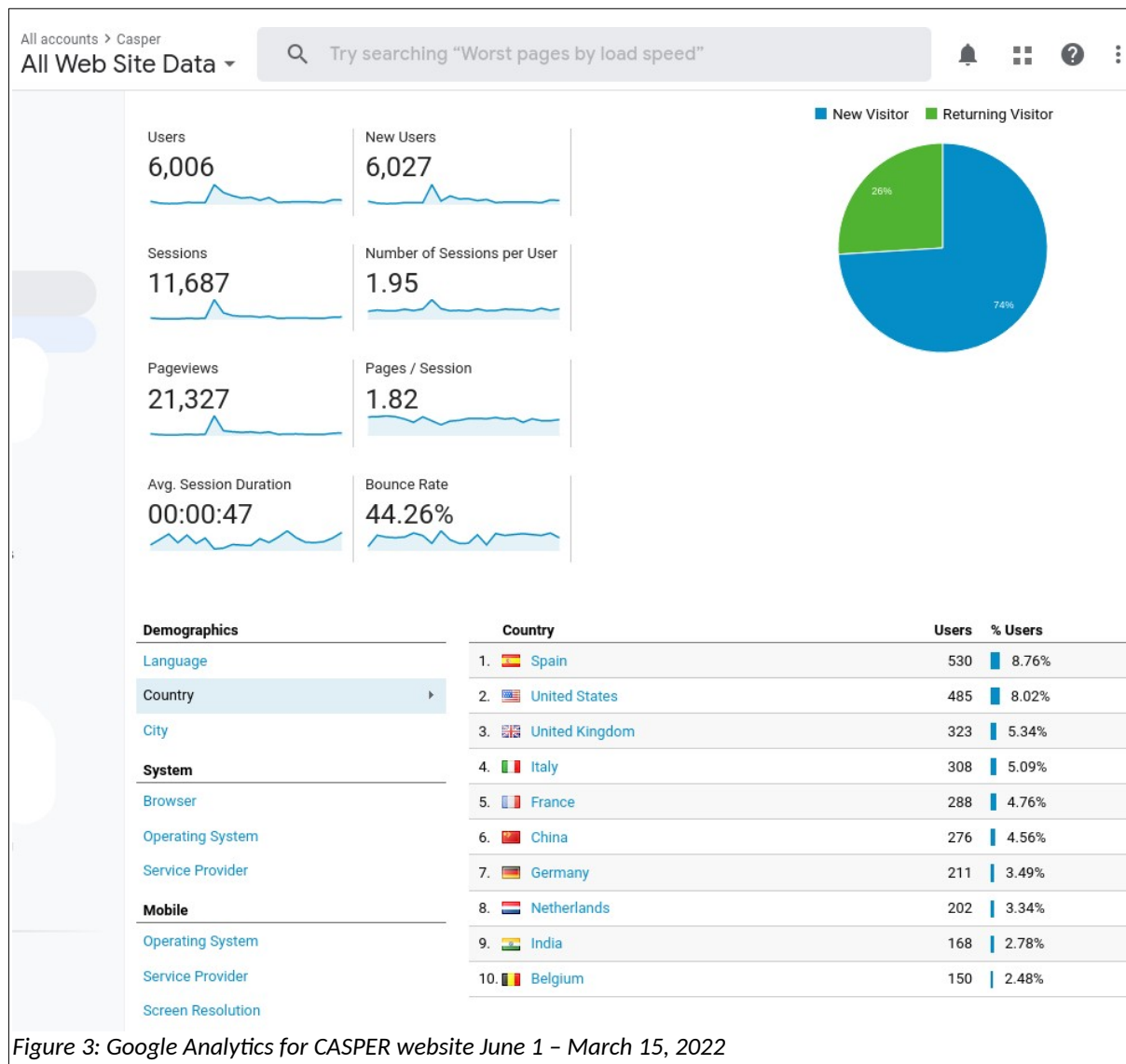
In order to establish the online presence of CASPER, several activities have been carried out in relation to the website:

#### Action 1: Website and site traffic.



The website is based upon a flexible Content Management System (Drupal) which provides a flexible way to incorporate project news and updates (Blog entries) as well as other services such as subscription forms for CASPER workshops.

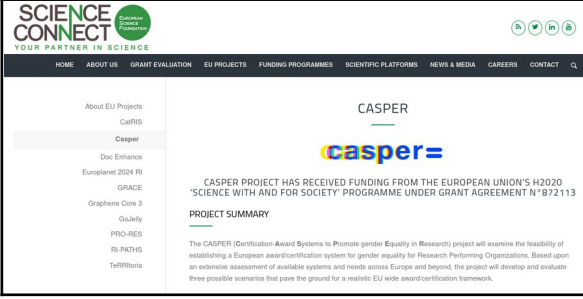
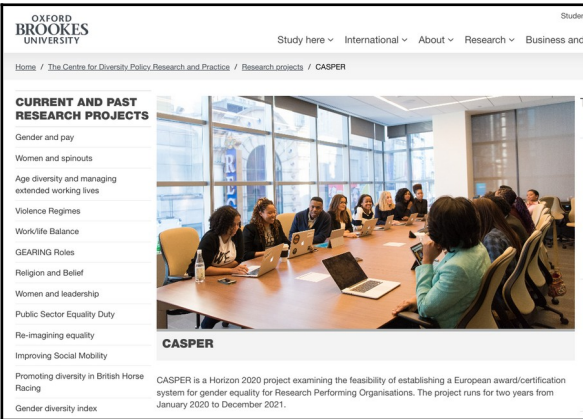
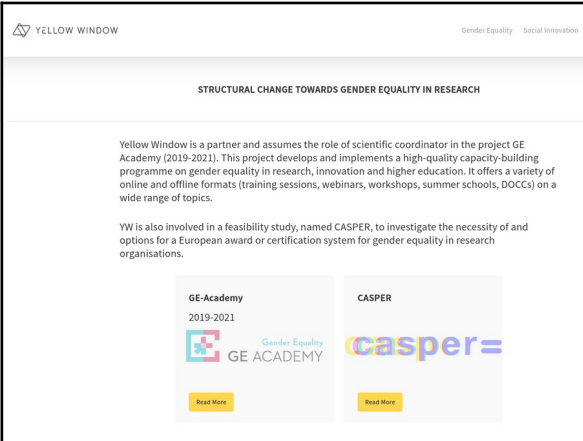
The website has received a total of 609 unique visits from the 1<sup>st</sup> of June 2020 until the 15<sup>th</sup> of March 2022. Most visits originate from Spain, followed by the United States, UK and Italy. Unique visits and returning visitors account for 21,327 page views in the same time period.



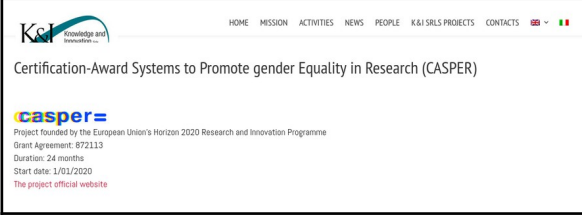
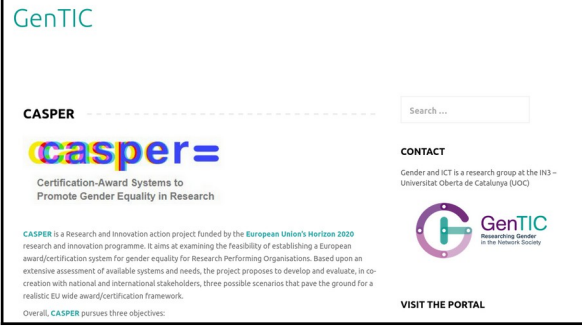

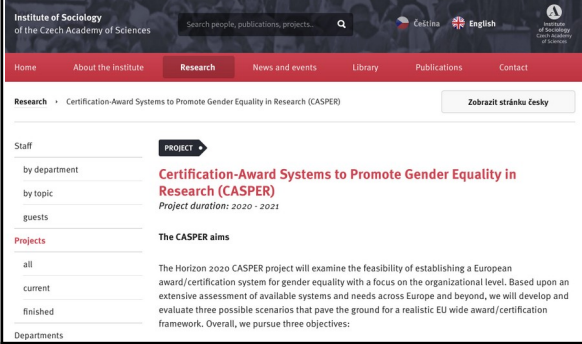
**Action 2: Cross-linking with Consortium partner sites.**

Partners have established back-links to the project site which is important to make the CASPER project website more visible and achieve better (Google) search engine rankings.

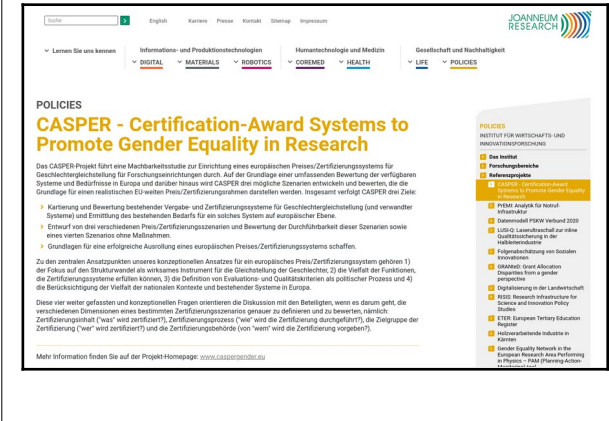
Table 1: Overview of partner website links to <https://www.caspergender.eu>

Partner Website Entry to CASPER	Partner Website
 <p>The screenshot shows the Science Connect website with a navigation menu on the left and a central content area. The central area features the CASPER logo and a project summary. The summary text reads: "CASPER PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S H2020 'SCIENCE WITH AND FOR SOCIETY' PROGRAMME UNDER GRANT AGREEMENT N°872113". Below this, it says "PROJECT SUMMARY" and "The CASPER (Certification Award Systems to Promote gender Equality in Research) project will examine the feasibility of establishing a European award/certification system for gender equality for Research Performing Organisations. Based upon an extensive assessment of available systems and needs across Europe and beyond, the project will develop and evaluate three possible scenarios that pave the ground for a realistic EU wide award/certification framework."</p>	<p><b>European Science Foundation</b></p> <p><a href="https://www.esf.org/our-services/choose-your-service/european-projects-coordination/ec-contracts/casper/">https://www.esf.org/our-services/choose-your-service/european-projects-coordination/ec-contracts/casper/</a></p>
 <p>The screenshot shows the Oxford Brookes University website. The main content area features a large image of a meeting and the text: "CASPER is a Horizon 2020 project examining the feasibility of establishing a European award/certification system for gender equality for Research Performing Organisations. The project runs for two years from January 2020 to December 2021."</p>	<p><b>Oxford Brookes University</b></p> <p><a href="https://www.brookes.ac.uk/the-centre-for-diversity-policy-research-and-practice/research-projects/casper/">https://www.brookes.ac.uk/the-centre-for-diversity-policy-research-and-practice/research-projects/casper/</a></p>
 <p>The screenshot shows the Yellow Window website. The main content area features the text: "Yellow Window is a partner and assumes the role of scientific coordinator in the project GE Academy (2019-2021). This project develops and implements a high-quality capacity-building programme on gender equality in research, innovation and higher education. It offers a variety of online and offline formats (training sessions, webinars, workshops, summer schools, DOCCs) on a wide range of topics." Below this, it says "YW is also involved in a feasibility study, named CASPER, to investigate the necessity of and options for a European award or certification system for gender equality in research organisations." At the bottom, there are two buttons: "Read More" for GE-Academy and "Read More" for CASPER.</p>	<p><b>Yellow Window</b></p> <p><a href="https://yellowwindow.eu/index.php/gender-equality/gender-equality-in-research-and-academia/structural-change-towards-gender-equality-in-research/">https://yellowwindow.eu/index.php/gender-equality/gender-equality-in-research-and-academia/structural-change-towards-gender-equality-in-research/</a></p>



	<p><b>Knowledge and Innovation</b></p> <p><a href="https://www.knowledge-innovation.org/en/ki-srls/casper/">https://www.knowledge-innovation.org/en/ki-srls/casper/</a></p>
	<p><b>FUOC</b></p> <p><a href="https://gender-ict.net/projects/casper/">https://gender-ict.net/projects/casper/</a></p>
	<p><b>Smart Venice</b></p> <p><a href="https://smartvenice.org/casper-certification-award/">https://smartvenice.org/casper-certification-award/</a></p>
	<p><b>Institute of Sociology of the Czech Academy of Sciences</b></p> <p><a href="https://www.soc.cas.cz/en/project/certification-award-systems-promote-gender-equality-research-casper">https://www.soc.cas.cz/en/project/certification-award-systems-promote-gender-equality-research-casper</a></p>





**POLICIES**  
**CASPER - Certification-Award Systems to Promote Gender Equality in Research**

Das CASPER-Projekt führt eine Machbarkeitsstudie zur Einrichtung eines europäischen Preises/Zertifizierungssystems für Geschlechtergleichstellung für Forschungsrichtungen durch. Auf der Grundlage einer umfassenden Bewertung der verfügbaren Systeme und Bedürfnisse in Europa und darüber hinaus wird CASPER drei mögliche Szenarien entwickelt und bewertet, die die Grundlage für einen realistischen EU-weiten Preis/Zertifizierungsrahmen darstellen werden. Insgesamt verfolgt CASPER drei Ziele:

- 1) Kartierung und Bewertung bestehender Vergabe- und Zertifizierungssysteme für Geschlechtergleichstellung (und verwandter Systeme) und Ermittlung des bestehenden Bedarfs für ein solches System auf europäischer Ebene.
- 2) Entwurf von drei verschiedenen Preis/Zertifizierungsszenarien und Bewertung der Durchführbarkeit dieser Szenarien sowie eines vierten Szenarios ohne Maßnahmen.
- 3) Grundlagen für eine erfolgreiche Ausrolfung eines europäischen Preises/Zertifizierungssystems schaffen.

Zu den zentralen Ansatzpunkten unseres konzeptionellen Ansatzes für ein europäisches Preis/Zertifizierungssystem gehören 1) der Fokus auf den Strukturwandel als wirksames Instrument für die Gleichstellung der Geschlechter, 2) die Vielfalt der Funktionen, die Zertifizierungssysteme erfüllen können, 3) die Definition von Evaluations- und Qualitätskriterien im politischen Prozess und 4) die Berücksichtigung der Vielfalt der nationalen Kontexte und bestehender Systeme in Europa.

Diese vier weiter gefassten und konzeptionellen Fragen orientieren die Diskussion mit den Beteiligten, wenn es darum geht, die verschiedenen Dimensionen eines bestimmten Zertifizierungsszenarios genauer zu definieren und zu bewerten, nämlich Zertifizierungsinhalt ("was" wird zertifiziert?), Zertifizierungsprozess ("wie" wird die Zertifizierung durchgeführt?), die Zielgruppe der Zertifizierung ("wer" wird zertifiziert?) und die Zertifizierungsbehörde ("von" wem wird die Zertifizierung vergeben?).

Mehr Informationen finden Sie auf der Projekt-Homepage: [www.casperi2020.eu](http://www.casperi2020.eu)

### Joanneum Research

<https://www.joanneum.at/policies/referenzprojekte/casper-certification-award-systems-to-promote-gender-equality-in-research>

### Action 3: Cross-linking with sister project sites.

The CASPER website contains links to the following sister projects.

<https://www.caspergender.eu/sister-projects>

<ul style="list-style-type: none"> <li>• Baltic Gender</li> <li>• CALIPER</li> <li>• CHANGE</li> <li>• EQUAL-IST</li> <li>• GE ACADEMY</li> <li>• GEARING-ROLES</li> <li>• GEECCO</li> <li>• GENDERACTION</li> <li>• GENDER NET+</li> <li>• GENDER SMART</li> <li>• R&amp;I PEERS</li> <li>• SUPERA</li> </ul>	<ul style="list-style-type: none"> <li>• ACT</li> <li>• GenPORT</li> <li>• EFFORTI</li> <li>• GEDII</li> <li>• SPEAR</li> <li>• GRANTED</li> <li>• PLOTINA</li> <li>• SAGE</li> <li>• LIBRA</li> <li>• GENERA</li> <li>• TARGET</li> </ul>
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All projects have been contacted in order to request the inclusion of back-link to the CASPER principal website. Since some projects have already finished, only a selection of the sister projects has included a link to CASPER.

### Action 4: External Blog posts

The CASPER project has published at five external blog posts (one more than foreseen in the GA). Blog entries have been scheduled towards the end of the project lifetime in order to disseminate the final outcomes of our project, such as the validated certification scenarios as well as their attached policy recommendations.



Table 2: Published external blog posts

Name	Post	Description Blog
GenPORT	<p>Towards a European Certification Award Scheme for Gender Equality in Research: Key Findings of the CASPER Project.</p> <p>Written by Agostina Allori (ESF) and Eugenia Vilarchao (ESF)</p> <p><a href="https://www.genderportal.eu/blog/towards-european-certification-award-scheme-gender-equality-research-key-findings-casper">https://www.genderportal.eu/blog/towards-european-certification-award-scheme-gender-equality-research-key-findings-casper</a></p>	<p>Blog dedicated to gender and science topics.</p> <p>Contents to be distributed via GenPORT Twitter channel reaching +2000 users.</p>
LSE - Impact of Social Science Blog	<p>As gender equality becomes a priority for EU research funding, does Europe need Athena SWAN?</p> <p>Written by Jörg Müller (FUOC) and Charoula Tzanakou (OBU).</p> <p><a href="https://blogs.lse.ac.uk/impactofsocialsciences/2022/03/15/as-gender-equality-becomes-a-priority-for-eu-research-funding-does-europe-need-athena-swan/">https://blogs.lse.ac.uk/impactofsocialsciences/2022/03/15/as-gender-equality-becomes-a-priority-for-eu-research-funding-does-europe-need-athena-swan/</a></p>	<p>Blog dedicated to the discussion of the impact of social sciences. Posts reflect on current events that affects academic research or higher education.</p>
SPEAR	<p>What can we expect from an EU certification scheme for gender equality? Some reflections from the CASPER project.</p> <p>Written by Jörg Müller (FUOC)</p> <p><a href="https://gender-spear.eu/blog/post/56/what-can-we-expect-from-an-eu-certification-scheme-for-gender-equality-some-reflections-from-the-casper-project">https://gender-spear.eu/blog/post/56/what-can-we-expect-from-an-eu-certification-scheme-for-gender-equality-some-reflections-from-the-casper-project</a></p>	<p>Highly visible Blog of the SPEAR sister project with readership from many Northern European countries.</p>
Ingenere	<p><a href="https://www.ingenere.it/en/news-en">https://www.ingenere.it/en/news-en</a></p> <p>An agreement has been reached with the editors of Ingenere to publish about CASPER. The blog post will be online after the submission of this deliverable.</p> <p>Written by Maria Sangiuliano (SV) and Marina Cacace (K&amp;I)</p>	<p>Blog dedicated to gender from FGB in Italy</p>
Vedavyzkum	<p>Proposals for European gender equality certification scheme</p> <p>Written by Marcela Linková (ISAS)</p> <p><a href="https://vedavyzkum.cz/z-domova/nkc-gender-a-veda/navrhy-evropskych-certifikacnich-schemat-v-oblasti-genderove-rovnosti">https://vedavyzkum.cz/z-domova/nkc-gender-a-veda/navrhy-evropskych-certifikacnich-schemat-v-oblasti-genderove-rovnosti</a></p>	<p>Portal on science and working conditions in Czech</p>



Name	Post	Description Blog
GearingRoles	<p>The CASPER project: Towards a European Certification-Award scheme for Gender Equality in Research</p> <p>Written by Agostina Allori (YW)</p> <p><a href="https://gearingroles.eu/the-casper-project-towards-a-european-certification-award-scheme-for-gender-equality-in-research/">https://gearingroles.eu/the-casper-project-towards-a-european-certification-award-scheme-for-gender-equality-in-research/</a></p>	Blog of the GearingRoles project

### Action 5: CASPER Blog and News.

The CASPER website contains a Blog section to post current project relevant news and updates. As of March 2022, 13 entries have been published:

[Summary of Final Conference and Project Results](#). Post published by FUOC on the 29<sup>th</sup> of March 2022 to publish pointers to the final conference presentations and video recordings.

[European Certification System to Promote Gender Equality in Research - Final Conference](#). Post published by FUOC on the 14<sup>th</sup> of February 2022 to announce the final CASPER conference.

[New EU-wide GECAS - Concept Scenario 1](#). Post published by FUOC on the 7<sup>th</sup> of June 2021 to present concept scenario 1.

[Gender Equality Strategy for Researchers \(GES4R\) - Concept Scenario 2](#). Post published by FUOC on the 7<sup>th</sup> of June 2021 to present concept scenario 2.

[Europeanisation of a national GECAS - Athena SWAN - Concept Scenario 3](#). Post published by FUOC on the 7<sup>th</sup> of June 2021 to present concept scenario 3.

[What should be considered for the architecture of a Europe-wide gender equality scheme?](#). Post published by Oxford Brookes University on the 12<sup>th</sup> of April 2021.

[National policies and certification good practices: the CASPER State of the Art analysis is out!](#) Post published by Smart Venice on the publication of D3.3, 27<sup>th</sup> October 2020.

[Thinking Critically about Gender Equality Certification and Award Systems](#). Post published by FUOC, 29<sup>th</sup> September, 2020.

[The San Francisco Declaration on Research Assessment: Standing for Quality over Quantity](#). Post published by Yellow Window, 29<sup>th</sup> June 2020.

[Framing CASPER in a complex policy scenario. First deliverable is out!](#) Post published by Smart Venice in relation to the publication of D3.1, 3<sup>rd</sup> of June 2020.

[GEARING-Roles project provides input to integrate gender equality more strongly in the HRS4R scheme](#). Post published by Yellow Window, 11<sup>th</sup> of May 2020.

[Welcome to the CASPER project](#). Post published on the launch of the project website by FUOC, 24<sup>th</sup> of February 2020.





[CASPER project kick-off](#). Post published by FUOC on the launch of the project by FUOC, 24<sup>th</sup> of February 2020.

The Blog publications followed the established plan with slight changes to the overall timing and schedule:

Table 3: Communication project progress and results

Work package	Start/end of Tasks. Results	Lead Partner	Date	Status
WP7	CASPER site launch. Kick-off	FUOC	FEB 2020	Published
WP7	Our approach to award and certification	FUOC	JUL 2020	Published
WP3	Summary of main results regarding policy framing report. Deliverable D3.1	SV	FEB 2020	Published
WP3	Results of mapping the EU certification/award landscape. Deliverable D3.3	SV	JUN 2020	Published
<del>WP4</del>	<del>Start of empirical assessment, interview process.</del>	<del>OBU</del>	<del>MAY 2020</del>	Cancelled
WP4	Results: prerequisites of three scenarios, design criteria. Deliverable D4.3 (+ newsletter)	OBU	DEC 2020	Published
<del>WP5</del>	<del>Start of development of scenarios. Workshop announcements</del>	YW	OCT 2020	Cancelled
WP5	Results of scenario development: three scenarios. Deliverable D5.5 / MS7 (+ newsletter)	YW	JUN 2021	Published
<del>WP6</del>	<del>Start validation phase for scenarios</del>	K&I	APR 2021	Cancelled
WP6	Main results validation phase, consolidated three scenarios. Deliverable D6.1 and D6.2	K&I	NOV 2021	Published

Each blog entry has been accompanied by a specific dissemination through the CASPER Twitter channel (see next section).

### 3.2.2. Social media activities

The social media plan is an important element for raising the overall visibility of the CASPER project. It will concentrate on Twitter.



**Action 1: CASPER Twitter account.**

This document includes data of the CASPER project Twitter activity from the 1<sup>st</sup> of January 2020 until the 17<sup>th</sup> of March 2022.

Twitter account: **@CasperGender**

Hashtag: **#caspergender**

Number of followers: 636

Number of tweets and retweets: 783



Figure 4: CASPER Twitter account

The following table provides an overall overview of the impressions and engagements of the CASPER Twitter activity:

Period	Number of tweets and replies <sup>1</sup>	Impressions <sup>2</sup>	Engagements <sup>3</sup>	Average engagement rate by tweet <sup>4</sup>
2020	25	36,821	1,267	3.5%
2021	121	123,425	3,491	3.7%
2022 (1 <sup>st</sup> Jan to 17 <sup>th</sup> Mar)	55	26,402	1,648	7.8%
Total	201	186,648	6,406	

**Action 2: Increase visibility** by building Twitter followers and make CASPER known throughout our primary stakeholder groups.

Collaboration with sister project joint campaigns under the “umbrella” hashtag #EUSisterProjects; collaboration with EU campaigns on gender equality, including #UnionOfEquality, #EPGenderEqualityWeek. Re-tweeting relevant contents of sister projects.



- 1 Tweets and retweets generated by the CASPER account (it excludes unquoted retweets).
- 2 **Impressions**: number of times users saw the tweet on Twitter.
- 3 **Engagement**: total number of times a user has interacted with a Tweet (this includes all clicks anywhere on the Tweet (hashtags, links, avatar, username and tweet expansion), retweets, replies, follows and likes).
- 4 **Engagement rate**: number of engagements divided by the total number of impressions.



The five most popular tweets per year according to the number of impressions generated, are listed below.

#### 5 most popular tweets 2022

- Announcement of the CASPER Final Conference (17/02/2022, 2,975 impressions, 176 engagements, 5.8% engagement rate)  
<https://twitter.com/CasperGender/status/1494351006183870471>
- Workshop held by NKC to assess the operational tool developed by CASPER (10/01/2022, 2,450 impressions, 126 engagements, 5.1% engagement rate)  
<https://twitter.com/CasperGender/status/1480544338417537026>
- Dissemination of the Blog Post by Jörg Müller and Charoula Tzanakou at LSE Impact Blog (15/03/2022, 1,635 impressions, 33 engagements, 2.0% engagement rate)  
<https://twitter.com/CasperGender/status/1503751386328178691>
- CASPER tweet inviting to participate in the #DreamItBeIT campaign 08/02/2022, 1,244 impressions, 99 engagements, 8.0% engagement rate)  
<https://twitter.com/CasperGender/status/1491041670603116548>
- Announcement of the International Womens's Day 2022 campaign of EU Sister Projects (08/03/2022, 1,234 impressions, 45 engagements, 3.6% engagement rate)  
<https://twitter.com/CasperGender/status/1501129662378000385>

#### 5 most popular tweets 2021

- Announcement of a CASPER e-discussion on GenPORT (14/06/2021, 7,823 impressions, 115 engagements, 1.47 engagement rate)  
<https://twitter.com/CasperGender/status/1404427969247035404>
- Announcement of CASPER Workshops (05/01/2021, 6,000 impressions, 168 engagements, 2.8% engagement rate)  
<https://twitter.com/CasperGender/status/1346415940121071616>
- 8th CASPER Workshop (28/01/2021, 5,099 impressions, 240 engagements, 4.7% engagement rate)  
<https://twitter.com/CasperGender/status/1354862241821110274>
- Announcement of CASPER Workshops (18/01/2021, 4,942 impressions, 87 engagements, 1.76 engagement rate)  
<https://twitter.com/CasperGender/status/1351126762370060290>
- Blog post "What should be considered for the architecture of a Europe-wide gender equality scheme?" by Charikleia Tzanakou, Kate Clayton-Hathway and Anne-Laure Humbert on the CASPER website (16/04/2021, 3,751 impressions, 82 engagements, 2.13% engagement rate)  
<https://twitter.com/CasperGender/status/1382977330319130630>

#### 5 most popular tweet 2020



- #MustRead4Equality recommendation (02/10/2020, 6,176 impressions, 87 engagements, 1.30% engagement rate)  
<https://twitter.com/CasperGender/status/1311963205074288642>
- Announcement of the #MustRead4Equality forum (02/10/2020, 2,724 impressions, 103 engagements, 3.78% engagement rate)  
<https://twitter.com/CasperGender/status/1311961840872759296>
- Dissemination of the Policy Framing Mapping report (08/06/2020, 2,696 impressions, 139 engagements, 5.2% engagement rate)  
<https://twitter.com/CasperGender/status/1269920776125321216>
- Blog post 'National policies and certification good practices: the CASPER State of the Art analysis is out!' by Maria Sangiuliano on the CASPER website (27/10/2020, 2,623 impressions, 70 engagements, 2.67% engagement rate):  
<https://twitter.com/CasperGender/status/1321021876731289603>
- CASPER project start announcement (06/03/2020, 2,185 impressions, 129 engagements, 5.9% engagement rate)  
<https://twitter.com/CasperGender/status/1235912782601768961>

Several campaigns with EU sister projects can be highlighted:

- Campaign "Dream it be it" for the International Day of Women and Girls in Science 2022 using the hashtags #DreamItBeIt, #IDWGS, #EUSisterProjects.  
**Date: 11<sup>th</sup> of February 2022**

Description: For the UN's International Day of Women and Girls in Science, 15 EU sister projects joined forces in [a campaign](#) to share positive stories to encourage other women and especially young girls to become engaged with research and innovation. Coordinated by:

@ACTonGender, @ATHENA\_Equality, @CaliperEu, @CasperGender, @Equal4E, @GearingRoles, @GenderPORTal, @GenderSmart\_EU, @GenderSTI, @letsgeps, @mindthegeps\_eu, @Reset\_EUproject, @SpearProject, @SUPERAproject.

Tweets: <https://twitter.com/CasperGender/status/1492164337351417864>  
<https://twitter.com/CasperGender/status/1492158947654053893>  
<https://twitter.com/CasperGender/status/1492117539517874177>  
<https://twitter.com/CasperGender/status/1492112952362778629>  
<https://twitter.com/CasperGender/status/1492109295311282177>  
<https://twitter.com/CasperGender/status/1492078055677956096>



- Campaign for the International Women's Day 2022. The CASPER project has contributed to the campaign also with the design of the visual template. Date: **8th of March 2022**

Description: Joint twitter campaign for March 8 aimed to highlight the network of Horizon 2020 sister projects, present our goals and outputs. Coordinated by 19 projects: @ACTonGender, @ATHENA\_Equality, @CaliperEu, @CasperGender, @Equal4E, @eu\_granted, @GearingRoles, @GENDERACTION\_EU, @GenderSmart\_EU, @GenderSti, @gendertarget, @letsgeps, @mindthegeps\_eu, @Reset\_EUproject, @Resistire\_EU, @ripearseu, @SpearProject, @SUPERAprject, @UniSAFE\_gbv. Hashtags: #IWD2022 #EUsisterprojects

Tweets: <https://twitter.com/CasperGender/status/1501129662378000385>;  
<https://twitter.com/CasperGender/status/1501196548226658304>;  
<https://twitter.com/CasperGender/status/1501197096686432259>



- **#SafeResearch4All** Date: 22-29 November 2021

Description: The CASPER project joined the [campaign to end gender-based violence in research organisations and academia](#) that was promoted by UniSAFE together with 6 other sister projects involved in structural change for gender equality: SPEAR, SUPERA, GEARING Roles, TARGETED-MPI, TARGET and RESET. The campaign was running between 22 and 29 November 2021 on social media.

Tweets: <https://twitter.com/CasperGender/status/1462796609381703680>  
<https://twitter.com/CasperGender/status/1463199176062349314>  
<https://twitter.com/CasperGender/status/146355218775307783>  
<https://twitter.com/CasperGender/status/1463875600087724045>





- **#SpeedUpChange.** Date: 11th February 2021

Description: CASPER joined the Twitter campaign organised by H2020 projects GEARING-Roles and GENDERACTION on the International Day of Women and Girls in Science in 2021. The #SpeedUpChange campaign aimed to identify what stakeholders expected from public authorities to be able to comply with the new European standards on gender equality in R&I, as well as presenting good practices in the national level.

Tweets: <https://twitter.com/CasperGender/status/1359775444858454020>  
<https://twitter.com/CasperGender/status/1359469560634761216>



- **#EPGenderEqualityWeek.** Date: 26-29 October 2020

Description: At the initiative of the Women's Rights Committee, the European Parliament held the first European Gender Equality Week on 26-29 October 2020 to mark the 25th anniversary of the Beijing Declaration and Platform for Action. During this week, all European Parliament Committees were invited to convene debates, presentations, and exchange of views on topics related to gender equality. The CASPER project contributed to the #EPGenderEqualityWeek by promoting the #MustRead4Equality forum, a campaign



launched at the beginning of October 2020 by CASPER to share inspiring readings on gender equality and encourage organisations to tweet also their recommended publications.

Tweets (examples):

<https://twitter.com/CasperGender/status/1320735731741065217>

- **#COMMIT2GENDERRING** Date: 2-8 March 2020

Description: The ACT project promoted the #COMMIT2GENDERRING campaign on the occasion of the International Women's Day 2020 in a joint collaboration with 11 more Horizon 2020 projects (GEECCO, TARGET, SPEAR, GEARING ROLES, SUPERA, CHANGE, CALIPER, R&I PEERS, GENDER SMART, GENDER-NET Plus, GE Academy). The aim of the campaign was to make visible the commitment of the higher education and R&I institutions involved in gender equality projects and show their steps towards achieving their goals. CASPER joined the campaign by presenting its goals as a new Horizon 2020 project on 8 March 2020 with this hashtag.

Tweets: <https://twitter.com/CasperGender/status/1235912782601768961>

<https://twitter.com/CasperGender/status/1235907125072756737>



In addition, FUOC has designed a specific campaign on “must read” articles, reports, policy briefs related to gender equality. Resources have been selected by Consortium members and have been published on the project’s Twitter account periodically. The campaign uses a specific hashtag “#MustRead4Equality”.

CASPER launched #MustRead4Equality on Twitter in October 2020 as a forum to share inspiring readings related with the pros and cons of establishing an EU-wide certification/award system for gender equality in science and research. CASPER has shared recommended publications on gender



equality and has encouraged other organisations to share their inspiring readings by using this hashtag from October 2020 to nowadays.

Tweets (examples):

<https://twitter.com/CasperGender/status/1311961840872759296>  
<https://twitter.com/CasperGender/status/1311963205074288642>  
<https://twitter.com/CasperGender/status/1314217373289902081>  
<https://twitter.com/CasperGender/status/1314218663856222209>  
<https://twitter.com/CasperGender/status/1341502161373556747>  
<https://twitter.com/CasperGender/status/1341500696160595968>  
<https://twitter.com/CasperGender/status/1338887159403716614>  
<https://twitter.com/CasperGender/status/1368860049276362753>  
<https://twitter.com/CasperGender/status/1479426598709440518>  
<https://twitter.com/CasperGender/status/1484220638378307584>  
<https://twitter.com/CasperGender/status/1369592159884742659>  
<https://twitter.com/CasperGender/status/1375439852695588866>  
<https://twitter.com/CasperGender/status/1385163511479902208>

The second campaign named #CertEquality and had the objective of building up and engaging our network of key stakeholders on certification and awarding schemes for gender equality in Europe and beyond. We count on 206 identified profiles in the CASPER Central Stakeholder database as foundation for our engagement on Twitter.

Examples of the second campaign for building up and engaging gender equality certification and award stakeholders across Europe.





**Action 3 & 4: Dissemination of project relevant information and project results.**

Twitter serves as our main dissemination channel for project results.

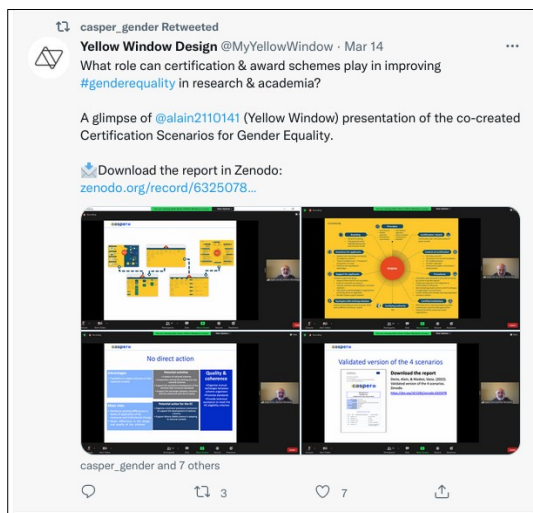
- Blog post by Jörg Müller and Charoula Tzanakou at LSE Impact Blog (15/03/2022; 1,635 impressions, 33 engagements, 2.0% engagement rate)  
<https://twitter.com/CasperGender/status/1503751386328178691>
- Blog post 'Towards a European Certification Award Scheme for Gender Equality in Research: Key Findings of the CASPER Project', by Agostina Allori and Eugenia Vilarchao at GenPORT: Twitter thread on 03/03/2022 (778 impressions, 45 engagements, 5.8% engagement rate)  
<https://twitter.com/CasperGender/status/1499457847679078403>
- Blog post "What should be considered for the architecture of a Europe-wide gender equality scheme?" by Charikleia Tzanakou, Kate Clayton-Hathway and Anne-Laure Humbert on the CASPER website. Tweet on 16/04/2021 (3750 impressions, 82 engagements, 2.2% engagement rate) <https://twitter.com/CasperGender/status/1382977330319130630>
- Blog posts by Jörg Müller on the 3 concept scenarios of Gender Equality Certification/Award Schemes on the CASPER website: Thread on 09/06/2021 (1053 impressions, 54 engagements, 5.2% engagement rate)  
<https://twitter.com/CasperGender/status/1402607590270439424>
- Validated version of the 4 scenarios (Deliverable 6.1) Thread on 03/03/2022 (1.136 impressions, 97 engagements, 8.5% engagement rate)  
<https://twitter.com/CasperGender/status/1499393740837818372> Tweet on 14/03/2022 (Impressions: 116, Engagements: 15, Engagement rate: 13.0%)  
<https://twitter.com/CasperGender/status/1503387045007347722>
- Key prerequisites for a Europe-wide gender equality scheme (Deliverable 4.3) Tweet on 14/03/2022 (186 impressions, 22 engagements, 11.8% engagement rate)  
<https://twitter.com/CasperGender/status/1503377679608864771>
- Journal article at Frontiers in Psychology: Certifying Gender Equality in Research: Lessons Learnt From Athena SWAN and Total E-Quality Award Schemes, by Charikleia Tzanakou, Kate Clayton-Hathway and Anne Laure Humbert. Tweet on 07/01/2022 (792 impressions, 49 engagements, 6.2% engagement rate)  
<https://twitter.com/CasperGender/status/1479426598709440518> Tweet on 17/11/2021 (500 impressions, 35 engagements, 7% engagement rate)  
<https://twitter.com/CasperGender/status/1461042192810663942>
- State of the Art Analysis: mapping the awarding certification landscape in Higher Education and Research (Deliverable 3.3) Tweet on 14/03/2022 (186 impressions, 22 engagements, 11.8% engagement rate) <https://twitter.com/CasperGender/status/1503377679608864771>  
Tweet on 09/12/2020 (1570 impressions, 73 engagements, 4.65 engagement rate)  
<https://twitter.com/CasperGender/status/1336678443241582594> Tweet on 27/10/2020 (2620 impressions, 69 engagements, 2.63 engagement rate)  
<https://twitter.com/CasperGender/status/1321021876731289603>
- Blog post "Thinking Critically about Gender Equality Certification and Award Systems" by Jörg Müller on the CASPER website Tweet on 29/09/2020 (1636 impressions, 60 engagements, 3.7% engagement rate)  
<https://twitter.com/CasperGender/status/1310987565164568576>



- Blog post “The San Francisco Declaration on Research Assessment: Standing for Quality over Quantity” by Agostina Allori on the CASPER website Tweet on 30/06/2020 (1649 impressions, 71 engagements, 4.30 engagement rate)  
<https://twitter.com/CasperGender/status/1277922751056162819>
- Policy Framing Mapping (Deliverable 3.1) Tweet on the blog post by Maria Sangiuliano on the CASPER website and link to Zenodo, on 08/06/2020 (2696 impressions, 138 engagements, 5.11 engagement rate)  
<https://twitter.com/CasperGender/status/1269920776125321216>

### Action 5: Live coverage of events.

Live coverage of events. Important public events such as the final conference (14<sup>th</sup> and 21<sup>st</sup> of March 2022) were covered live through the Twitter channel.



### Action 6: Open feedback channel.

CASPER mirrors emerging insights from project internal work on Twitter. Twitter posts can be formulated as open questions soliciting feedback and comments from the wider community. Citing specific stakeholders (based upon the central stakeholder database) and thus addressing specific organisations and individuals builds our Twitter follower-base while increasing the likelihood of replies. The “open feedback channel” is synchronised with specific tasks:

- Work Package 4, T4.2 Empirical assessment of existing systems and T4.3 Distil key prerequisites for an effective GECAS.
- Work Package 5, concept scenarios. Emerging insights from the co-creation workshops will be screened for feasibility and grouped into concept scenarios.
- Work Package 6, validation. K&I as the responsible work package and task leader can compile emerging insights from the validation phase of the three GECAS, that can be posted with a request for comments on Twitter.



The open feedback channel was not used during the project. Given that all CASPER tasks were carried out in a strong participatory manner, engaging during all stages numerous stakeholders across Europe, the chances to retrieve additional information via our Twitter channel were very small.

### 3.3. Stakeholder calendar and events

A calendar of events was established. However, the Covid19 crisis has resulted in numerous cancellations and postponements of conferences.

event	month/date	where	target	in charge	partners attending	action	Deliverable ready
	Aug-21						
	Sep-21						
Gender Equality in Higher Education	not yet fixed	Madrid	gender experts in HE	YW	YW, FUOC	symposium	
	Oct-21						
							D6.1 Validated version of the scenarios (P) M23 D7.4 Report on policy workshop (P) M24

Figure 5: Stakeholder calendar of external events

The next section will list those external stakeholder events where members of the CASPER Consortium did participate and disseminate project results.



### 3.4. Partner dissemination activities

Partner dissemination activities have been minimal due to the Covid19 pandemic. Several planned participations and activities have been either cancelled or postponed. Nevertheless, the CASPER project has been mentioned and/or presented on the following occasions:

Table 4: Consortium partners participation in dissemination events

Type	Begin date	Title of presentation /name of the event	Location	Country	Partner
Meeting	11/2/2020	MINDtheGEPs presubmission workshop	Turin	Italy	K&I
Conference	29/05/2020	Responsible research in biosciences: challenges for mainstreaming	Rome - online	Italy	K&I
Conference	29/09/2020	#RRI4real from 29. Sept. to 1. Oct. '20	Rome - online	Italy	K&I
Meeting	01/12/2020	Better Science, Better Society: Promoting Institutional Change towards RRI	Strasbourg - online	France	ESF, SV
Workshop	05/11/2020	NCP Training Seminar - Gender Equality Plans in Europe	Europe - online	Europe	FUOC
Workshop	12/10/2020	ACT Online Plenary Session on the GEP requirement for Horizon Europe	Online	Europe	OBU
Meeting	10/02/2021	GenderAG meeting	Vienna - online	Austria	JR
Conference	06/03/2021	Marie Curie Alumni Association - Annual Conference	online	Europe	FUOC
Conference	11/02/2021	A National model for Gender Equality across Higher Education in Denmark: Exploring needs and possibilities	Copenhagen-online	Denmark	OBU
Meeting	25/02/2021	Gender equality certification: lessons learnt and future developments	online	UK	OBU
Meeting	02/03/2021	ELEGYP annual members meeting	online	Greece	OBU
Conference	22/06/2021	29th Mediterranean Conference on Control and Automation	online	Bari	YW
Workshop	01/07/2021	Territoria GEP related event	online	Greece	OBU
Workshop	20/07/2021	Europeanisation of Athena SWAN	online	Germany	OBU
Conference	16/09/2021	Scenarios for a Europe-wide Gender Equality Certification or Award scheme XI European Conference on Gender Equality in Higher Education	online	Spain	K&I, YW, SV, FUOC, OBU, ISAS, JR
Conference	31/08/2021	Certifying Gender Equality in Science: Lessons learnt from existing schemes 15th European Sociology Association Conference	online	Spain	OBU, FUOC

Type	Begin date	Title of presentation /name of the event	Location	Country	Partner
Conference	11/11/2021	“Per un sistema di certificazione Europeo del cambiamento istituzionale per l'uguaglianza di genere nella ricerca e nell'innovazione. Spunti di riflessione dagli scenari tracciati nel progetto H2020 CASPER”  Convegno annuale della Conferenza Nazionale degli Organismi di Parità delle Università Italiane	blended	Italy	SV & K&I
Webinar	02/12/2021	UKRO event: GEPs in Horizon Europe	online	Belgium	OBU
Presentation	02/02/2022	AKTUÁLNÍ INFORMACE K PŘIPRAVOVANÝM ZMĚNÁM THE EUROPEAN CHARTER & CODE FOR RESEARCHERS A REVIZI HRS4R (Current information on the planned changes to the European Charter & Code for Researchers and the revision of HRS4R)	online	Czech Republic	ISAS
Meeting	14/01/2022	Coordination Meeting of HR Managers Presentation of CASPER project findings to the MindTheGeps Coordination Team Meeting	online	Italy	K&I
Meeting	31/01/2022	Presentation of CASPER project findings to the Cherries Consortium meeting	online	Italy	K&I
Meeting	21/03/2022	RESBIOS - mentoring on gender. Working meeting of a RRI project for the partners engaged in GE actions	online	Italy	K&I
Meeting	28/3/2022	Reaching Out and Stepping Up - How citizen science and RRI can enhance bioscience research	online	Germany	K&I
Presentation	29/6/2022	The Design and Validation of a European Gender Equality. Certification Scheme - Insights from the CASPER project.  Presentation accepted for the XIV CONGRESO ESPAÑOL DE SOCIOLOGÍA	onsite	Spain	FUOC, K&I

### 3.5. Press-release

The project has planned 8 press-releases (one by each partner). The press release were planned initially to announce the launch of the project. However, the Consortium has decided to publish a press-release in relation to the final results, i.e. the three proposed certification/award scenarios.

A press-release has been made available to Consortium partners but has only been started to circulate at the very end of the project (March 2022) when final deliverables were available and could be distributed.

### 3.6. Scientific Publication

Two scientific publications that report on the main results of the stakeholder consultation process (WP4) and the main results of the validated scenarios have been written.

Article 1 has been led by OBU and has been published:

Tzanakou, Charikleia, Kate Clayton-Hathway, and Anne Laure Humbert. 2021. "Certifying Gender Equality in Research: Lessons Learnt From Athena SWAN and Total E-Quality Award Schemes." *Frontiers in Sociology* 6.

Article 2 has been led by K&I and will be submitted to *Evaluation and Program Planning*<sup>5</sup>. A pre-print version will be published on the project Zenodo archive:

Marina Cacace, Francesca Pugliese, Charoula Tzanakou, Jörg Müller, Maria Sangiuliano. "Challenges and Opportunities for a European Gender Equality Certification Scheme – Insights from the CASPER Project" *Evaluation and Program Planning*.

### 3.7. Newsletter

A subscription form for the CASPER project newsletter has been set up. So far, six subscriptions have been received (3 of which are also subscribed to the project Twitter account), indicating that the email newsletters provides only a small leverage in reaching our target audiences.

A decision was taken by the Consortium to not implement the newsletter and concentrate on the Twitter account for dissemination project related news.

### 3.8. Central stakeholder database

Project internal communication infrastructures have been setup by ESF and are described in detail in the Project Management Handbook and the Data Management Plan.

The "Central Stakeholder Database" has been setup and used during different tasks in work package 3 (stakeholder mapping), work package 4 (stakeholder interviewing), 5 (workshops) and work package 6 (validation). As of the writing of this report, the database contains a total of 471 verified contacts, distributed across the following stakeholder types:

The stakeholder database has been used throughout the project and was continually updated as different co-creation and validation tasks have been carried out. Compared to D7.2 when the first

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5 See <https://www.sciencedirect.com/journal/evaluation-and-program-planning>



numbers were reported for the stakeholder database, this can be seen especially in the increment of the “user” category from 62 to 209 entries in the last version of the database (many of which have been recruited for the validation phase of the project).

Table 5: Target audiences reached

Stakeholder Type	Total
Lobbyist	6
Offer/Competitor	89
Other	84
Policy maker	48
User	209
NA (No answer)	35
<b>Total</b>	<b>471</b>

Figure 6 shows the results of the recruitment effort by stakeholder types across EU 28 countries. While all stakeholder groups have been reached, these vary across the countries, mirroring the relative (in)activity to some countries in terms of gender equality and existing certification/award schemes. For example, existing schemes exist in the UK, Germany, Ireland, Italy, Austria. “Users” of schemes were recruited in the Czech Republic, Italy, Spain and United Kingdom, also reflecting Consortium partner networks.

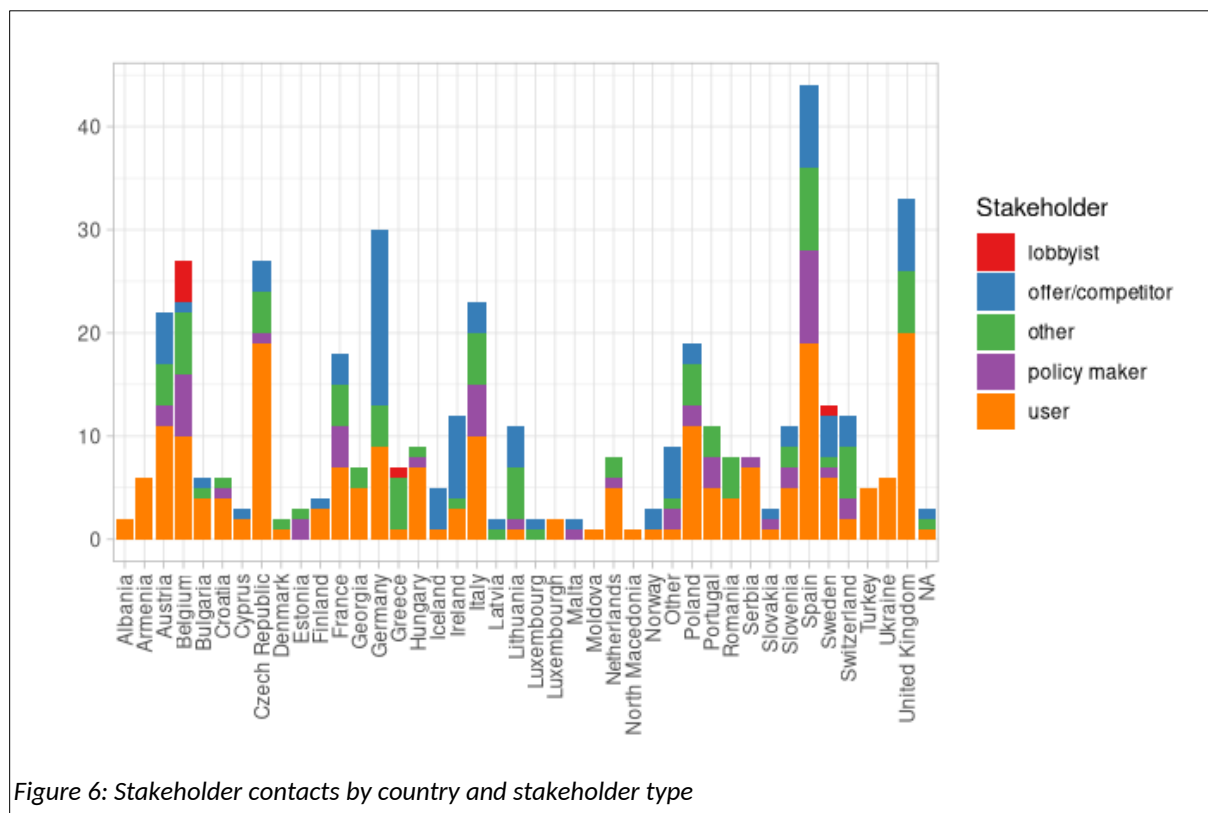


Figure 6: Stakeholder contacts by country and stakeholder type



Figure 7 on the other hand shows the gender distribution across stakeholder groups. As can be seen, women are over-represented and men under-represented among stakeholders.

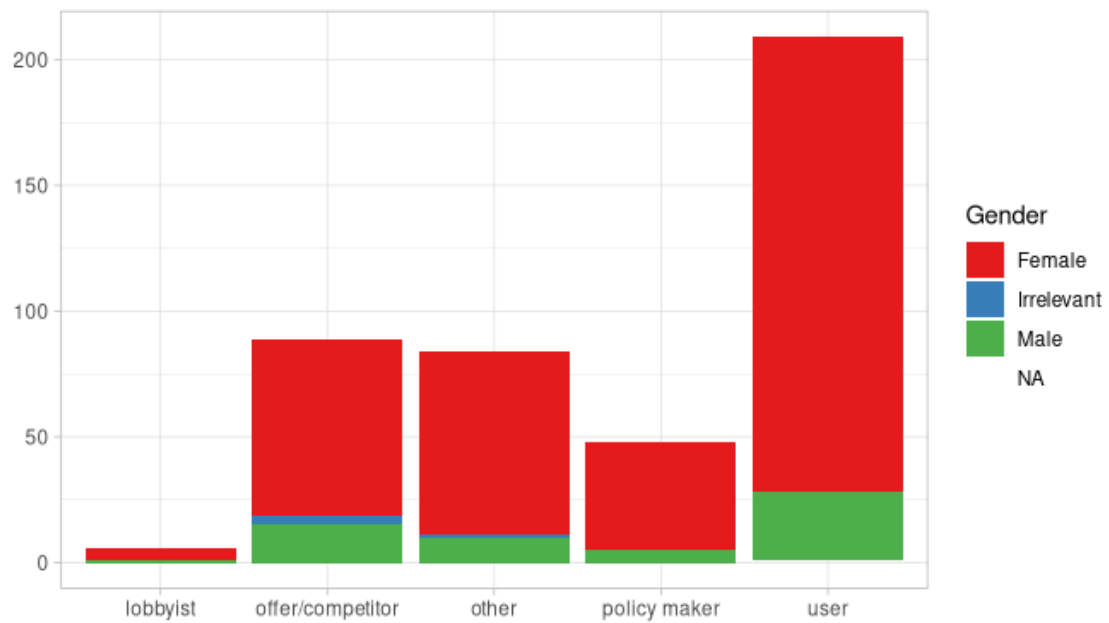


Figure 7: Stakeholder types by gender

The collected contact addresses have been used for dissemination activities such as the invitation for the final conference.





### 3.9. Open Access Repository

The CASPER project has established an account on the Zenodo repository, to provide access to project outputs in a timely manner, including consistent version control via associated DOI numbers.

The repository can be reached under the following URL:

<https://zenodo.org/communities/casper/?page=1&size=20>

All public deliverables available have been uploaded. Table 6 provides an overview of views and downloads per deliverable as of 17<sup>th</sup> of March 2022:

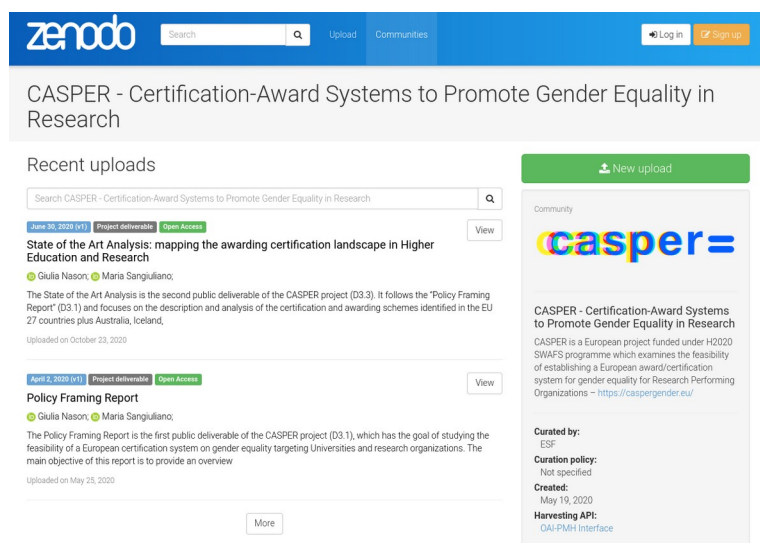


Figure 8: CASPER Zenodo Open Access repository

Table 6: Downloads and views of public deliverables via Zenodo repository as of 15.03.2022

Deliverable	Views	Downloads	Uploaded
Denis, Alain, and Vasia Madesi. 2022. "Validated Version of the 4 Scenarios." doi: <a href="https://doi.org/10.5281/zenodo.6325078">10.5281/zenodo.6325078</a> .	191	54	01.02.2022
Nason, Giulia, and Maria Sangiuliano. 2020. "State of the Art Analysis: Mapping the Awarding Certification Landscape in Higher Education and Research." doi: <a href="https://doi.org/10.5281/ZENODO.4121872">10.5281/ZENODO.4121872</a> .	868	564	30.06.2021
Nason, Giulia, and Maria Sangiuliano. 2020. "Policy Framing Report." doi: <a href="https://doi.org/10.5281/ZENODO.3833836">10.5281/ZENODO.3833836</a> .	430	377	02.04.2021
Tzanakou, Charikleia, Shireen Chilcott, Kate Clayton-Hathway, and Anne Laure Humbert. 2020. "Key Prerequisites for a Europe-Wide Gender Equality Scheme." doi: <a href="https://doi.org/10.5281/ZENODO.4428167">10.5281/ZENODO.4428167</a> .	535	315	30.12.2020
Cacace, Marina, Federico Marta, Francesca Pugliese, and Gabriele Quinti. 2022. "Policy Recommendations on the Certification/Award System." doi: <a href="https://doi.org/10.5281/zenodo.6393146">10.5281/zenodo.6393146</a> .	0	0	29.03.2022
<b>Total</b>	<b>2024</b>	<b>1310</b>	



### 3.10. Roundtables

The CASPER project has organized three roundtables with stakeholders of the European Research & Innovation landscape. The overall aims of these roundtables were to facilitate the exchange of experience and sharing of knowledge between the representatives of the CASPER consortium and specific target stakeholder groups of a potential European certification scheme. The roundtables all followed the same structure, with a short introduction by CASPER partners to the relevant findings of the project followed by a general discussion. A short memo has been produced in each case and send back to the participants. The roundtables were confidential and are therefore not included in this report. The following three roundtables were organized:

Roundtable 1 (19.11.2021): ***Advancing equality, diversity and Inclusion through a European certification scheme for gender equality.*** Roundtable organized with the members of the Equality and Diversity Working Group of the Coimbra Group.

Roundtable 2 (18.02.2022): ***Certification and Awarding Schemes for Gender Equality in a dynamic European policy landscape.*** Roundtable organized with Certification/Award owners in Europe. Certification and Award owners from 15 different schemes participated in the meeting, including Germany, Austria, Malta, Ireland, UK, Spain and Belgium.

Roundtable 3 (01.03.2022). ***Advancing Equality, Diversity and Inclusion through a European certification scheme for gender equality.*** Roundtable organized with representatives of different Research Funding Organizations in Europe. 33 participants registered from a diversity of countries, including Austria, Estonia, France, Germany, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Spain, Sweden, and the ERC. There was a maximum participation of 26 people during the actual event.



## 4. Progress Indicators & Targets


Several Key Performance Indicators have been established to track progress of dissemination activities. Most indicators are on track or have been reached. Deviations, to the degree they do occur, are commented on in the table below.

*Table 7: Key dissemination and engagement indicators*

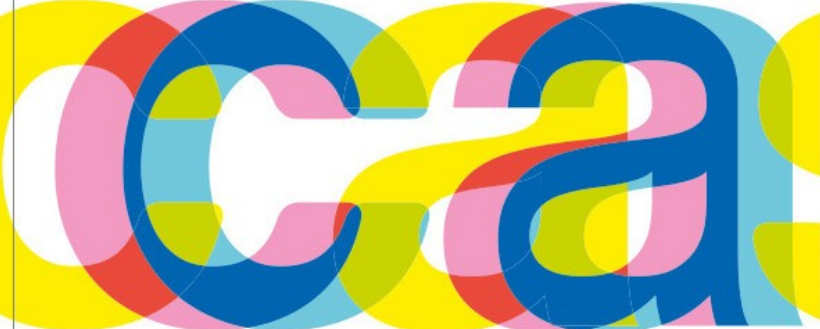
Indicator	Target	Current	Comment
Twitter followers	200	626	Achieved
Twitter posts	400	760	Achieved
Blog posts Casper site	10	12	Achieved
Blog posts external sites	4	5	Achieved
Cross-linked sites	10	14	Achieved
Scientific articles	2	2	Achieved
Conferences, events visited (one per partner/year)	16	19	Achieved
Newsletters sent out	3	0	Deviation due to lack of subscriptions to newsletter.
Flyers distributed	500	0	Deviation due to impact of Covid19 pandemic. Flyer has been designed in electronic format.
Press release	8	0	Delay in relation to communication of main project results
Number of stakeholders engaged: 60 interviews, 5*2*10 workshop participants, +50 final workshop.	210	471	Achieved



## Annex I - Project Flyer



Certification-Award Systems  
to Promote Gender Equality in Research



caspergender.eu #caspergender

### Building Consensus towards European Gender Equality Certification

The CASPER project will examine the feasibility of establishing a European award/certification system for gender equality for Research Performing Organizations. Based upon an extensive assessment of available systems and needs across Europe and beyond, we will develop and evaluate three possible scenarios that pave the ground for a realistic EU wide award/certification framework. Overall, we pursue three objectives:

- A. To map and assess** existing award and certification systems for gender equality (and related schemes) and to identify **existing needs** for such a system on the European level
- B. Design three** different award/certification scenarios and **assess the feasibility** of these scenarios plus a fourth no-action scenario along several dimensions
- C. Prepare the ground for a successful roll-out** of a European award/certification scheme

### Our core values

CASPER uses a **highly participatory** approach. In collaboration with a network of 28+ national experts, the Consortium will carry out an initial round of 60+ interviews in order to map existing needs and legal frameworks across Europe. Results will feed into 10 co-creation workshops across five countries to design alternative EU award/certification scenarios, followed by a second round of interviews and walk-through scenarios for their validation.

We are clearly aware of the double-edged nature of any certification system that involves elements of control as well as empowerment through transparency and quality control. Our focus lies on exploring certification systems that genuinely **empower European gender equality actors** and put gender equality values at the heart of the process.

The focus of the European award/certification system lies on organizational issues of gender equality. However, CASPER is committed to approach **gender equality from an intersectional perspective**. Any future oriented certification system has to address gender equality in relation to race, class, disability.

### Get in touch

#### Please visit

[caspergender.eu](http://caspergender.eu) | [@caspergender](https://twitter.com/caspergender) | [#caspergender](https://hashtagger.com/#caspergender) | [info@caspergender.eu](mailto:info@caspergender.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872113. The contents of this flyer reflect only the author's view; the Research Executive Agency (REA) and the European Commission are not responsible for any use that may be made of the information it contains

## **Annex II - Graphic Manual**

(see next page).

## Manual de identidad

Porcentajes en RGB y HTML.

El logotipo en color se aplicará siempre sobre fondo blanco.

En ningún caso se deformará alterando alguna de sus proporciones.



R: 0  
G: 70  
B: 255

0046FF



R: 255  
G: 0  
B: 0

FF0000



R: 0  
G: 204  
B: 217

00CBD8



R: 255  
G: 93  
B: 217

FF5DD8



R: 6  
G: 226  
B: 24

45E118



R: 255  
G: 237  
B: 6

FFEC06

40 mm  
Tamaño mínimo



Área de  
seguridad

## Manual de identidad

Porcentajes en CMYK.

El logotipo en color se aplicará siempre sobre fondo blanco.

En ningún caso se deformará alterando alguna de sus proporciones.



C: 100%  
M: 53%  
Y: 0%  
K: 0%



C: 0%  
M: 82%  
Y: 75%  
K: 0%



C: 56%  
M: 0%  
Y: 14%  
K: 0%



C: 0%  
M: 52%  
Y: 0%  
K: 0%



C: 30%  
M: 0%  
Y: 100%  
K: 0%



C: 0%  
M: 0%  
Y: 100%  
K: 0%



40 mm  
Tamaño mínimo



Área de  
seguridad

## Manual de identidad

Universo de color en RGB y HTML  
para su uso en el diseño de la web.



0046FF



7399FF



99B5FF



BFD1FF



D9E3FF



EDF2FF



FF0000



FF7373



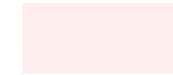
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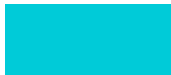
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FFD9D9



FFEDED



00CBD8



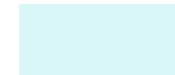
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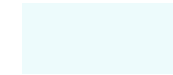
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BFF2F5



D9F7F9



EDFBFC



FF5DD8



FFA6EA



FFBEEF



FFD6F5



FFE7F9



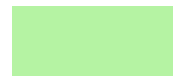
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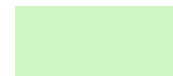
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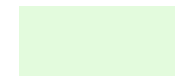
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B5F3A3



D0F7C5



E3FBDD



F2FDEF



FFEC06



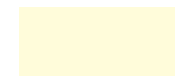
FFF576



FFF79B



FFFAC1



FFFCDA



FFFDE6



Manual de identidad

Las tipografía para el claim será

**Helvética Neue Medium.**



casper =

Certification-Award Systems  
to Promote Gender Equality in Research

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Helvética Neue Medium  
65% negro

Manual de identidad

Las tipografías serán:

**Helvética Neue Medium** para el “claim”.

**Helvética Neue** para su uso en web y comunicación impresa.

**Helvética Neue Regular**

ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890

**Helvética Neue Italic**

*ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890*

**Helvética Neue Medium**

ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890

**Helvética Neue Medium Italic**

*ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890*

**Helvética Neue Bold**

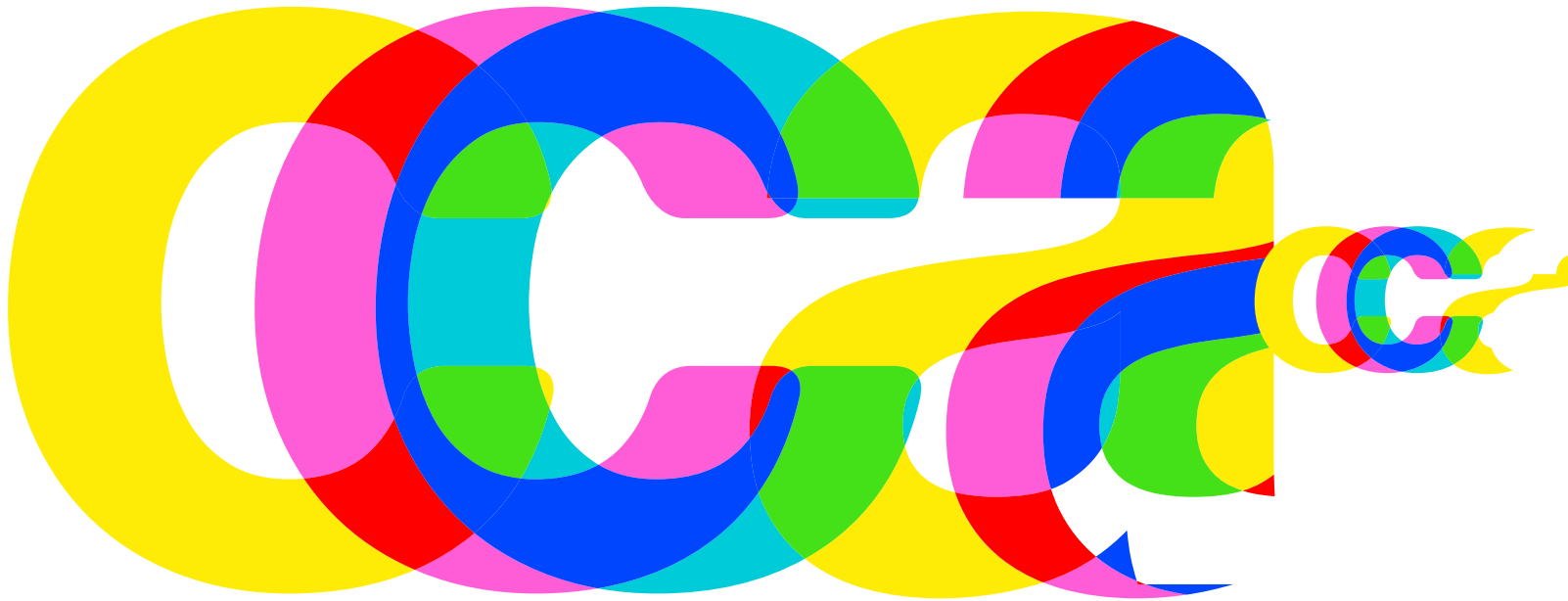
**ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890**

**Helvética Neue Bold Italic**

***ABCDEFGHIJKLMN  
ÑOPQRSTUVWXYZ  
abcdefghijklmn  
ñopqrstuvwxyz  
1234567890***

**Manual de identidad**

Modelo de Avatar para redes sociales y  
Favicon (16x16 px. hasta 64x64 px.)

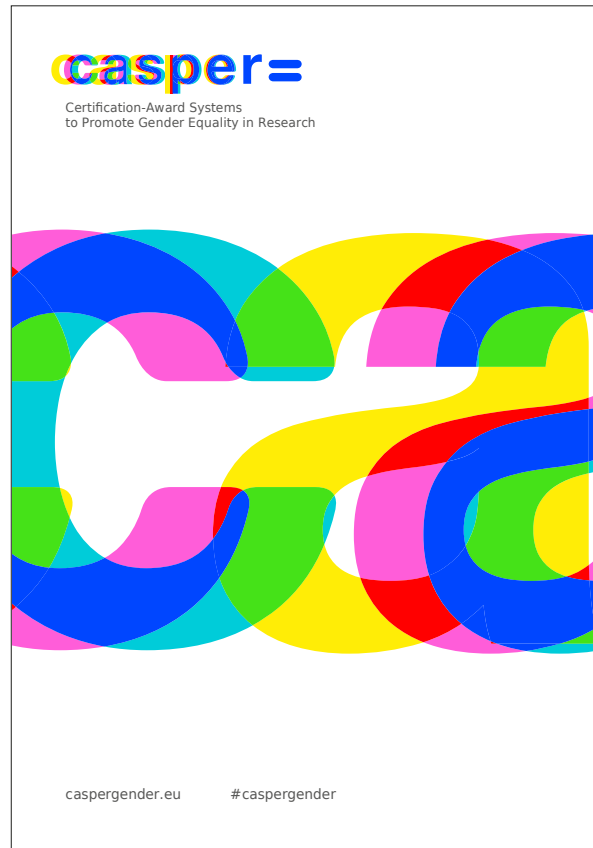


**Manual de identidad**

Vista parcial de la aplicación de logotipo CASPER  
y claim en formato din A4.



Manual de identidad  
Postal en formato din A5  
para anunciar eventos vinculados a CASPER.



Manual de identidad

Conjunto de 3 postales en formato din A5  
para anunciar eventos vinculados a CASPER.



## Manual de identidad

Posters o banderolas para anunciar eventos vinculados a CASPER.

