



Gender Equality
GE ACADEMY

D7.6 Targeted promotion and dissemination of training materials (CNRS)

December 2021



Deliverable 7.6: Targeted promotion and dissemination of training materials

Deliverable ID & Full Title	Deliverable 7.6 – Targeted promotion and dissemination of training materials			
Date of Delivery	Contractual	M36	Actual	M36
Nature	Report			
Dissemination Level	Public			
Lead Partner	CNRS	Lead Authors:	Nawal Aït Ali, Elisabeth Kohler	
Contributor(s)	All partners			
Reviewer(s):	TU Dublin, UMB			

Version	Issue Date	Description	Contributor(s)
0.1	01/12/21	Draft version for review	CNRS, all partners
0.2	23/12/21	Final version	CNRS
0.3	23/03/22	Revised version	VIL

Legal disclaimer

The information in this document is subject to change without notice.

The Members of the Project Consortium make no warranty of any kind with regard to this document. The Members of the Project Consortium shall not be held liable for errors contained herein or direct, indirect, special, incidental or consequential damages in connection with the furnishing, performance, or use of this material. Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Creative Commons License



This work is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Table of Contents

1. Introduction	4
2. Communication strategy	5
2.1 Preliminary steps	5
2.2 Gender equality status in target areas	6
2.3 Final communication strategy	8
2.3.1 Material promotion and target audiences	9
3. Selected materials gallery	14
3.1 Short videos	15
3.2 Promotional teasers	25
3.3 Newsletter	32

1. Introduction

The GE Academy project develops and implements a high-quality capacity-building programme on gender equality in research, innovation and Higher Education. It is based on state-of-the-art knowledge and composed of a series of tailor-made training materials and different training formats (including In-person trainings, Summer Schools, Physical Interactive workshops, Webinars, Distributive Open Collaborative Courses (DOCCs), Train-the-Trainer sessions). At the same time, a pan-European network of gender trainers, both female and male, is under establishment so as to trainers, practitioners and researchers are trained, coached and upskilled for delivering gender training sessions tailored to the Research & Innovation (R&I) and Higher Education (HE) communities all over Europe and beyond. The programme is executed in more than 15 countries addressing the broad spectrum of topics concerned and supporting the 'mainstreaming' of gender expertise in different disciplinary areas and scientific fields, which will implicitly spread gender perspectives and gender dimensions in various organisations. Avoiding a simplistic and binary vision of gender, the approach takes intersectionality into account, meaning the interlocking, complex system of inequalities and differences in which individuals are embedded.

Under "Dissemination, Communication and Sustainability" work package framework, this deliverable presents a significant step in GE Academy's sustainability process. It is an output of task 7.3, dedicated to "Targeted promotion and dissemination of training materials" which aim was to ensure access to the programme's complete training offer on the creation of Gender Equality Plans as well as to other pieces of GE Academy entry training material to less advanced areas and institutions. The task consisted indeed in selecting and tailoring programme-designed training materials to meet critical stakeholders and relevant regional audiences' needs and thus, maximise its social impact especially in targeted areas¹. Built on deliverable 1.2 *Guidelines for promoting capacity-building on GE in research* and taking advantage of consortium members' extensive experience in tailoring training sessions considering a broad spectrum of national settings as well as workplace configurations², this report comprises:

- 1) The detailed description of task members' selection process in terms of target groups, training topics, languages, formats and medium;
- 2) The final communication strategy;
- 3) The screenshots of this final collection of materials.

¹ The state of advance under scrutiny here relates to gender equality. More about regional gender equality indices can be found here: [Mapping the glass ceiling: The EU regions where women thrive and where they are held back - Regional Policy - European Commission \(europa.eu\)](#) ; to understand also EU regional classification, additional reading can be consulted here: [Background - Regions - Eurostat \(europa.eu\)](#)

² The programme has been executed in more than 15 countries. See "Training offer" and "Calendar" sections in [ge-academy.eu – ge-academy](#)

2. Communication strategy

2.1 Preliminary steps

Task 7.3 took place between M25 and M36 (January to December of 2021) and involved several programme members commissioned to provide expertise on covered geographical areas' needs: CNRS took responsibility of Western Europe, K-RCN accounted for Nordic and Baltic countries, CEU-CPS for Central-Eastern Europe while UPM and VILABS took care of Southern Europe.

A first step of training materials' selection consisted in collecting **preliminary checklists** provided by the task members and sketching general characteristics on targeted areas' needs. Each partner had to answer to following questions:

1. In your area, in which language and for which target group do you think translating promotional messages would be appropriate? (please prioritize)
2. In your area, in which language and for which target group do you think the re-wording of English promotional messages would be appropriate? (please prioritize)
3. Which type of training material and in which language do you think translations would be appropriate? (please prioritize)
4. Which type of training material and in which language do you think subtitles would be appropriate? (please prioritize)

At the term of this first assessment, task partners decided to consider GE Academy **video material** as a relevant medium to meet the task's objectives and ensure access to entry material as well as a handy tool for wide dissemination purposes.

The need for either **English-subtitled or translated material**³ was a major point of discussion and an effort was made to harmonise collected needs, which could vary from one regional area to another but also within a regional block and depending on different target groups under consideration.

Translating material was regarded as a relevant option for Spain and Italy while Portuguese and Greek target groups' familiarity with English made it less relevant, for instance. Similarly, in Nordic and Baltic countries, while some target groups are fluent in English, especially in Nordic regions, a translation in local languages was considered relevant for HR officers in Baltic countries as well as in Nordic regions (with a preference for Norwegian as a commonly understood language).

Resembling contrasts were identified also in Western Europe in between France and Germany on the one hand (which target groups are likely to be better attracted with translated material) and Belgium and Netherlands, which target groups are assumed to be fluent in English.

Finally, Central Eastern Europe was amongst the most complex areas to analyse as this region counts eight different official languages and encompasses a large spectrum of training and promotional needs. Four

³ Using subtitles in national languages.

Deliverable 7.6: Targeted promotion and dissemination of training materials

languages were identified by Central Eastern University (CEU) as highly relevant for translation in this Central Eastern European area: Romanian, Slovene, Polish and Hungarian.

Hungarian language was selected because training opportunities in gender equality planning are hardly available. Poland is the largest country in the region, so the videos could reach a high number of people. Besides, both countries are heavily affected by far-rightist anti-gender politics, so it is crucial to disseminate in these two countries.

Slovenia and Romania were selected because they have more progressive attitudes and policies towards gender equality and gender equality planning has been initiated by several universities in the two countries. Eventually Czech, Bulgarian and Croatian languages were included; Czech by ISAS and the latter two by Vilabs. Thus, out of the eight official languages of CEE countries of the EU, only Slovak is missing, but because of the similarity of Czech and Slovak languages this was not considered to be a problem.

A second step in materials' selection was to define a **plan** designed for every covered area. Task members extensively answered to the following questions:

1. Please describe briefly (max 1 page) the context of the area/region you are responsible for concerning the status of gender equality in research and Higher Education
2. Please indicate which GE Academy material that you consider to be of relevance to the context in the region and that you suggest to promote. (For inspiration you might check the D1.2 - Guidelines for promoting capacity building on GE in research (CNRS))
3. Please make a list of relevant stakeholders to contact and indicate what kind of material to promote to them (in the table).
4. Please suggest the most suitable channels (mail, social media etc) to reach the relevant stakeholders.
5. Please indicate possible obstacles in the promotion in your region.

The following subsections provide elements of framing on target areas' main features to be taken into account for optimal communication campaigns.

2.2 Gender equality status in target areas

Gender Equality measures in Higher Education Institutions (HEIs) in the Nordic and Baltic regions

Except for Latvia, all countries in the Nordic and the Baltic regions have national legislation on gender equality and non-discrimination anchored in specific Gender Equality Acts. In Latvia, various laws in specific policy areas (e.g., labour law) entail provisions on gender equality. Many Nordic Higher Education Institutions (HEIs) have implemented and carried out measures to promote gender equality for several decades. During the 2010s, the focus shifted from special schemes related to the recruitment of women

Deliverable 7.6: Targeted promotion and dissemination of training materials

and individual-oriented measures to measures oriented towards structural and institutional strategies and instruments.

In the Baltics, the picture is somewhat more fragmented. In Estonia, the Gender Equality Act mentions education and research, but it does not establish any specific regulations for GE measures in HE-institutions. The tendency is similar in Latvia, where there is no specific national legislation or policy that addresses gender equality in HEIs. In Lithuania, on the other hand, The Law on Equal Opportunities for Women and Men explicitly identifies the duties of HEIs to implement equal rights for women and men research and HEI, e.g., admission process, award grants and loans and protection from sexual harassment. In addition, the Lithuanian Ministry of Education and Science has adopted a set of recommendations that point out how the HEI should implement gender equality principles.

Gender Equality measures in HEIs in the Central Eastern European region

In Central Eastern Europe all countries have national level legislation regarding gender equality but specific Gender Equality Acts are not implemented everywhere and policies and institutions to promote gender equality are greatly varied and often inconsistent and fragmented, regarding both general measures and specific Higher Education measures. Most countries have National Action Plans and/or Gender Equality Strategies, but it is not clear in every case what institutions are associated with the implementation of gender mainstreaming policies in different areas and responsibilities, sanctions and resources are not always allocated. Higher Education Acts are also varied in CEE countries with regard to the inclusion of gender equality as a principle.

In countries where it is required for public institutions to have equal opportunities strategies, universities have them, but whether these contain substantial policies, measures and resources is again very varied. In some CEE countries, especially Hungary, Poland, Slovakia and Bulgaria anti-gender movements are strengthening, and in Hungary and Poland anti-gender rhetoric and policy-making have become part of governance.

Gender Equality measures in HEIs in Western Europe

In France, a 2019 law compels all public institutions and all Higher Education institutions (including private schools) to have a gender equality plan comprising four pillars: addressing pay gaps, providing equal access in scientific careers, promoting work-life balance and fighting against gender-based violence and sexual harassment. All plans were finalized in 2020, so the need for further training on this topic is perceived as reduced. In parallel, more and more institutions and research labs are engaging with the gender equality issue, and a growing share of labs nominated a gender equality correspondent.

In Germany, because of the small number of women in STEM fields some institutions decided to implement all-female recruitments (which are illegal in France), thus creating long-term positions for women. Additionally, research institutions like the Max Planck Society have dual-career devices to help couples move and continue to have a double income.

Deliverable 7.6: Targeted promotion and dissemination of training materials

Both in France and in Germany, gender equality and gender issues in a broader sense (#MeToo) are very salient in the public sphere and at work. Promotional campaigns should accordingly take into account two major obstacles:

- The gender fatigue (people cannot take it anymore and feel “it’s all about gender nowadays, now it’s time to pay attention to other issues”),
- The feeling of already being trained enough (“other people certainly need to be trained, but I am not biased and also not discriminating”). There is also a persistent belief in Higher Education and research that a fair and egalitarian environment has already been set up when in fact, much more work needs to be done.

Gender Equality measures in HEIs in Southern Europe

In Spain the Law on Equality between Women and Men of 2007, the Universities Law, also of 2007, and the Law of Science and Innovation of 2011, provide as a whole a very systematic and ample set of legal provisions regarding gender equality in academia. These regulations affect both issues of equality between men and women across the HEIs system, and the gender dimension in the content of research. Key aspects are the requirements that universities adopt gender equality plans and create gender equality units within their administrative structures. Universities are also required to have parity between men and women among all appointed positions, which include, among others, vice-rectors and deputy directors (rectors and directors are elected positions). Universities are required to adopt protocols regarding gender-based and sexual-based harassment. Evaluating committees for the hiring and promotion of faculty, and for the funding of research projects are also required to have a balanced representation of women and men (this is understood as a 40-60% representation). Evaluating processes for research projects and other sources of funding such as various types of grants are required to be blinded wherever possible. The legislation also sets regulations that affect the national and regional research programs with respect to integrating gender dimensions within the content of research, which is to be done across the whole research process. There is a specific research program on women and gender as part of the National Research Plan since 2009. The Women’s Institute in addition has its own research program and has been funding for over 15 years a very significant number of master programs addressing gender topics across Spanish universities, which has resulted in successive generations of university graduates holding master degrees in gender studies.

While not as systematic as Spain’s measures, Portugal, Italy, and Greece, all have implemented relevant measures. Experience is greater in the area of the promotion of women in academia than in the area of gender integration in research, at least as far as policy measures go at national level.

2.3 Final communication strategy

Following this preparatory work, GE Academy online video gallery was collectively preferred as a suitable, easy-to-use basis for selecting and tailoring material according to target audiences. Short videos edited from online webinars as well as promotional **teasers** were considered as the most suitable formats and contents to reach the task’s objective of tailored, wide-range dissemination across Europe.

Deliverable 7.6: Targeted promotion and dissemination of training materials

The videos will be also promoted via the website of CEU DI as well as using the Facebook and Twitter accounts of CEU DI. The films with Hungarian, Polish, Romanian and Slovene subtitles on GEPs and the gender dimension in research content (with teasers) will target Higher Education and research institutions in Hungary, Poland, Romania and Slovenia, and those with English subtitles will be disseminated to all CEE countries. Specifically, administrative staff and faculty responsible for developing GEPs will be targeted. Collected by CEU earlier in the project, a list of approximately 150 contacts will be used.

In addition, organisations working with gender equality and companies offering the service of developing GEPs for HEIs and companies will be contacted. CEU is a hub for CEE scholars of gender studies, it has recently established an Executive Training Program, and it has a Higher Education Support Program for CEE and Central Asian universities, CEU will promote the videos on its website and FB page, and also promote them via the Executive Training Program and the Higher Education Support Program.

Another programme partner based in Central Eastern Europe and NCP for gender equality in European projects is Czech ISAS (Centre for Gender and Science). As such, it runs trainings, consultations and targeted support for RPOs in the country (both public research institutions and Higher Education institutions). It also operates a Community of Practice, called Community for Change, with more than 400 members of as November 2021. These stakeholders constitute the main target audience in the country.

Target audiences in Western Europe

In Germany the main target audiences are:

- Research directors and Equality officers of research societies, like Max-Planck, Helmholtz, Leibniz, more specifically also Berlin Institute of Health, which has a strong focus on gender equality in biomedical research.
- Board members of medical societies (like DGK, German Society of Cardiology or DGIM, German Society of Internal medicine), which are implementing gender and gender equality issues in research.
- German Society of Gender in medicine, which has a good audience in the biomedical field in Germany. International Society in Gender medicine, which has a good reach-out in the biomedical field in Western and Central Europe.

In Austria, there are the following target audiences:

- The university rectorate (as a decision making body). Some vice-rectors have an HR duty, others hold the equality portfolio)
- Coordination Centres for Gender Studies and Equal Opportunities (“Koordinationsstellen für Geschlechterstudien & Gleichstellung”) - units established at all Austrian public universities by law (University Act 2002)

Deliverable 7.6: Targeted promotion and dissemination of training materials

- The “Working Groups for Equal Treatment Issues” (“Arbeitskreis für Gleichbehandlungsfragen”) - units established at all Austrian public universities by law (University Act 2002)
- National research institutions
- National public research funding bodies

In France the target audiences are the following:

- The university vice-presidents (some of them have an HR duty others hold the equality portfolio).
- The equality officers in Higher Education institutions (Conférence permanente des chargé.e.s de mission Egalité et Diversité) and research organisations. All Higher Education institutions are required to have an equality officer (since a law in 2013).
- The heads of Institutes and lab/units specialized in different scientific fields.

Trainings about gender equality or gender-based violence can be promoted to all of these stakeholders. The integration of the gender dimension in research must be promoted to specific stakeholders, field by field, with a focus on institutes and lab/unit heads.

Target audiences in Southern Europe

ViLabs is located in Greece. The organisation’s target audience includes 88 coordinators in R&I projects, 332 municipalities in Greece (through contacts from relevant departments), 14 organisations offering gender equality services e.g. NGOs.

Italian target audience includes the National Point of Contact for Horizon Europe -APRE, all the 96 Italian Universities, main National Research Centres such as among others, CNR (National Council for Research), Italian Institute of Technology, Human Technopole, INFN (National Institute of Nuclear Physics). Bodies such as CRUI, the National Conference of Rectors, and the National Conference of Universities’ Equality bodies. It is advised to use Italian Language to ensure reach out of Universities in particular, to be more inclusive of the administrative/technical component of the staff in particular.

Regarding the audience in Southern Europe, and complementing the Italian and Greek partners, the network of the UNESCO Chair on Gender Equality Policies in Science, Technology and Innovation from Universidad Politécnica de Madrid (UPM) can target the following audiences:

- *Plataforma Universitaria de Estudios Feministas y de Género* ([EUFEM](#)) (an association that gathers more than 30 different Spanish academic entities related to feminist, women and gender studies).
- the Spanish members of the United Nations Sustainable Development Solutions Network ([REDS](#)) that involves universities, private sector and administrations working on and performing research on sustainable development.
- the different groups of researchers within the UPM and its associated institutions, and the universities in partnership within the [EELISA](#) EU-funded project consortium, which includes different universities from Southern European countries.

Deliverable 7.6: Targeted promotion and dissemination of training materials

- other Spanish technological universities through [UP4](#), the association that brings together four Spanish technical universities: Universitat Politècnica de Catalunya-Barcelona Tech (UPC), Universidad Politécnica de Madrid (UPM), Universitat Politècnica de València (UPV), Universidad Politécnica de Cartagena (UPCT).

2.3.2 Channels of dissemination

Channels to reach the stakeholders in the Nordic and Baltic regions

Kilden will contact targeted stakeholders using formal emails with Kilden's signature, as a programme's partner organisation in which the concept of the GE Academy is presented. The "package" with the films on how to make a GEP will be prioritized but with links also to the films on gender in research content and on sexual harassment.

In addition, the videos will be promoted through social media. On Twitter and LinkedIn posts, relevant stakeholders will be tagged.

The new requirements of the EC regarding GEPs and the gender dimension in research will be actively used in the promotion of the GE Academy material and will certainly help to counter possible obstacles in the Nordic and Baltic regions.

Channels to reach relevant stakeholders in the CEE region

CEU will also consider the use of emails additionally to previously mentioned channels of dissemination (CEU DI website, CEU DI Facebook and Twitter accounts).

Despite the resistance to gender equality measures in certain countries of CEE, a positive reception of the videos can be expected, because of the new EC requirements for H2020 grant applications with the prerequisite of the institution having a GEP.

In Czech Republic, ISAS foresees a section dedicated to Gender Equality Plans on its website, where one subsection will be resources. The videos will be linked there to the Centre's YouTube channel too. There is indeed an intense interest in various training and support materials on the part of the personnel responsible for drafting institutional GEPs.

Furthermore, the Centre sends a regular newsletter to its subscribers as well as to the Community for Change. Alert that the videos with subtitles exist will be send to both audiences as they become available. Including this material in the Centre's Facebook posts is also under consideration although the audience there is less targeted for this type of support. Links will also be included out Centre's training material.

Deliverable 7.6: Targeted promotion and dissemination of training materials

Channels to reach relevant stakeholders in Western Europe

Emails and social media posts are considered most suitable in France and Germany, as they can easily be circulated in already existing strong networks, like the one of the Gender Equality Unit at CNRS. The training material will also be promoted through website news or newsletters. In the HR area, French or German language would be preferred. In the research area, English language can be used as well..

In Austria, it would be recommended to spread the news via existing “Gender-in-Research” networks and work together with multipliers in the Federal ministries and research funding bodies.

Channels to reach relevant stakeholders in Southern Europe

In Italy SV and K&I will use their own website as a platform for dissemination, creating dedicated pages/posts to advertise the materials, along with their Social Media Channels, both from the companies and the involved team members, publishing dedicated posts, both in Italian and English language. Information on the availability of the subtitled videos on YT will be spread via different national newsletters, magazines and networks, mostly in Italian language such as for example: WISTER, Women for Intelligent and Smart Territories, InGenere, National Conference of the Italian Universities’ Equality Bodies, communication channels of Italian partners from H2020 Institutional change projects (CALIPER, RRI PEERS, SUPERA, etc).

As the GE Academy DOCC Platform created by SV will be kept online, maintained and disseminated for minimum 2 years after the project’s completion, a link will be created and made visible from the DOCC platform to the subtitled videos in national languages from in the GE Academy YT Channel.

The UNESCO Chair on Gender Equality Policies in Science, Technology and Innovation from Universidad Politécnica de Madrid (UPM) will use its own website as a platform for disseminating GE-Academy training materials. Dissemination will be done both in English and Spanish. Dissemination will be also done through the Chair’s Social Media channels with the support of the team members’ channels too. At least, Twitter and LinkedIn will be used for this purpose. In general terms, the material will be considered as part of the training offer of the Chair, with its own page on the homepage of the Chair, and linked to the GE-Academy DOCC Platform for at least 2 years after the end of the project. This material could also be referred to in some of the many training sessions performed by the Chair and within other EU-funded projects related to gender, RRI or sustainable development in which the Chair is involved.

Greek partner ViLabs will use the teasers for the social media campaigns by the organization channels and replication by the media and relevant organisations. A webpage will also be included in the organisation’s

Deliverable 7.6: Targeted promotion and dissemination of training materials

website. The links will remain disseminated directly from the GE Academy YT channel. It has a high reputation that the organisation would like to get benefit from. As partner in charge of communication, ViLabs foresees the diffusion of a dedicated newsletter to boost the videos' dissemination.

To maximise its impact, videos will be promoted using the following 'tricks' (also recommended on GE Academy Deliverable 1.2):

- Local language will be preferred
- Social media will be preferred as a very impactful channel of dissemination.
- Incentives will be used as key promotional message. For example, special emphasis will be put on the requirement of Horizon Europe for the public institutions to develop their GEP.
- Special attention will be given to the timing: when there will be gender-equality related news across media and social media, it might be a good option to enhance GE Academy videos' promotion

3. Selected materials gallery

The GE Academy project built a high-quality capacity-building programme on gender equality in research, innovation and higher education. The programme is based on state-of-the-art knowledge and composed of different training formats.

Due to the COVID-19 pandemic, all the trainings took place online. Participants' demographic showed that people from many different countries across Europe managed to participate in trainings. The trainings have been recorded and made available at the project's YouTube channel facilitating the knowledge diffusion to a wider audience.

To share the trainings with a wider audience across the different countries in Europe and to reach also people who face linguistics barriers with the English language, the GE Academy project chose the most frequently visited videos and the topics with the higher demand and created twenty videos of ten minutes duration. These videos include subtitles translated in the following languages: Bulgarian, Estonian, French, German, Greek, Italian, Portuguese, Croatian, Spanish, Latvian, English, Swedish, Lithuanian, Czech, Hungarian, Polish, Romanian, Slovenian.

Deliverable 7.6: Targeted promotion and dissemination of training materials

3.1 Short videos

The 20 videos and their one-minute teasers have been tailored and offer quality content in 18 national languages on the following topics:

The playlist “GE Academy multilingual trainings” is available: here

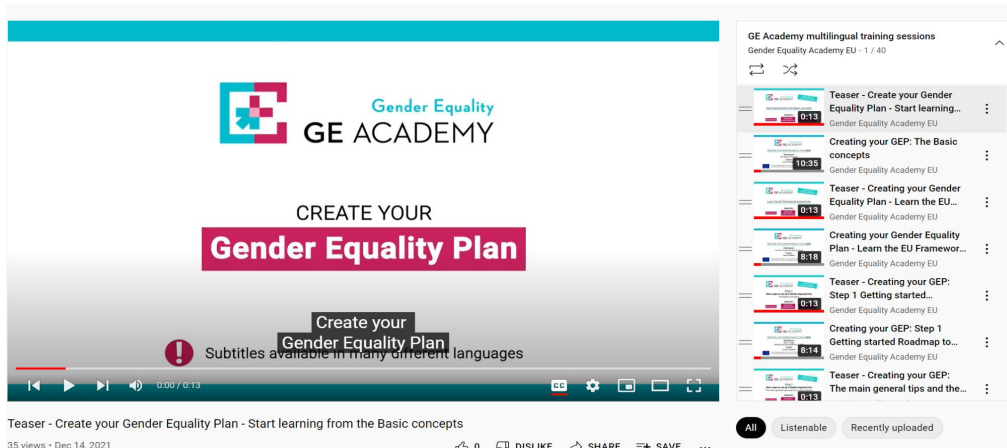


Figure 1 The GE Academy multilingual trainings playlist

1. Create your Gender Equality Plan - Start learning from the Basic concepts

YouTube Link: <https://youtu.be/44cRCWPq-Ro>



Figure 2 The Basic Concepts of GEP with French subtitles

Deliverable 7.6: Targeted promotion and dissemination of training materials

2. Create your Gender Equality Plan - Learn the EU Framework and policies

[YouTube URL: https://youtu.be/BeAuMnbW4Zk](https://youtu.be/BeAuMnbW4Zk)



Figure 3 'The EU Framework and Policies' with Bulgarian subtitles

3. Create your Gender Equality Plan – Step 1 Getting started, Roadmap to GEPs main steps

[YouTube URL: https://youtu.be/XQJeWRbExqw](https://youtu.be/XQJeWRbExqw)



Figure 4 'Getting started, Roadmap to GEPs' with Greek subtitles

4. Creating your Gender Equality Plan – Step 1: The main general tips and the success factors

YouTube URL: <https://youtu.be/2x8aFi1bAs0>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 1st step:
The main general tips and the success factors

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

5. Create your Gender Equality Plan – Step 2: Gender analysis

YouTube URL: <https://youtu.be/bdgm4dXX9-4>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 2nd step:
Gender analysis

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

Deliverable 7.6: Targeted promotion and dissemination of training materials

6. Creating your Gender Equality Plan – Step 3: Set up the GEP Learn the basic actions Create your Gender Equality Plan –

YouTube URL: <https://youtu.be/4YdjGnFbKrQ>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 3rd step:
Set up the GEP - Basic actions

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

7. Create your Gender Equality Plan – Creating your GEP: Step 3: Set up the GEP - Learn the key aspects and find useful resources

YouTube URL: <https://youtu.be/qnZI99w23WA>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 3rd step:
Key aspects

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

8. Creating your GEP - Step 4: Implementing the GEP - Learn how to start the implementation

YouTube URL: <https://youtu.be/aVAqfW4DCKc>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 4th step:
Implementing the GEP

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

9. Creating your GEP - Step 4: Implementing the GEP: Be aware of the obstacles

YouTube URL: <https://youtu.be/5HxBesmRZFU>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

Training on:
The 4th step:
Implementing the GEP - Obstacles

Trainer:
Lorena Pajares



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

10. Creating your Gender Equality Plan - Step 5: Monitoring and Evaluation of the GEP -

YouTube URL: <https://youtu.be/XB0HDNtHzqM>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

**Training on:
The 5th step:
Monitoring and Evaluation of the GEP**

**Trainer:
Lorena Pajares**



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

11. Creating your Gender Equality Plan: Step 6 Sustainability

YouTube URL: <https://youtu.be/GK23KFuGj58>



CREATING YOUR GENDER EQUALITY PLAN (GEP)

**Training on:
The 6th step:
Sustainability**

**Trainer:
Lorena Pajares**



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

12. Learn what is the gender dimension in research

YouTube URL: <https://youtu.be/BaJomSpMwIk>



GENDER IN RESEARCH CONTENTS

Training on:
What is the gender dimension in research?

Trainer:
Trine Rogg Korsvik



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

13. Learn useful methods on how to include the gender dimension in research

YouTube URL: <https://youtu.be/EMGvW3HV2Oo>



GENDER IN RESEARCH CONTENTS

Training on:
The methods on how to include
gender dimension in research

Trainer:
Mathias Nielsen



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

14. How to fight gender-based violence and sexual harassment. Policies against sexual harassment

YouTube URL: <https://youtu.be/WSAfgee4tCQ>



HOW TO FIGHT GENDER-BASED VIOLENCE AND SEXUAL HARASSMENT

Training on:
**Policies against sexual harassment:
Introduction and examples of strategies**

Trainer:
Sofia Strid



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

15. Link sexual harassment as a measure towards structural institutional change

YouTube URL: <https://youtu.be/WSAfgee4tCQ>



HOW TO FIGHT GENDER-BASED VIOLENCE AND SEXUAL HARASSMENT

Training on:
**Tackling sexual harassment as a measure
towards structural institutional change**

Trainer:
Nathalie Wuïame



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

16. Where is gender in work-life balance

YouTube URL: https://youtu.be/jnWxC1v_tbQ



WORK-LIFE BALANCE AND ORGANISATIONAL CULTURE

Training on:
The basic concept

Trainer:
Ana Belen Amil



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

17. Work-life balance and organisational culture: Learn Life-friendly work practices

YouTube URL: <https://youtu.be/hkl16KFhCgs>



WORK-LIFE BALANCE AND ORGANISATIONAL CULTURE

Training on:
The life-friendly work practices: how can Research and Higher Education organizations promote work-life balance.

Trainer:
Ana Belen Amil



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

18. Training for gender sensitive local leadership

YouTube URL: <https://youtu.be/nMQE50RueRI>



Training for gender sensitive local leadership: Toolbox for better gender balance

Trainer:
Vivian Anette Lagesen



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

19. The Gendered Organisations Theory

YouTube URL: <https://youtu.be/p9ygZcNjoYg>



Training on: The Gendered Organisations Theory

Trainer:
Ana Belen Amil



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

20. Gendered understanding of merit and excellence

YouTube URL: <https://youtu.be/47wX353dt1g>



Training on:
The Gendered understanding of merit and excellence

Trainer:
Ana Belen Amil



The GE-Academy project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585

3.2 Promotional teasers

Each video accompanies a teaser of 10 seconds duration. Each teaser includes subtitles translated into the languages of the videos. This teaser has been developed to facilitate all partners to promote through online communication channels the videos.

Below is the list of the teasers. The order is the same in videos.

Deliverable 7.6: Targeted promotion and dissemination of training materials

1	<p>Training video available!</p> <p>New features! Subtitles in many different languages [σημαίακια?!]</p> <p>Training on how to create your Gender Equality Plan - Start learning from the Basic concepts</p> <p>https://youtu.be/TTzAMdDnaEU</p> <p>#gender_equality #H2020 #HE</p>
2	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Create your Gender Equality Plan - Learn the EU Framework and policies</p> <p>https://youtu.be/X8-3YwOzlkw</p> <p>#gender_equality #H2020 #HE</p>
3	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Create your Gender Equality Plan – Step 1 Getting started Roadmap to GEPs main steps</p> <p>https://youtu.be/BWYlqIshdXU</p> <p>#gender_equality #H2020 #HE</p>

Deliverable 7.6: Targeted promotion and dissemination of training materials

4	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your GEP: The main general tips and the success factors - https://youtu.be/83zT8l1Iztl</p> <p>#gender_equality #H2020 #HE</p>
5	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Create your Gender Equality Plan – Step 2: Gender analysis https://youtu.be/gjCTs_qPsro</p> <p>#gender_equality #H2020 #HE</p>
6	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your GEP - Step 3: Set up the GEP Learn the basic actions Create your Gender Equality Plan – https://youtu.be/ABPDRY6h_h8</p> <p>#gender_equality #H2020 #HE</p>

Deliverable 7.6: Targeted promotion and dissemination of training materials

7	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Create your Gender Equality Plan – Creating your GEP: Step 3: Set up the GEP - Learn the key aspects and find useful resources - https://youtu.be/7rkyNCqKmJ8</p> <p>#gender_equality #H2020 #HE</p>
8	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your GEP - Step 4: Implementing the GEP - Learn how to start the implementation - https://youtu.be/ZEucen4nMbg</p> <p>#gender_equality #H2020 #HE</p>
9	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your GEP - Step 4: Implementing the GEP: Be aware of the obstacles - https://youtu.be/B6QQ9tJbMG4</p> <p>#gender_equality #H2020 #HE</p>

Deliverable 7.6: Targeted promotion and dissemination of training materials

10	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your Gender Equality Plan - Step 5: Monitoring and Evaluation of the GEP - https://youtu.be/6Ew4b4qiTsw</p> <p>#gender_equality #H2020 #HE</p>
11	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Creating your Gender Equality Plan: Step 6 Sustainability https://youtu.be/FiqDml3avc0</p> <p>#gender_equality #H2020 #HE</p>
12	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Learn what is the gender dimension in research https://youtu.be/qSNGCgmNyc</p> <p>#gender_equality #H2020 #HE</p>

Deliverable 7.6: Targeted promotion and dissemination of training materials

13	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Learn useful methods on how to include the gender dimension in research https://youtu.be/cBDb9GGx1gM</p> <p>#gender_equality #H2020 #HE</p>
14	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>How to fight gender-based violence and sexual harassment. Policies against sexual harassment https://youtu.be/6a9nTAdTxfc</p> <p>#gender_equality #H2020 #HE</p>
15	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Link sexual harassment as a measure towards structural institutional change https://youtu.be/_DG0Cdnnuvs</p> <p>#gender_equality #H2020 #HE</p>
16	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Where is gender in work-life balance https://youtu.be/t0k4xpXXk3A</p> <p>#gender_equality #H2020 #HE</p>

Deliverable 7.6: Targeted promotion and dissemination of training materials

17	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Work-life balance and organisational culture: Learn Life-friendly work practices https://youtu.be/-09oNxUCU6M</p> <p>#gender_equality #H2020 #HE</p>
18	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Training for gender sensitive local leadership https://youtu.be/k4RnrvB7tl</p> <p>#gender_equality #H2020 #HE</p>
19	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>The Gendered Organisations Theory https://youtu.be/vuJa4RpZZxM</p> <p>#gender_equality #H2020 #HE</p>
20	<p>Training video available!</p> <p>New features! Subtitles in many different languages</p> <p>Gendered understanding of merit and excellence: https://youtu.be/57WrYYE1WHE</p> <p>#gender_equality #H2020 #HE</p>

3.3 Newsletter

During the project implementation, the database of the Newsletter has gathered a significant high number of registered people who are receiving information about the project achievements. This database counts approximately 1000 contacts, from different countries among Europe. The promotion of the videos through this communication channel aims to reach all this audience. The issue of this Newsletter is presented below:

[View this email in your browser](#)



Dear subscribers,

The COVID-19 pandemic has been a challenge for the GE Academy, since all the trainings took place online! However, this was also an opportunity to reach more participants from many different countries across and even beyond Europe. They managed to participate in many trainings because they were online! It has been also remarkable that many people watch the videos including our training activities that are available on the project's [YouTube channel](#).

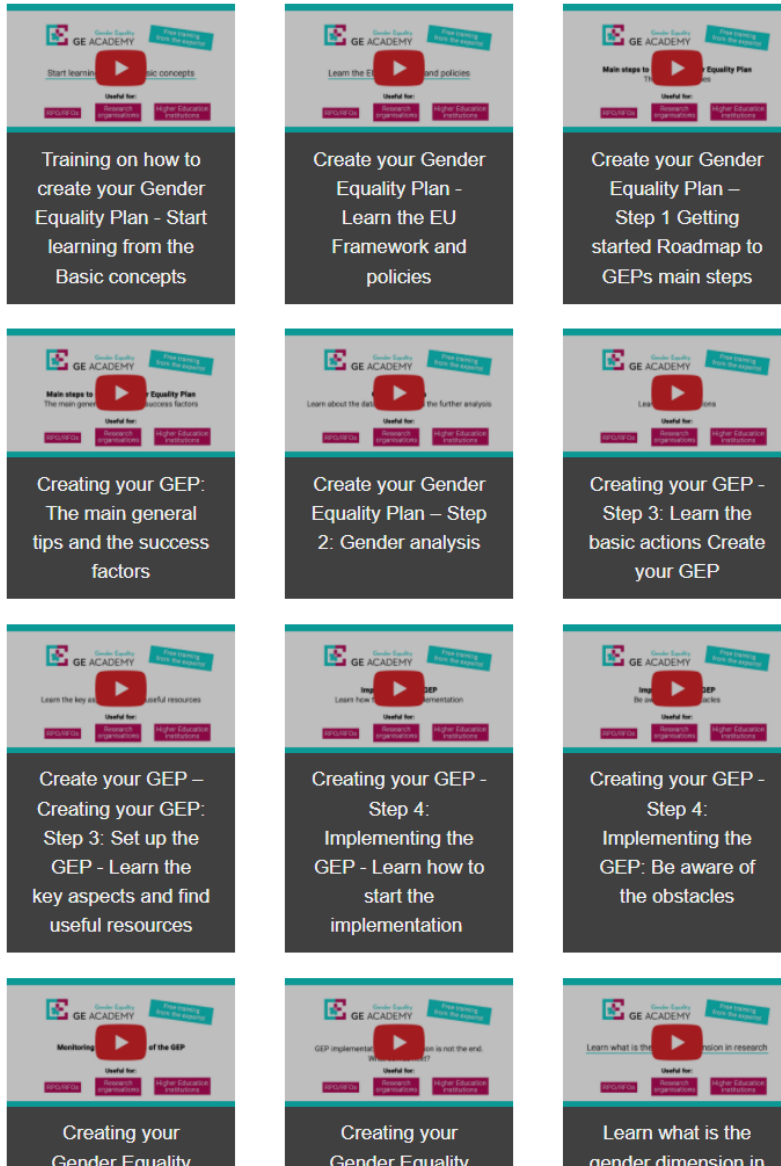
The GE Academy seize the opportunity and shares the trainings with a wider audience. Choosing the most visited videos and the topics with the higher demand, created twenty videos of ten minutes duration facilitating a better uptake of gender issues in Research & Innovation. The main thematic topic is the building blocks of a Gender Equality Plan.

GE Academy aspires also to reach people who encounter linguistics barriers with the English language. These videos include subtitles translated into the following languages: Bulgarian, Estonian, French, German, Greek, Italian, Portuguese, Croatian, Spanish, Latvian, English, Swedish, Lithuanian, Czech, Hungarian, Polish, Romanian, Slovenian.

Enjoy watching!

Best regards,

Training videos available! Subtitles in many different languages



Deliverable 7.6: Targeted promotion and dissemination of training materials

excellence

The team



GE Academy has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824585.



Copyright © 2019-2021, GE Academy, All rights reserved.

Our mailing address is:

Technopolis ICT Business Park
VEPE Technopoli, Pylaia
Building Γ2, Office 2.2
Thessaloniki, Greece

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).