![supera — Supporting the Promotion of Equality in Research and Academia]

[Agreement nº 787829]

Updated communication and dissemination plan

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Authors: Paola Carboni

Contact Person: Paola Carboni

+39 070 6756511

pcarboni@amm.unica.it

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V1.0	Final	30TH May 2019	Paola Carboni (UNICA)	Final version

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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
MICIU*	Ministerio de Ciencia, Innovación y Universidades (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

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.*"

D8.3 Updated communication and dissemination plan

supera
Supporting the Promotion of Equality
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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** defines the strategy adopted, sets measurable 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 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. Introduction

SUPERA's Communication and Dissemination strategy is designed in accordance to the following **principles**.

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 for 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 resistance. 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, testimonials 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.

Complementarity 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 UNICA in cooperation with partners throughout the whole project. The press/communication 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 press 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.

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, SUPERA's language and communication will always follow criteria of gender sensitivity.

This will happen with all the communication forms, via all the channels of internal and external communication, towards all the project targets. A dedicated effort will be devoted to overcome 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 style. We will work to promote gender-sensitive communication, identify gender stereotypes and use a fair and balanced representation of women and men in communication.

Tailor-made guides for gender sensitive communication in research and academia will be released as a public deliverable in M20 (D.8.2) and promoted to primary and secondary targets.

Accessibility of SUPERA's contents

In order to ensure the highest accessibility to SUPERA concepts and messages, 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 produced available for all, whenever feasible original contents will be published with Creative commons licenses, enabling everyone to reuse the content under certain conditions. In order to support knowledge transfer and provide targets with valuable input, partners are invited to share resources used during the study and research related to the project (for instance papers, links, sources, slides).

At any time, the project will emphasize the concrete benefits of gender equality in research, in order to arouse curiosity and give examples of the ways in which 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 University at the beginning of a GEP 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 best practices, mentioning organizations who have already found good solutions to a problem, giving space to testimonials and their ideas, trying always to be proactive and constructive.

2. Targets groups and key messages

Target groups

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.

According to the specific features of each target group, they will be reached at the Consortium level and/or at the partners level.

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

- RPO: Research and teaching staff, Administrative staff, Students from partner organizations.

- RFO: managers and staff, researchers in evaluation panels and advisory committees.

The **secondary target groups** consist of:

- Public sector: other RFOs civil servants and administration staff (not within partner organizations).

- Scientific community: public and private RPOs, academies of science, scientific and professional associations, academic staff (beyond the Consortium), European representatives.

- Scientific community: European policy actors and decision makers (sector-specific): DGs – education, youth, sport and culture, relevant members of the European Parliament, regulators and committees.

- Decision makers (sector specific): 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.

- Other gender structural change projects; gender networks in Higher Education and other disciplines.

Key messages

According to each target group's interests and professional priorities, we identified different **key messages** that may be considered as the main points providing the headline for conversations and opinion exchanges on gender issues through different channels.

This is a provisional list, to be conceived as an open "work in progress". 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 part of a local communication strategy, they will be adapted taking into consideration the local context and the internal institutional peculiarities.

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.

3. 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**. The visual identity is fully described in Appendix 2.

Two different proposals have been developed and submitted to the partners. The first was democratically selected by the partners and adopted.

Figure 1. SUPERA logo in different colors
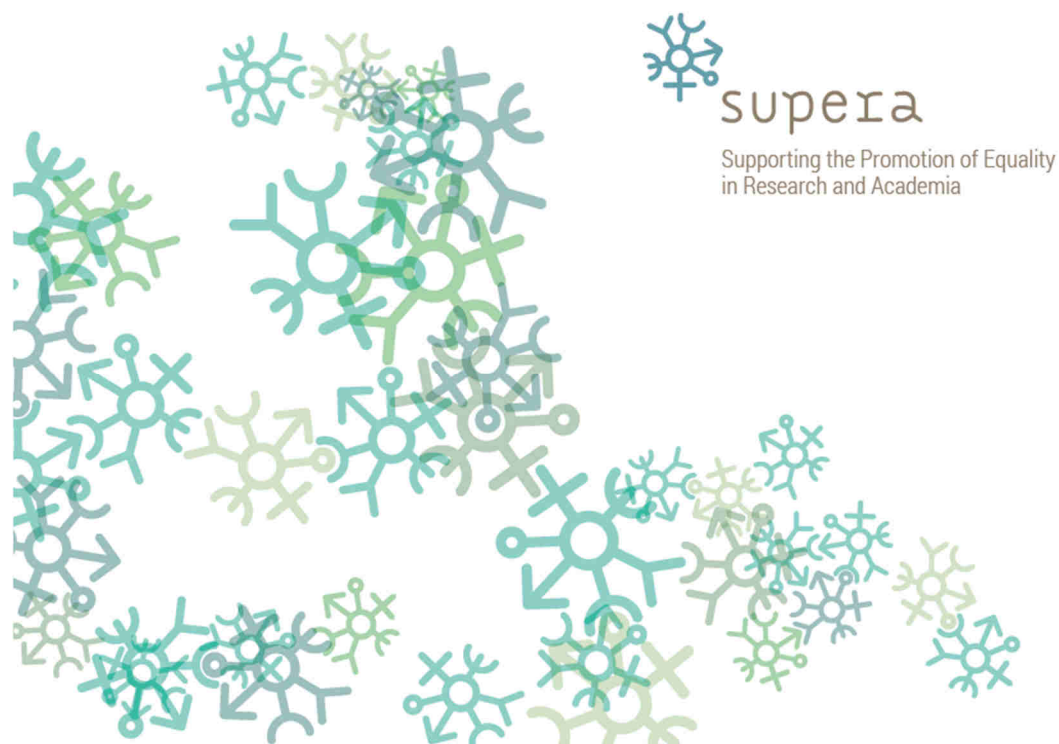
Figure 2. SUPERA pattern

Figure 3. Visual image in green/grey palette

Here is 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** used are Monoxil and Roboto (in different styles). A **style guide** is being developed to provide partners with instructions to use the logo correctly. All the **files** (logos, fonts, graphic templates) are **available** on a cloud repository to all partners.

Based on the visual image, the designer created a template for slide presentations, headed notepaper, a promotional postcard flyer, a roll up, a folder and a notebook. The brochure and other communication materials will be developed in the next months. Together with the colorful version, a more institutional palette in grey/green colors has been released.

4. SUPERA website

The project website supports communication and dissemination activities describing the goals, achievements and main actors of the project. Appendix 3 includes screenshots of the website's main pages.

The website is aimed at a **target** of individuals 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 and SUPERA stakeholders in general.

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 website publishes **original contents** and contributes to project networking and cross-referencing with other "sister" H2020 projects. The website also provides useful **resources** and seeks to:

· be available for reuse and sharing with public, free licenses (mainly Creative Commons licenses, unless otherwise stated);

· be regularly updated;

· be enriched with the cooperation of readers, who will be invited to actively contribute.

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

The **homepage** gives an overview of the project and its main goals, with links to internal pages for further reading. Four boxes showcase Resources and News and the social media stream. The boxes will embed videos, as soon as they become available.

The lower part of the homepage features the newsletter form, email link and Twitter account link.

The **News** blog will contain updates on the main project achievements and original interviews with testimonials selected among SUPERA team members or its primary target (researchers, students, and administrative staff) about the main topics of the project. An editorial calendar of interviews will be shared periodically with the partners.

The **Resources** box contains useful contents, such as:

· Sources: official links to institutions, programs and projects related to gender and research that share useful data and analysis.

· Papers: a library of articles, papers and reports on gender equality in research. UNICA is considering including Mendeley platform functions in order to make the library available to a wider public.

· Gender projects: links to projects regarding gender equality in research funded under Horizon 2020.

· Podcasts: a selection of audio programs regarding gender.

· Magazines: a selection of articles regarding gender topics in generalist newspapers plus specialized blogs and e-magazines.

· Slides: presentations used by speakers during SUPERA events. The slides are also available on the SlideShare account, adding social sharing functionalities.

The website hosts also an internal discussion **forum**, open only to the partners, to provide a space to discuss ideas and proposals related to the GEPs implementation.

The **website link** must be included in all SUPERA promotional materials and, in general, in all communication and dissemination activities. The dedicated 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 most popular contents over the life of the project.

5. Newsletter

In order to raise interest in SUPERA activities, a newsletter will be issued every 4 months and sent to all subscribers. The newsletter contains updates and original contents on project activities and on gender equality in research and academia.

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.

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 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. Other possible ways to promote the service are: adding the opt-in link to every partner's signature, send an invitation to the participants to SUPERA events. Subscription to the newsletter is voluntary and the opt-out link will be visible in every issue.

6. Social media strategy

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 (@superaproject), managed through the platform Tweetdeck. Currently, the account has 309 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.

Figure 4. Twitter screenshots

SUPERA is also active with **official accounts** on **Slideshare** (platform for presentations publishing and sharing, https://www.slideshare.net/SUPERAproject), **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/UCAxrweL93zZSBL sS_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 occasionally shares contents regarding SUPERA activities and key messages through the **official accounts of each partner organization**, listed in the table in Appendix 1. The institutional accounts list will be 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, UNICA 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 individual social media 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. UNICA will also provide a report on the most meaningful **contacts** and **interactions**.

SUPERA partners are aware that social media are not always a safe and friendly environment. According to that, a wise moderation 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).

7. Media relations

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

SUPERA can provide to the press offices of the partner organizations a **press kit** including: a project fact sheet (currently in progress), press releases, images and relevant links. 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 press. UNICA will provide a draft for the press releases, which will be edited by partner organizations' press 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 coordinator and the WP8 leader. Press reviews will be actively monitored at the level of the partners and of the WP leader UNICA, 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.

8. List of significant events

Table 1 shows the timeline of the main events and achievements of the project, to be accompanied by dissemination and/or communication activities, targeting the internal and external audiences. Every activity will be agreed in advance with the partners and in particular with the WP leaders and the coordinator. We will keep a record of any additional event taking place in each institution and will update the list accordingly.

Table 1. List of significant events

EVENT	MONTH	TARGET	KEY ACTIVITIES
SUPERA website release	M5	Internal and external	News spread to internal and external audiences. Invitation to share content and resources and help enhance them.
3-day Train-the-facilitators session in Madrid	M5	Internal	Training for partners' core team members on building a gender equality plan and the role of participatory methods.
Release of the factsheet/press toolkit	M13	Internal and external	Sensitization of organizations' press offices.
Opening Conference "Structural Gender Change at Universities and Research Funding Organisations" in Madrid	M6	Internal and external	News spread to internal and external audiences. Invitation to participate, follow social media streaming and share news.
Launch events c/o partner institutions	M5-M8	Internal and external	News spread to internal and external audiences. Invitation to participate, follow social media streaming and share news.
Actions to increase the participation of people in data collection for the purposes of WP3	from M6	Internal	When relevant, internal meetings and events may be organized to involve individuals in actions included in WP3. Invitations to join the survey may be sent with internal tools.
Description of gender equality plans and gender mainstreaming strategy	M6-M11	Internal and external	Internal communication with meetings. Use of internal communication tools.

			(If relevant) communication of a selection of key features to external audiences and to the press.
Training workshop in Budapest	M13	Internal	Training for partners' core team members on how to deal with resistances against gender equality policies.
Training workshop in Cagliari	M16	Internal	Training on developing training for gender equality.
Advanced training workshop in Coimbra	M17	Internal	Training for partners' core team members on co-creation techniques and strategic framing.
Publication of tailor-made guides for gender-sensitive communication in research and academia (D8.3)	M20	Internal and external	Internal communication with meetings and other tools, such as local websites, intranet etc. Communication of a selection of key features to external audiences and to the press. Publication of guides and invitation to share them.
Gender mainstreaming support structure (Gender Eq. Hubs & Fab Labs)	From M12 to M23	Internal	Internal meetings and events to present the activity. Use of internal communication tools.
Development of GEP actions	From M12 to end of the project	Internal	Internal meetings and events to present the activity. Use of internal communication tools.
Information on Gender information management system	From M12 to end of the project	Internal	Internal meetings and events to present the activity. Use of internal communication tools.

Participation of SUPERA partners to scientific conferences as speakers	M1-48 (see details in par. 11)	Internal and external	Communication to internal and external targets, follow social media streaming and share news.
Closing event	M45-46	Internal and external	Communication to internal and external targets. Invitation to participate, follow social media streaming and share news.

Planned frequency of publishing activities

· The newsletter will be issued approximately every 4 months, in coordination with academic calendar activities.

· The website will be updated with new contents on a monthly basis.

· Social media will be checked daily and contents will be published 1-2 times per week. Communication campaigns and events (both internal and at level of consortium) will be supported by peaks of social media account activities.

· The editorial plan will be shared with partners and updated approximately every 6 months.

9. Events management

The events are very valuable opportunities to increase project visibility, engage in meaningful conversations on social media and to reach a wider audience.

In order to engage in conversations following the hashtags, all partners will cooperate with UNICA in monitoring the main gender equality events (conferences, workshops and seminars) on a local, national or international scale. More details about events management are included in the Social media guidelines (Appendix 1).

Internal events

When a partner organizes an event related to SUPERA, it will share all the details with UNICA in advance in order to adjust the editorial plan accordingly.

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.

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 the event of participation in external events or congresses, **partners will communicate a few days in advance** all the relevant details (title, date, place and link) to UNICA to allow real-time reporting via the Twitter account.

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.

10. Stakeholder engagement and relevant networks

To ensure the sustainability of the institutional changes towards gender equality and to maximise 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", organising regular **"core team" meetings**, involving Gender equality hubs in key decisions and organising ad hoc Fab labs. These efforts are contributing to the development of new **communities of practice** 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 organised 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 organisations**. This will be pursued by:

- engaging with other RFOs and RPOs to obtain a multiplier effect and increase the number of organisations developing GEPs. As channels, partners are considering organising small events, webinars and/or personalised mailing to key stakeholders.

- participating in SWAFS networking and mutual exchange events, targeting RFOs and RPOs on a national or international level (see par. 11 for the complete list).

- Developing partnerships with other SWAFS projects and other European organisations 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;

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.

11. Scientific and professional publishing, scientific conferences, events, dissemination tools

International journals

Below is a non-exhaustive selection of international journals that are best 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

· 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

· Special issue with the European Journal of Politics and Gender - EJPG, deadline January 2019 (opportunity under discussion)

· The Journal of Higher Education (Taylor & Francis): https://www.tandfonline.com/loi/uhej20

· Work and Occupations (SAGE) - http://journals.sagepub.com/home/wox

Scientific conferences

Past conferences attended by SUPERA partners:

· Congreso Jóvenes Investigadores con Perspectiva de Género, **13-15 June 2018** Madrid - http://isdfundacion.org/2018/05/03/iii-congreso-de-jovenes-investigadorxs-con-perspectiva-de-genero-getafe-madrid/

- European Conference for Gender Equality in Higher Education, **20-22 August 2018** Dublin - https://genderequalityconference2018.com/

- 13th European Evaluation Society Biennial Conference. Evaluation for More Resilient Societies. **1-5 October 2018** Thessaloniki - http://www.ees2018.eu/

- Stemm equality congress, **11-12 October 2018** Amsterdam - https://stemmequality.com/

- 1st ACT International Synergy Conference: Building Communities of Practice for gender equality in ERA. **25 February 2019** Brussels - https://act-on-gender.eu/act-events/1st-act-international-synergy-conference

- Mutual learning workshop of the GenderAction project, **25-26 March 2019** Berlin http://genderaction.eu/mutual-learning/past-ml/

- The Future of Gender Equality in European Research and Innovation Mid-Term GenderAction conference, **9 April 2019** Brussels http://genderaction.eu/future4genderinresearch/

- Gender Working Group session of the Global Research Council annual meeting. **1-3 May 2019** Sao Paulo

  https://www.globalresearchcouncil.org/about/gender-working-group/
  http://www.fapesp.br/eventos/grc/

- Conference: Gender equality in academia: issues, solutions, and why resistance is not necessarily a bad thing, **24 April 2019**, Madrid

A selection of forthcoming international conferences, covering different scientific areas, confirmed or under consideration by SUPERA partners:

- 26th Conference of Europeanists. Council of European Studies. **June 2019**, Madrid. https://councilforeuropeanstudies.org/conferences.

- II International Congress of CIEG (Interdisciplinary Center for Gender Studies, ISCSP), **July 2019**, Lisbon. http://cieg.iscsp.ulisboa.pt/en/cieg-activities/ii-international-congress

- European Conference on Politics and Gender - ECPG, **July 2019**, Amsterdam. https://www.ecpg.eu/amsterdam-2019

- XIV Congreso de la Asociación Española de Ciencia Política y de la Administración (AECPA). Ciencia Política en la Nueva Política. **July 2019**, Salamanca. https://aecpa.es/es-es/xiv-congreso/congress/14/

- Convention of American Pshycological Association - APA, **August 2019**, Chicago. https://www.apa.org/convention/future.aspx

- WinE Retreat, Women in Economics, European Economic Association – EEA + Conference RN33 - Women's and Gender Studies, European Sociological Association – ESA, **August 2019**, Manchester. https://www.eeassoc.org/index.php?site=&page=220&trsz=206

- European Consortium for Political Research General Conference, **September 2019**, Wroclaw. https://ecpr.eu/Events/EventDetails.aspx?EventID=123

- International Conference: "Inequality vs inclusiveness in changing academic governance: policies, resistances, opportunities", **September 2019**, Naples http://www.scienzepolitiche.unina.it/?p=10862

- General meeting of the European Association of Social Psychology - EASP, **June- July 2020**, Krakow. https://www.easp.eu/news/itm/easp_general_meeting_2020-668.html

Events

Past events of local, national and international relevance attended by SUPERA partners:

- H2020 Gender Equality Plan (GEP) projects Cluster event. **28 February 2018**, Bruxelles. Report available at: http://www.plotina.eu/wp-content/uploads/2018/05/Gender_Cluster_Event_Report-.pdf

- European Researchers' Night 2018. **28 September 2018**, Cagliari. http://www.sharper-night.it/sharper-cagliari/

- Annual meeting on Innovation – SINNOVA. **11-12 October 2018**, Cagliari. https://www.sardegnaricerche.it/index.php?xsl=370&s=374983&v=2&c=3134&nc=1&qr=1&qp=2&vd=2&fa=1&t=3&sb=1

- Jornada Día Internacional de las niñas y las mujeres en la ciencia. FECYT. **11 February 2019**, Madrid. https://www.fecyt.es/es/noticia/jornada-dia-internacional-de-las-mujeres-y-las-ninas-en-la-ciencia

- XII Encuentro de las Unidades de Igualdad de las Universisades para la Excelencia Universitaria. RUIGEU. **4-5 april 2019**, Alicante. https://www.uv.es/ruigeu/

- XXVII Jornadas de Crue–Sostenibilidad. **10 May 2019**, Valladolid. http://www.crue.org/Comunicacion/Noticias/XXVII%20Jornadas%20Crue%20Sostenibilidad.aspx

- Mutual learning workshop: Best- practice exchange of EU funded projects (FP7; SiS/H2020; SwafS) and SWG GRI to support institutional change. **25-26 March 2019**, Berlin.

Forthcoming events of local, national and international relevance (confirmed or under consideration):

- National events organized by the national contact points for the promotion of calls and activities related to the H2020 program Science with and for Society and Responsible Research Innovation.

- SAGE Day, a dissemination event organized by the sister gender equality project SAGE ISCTE-IUL, Lisbon, 3 june 2019.

- Gender Summit - GS16 AP, Singapore, 27–28 August 2019. https://gender-summit.com/

Platforms

List of dissemination tools selected to spread 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

Dissemination of project results

The dissemination of project results will follow the provisions set forth in the Consortium Agreement (section 9 "Access rights" and section 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.

As regards Open Access (OA), also in accordance with the H2020 Guidelines on OA to Scientific Publications (European Commission, 2013), each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

There are two possible publication forms: green open access and gold open access. The authors of peer-reviewed scientific publications have to choose the most appropriate way of publishing. Any scientific peer-reviewed publication will be available online. A link will be published on the SUPERA website and proper communication activities will be pursued.

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.

12. Monitoring system, risks and mitigation measures

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

Table 2. Media and KPIs

MEDIA	DESCRIPTION AND KPIs	TARGET
Logo and brand image	Visual image, logo and templates available for all partners on a cloud-sharing platform.	Primary and secondary targets
Project website	Online, regularly updated website. Accessible and responsible layout to allow browsing from all the devices. Information about the project, showcasing project news and acting as a communication channel with stakeholders. 100 downloads of materials available in the first 24 months. 100 external resources (links, reports, multimedia resources) mapped and listed on the website in the first 24 months.	Primary and secondary targets
Institutional tools	Project pages on partners' websites. Use of internal communication tools (mailing lists, meetings and events).	Primary targets

Videos and multimedia	1 video presenting the project profile and general concept. 1 video presenting project results and their application. All videos uploaded to the official Youtube channel.	Primary and secondary targets
Social media, newsletters and networks	300 followers on the official Twitter account in the first 12 months. All presentations uploaded on Slideshare. Electronic newsletter sent every approx. 4 months. Project contents and news shared with 10 external networks at the international level in the first 12 months.	Primary and secondary targets
Supporting communication material	Fact sheet and press kit released.	Primary and secondary targets
Events and press releases	5 events organized internally. 1 organized public event per year in each implementing `partner institution (1x 4 years x 6 implementing partners= 24).  3 attended events as participants per year in each implementing `partner institution (3x 4 years x 6 implementing partners= 72). 2 attended events as speakers per year in each implementing `partner institution (2x 4 years x 6 implementing partners= 48). 5 official press releases issued during the whole project. All events visible online via website and social media, on the project's website and communicated via Twitter. 80 media reached (among local, national and international) with press releases in the first 24 months.	Primary and secondary targets

UNICA, in cooperation with all the implementing partners, will keep record of the communication and dissemination activities described in this deliverable. The 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.

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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 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, in particular 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.

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D8.3 Updated communication and dissemination plan

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APPENDICES

APPENDIX 1. Social media Guidelines

APPENDIX 2. Visual identity

APPENDIX 3. Website screenshots

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/SUPERAproject), **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	Centrodeestudossociais	-	-
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.regionesardegna

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.

<div style="background-color:#a9c47f; padding:20px;">

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.

</div>

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 in**to 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.

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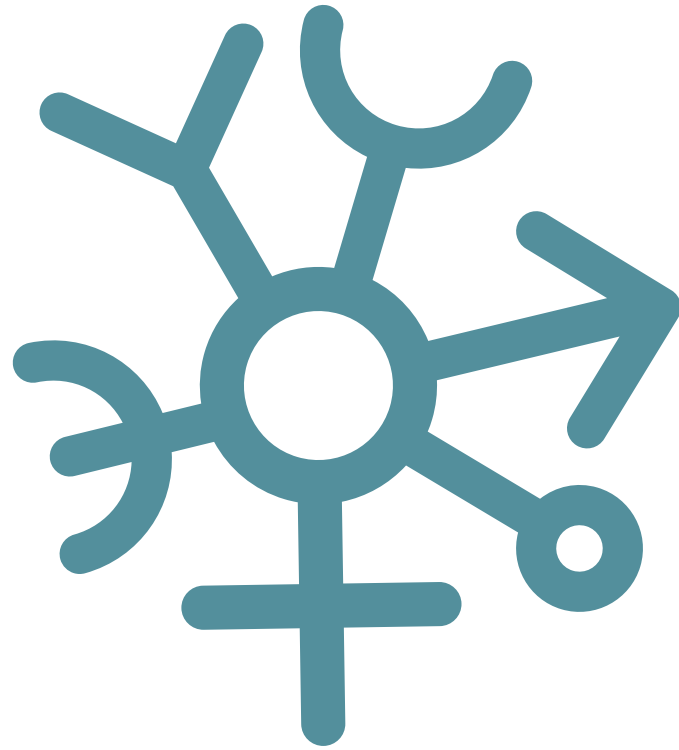
Blunt in the corners, it is smooth and open to dialogue.

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

Each element starts from the center.
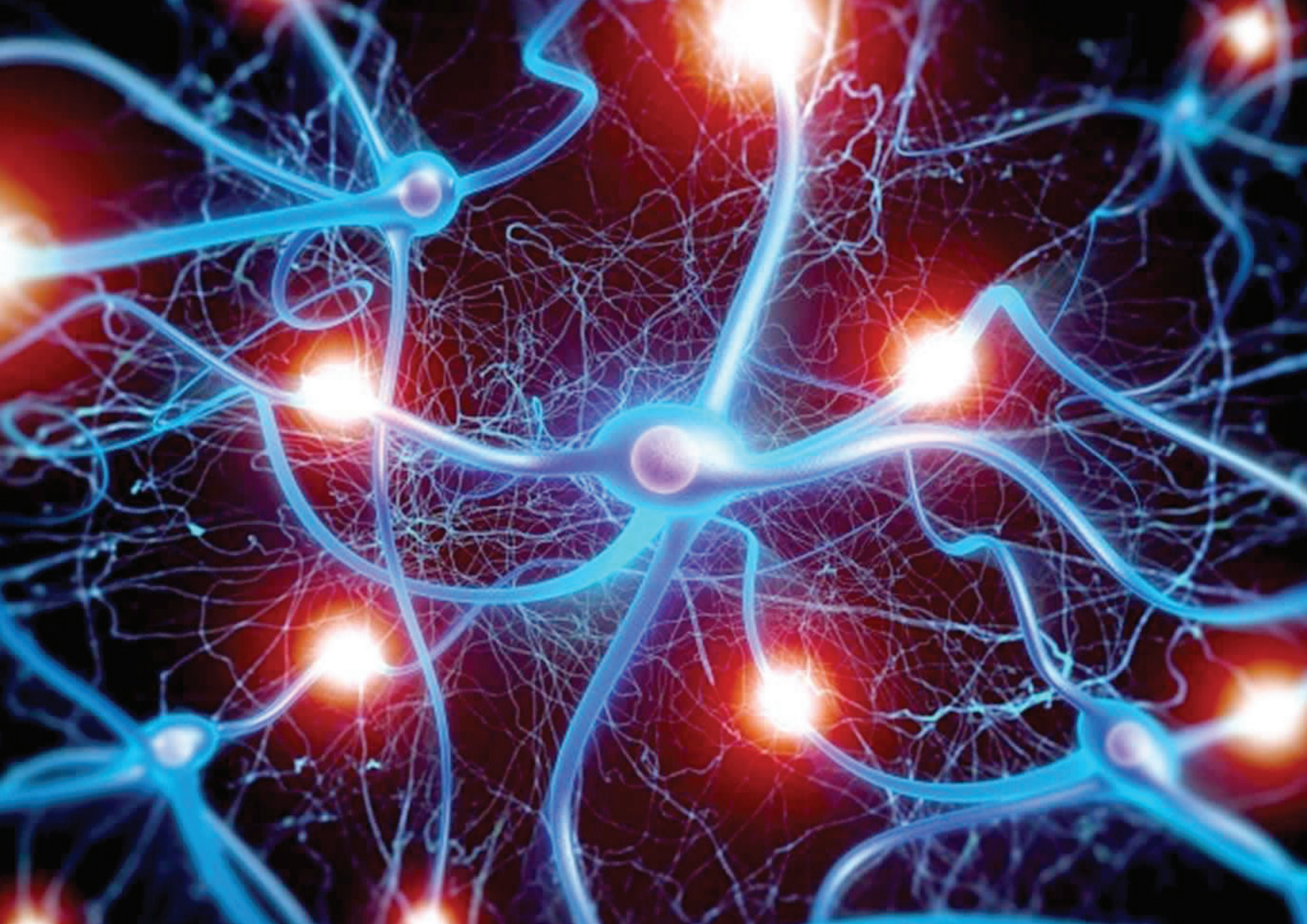**It is the common basis for respect and equality.**
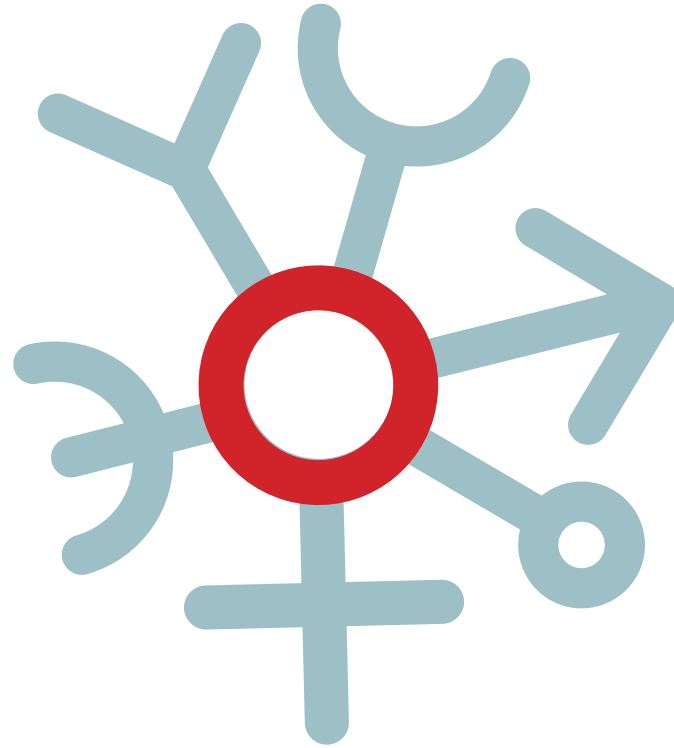
A centripetal movement, to focus on the common effort towards shared goals.
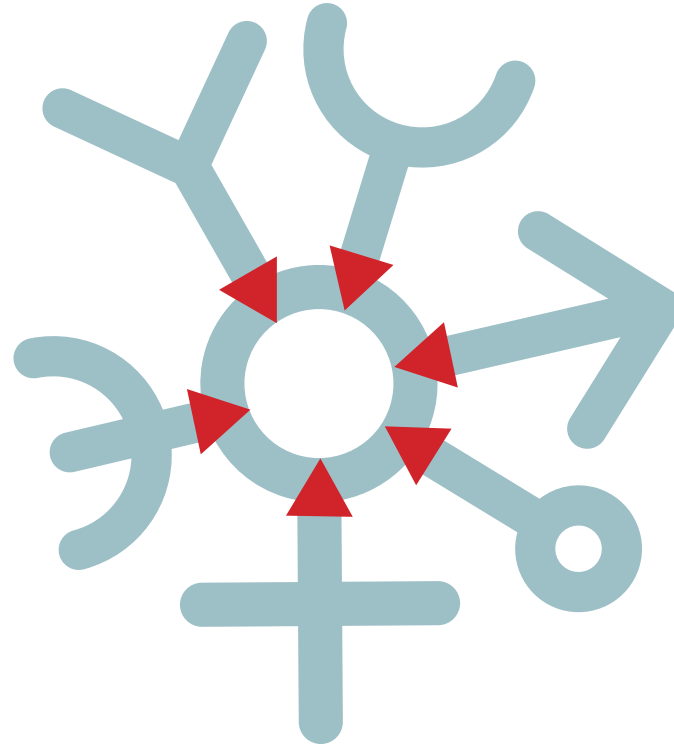
A centrifugal movement, to share knowledge with the world.
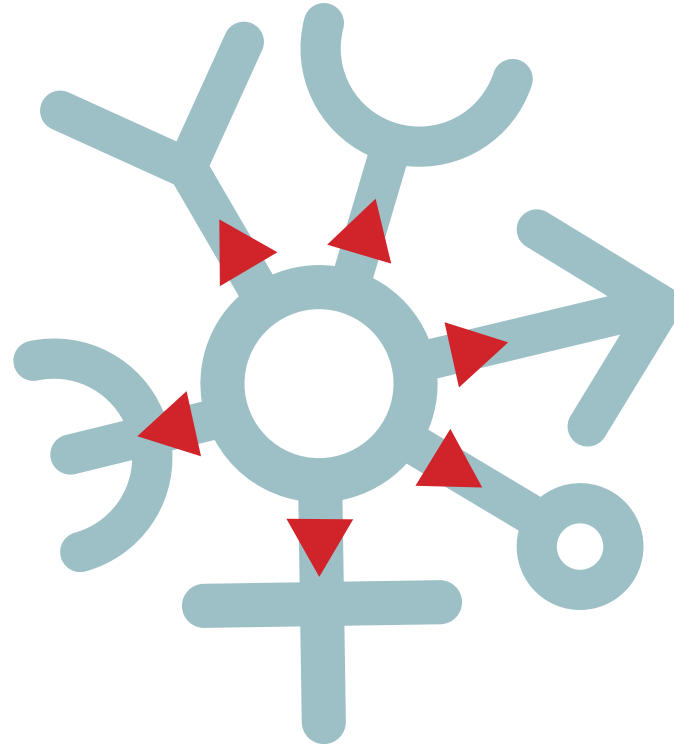
A multiple element that creates both strong and weak links, synapse of a network of knowledge, exchange and collaboration among differences.

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.

olivetti MACCHINE CONTABILI

olivetti MACCHINE CONTABILI

olivetti MACCHINE CONTABILI

olivetti *Tetractys*
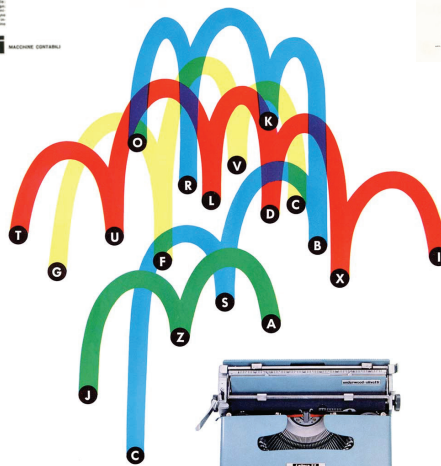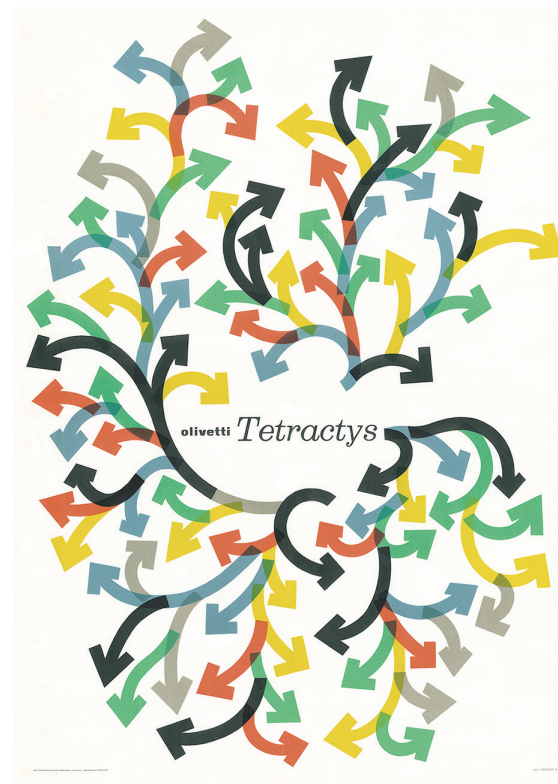
underwood · olivetti *Lettera 22*
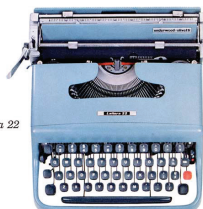
*The perfect graduation gift…
so light, so liked, so lifetime!*
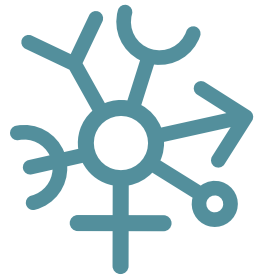
supera

Supporting the Promotion of Equality
in Research and Academia

Monoxil

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Roboto Condensed Light

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Roboto Condensed Regular

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Roboto Condensed Bold

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Roboto Condensed Light Italic

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Roboto Condensed Regular Italic

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1234567890'ì^?=(/&%$£"!@#

Roboto Condensed Bold Italic

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1234567890'ì^?=(/&%$£"!@#

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
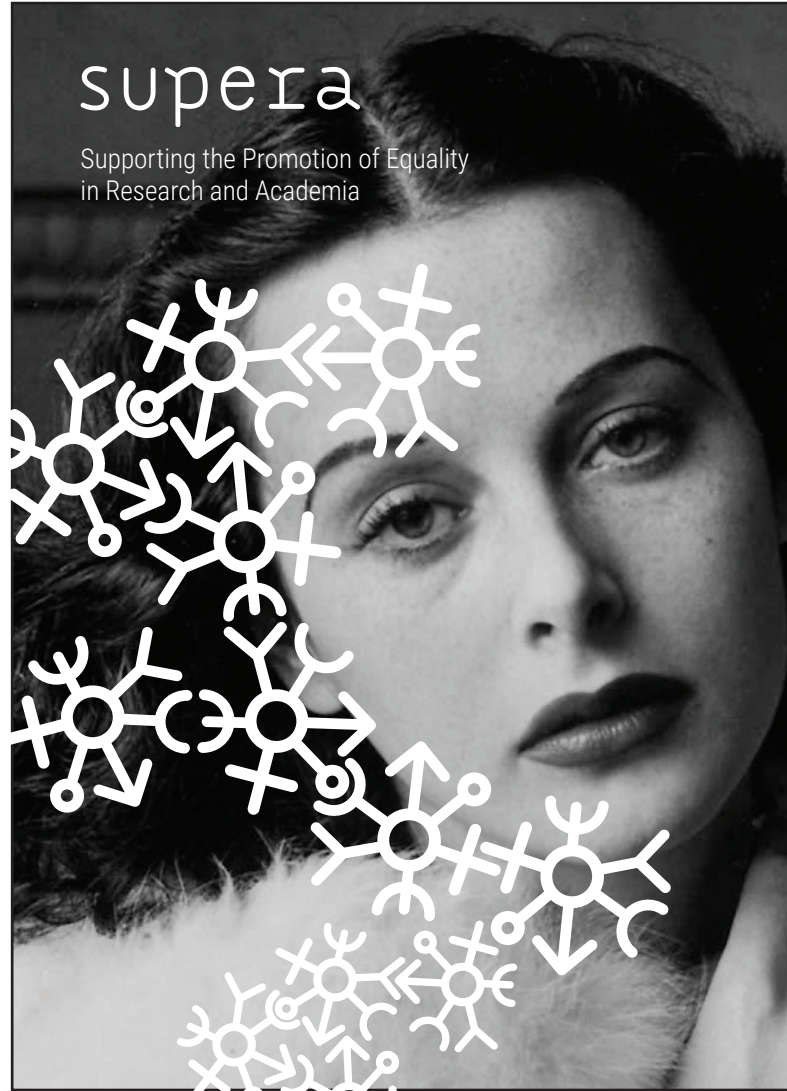
CMYK 0 0 0 70   RGB 90 91 94

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Website homepage/1

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Welcome to the SUPERA project website

The way **scientific knowledge** is designed and developed continues to be influenced by the **gender inequalities** that affect our society as a whole.

When the research methods don't take into due consideration the variables connected to gender, **scientific results** are impoverished. Poorer scientific results mean a lot of **opportunities missed** for all of us.

Gender equality means granting equal rights, responsibilities and opportunities to all people, regardless of their gender.

The focus of the H2020 SUPERA project is on gender equality in **scientific research** because the research and higher education sector has peculiarities that require specific action to overcome the situation we call "**gender gap**".

READ MORE

How we work

The main aim of the SUPERA project is to develop and implement **six Gender Equality Plans** in four universities and two research funding organizations. Thanks to this work, we are seeking to **understand** in a deeper way the reasons behind gender inequality in research organizations and to **take action** against the biases that may affect scientific research.

The **measures** we will be able to adopt are related to career management, workplace wellbeing, decision-making processes, the presence of a gender dimension in research contents and knowledge transfer activities, gender stereotypes.

SUPERA is a **Horizon 2020 project**: it started in June 2018 and will end in May 2022.

READ MORE

Website homepage/2

Want to know more?

RESOURCES • NEWS • SOCIAL

Tweets by @SUPERAproject

SUPERAproject Retweeted

Marie Curie Alumni
@Manecurie_alum

Are you a woman and a scientist? Don't miss this opportunity to make your voice heard on issues affecting you and your career - and receive a gift for this! Take the @EPWS General Survey on Women Scientists 👉 bit.ly/2BCV1iN

Let's keep in touch: subscribe to SUPERA newsletter

Fill in the form if you want to stay updated on the topic of gender equality in academia: we will send you SUPERA highlights and useful contents. Thank you!

NAME and SURNAME

EMAIL

ORGANIZATION

SUBSCRIBE ME!

info@superaproject.eu

Follow us on Twitter

Privacy policy

"How we work" page
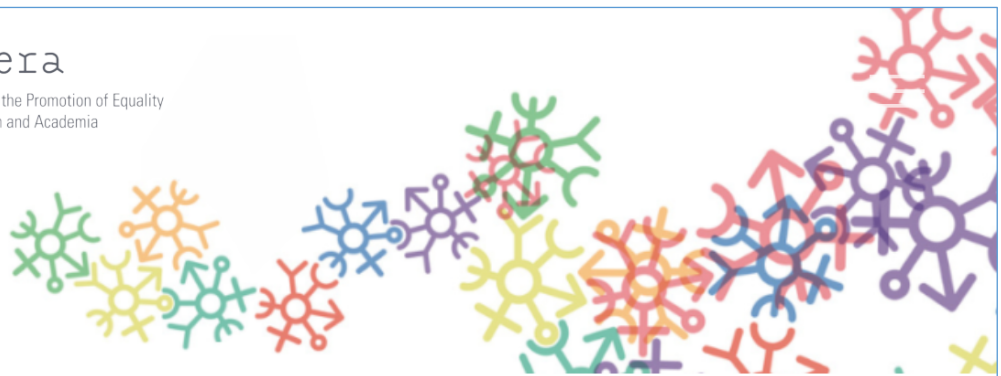
HOW we work

SUPERA is organized into 8 main groups of activity: some of them last for the whole duration of the project, while others have a different length. Participants contribute in different ways to the achievement of the results relating to each activity group. The result is a complex and challenging team effort.

Here's how we work.

+ Ethics requirements

+ Project management and coordination

+ Preliminary gender analysis and baseline assessment

+ Capacity building, training and support

— Research performing organizations framework for GEP actions

This package of activities, managed by Universidad Complutense de Madrid (UCM), is designed to build inclusive gender mainstreaming mechanisms adapted to the needs of each participating university.

Actions include the development of an operational framework for the implementation of gender equality actions addressing gender imbalances in recruitment, retention and career progression, decision-making and integrating the gender dimension in research. A comprehensive gender information management system to share all useful references and resources for the successful implementation of GEPs will be set up.

+ Research funding organizations framework for GEP actions

+ Monitoring and GEP progress evaluation

+ Communication, engagement and sustainability

Privacy policy

Responsive menu