



supera

Supporting the Promotion of Equality
in Research and Academia

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Updated communication and dissemination plan

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Version History

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History of changes

Pages	Section	Changes
12-13	3. Communication management	Paragraph updated with reference to the activities that are currently being implemented.
20-23	5. Communication mix - Website	Updates added about the website restyling, with details on implemented activities and next steps to be taken.
23-24	5. Communication mix - Newsletter	Details added on the first issue of the newsletter and the number of subscribers.
24-26; 29	5. Communication mix - Social media	Paragraph updated with reference to the project activity on Twitter, YouTube and Instagram. Section added on the new Facebook page. Details added at the end of the paragraph about the instant social media campaign on the gendered effects of Covid-19 outbreak.
29-30	5. Communication mix - Media relations	Details added about the Press/Media section on the website.
32	6. Dissemination of project results - Forthcoming scientific conferences	Details added about a new mitigation measure related to Scientific conferences. List of the forthcoming scientific conferences deleted (as cancelled due to the Covid-19 outbreak).
37	Table 2. Specific objectives, media mix and KPIs	Updates added on KPIs 17 and 18. Note added on KPIs 21-23.
40	Table 3. Risks and mitigation measures	New mitigation measure added related to Scientific conferences.
Appendix 4	Newsletter screenshot	Screenshot added of the first issue of the newsletter.



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List of Acronyms

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

* Formerly MINECO, MICIU



Purpose

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

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

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

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

- 1) Building gender-sensitive career management and workplaces;
- 2) Transforming decision-making towards accountability, transparency and inclusiveness;
- 3) Achieving excellence through strengthening the gender dimension in research and knowledge transfer;
- 4) Addressing gender stereotypes including action on sexual harassment.

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

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

*“**Communication** on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at **promoting the action and its results**. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”*

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



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

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

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

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

At the end of the project, a **final report (D 8.4)** will summarize the efforts undertaken within SUPERA in relation to communication and dissemination activities.

1. Principles

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

Gender-sensitive communication

In research and teaching institutions, gender-sensitive communication plays a central role in the fight against gender-based assumptions and stereotypes. SUPERA partners are aware that gender biases may affect oral, written or visual language and contents in general. The consequences may be a non-supportive environment, a general feeling of exclusion and, in the end, the reinforcement of already existing inequalities.

In order to ensure an inclusive and respectful approach and to provide a positive example to refer to, SUPERA's language and communication will always follow criteria of gender sensitivity. This approach will be applied to all the communication mix, via all the channels of internal and external communication, towards all the project targets, monitoring possible further resistances in its application.

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



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

The Tailor-made guides for gender-sensitive communication in research and academia will be released as a public deliverable and promoted to primary and secondary targets in order to provide guidance and examples and foster a multiplier effect.

Openness to different perspectives

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

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

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

In order to include the target's point of view in the project narrative, representatives from all target groups will be gathered and their stories and opinions about the project's key topics will be publicly available through the project's channels. A continuous listening approach will be also ensured in conversations on social media.

Integration between Consortium and local levels

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

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



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

Accessibility of SUPERA's contents

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

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

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

Communication focusing on solutions

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

With this in mind, SUPERA approach is to communicate problems focusing on their solutions, whenever possible. Examples of possible actions are: providing contextualized examples, talking about inspiring practices, mentioning organizations who have already found good solutions to a problem, giving space to testimonials and their ideas.



2. Objectives

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

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

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

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

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

3. Communication management

As already mentioned in the Principles, the SUPERA Communication plan acts on two integrated levels: the Consortium and the local levels. In order to avoid a lack of coordination and possible delays in delivering the activities, it is important to monitor the



implementation with a **communication management structure** that will ensure information exchange and timely collaboration.

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

- A central **Editorial team** based at UNICA actively and timely coordinates the communication actions and takes care of the implementation of the activities at the Consortium level. The team is composed by two experts in public and institutional communication (one with a professional background and the other with an academic background); a junior profile with expertise in digital and social media communication and a junior profile in the field of graphic and visual design.
- A **Communication network** composed by one representative from each partner, that acts as a link between the local partner and the central editorial staff, optimizing the flow of information in a timely and effective manner.

The task force has started its activities in M22 and will meet online approximately on a monthly basis to share goals and monitor the implementation of the actions, in order to match the deadlines and reach the KPIs.

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

An online tracking form has been prepared in order to allow all the partners to share timely updates on communication initiatives, ideas and results with the central editorial team. The form is available at this link <https://forms.gle/6HZSjFHvJsmoFXTeA> and serves both planning and monitoring purposes, also allowing all the partners to get a timely update on the other partners initiatives.

4. Targets groups and key messages

Target groups

The communication and dissemination activities identified the main targets, aiming at engaging them not only as mere recipients of the messages but as an interactive part of the communication processes. **SUPERA targets** are divided in 2 main groups:



- **primary target groups** (the research and teaching staff, the administrative staff and the student community of the funding and performing organizations), among which the main aim is to optimize the acceptance of GEP implementation;
- **secondary target groups** (specific subgroups beyond the consortium and the stakeholders involved), in order to increase the visibility of results and to support their sustainability.

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

- RPO: Research and teaching staff, Administrative staff, Students from the implementing partner organizations.
- RFO: managers and staff, researchers in evaluation panels and advisory committees from the implementing partner organizations.

The **secondary target groups** consist of:

- Public sector: other RFOs civil servants and administration staff (not within the implementing partner organizations).
- Scientific community: public and private RPOs, academies of science, scientific and professional associations, academic staff (beyond the Consortium), European representatives.
- European policy actors and decision makers (sector-specific): DGs, ministries, regulatory bodies, partner's networks, major scientific and professional associations, regional authorities, policy agents.
- Interest groups at European level: academic and research, national media in selected countries, citizens organizations, external stakeholders.
- Media, journalists (sector-specific and mainstream outlets) and digital influencers interested in the project topics.
- Other gender structural change projects; gender networks in Higher Education.
- The general public.

Key messages

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



the support of participative techniques, in order to ensure appropriation and the inclusion of all the points of view.

During the project, key messages will be selected and translated into actual contents according to the project timeline, the relevant events and the specific communication needs. When used, they will be adapted taking into consideration the local context and the internal institutional peculiarities.

Here below there is a provisional list of key messages for specific targets, that are still to be conceived as an open “work in progress”.

Research and teaching staff

- Gender balance and non-discrimination are a matter of fairness and social justice.
- Everyone's contribution is essential for achieving a cultural change towards gender equality.
- Academic excellence is a gendered concept that needs to be unpacked to address both men's & women's realities.
- Gender equality is beneficial for everyone and everyone is welcome to contribute and act as an ally, regardless of their gender.
- Everyone can benefit from gender-sensitive career management and work-life balance policies.
- Gender knowledge applies to the vast majority of disciplines.
- Including gender knowledge into research and teaching curricula is a socially responsible choice that does not affect research freedom: it is, instead, as an opportunity to improve the quality and social relevance of research.
- Speak up! Sexism and sexual harassment do exist in the academia and need to be recognized and properly addressed.
- Challenging institutions through a gender lens helps unraveling how they work and improve management and decision processes.
- Taking into account the characteristics and the social/cultural features of both women and men in research improves the societal relevance of scientific work.

Administrative staff

- Gender balance and non-discrimination are a matter of fairness and social justice.
- Gender equality is beneficial for everyone and everyone is welcome to contribute and act as an ally, regardless of their gender.



- Gender-sensitive language has an impact on achieving gender equality.
- Everyone can benefit from gender-sensitive career management and work-life balance policies.
- Speak up! Sexism and sexual harassment do exist in academia and need to be recognized.
- Challenging institutions through a gender lens helps unraveling how they work and improve management and decision processes.

Students

- Gender balance and non-discrimination are a matter of fairness and social justice.
- A gender inclusive university is a right to ask for.
- Gender knowledge applies to every discipline.
- Speak up! Sexism and sexual harassment do exist in academia and need to be recognized.
- Gender stereotypes can have an impact on everyone's choices.
- The problem is not the difference between men and women as such, but the difference in how they are valued.
- By gender equality we mean that all human beings be free to develop their personal abilities and make choices without the limitations set by strict gender roles.

Research funding organizations and the scientific community

- Access to research funding should not be gender biased.
- Gender-sensitive language has an impact on achieving gender equality.
- Gender equality helps to create an inclusive working environment that retains the best talents.
- Evaluating research requires to revisit the academic excellence construct from a gender perspective.
- Realizing gender equality is paramount for meeting the challenges currently faced by research and higher education institutions.
- One of the principles of RRI (Responsible Research and Innovation) is gender equality.



General public and media

- Preventing sexism and gender biases in research and higher education institutions helps to create more inclusive societies.
- The integration of a gender dimension in research helps to make products and services that take the needs of both women and men into account.
- Gender equality in scientific research and education is relevant for every one of us.
- Taking into account the characteristics and the social/cultural features of both women and men in research improves the societal relevance of scientific work.

5. SUPERA communication mix

The plan is implemented through an integrated communication mix, composed by traditional and digital media, aligned to the peculiarities of the contemporary media ecologies.

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

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

Visual identity

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

Here the description provided by the author:

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

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



The **fonts** chosen are “Monoxil” and “Roboto”, in different styles. Based on the visual image, we developed templates for slide presentations, headed notepaper, a promotional postcard flyer, roll-up banners, a folder, a notebook, a project brochure, infographics, scientific posters, leaflets and general-purpose posters, a certificate of attendance. Together with the colorful version, a palette in grey/green colors has been also released.

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

All the **files** (logos, fonts, graphic templates) are **available** to the partners on the SUPERA cloud repository.

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

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



Figure 1. SUPERA logo in different colors



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

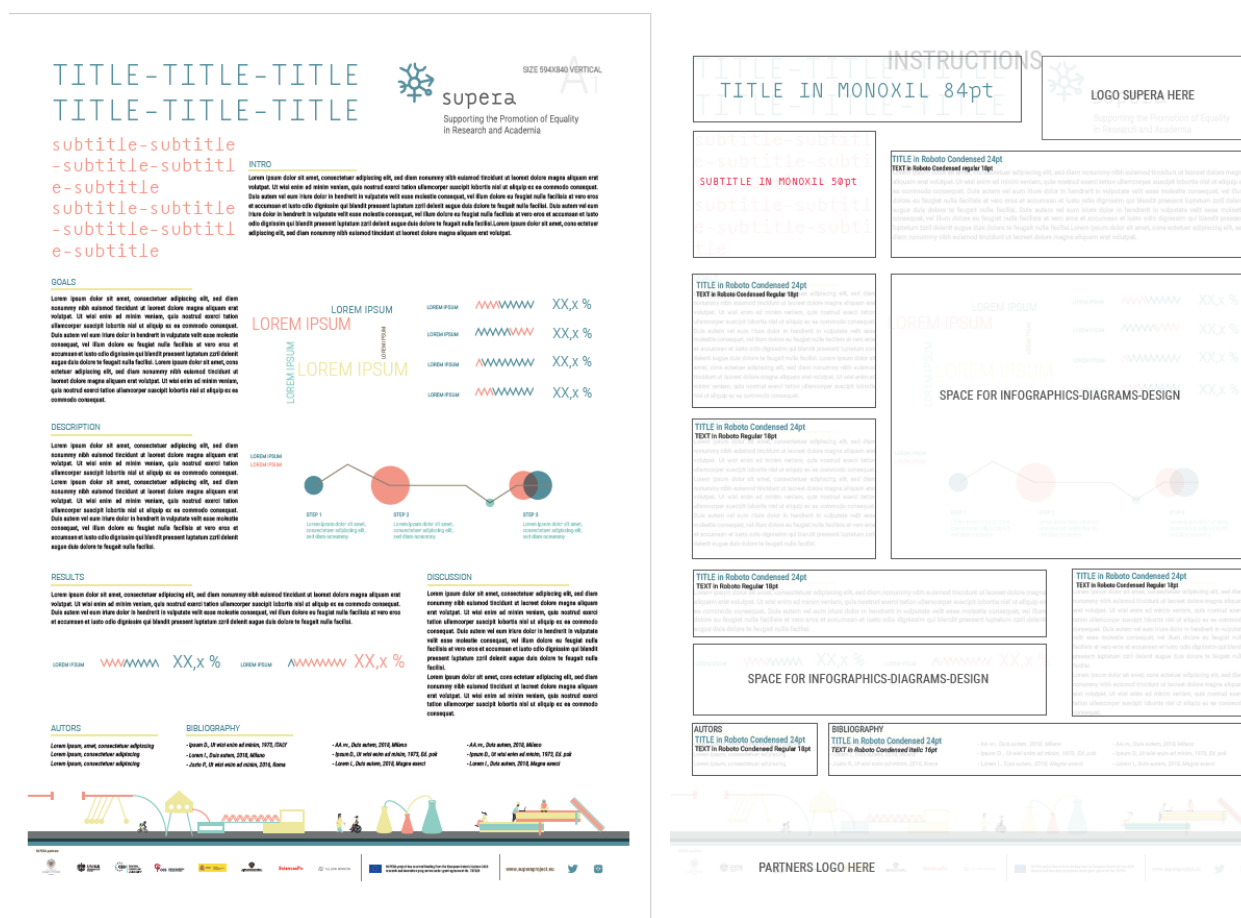


Figure 3. Scientific poster templates

Website

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

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

The website adopts a Creative Commons licenses (unless otherwise stated) and aims at being enriched with the cooperation of readers, who will be invited to actively contribute by a specific form and engaging on social media.



The **language** is gender-sensitive and accessible to non-experts, according to the gender sensitivity value adopted by the project as a whole. The style avoids any hierarchical approach. Any reference to the EU jargon and the use of technical terms is avoided.

The chosen layout of the platform (“Avada” by WordPress) provides a flexible layout options and is fully **responsive**, to allow a user-friendly experience from all devices (laptops, tablets, smartphones).

Following the reviewer inputs after the Project review in M18, **the website is under a revision** that involves the information architecture, the layout of the homepage and the contents that will be published, in order to make it more dynamic and user friendly and to ensure that the contents are always updated and rich. In this way, the website will be able to effectively act as a channel for ensuring visibility to the project activities. The new release of the website will enhance the visibility of the Project teams and activities, also thanks also to an increased use of visuals (imagines, pics, infographics, etc.).

The communication task force is taking care of the website revision both at the content and at the structure level, enriching it with contents following a detailed editorial calendar that will be shared with the Communication network.

Here below are illustrated the **main goals of the revision**, along with the planned changes and actions. It is important to highlight that a website revision is a dynamic process and some of the points listed above may be subject to changes.

A more dynamic website

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

Next steps:

- The homepage will host all the **social media streams** from Twitter and Instagram.
- The **video section** in home will host other videos already developed by the partners and the official video of the project due by M26. All the videos will be embedded in the homepage from the YouTube project channel.

Improved usability, utilities

- The menu and search icons are now shown with a more visible color that makes the responsive menu easier to be found.

- The **newsletter** widget is visible in the homepage and the newsletter archive is linked directly from the homepage.
- A section dedicated to the **Media** is available in the resources section. It includes: press review, relevant links, gallery and press releases.

Next steps:

- A **top menu** will be added to provide a standard navigation routine, providing direct links to the different parts of the website (including the resources and the press materials).
- The **project timeline** will be available in M25 in the Media/Press section of the website and linked from the homepage.
- The idea is currently under discussion to add an **Argumentarium** to support gender equality in academia. The Argumentarium could be crowdsourced with the contributions of the Communication network and of external contributors.

Updated, rich contents regularly published and updated

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

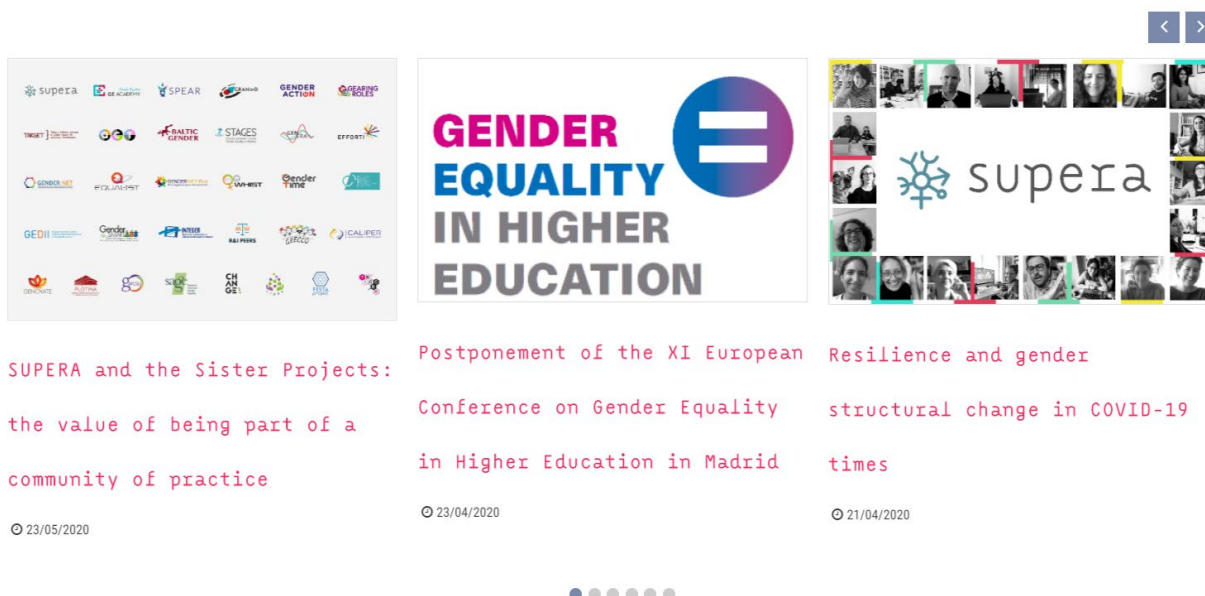


Figure 4. The news carousel on the website homepage



- The **Resources boxes** has been revised and updated. Useful resources have been uploaded in the Resources section and will constantly be enriched also thanks to the contributions of the Consortium.

Next steps:

- An **editorial calendar** will be shared with the Communication network to produce useful contents in advance.
- The idea is currently under discussion to add a new section with the **individual profiles** of each partner teams.
- The idea is under consideration to dedicate a specific section to **RFOs**.
- The current organization of the resources section includes the following sections, is to be revised.

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

To assess how effective the website is in reaching stakeholders, the **Google Analytics tool** will be used to track the number of visitors and of the most popular contents over the life of the project and to understand useful information about their location and navigation habits (preferred navigation device, number or pages visited, etc.).

Newsletter

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

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



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

Each issue of the newsletter will cover a specific topic that will be explored via different types of contents, such as articles, interviews, news from the project, graphic materials and relevant external links.

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

The **newsletter targets** are:

- for the primary target group: research and teaching staff of the RPOs; managers and staff, researchers in evaluation panels and advisory committees of the RFOs.
- for the secondary target groups: public sector officials, the scientific community, national decision makers (sector specific) and interest groups at European level.

At the 29/05/2020, SUPERANews has 104 subscriptions. The subscription form, directly connected to the Mailchimp database, is available on the homepage and an additional pop up will open when a visitor is about to leave the website. The invitation to subscribe is advertised on the project website and on social media. All the partners of the consortium have been sensitized to invite a selected list of international and local stakeholders to subscribe. The Communication task force will adopt take care of further strategies to promote the service, such as: adding the opt-in link to every partner's signature, send an invitation to the participants to SUPERA events and/or collecting subscriptions during the events themselves, engage the sisters projects in disseminating the invitation, inviting the participants to the project events. Subscription to the newsletter is voluntary and the opt-out link will be visible in every issue.

Appendix 4 shows the graphical template of the newsletter.

Social media

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

- make the project visible online, disseminating news about project activities and achievements;
- engage people in online conversations and gaining deeper insight into their views and feelings on the topics covered;
- ensure effective real time reporting of events;
- support the project networking.



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

Social media guidelines have been produced to provide partners with handy instructions on how to contribute to the communication of the SUPERA project on social media (see Appendix 1).

SUPERA has an official **Twitter** account (<https://twitter.com/SUPERAprject>), managed through the platform Tweetdeck. At the 29/05/2020, the account has 551 followers, including: researchers from international universities, H2020 gender equality projects, other H2020 SWAFS projects, research organizations and content providers playing an active part in RRI topics. In M24, SUPERA has tweeted 13 times using Twitter trending hashtags. The account is also focused on retweets and likes in order to intensify the discussions around popular topics (as, for instance, Covid-19 lockdown in relation to gender equality). Thanks to these actions, SUPERA account has gained more than 31.600 impressions (a metric referring to the total number a content has been visualized by other accounts), 133 retweets and 42 new followers in M24.

In M22, as regards joint social media initiatives with the Sisters projects, SUPERA contributed with 4 tweets and 2 retweets for #Commit2Genderring.

SUPERA is also active with **official accounts** on **SlideShare** (platform for presentations publishing and sharing, <https://www.slideshare.net/SUPERAprject>) with 16 presentations published from local and international events held by the partners.

On **YouTube** (platform for video sharing, https://www.youtube.com/channel/UCAxrweL93zZSBLsS_20SMYw) SUPERA shares the video produced by the partners in a dedicated playlist and will share the institutional videos, as soon as they will be available. During the next meeting in M25, the Consortium will discuss in a dedicated session the concept and the storyboard of the institutional video.

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

In order to build an international reach, we developed an analysis of the main accounts from Portugal, France, Italy, Spain and Belgium related to gender equality in research,

STEM and academia, as well as to gender equality in everyday life and in the workplace. Our users base has grown of +54 followers from 03/05/2020 to 28/05/2020. At the 29/05/2020 the Instagram account has 136 followers.

In M24, SUPERA has opened an official **Facebook** page that provides the opportunity to share images, texts and videos, to promote campaigns and to interact with other official pages active on the topic of gender equality in academia. At the 29/05/2020, the Facebook account has 259 “likes”. The first posts focus on introducing the project to this new platform, with links to the SUPERA official website.

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

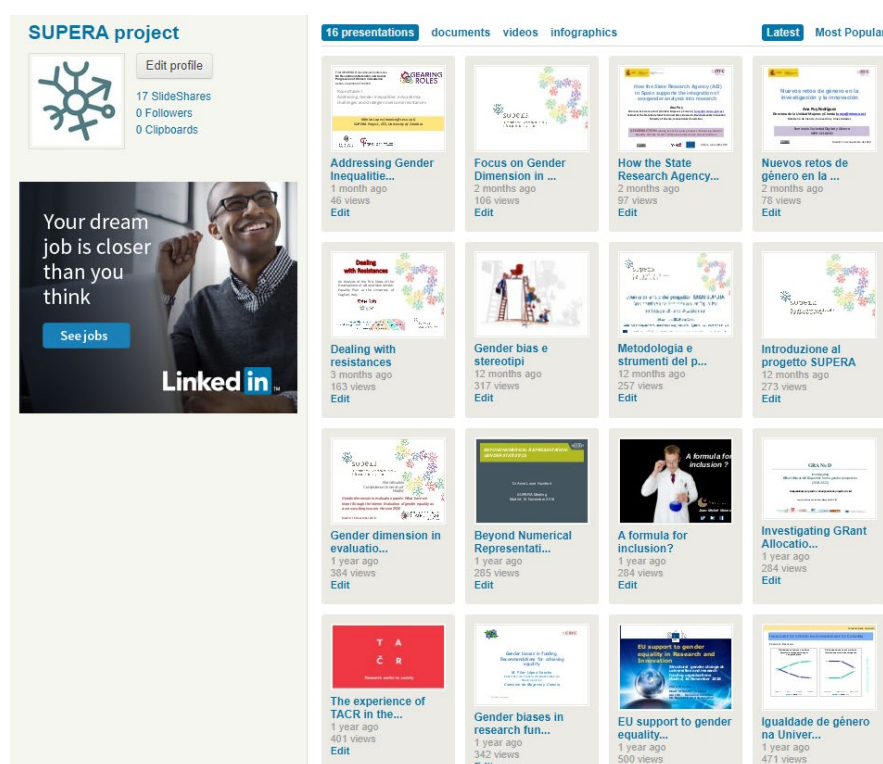


Figure 5. SlideShare account



SUPERAproject @SUPERA... · 23/04/20

This is us, working from home in such hard times. "#Resilience and gender structural change in #COVID19 times" is the post by our Coordinator @MariaBustelo1 that opens the first number of our newsletter #SUPERAnews. Have you already signed up? superaproject.eu/resilience-and...

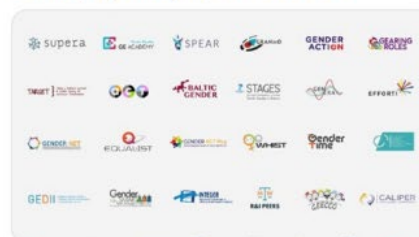


EIGE e altri 9



SUPERAproject @SUPERAproject · 1g

Working within the community of #EuropeanProjects that promote #genderequality in Research and academia is for #SuperaH2020 a unique strenght and a constant opportunity of enrichment. Read about all the EU Sisters projects here superaproject.eu/supera-and-the...



GENDERACTION e altri 9



SUPERAproject @SUPERA... · 08/05/20

The European Union supports us to build more inclusive, diverse, gender-equal research environments, guiding #universities and research funding organisations to develop #genderequality plans. That's why we celebrate #EuropeDay #EuropeDay2020!



casper_gender e altri 9



SUPERAproject @SUPERAproject · 6g

In the next days, we will try to raise awareness to the #GenderedImpact that the #Covid19 #lockdown has shown to have in different fields of the life of a researcher. Today, more than ever, a #GenderEquality perspective is necessary to find solutions for a better future!



GEARING-Roles e altri 9



Figure 6. Tweet screenshots

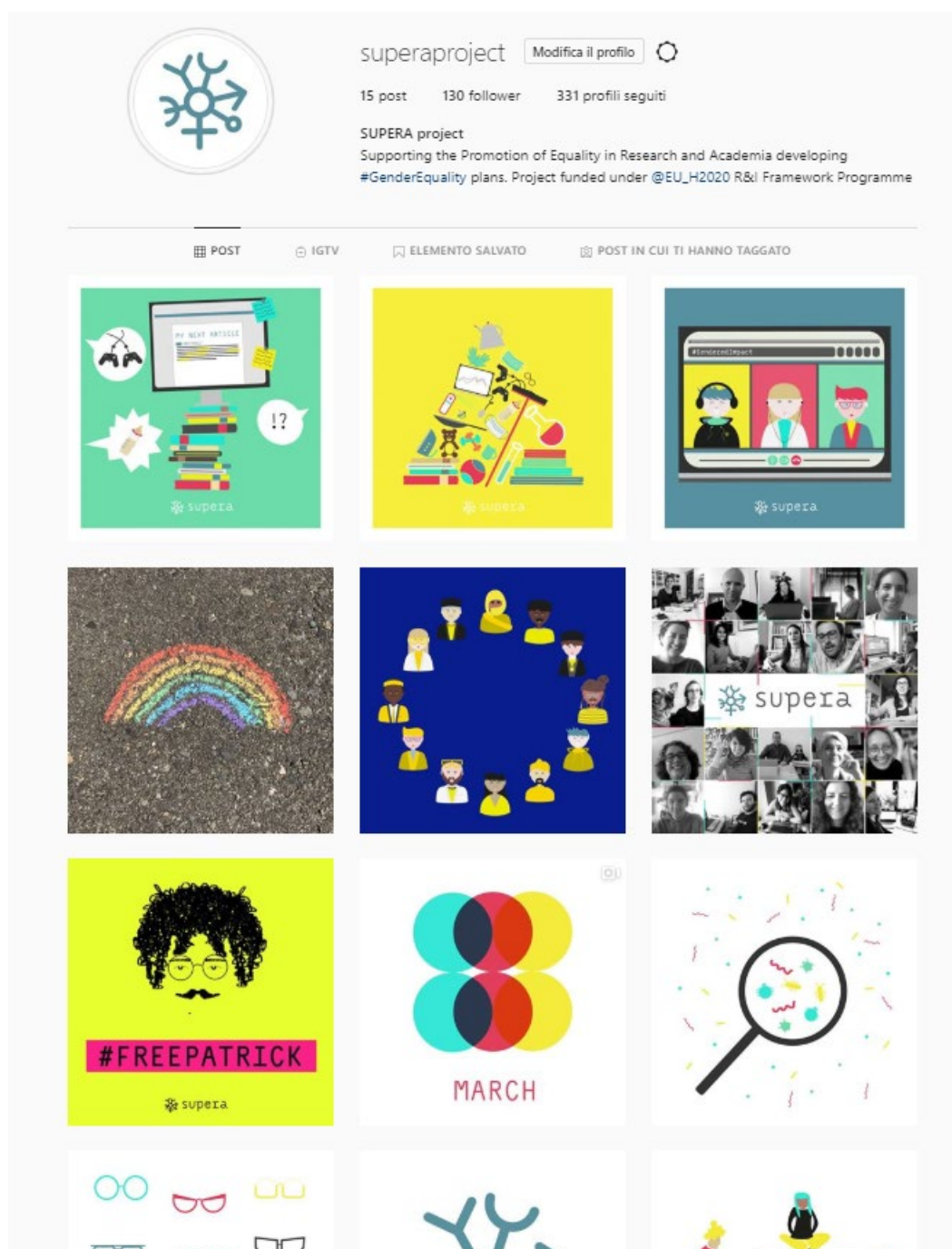


Figure 7. Instagram account

The Consortium also occasionally shares contents regarding SUPERA activities and key messages through the **social media official accounts of each partner organization**, listed in the table in Appendix 1 and constantly updated further to the requests and indications of partners. It is highly recommended that all project participants post, comment and share project messages, using their **personal accounts** if necessary.



To facilitate publishing activity on social media, if requested, the communication task force will provide partners with **standard contents** (after shared and approved revision by all partners) such as posts, images, and graphics. More details on targets and key responsibilities are included in the Social Media Guidelines (Appendix 1).

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

UNICA will measure the impact of the activity on the official social media channels with the **official metrics** available for each medium. Special attention will be devoted to the reach of posts and to the quality of interactions, which is widely recognized as more relevant than the simple count of followers.

SUPERA partners are aware that social media are not always a safe and friendly environment. According to that, a wise moderation by the account managers will be provided whenever necessary. Potential communication crisis will be monitored. Any critical occurrence will be managed following the values illustrated in the introduction to this Deliverable.

We are committed to adopt **gender-sensitive communication and language** in all the contents on social media. Provided that social media environment are third-party services, with their own privacy policies, we commit to the respect of privacy of SUPERA social media users. Data protection will be managed in line with the deliverables on Ethics requirements (D.1.1).

From May 20th to June 1st, the SUPERA Twitter, Facebook and Instagram official channels are hosting an **instant awareness campaign** on a selection of topics that highlight **the gendered impact of Covid-19 lockdown to the academic sector**. More specifically, the posts cover the following issues: workload management during smart working; decrease in scientific productivity; gender balance in Coronavirus-related decision-making task forces; importance of the gender dimension in coronavirus-related research projects; risk of increase of domestic violence cases. Using social media-specific tools (such as mentioning and tagging), the campaign is engaging the community of the Sisters project and other relevant EU stakeholders in conversations on the posts, in order to increase their visibility and impact.

Media relations

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



A section dedicated to the Media is available in the Resources section, including: local press reviews, relevant links, image gallery and press releases, while the project timeline will be available at M25. Materials will be issued in English and translated into local languages according to partners' needs.

The **fact sheet** is a brief summary that includes the main information about the project. It is written in an accessible, non-technical language, and will be distributed among the media and other stakeholders. It includes the following points: Description of SUPERA project; Work approach and timeline; Outline of expected results; Duration and details of the funding scheme; Web and social media, contact details.

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

All partners are advised to keep a **record of press reviews** (both paper-based and online published articles about SUPERA) and share it with the Editorial team. Press reviews will be actively monitored at the level of the Communication network and of the Editorial team, who will regularly ask for updates.

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

Events

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

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

The updated list of the dissemination events undertaken by the partners during the first reporting period, including additional events joined by the RFO partners and not previously listed, is available as the Appendix 3.



The events planned and undertaken will be monitored with the online tracking tool in the next reporting periods. All partners will cooperate with UNICA in monitoring the main gender equality events (conferences, workshops and seminars) on a local, national or international scale.

Internal events

When a partner organizes an event related to SUPERA, it will share all the details with the Communication task force as soon as possible in order to give the proper visibility to the initiatives according to the project communication goals.

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

The presentations will always adopt the official slides templates.

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

The SUPERA official hashtag, #SuperaH2020, must always be used. For the main events, a specific hashtag can be chosen in addition to the official one. Account and hashtag details must be visible and available at the event venue. It is possible to post and share on official channels, but also via personal accounts, which is a very valuable practice.

After the event, with the agreement of the authors, slides will be shared on the SUPERA SlideShare account with Creative commons licenses to encourage their reuse.

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

External events

In case of participation to external events or conferences, **partners will communicate at least a few days in advance** all the relevant details (title, date, place and link) using the tracking tool to allow real-time reporting.

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

Partners will make sure to mention at least once #SuperaH2020 or @SUPERAproject to make the project visible. Participants are invited to **share highlights and valuable content**, including questions and good quality pictures.



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

6. Dissemination of project results

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

The dissemination of project results will follow the provisions set forth in the Consortium Agreement (sections 8.4 “Dissemination, 8.5, 9 “Access rights” and 10 “Non-disclosure of information”) and the Grant Agreement (articles 24-31 of Annex I). The Data Management Plan details under which conditions the research data will be made accessible.

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

Forthcoming scientific conferences

The Communication and dissemination plan usually includes a selection of forthcoming international Conferences, covering different scientific areas, confirmed or under consideration by SUPERA partners. Due to the Covid-19 crisis, scientific Conferences in presence mode have been cancelled. If these mobility restrictions will continue, a selection of online Conferences and events will be prepared as a mitigation measure.

Digital platforms

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

- Horizon magazine - <https://horizon-magazine.eu/>
- Research.eu magazine - https://cordis.europa.eu/research-eu/home_it.html
- Infocentre success stories -
http://ec.europa.eu/research/infocentre/index_en.cfm
- Eige news - <https://eige.europa.eu/news-and-events/news>



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

Academic journals

Dissemination of SUPERA results through publishing in academic journals will also be promoted and pursued as an important way of reaching the scientific community around gender structural change in academia and research, especially during the second half of the project. As regards Open Access (OA), also in accordance with the H2020 Guidelines on OA to Scientific Publications (European Commission, 2013), each beneficiary will ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

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

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

- Citizenship studies (Tandfonline) - <https://www.tandfonline.com/loi/ccst20>
- European Journal for Politics and Gender (Bristol University press) - <https://bristoluniversitypress.co.uk/european-journal-of-politics-and-gender>
- European Journal of Women's Studies (SAGE) - <http://journals.sagepub.com/home/ejw>
- Evaluation (SAGE) - <http://journals.sagepub.com/home/evi>
- Evaluation and program planning (Elsevier) - <http://www.elsevier.com/locate/evalprogplan>



- Frontiers in Psychology - <https://www.frontiersin.org/journals/psychology>
- Gender & Society (SAGE) - <http://journals.sagepub.com/home/gas>
- Gender and Politics (Palgrave Macmillan) - <https://www.palgrave.com/gp/series/14998>
- Gender, Work & Organization (WILEY)- <https://onlinelibrary.wiley.com/journal/14680432>
- IZA Journal of Labor Policy (Springer) - <https://link.springer.com/journal/40173>
- Journal of Gender Studies (Taylor & Francis) - <https://www.tandfonline.com/loi/cjgs20>
- Journal of Population Economics (Springer) - <https://link.springer.com/journal/148>
- Journal of public policy (Cambridge University press) - <https://www.cambridge.org/core/journals/journal-of-public-policy>
- Journal of women, Politics and policy (Routledge) - <https://www.tandfonline.com/loi/wwap20>
- Labour Economics (Elsevier) - <https://www.journals.elsevier.com/labour-economics>
- Policy Studies (Routledge) - <https://www.tandfonline.com/toc/cpos20/current>
- Politics and Policy (Wiley) - <https://onlinelibrary.wiley.com/journal/17471346>
- Research in Higher Education (Springer) - <https://link.springer.com/journal/11162>
- Sage Open - <http://journals.sagepub.com/home/sgo>
- Social Politics (Oxford academic) - <https://academic.oup.com/sp>
- Sociologie du Travail - <http://www.sociologiedutravail.org>
- The Journal of Higher Education (Taylor & Francis): <https://www.tandfonline.com/loi/uhej20>
- Work and Occupations (SAGE) - <http://journals.sagepub.com/home/wox>

7. Stakeholder engagement and relevant networks

To ensure the sustainability of the institutional changes towards gender equality and to maximize the impact of the SUPERA project, it is critical to engage partners' stakeholders strategically. Alliances are being pursued to gain support for actions **within the partners'**



institutions, for instance seeking opportunities for joint initiatives, but also to target a wider audience **outside the partners' institutions**.

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

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

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

- engaging with other RFOs and RPOs to obtain a multiplier effect and increase the number of organizations developing GEPs. As channels, partners are considering organizing small events, webinars and/or personalized mailing to key stakeholders.
- participating in SWAFS networking and mutual exchange events, targeting RFOs and RPOs on a national or international level.
- Developing partnerships with other SWAFS projects and other European organizations engaged in supporting research and innovation. For instance:
 - SUPERA has been listed on GENPORT and on the RRI Tools platform.
 - SUPERA has been invited to join the EQUAL-IST synergy.
 - A selection of good practices selected from the SUPERA project will be hosted on the GEAR tool.

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

The communication managers of the “**sister**” **gender projects** funded under H2020 will be invited to share in their newsletters details of the SUPERA project and the link where their partners and stakeholders can sign up for different media.



8. Monitoring system, risks and mitigation measures

SUPERA will monitor the impact of the dissemination and communication strategy, using the KPIs listed in Table 2, that have the purpose of identifying deviations, allow the necessary corrections and find new opportunities that can help to maximize impact and visibility.

It is important to highlight that the changes in the media environments, in the public opinion perception and in the institutional contexts, together with the outcomes coming from the implementation phase, could lead to possible changes in performing the communication actions. Every communication activity requires a constant flexibility, a listening approach and openness to the changing internal and external factors.

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

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

Table 2. Specific objectives, media mix and KPIs

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



2. Ensure visibility of the Project activities and results to RFO/RPOs and other stakeholders, beyond the Consortium	Other RFOs/RPOs	Visual Identity Media relations Website Social Media Events Newsletter	Videos Social media coverage of events Communication Campaigns	KPIs regarding visual identity, videos, social media, campaigns (as detailed above)
	Public sector Scientific community Policy actors, decision makers, interest groups Media Other "sister" projects		Resources shared on the website Newsletter Fact sheet Press kit Press releases Press coverage Public events	
3. Raise awareness about the	Consortium organizations	Visual Identity	Communication Campaigns	KPIs regarding press relations, video and Social Media, awareness-raising campaigns, events (as detailed above).



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

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

Table 3. Risks and mitigation measures

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



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



APPENDICES

APPENDIX 1. Social media Guidelines

APPENDIX 2. Visual identity

APPENDIX 3. List of the relevant events

APPENDIX 4. Newsletter screenshot

SUPERA SOCIAL MEDIA GUIDELINES

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

These guidelines describe briefly the proposed **strategy** and provide **practical advice** to project partners and to their **social media managers** taking care of the official accounts.

The partner shall refer to the **Dissemination and communication plan** (D8.1 and further updated versions) for a detailed strategy concerning all dissemination and communication channels, including further information about social media activities.

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

SOCIAL MEDIA STRATEGY

In the following paragraphs we will describe the social media strategy, in compliance with the structure outlined in the H2020 “Social media guide for EU-funded R&I projects” of the European Directorate-General for Research & Innovation (April 2018).

The **strategy** is defined by the following points.

WHERE — which accounts and platforms will you use?

SUPERA is active with an official Twitter account (@superaproject) that will be managed through the platform **Tweetdeck**. For the account setup we have complied with official EU

communication guidelines requirements. We also adopted the official visual identity of the project. The account description is:

SUPERA - Supporting the Promotion of Equality in Research and Academia is a project funded under @EU_H2020 R&I Programme. Official hashtag: #SuperaH2020.

The Twitter activities of SUPERA started during the 10th European conference on Gender Equality in Higher Education (Dublin, 20-22 August 2018). At the moment, the account has **309 followers**, including researchers from international universities, H2020 gender equality projects, other H2020 SWAFS projects, research organizations and content providers active on RRI topics.

SUPERA is also active with **official accounts** on Slideshare (platform for presentations publishing and sharing, <https://www.slideshare.net/SUPERAprject>), **Mendeley** (a reference manager and sharing platform offering the possibility to create public thematic groups <https://www.mendeley.com/community/supera-h2020/> platform for resources sharing) and **Youtube** (platform for video sharing, https://www.youtube.com/channel/UCAxrweL93zZSBLsS_20SMYw).

Further analysis is being undertaken for the possible activation of an official SUPERA account on **Instagram**. With its growing users base, Instagram would allow the SUPERA project to reach a wider audience and expand the project audience beyond the primary circle of stakeholders, thanks to a wise use of the hashtags: starting with the most popular ones (such as #academiclife, #womeninscience, #phdlife, #academics, #universitylife, #genderequality, #worklifebalance) and also exploring new ones. Instagram can host high quality pictures, inspiring quotes, figures, graphics and captions of up to 2.200 characters under each post. It is worth noting that Instagram users are a very engaged public: they usually check the app usually more than once a day and interact more readily than average with posts.

The Consortium also foresees to **share** contents regarding SUPERA **activities and key messages** through the official accounts of **each partner organization** on Twitter, Facebook, Instagram, LinkedIn etc., listed in Table 1.

The **institutional accounts list** will be constantly updated further to requests and indications from partners.

Table 1. Official social media accounts of SUPERA partner institutions

Partner	Twitter	Facebook	Linkedin	Instagram
UCM	@unicomplutense	UniComplutense	https://www.linkedin.com/school/universidadcomplutense/	uni.complutense
Unidad Igualdad	@UCMigualdad	Unidad De Igualdad De Género Ucm	-	-
YW	@MyYellowWindow	MyYellowWindow	https://www.linkedin.com/company/yellowwindow.com/	-
Sciences Po	@sciencespo (for the main announcements) @PRESAGEgenre @ScPoResearch	SciencesPo.En	https://www.linkedin.com/school/sciences-po/	sciencespo
UNICA	@univca	Unica – Università degli studi di Cagliari	https://www.linkedin.com/school/universit-degli-studi-di-cagliari/	univca
CEU	@ceuhungary	Ceuhungary	https://www.linkedin.com/school/centra	ceuhungary

			l-european-university/	
CES	@ces_uc	Centrodeestudosso ciais	-	-
MICIU	@CienciaGob	CienciaGob	https://www.linkedin.com/company/cienciagob/	cienciagob
RAS	@edicsardegna	Europe Direct Regione Sardegna	https://www.linkedin.com/company/regione-autonoma-della-sardegna/	Eurodesk.regione sardegna

RECOMMENDATIONS

→ Please email pcarboni@amm.unica.it for corrections and additions to Table 1.

→ Each partner should **inform and sensitize their social media managers** about the project.

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

As leader of WP 8, **UNICA** is in charge of the management of the project's official social media accounts. UNICA will interact with partners' **institutional social media accounts** in order to ensure the widest audience for the project.

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

RECOMMENDATIONS

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

→ Remember: whenever feasible, interactions shall include the official hashtag #SuperaH2020.

WHO? — who is your target audience?

As stated in the Grant agreement (2.2.1), the SUPERA **target audience** can be divided into two main groups: partner organizations (**primary target groups**) and the stakeholders involved (**secondary target groups**). In greater detail:

- **primary target groups** are the research and teaching staff, the administrative staff and the student community of the funding and performing organizations), among which the main aim is to optimize the acceptance of GEP implementation;
- **secondary target groups** are specific subgroups beyond the consortium and the stakeholders involved in order to increase the visibility of results.

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

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

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

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

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

Moreover, a list of the **most influential local and international accounts**, such as organizations, researchers, magazines and other content providers, will be drawn up and updated by UNICA. This will help SUPERA to engage with the most relevant online conversations concerning gender equality in academia.

RECOMMENDATIONS

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

UNICA will measure, using **standard metrics**, the impact of each activity. UNICA will also provide a report of all **contacts** and interactions with the **main influencers** on gender equality.

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

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

WHAT? — which content do you want to share?

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

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

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

RECOMMENDATIONS

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

→ All partners are invited to share in real time with direct messages to official accounts, or via email, the **contents** found on the web and social media, such as news **that may deserve to be shared** with SUPERA accounts.

In order to engage in conversations following the hashtags, UNICA will monitor **main events** (conferences, workshops and seminars) about gender equality, seeking cooperation with all partners.

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

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

Events

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

RECOMMENDATIONS

→ Before events, partners are advised to check for the **event's official hashtag** to join social media conversations, and to be sure to mention at least once #SuperaH2020 or @SUPERAproject to make the project visible.

→ During events it is good practice to post comments about the topics covered by speakers and to add, if possible, good quality **pictures** of speakers, venues and participants.

Images policy

As regards posts with pictures, images must be of good quality, whenever possible.

If images are taken from the web, the consortium will choose among those published with a **license** for reuse.

RECOMMENDATIONS

→ On Google Images search go to "tools – usage rights"; on Flickr go to advanced settings – licenses, and choose Creative commons licenses.

→ UNICA is always ready to **support** partners with image search and selection actions.

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

UNICA will deal with monitoring activity on social media. Monitoring will take place at least twice a day, during the morning and afternoon, between 9am and 4pm on working days.

As one of the key aspects of social media is timeliness, UNICA will cover topics in real time or as soon as possible, with the participation of all partners. We plan to post twice a week on Twitter and to interact daily with likes and retweets.

REFERENCES

H2020 Programme Guidance Social media guide for EU funded R&I projects Version 1.0 6
April 2018

http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Communicating EU research and innovation guidance for project participants Version 1.0
25 September 2014

http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

Communicating your project (participant portal)

http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm

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

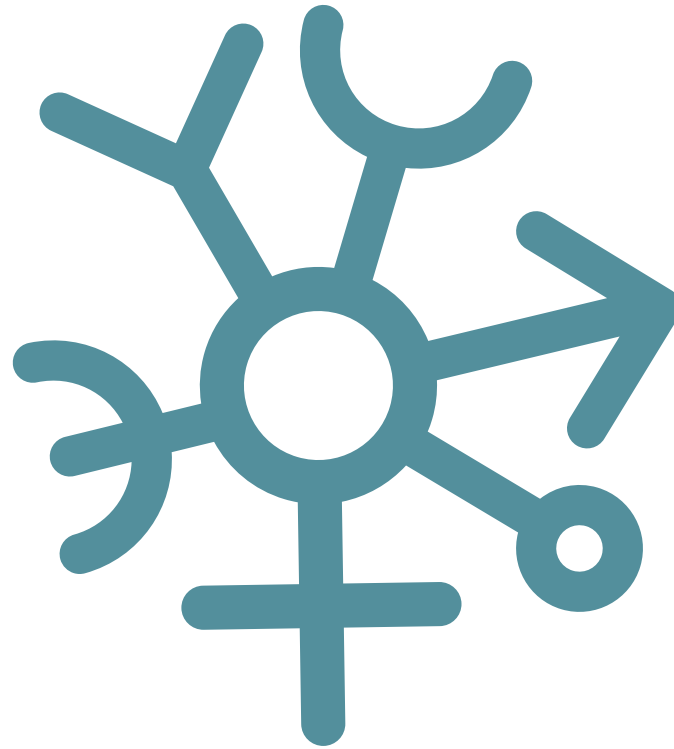
Instagram. Comunicare in modo efficace con le immagini, Lulù Beatrice Moccia, Anna Zavagnin, Michela Zingone, 2016

Last update: May 2019

**Supera —
Proposal for the
visual identity**

July 2018

Our non-neutral symbol seeks to emphasize the idea of gender equality as a basic human rights principle.

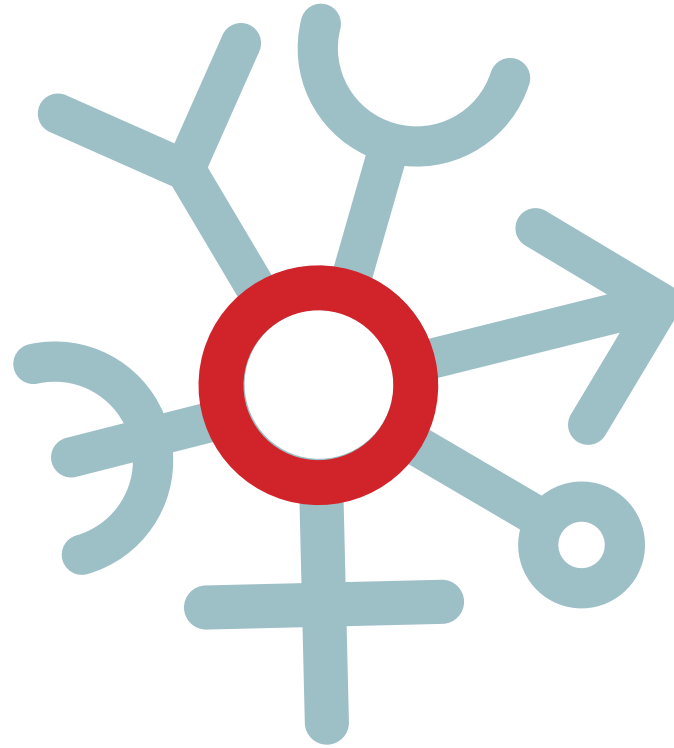


**Blunt in the corners, it is
smooth and open to dialogue.**

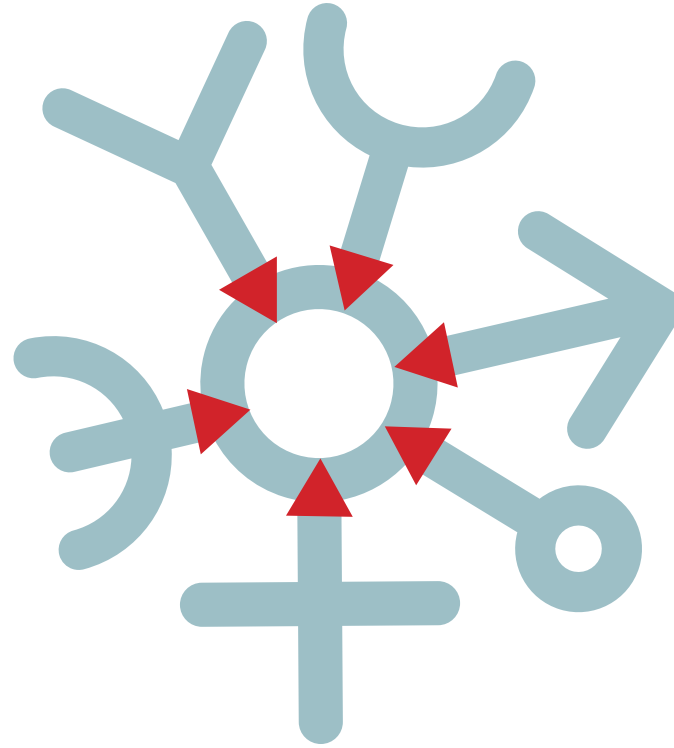
**Like an alchemic sign, it
shifts the elements into one
another and allows them to
live together.**

**Each element starts from
the center.**

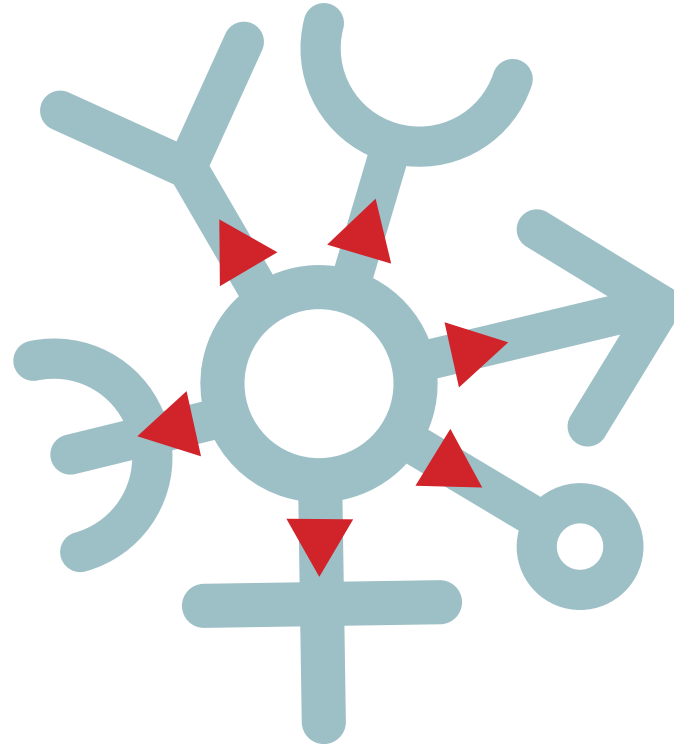
**It is the common basis
for respect and equality.**



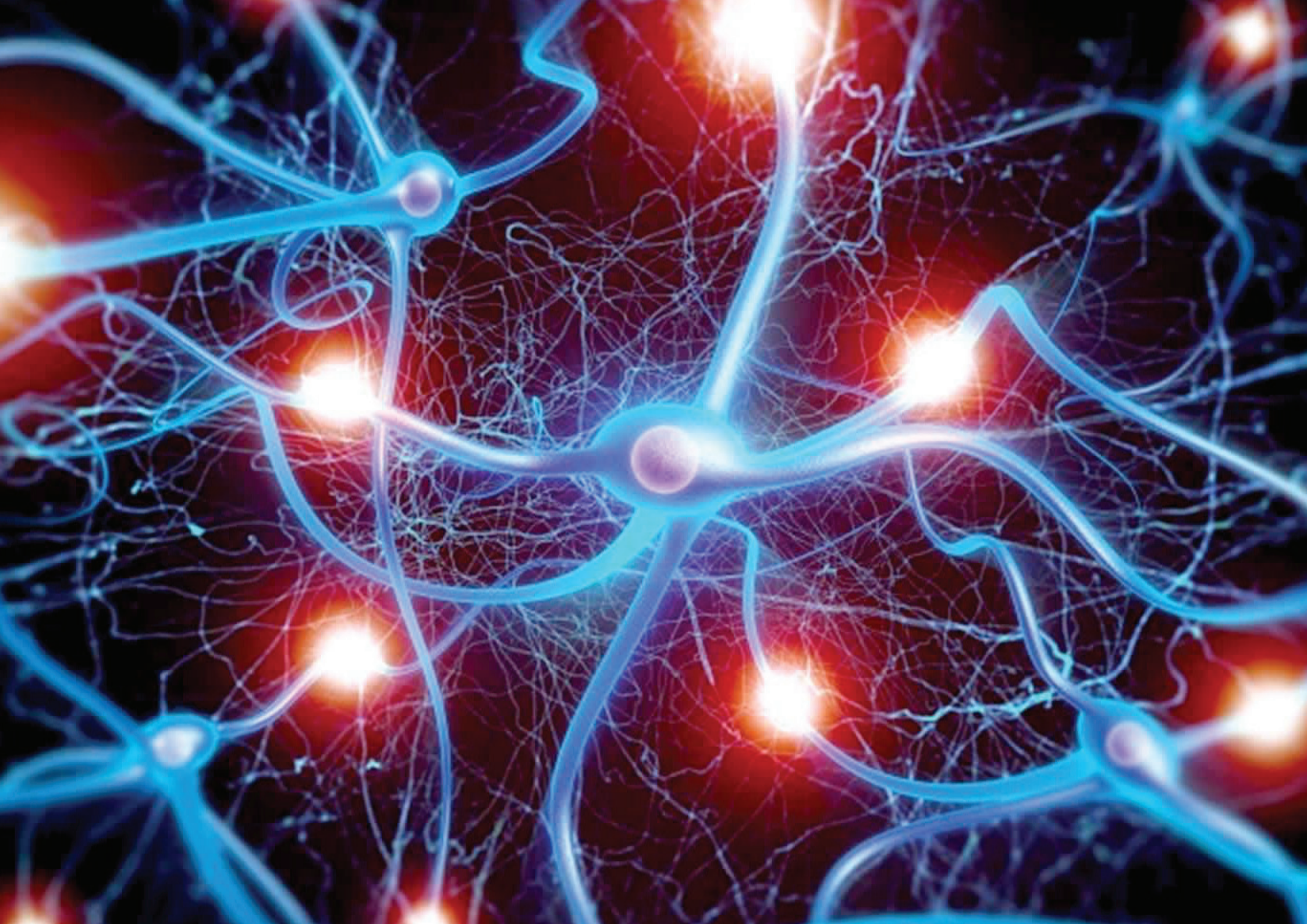
**A centripetal movement, to
focus on the common effort
towards shared goals.**



**A centrifugal movement, to
share knowledge with the
world.**



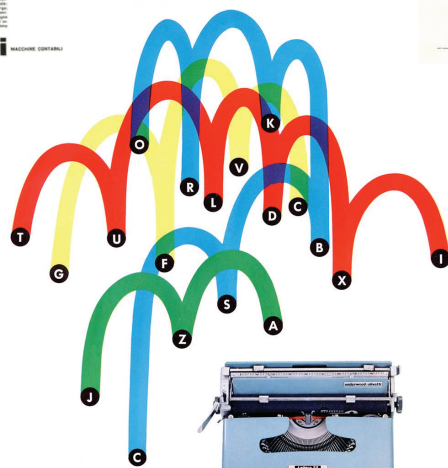
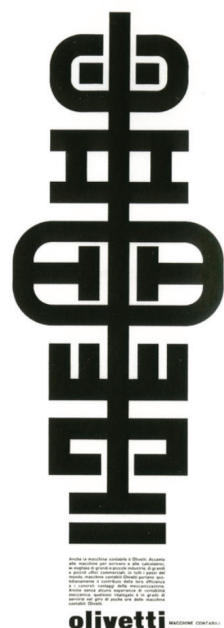
A multiple element that creates both strong and weak links, synapse of a network of knowledge, exchange and collaboration among differences.



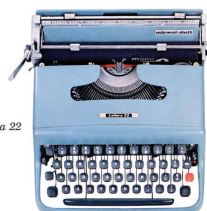
A system, more elastic and performing than a simple logo.



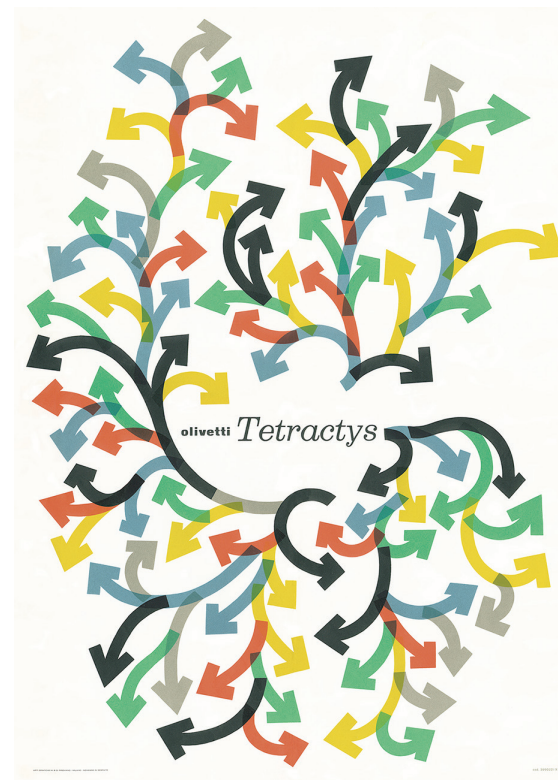
**And a tribute to the great
sardinian designer Giovanni
Pintori, art director of
Olivetti and an icon of the
international graphic design.**

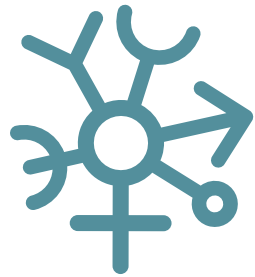


underwood - olivetti Lettera 22



The perfect graduation gift...
so light, so liked, so lifetime!





supera

Supporting the Promotion of Equality
in Research and Academia

Monoxil

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



CMYK 69 32 33 2

RGB 73 124 139



CMYK 0 0 0 70

RGB 90 91 94



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supera

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in Research and Academia



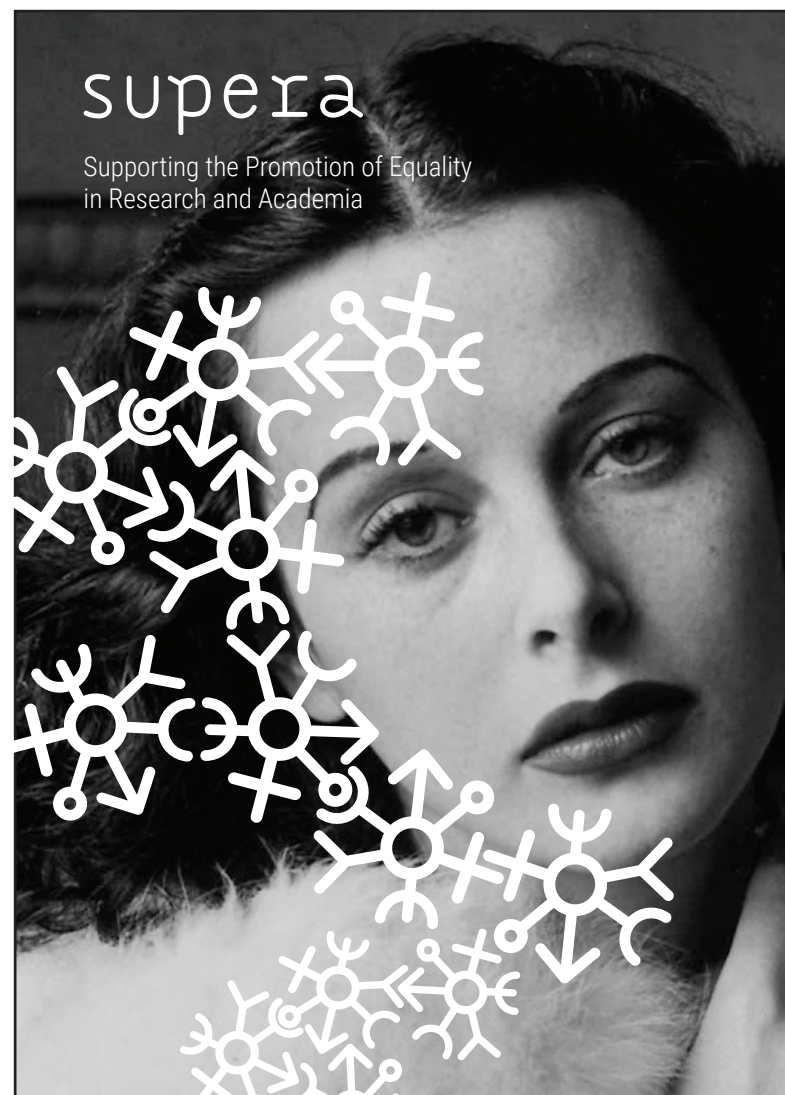
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in Research and Academia



supera

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in Research and Academia



List of dissemination and communication events (months 1-15)

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

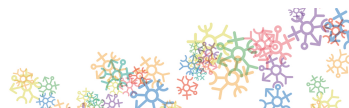
MICIU	First meeting of the inter-ministerial Spanish Observatory Women, Science and Innovation (OMCI)	External Stakeholders engagement (organizer, speaker)	Stakeholders' community (external)	average (<100)	01/2019	Madrid	Spain
UCM	Kick off Meeting	Internal stakeholders engagement	Internal (Partners)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

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

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

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

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



Welcome to SUPERAnews

Every 4 months, the Consortium of the H2020 project SUPERA - Supporting the Promotion of Equality in Research and Academia will update you on the most recent activities taking place in our institutions and with a selection of topics of interest.

This first issue of our newsletter "SUPERAnews" has been developed under the Covid-19 lockdown, in unprecedented conditions. As everyone, we are trying to do our best to cope with this situation and, at the same time, to remain aware of the consequences in terms of gender equality.

Please, feel free to share this contents to everyone that might be interested. For every update, follow us on [Twitter](#) and [Instagram](#) or send us an [email](#).

Enjoy your reading!



Resilience and gender structural change in COVID-19 times

Maria Bustelo, Complutense University of Madrid

If someone had told us last Christmas that our life was going to be so different three months later, we would just have simply not believed it. We would have never imagined the changes in our work and personal life due to the Covid-19 crisis, and we still do not know well what the future will look like, even if we all try to guess different scenarios in order to survive by planning (or just learning how not to plan). Who knows? [\[read more\]](#)

Daily work during the COVID-19 crisis: the experience of UCM SUPERA team

Paula de Dios Ruiz, Complutense University of Madrid

In Madrid, in-person classes at universities and all educational levels were cancelled last 11th of March. Just three days after, the Spanish government declared the Alarm state and a set a range of measures to ensure social distance, limit people movements and thus try to contain the epidemic. Today, after 5 weeks of lockdown, the situation is not only unexpected but also very critical and frightful. [\[read more\]](#)



Gender-sensitive communication in research and academia: the SUPERA guidelines

Paola Carboni, University of Cagliari

Communication has gained a growing importance in contributing to the institutional change for gender equality, but gender biases and stereotypes affect communication on a daily basis, also in research and academia environments. With this regard, the SUPERA consortium has recently released the "Tailor-made guides for gender-sensitive communication in research and academia". [\[read more\]](#)

Central European University's progress with SUPERA

Ana Belen Amil, Central European University

In the midst of the Coronavirus crisis, the CEU SUPERA team is working hard to ensure that gender equality goals continue to be a priority for the institution in its transition from Budapest to Vienna.

What is currently in our agenda? [\[read more\]](#)

Postponement of the XI European Conference on Gender Equality in Higher Education in Madrid

By the Local Committee of the 11th GEHE Conference

The XI GEHE Conference - Advancing gender mainstreaming in Academia, Research and Innovation needs to be postponed to September 2021 due to the global health emergency. [\[read more\]](#)

The Region of Sardinia includes the SUPERA project in its development strategy

Simona Corongiu and Tara Marini, Autonomous Region of Sardinia

The Autonomous Region of Sardinia has included the SUPERA project in its Regional Development Programme 2020-2024, giving it the highest possible political recognition at this stage. The PRS is the regional programming document that defines the strategies and policies that the Region intends to implement during the legislature. The inclusion of SUPERA in the PRS is a clear political commitment on the part of the President of the Region and his Regional Government. [\[read more\]](#)



Patrick Zaky's arrest: the solidarity of the SUPERA Consortium

by the SUPERA Consortium

Despite the ongoing COVID-19 restrictions, the Supera Consortium remains concerned about the conditions of Patrick George Zaky, the 27-year-old Egyptian postgraduate student enrolled in the "GEMMA" Erasmus Mundus Master's degree in Women's and Gender Studies at the University of Bologna, Italy, still held in custody in Egypt.



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Supporting the Promotion of Equality in Research and Academia



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