# WOMEN STEM UP
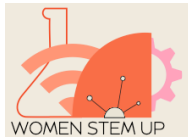
# INITIAL DISSEMINATION AND COMMUNICATION STRATEGY

ERASMUS + KA220-HED - Cooperation partnerships in higher education

**2022-1-SE01-KA220-HED-00008623**
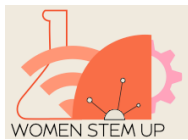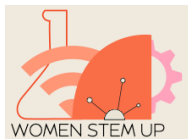
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# Table of contents

## List of figures

## List of tables

## Executive Summary

This report will define the communication strategy and plan and describe the activities that the partners will pursue to guarantee broad visibility, promotion and up-take of WOMEN STEM-UP. It will also include input about what have been the most effective communication tools and channels in terms of community reach, and report on activities pursued to grow social media innovation community and engagement of stakeholders. Input from all tasks will inject into this document.

# 1  INTRODUCTION

This document constitutes the dissemination and communication strategy for the ERASMUS+ project WOMEN STEM-UP. The dissemination and communication strategy are both strategic and practical in the context of WOMEN STEM-UP, as well as any other project. This document outlines the vision behind WOMEN STEM-UP dissemination, communication and community building and the objectives against different time horizons thereby fulfilling the strategic component. Additionally, this document provides resources, tools, and guidance on how to achieve said objectives thereby fulfilling the practical component.

This deliverable is the backbone of communication and dissemination for the project WOMEN STEM-UP. Effective communication and dissemination are essential processes that ensure awareness of the project, create interest among stakeholders, and generate societal impact. The Strategy will facilitate these processes by providing the WOMEN STEM-UP consortium with a comprehensive overview of the objectives of communication and dissemination activities, the performance indicators, the target audience of WOMEN STEM-UP and the tools and channels made available to the consortium.

By leveraging the resources provided in and with this deliverable, WOMEN STEM-UP consortium members have access to the processes set in place for the communication and dissemination of WOMEN STEM-UP results, as well as for facilitating their exploitation. Hence, they can meaningfully contribute to these activities.

This document is structured in 5 major sections. Following this introduction, section 2 dives deep in the matter at hand (i.e., dissemination and communication) and the objectives related to the project WOMEN STEM-UP, it defines the roles in the consortium, analyses stakeholders and presents the dissemination and communication plan. Section 3 shows the brand created for WOMEN STEM-UP. Section 4 presents communication tools and channels with a focus on communication. Section 5 lays down the next steps and takes account of the potential risks related to the activities foreseen. Finally, the conclusions summarise the report.

## 2 DISSEMINATION, COMMUNICATION, EXPLOITATION AND STAKEHOLDERS ENGAGEMENT STRATEGY

This WOMEN STEM-UP deliverable is focused on the development of a Dissemination, Communication, and Stakeholders Engagement Strategy of the project WOMEN STEM-UP. The Strategy is the result of the work carried out by the Work Package leader and Task Leaders in collaboration with the rest of the partners in the first four months of the project timeline. The collaborative development of the Strategy is made necessary by the nature of the activities object of the Strategy.

The main goal of this plan is to ensure the effective communication and dissemination of the project's developments and results through various means and to set forth the approach to the exploitation of the results. For this reason, the contribution of the WOMEN STEM-UP consortium is essential to a comprehensive consideration and thorough analysis of the stakeholders as well as tools and channels of communication and dissemination. The Strategy is designed to ensure that the project's results and development are communicated and disseminated in a way that is consistent with the project's objectives and goals, and that the exploitation activities are aligned to the impact that WOMEN STEM-UP aims to have.

The success of the Strategy is dependent on its ability to effectively reach target audiences through a wide range of channels thereby creating the basis for increasing the user base, attracting partners and investors, advance the state-of-the-art knowledge and technologies, support policy goals and positively improve society in line with the objectives of the European Union. Publications, exhibitions, conferences/workshops/seminars, press releases and promotional materials all provide different methods for the dissemination of information. It is also important to consider web presence as part of any plan to maximise its reachability across various platforms. Specific activities that are necessary for this include preparation for communication materials such as logos and style formats which can be applied to flyers, brochures etc. WOMEN STEM-UP website should also be produced and regularly updated throughout the course of the project. A core function of this document is to emphasise the complementarity between the abovementioned elements and activities. In this way overlaps are minimised while one action reinforces another's effectiveness in communication and dissemination activity within WOMEN STEM-UP's objectives. The online presence and networks held by consortium members are another aspect of complementarity as for their relevance and efficiency with regards to the resources used during this process.

For the Strategy to reach its objectives, it must be carefully crafted and all internal and external stakeholders as well as their respective characteristics and roles within the field of action of WOMEN STEM-UP shall be considered in its development. The success of communication and sharing information relies on an analysis of these stakeholders and target audiences to determine which channels and tools are most effective for delivering messages. Knowing who is involved, what they want, how they interact with each other, as well as their needs will help ensure successful reception of those messages.

Finally, significant to the effective execution of any plan is the development of a timeline for action. The Strategy jointly considers the action plan and the potential obstacles that might arise during implementation which could limit its effectiveness if not addressed properly from early stages onwards

### 2.1 Objectives

The objectives for the dissemination and communication strategy are drawn first from the overall objective of the project and then further defined based on the approach set out in the Grant Agreement, summarised below:

- to create awareness about the project and communicate the project activities, events, results and achievements to the widest possible audience.
- to target and engage specific audiences and stakeholders that will benefit from project's information, outputs and results towards closing the gender gap in STEM fields of study.

- to develop, implement and monitor a multi-dimensional communication and dissemination strategy so as to enhance the project's visibility
- to share the project's results within partner organizations and wider communities and maximize their impact
- to promote the transferability and exploitation of projects results into existing, new and improved practices that could be incorporated in the programmes of partner universities as well as other universities around Europe.

The monitoring of performance of activities related to the dissemination and communication of WOMEN STEM-UP project is built around the Key Performance Indicators (KPI) defined in the Grant Agreement. The following section offers an overview of said KPI.

### 2.1.1   Monitoring and key performance indicators

In order to reach specific objectives, a continuous monitoring scheme is put in place. This consists of tools to collect data regarding dissemination and communication activities and performance indicators and targets against which to measure said data. Table 1 presents this list of key performance indicators together with the respective measure and target objective as identified in the Grant Agreement.

**Table 1 - KPIs as identified in the GA**

| Measure | KPI | Target |
|---|---|---|
| e-newsletter | No. of newsletters | At least 2 per year (6 in total) N, of subscribers >50 |
| Press releases | No. of sets | At least 2 per partner |
| Website | No. of unique visitors | > 1000 visitors per year |
| Social Networks | No. of followers in Twitter | >500 |
|  | No. of followers in LinkedIn | >200 |
|  | No. of followers in Facebook | >200 |
| Workshops | No. of workshops | One in each country: 4 in total |
|  | No. of participants | 40 in each local multiplier event (160 in total) |
| Scientific publications | No. of peer-reviewed papers/articles | 1 |
| Non-scientific articles published in magazines and specialized web-sites | No. of presentations made | 4 |
| External events | No. of events attended | 6 |

This chapter deals with activities timing, management and monitoring. More specifically, activities timing is planned by displaying a dissemination and communication timeline referring to each year of WOMEN STEM-UP. Since the update of the DCP is scheduled for every 12 months, the timeline reported in the next section refers to the first year of the project. As far as the monitoring of dissemination and communication activities is concerned, this chapter deepens monitoring procedures and points out related KPIs of this communication strategy.

## 2.2   Consortium roles

Table 2 provides an overview of the consortium members' role as far as it concerns the dissemination and communication. This is in line with the provisions of the Grant Agreement which are reported directly in the table below when applicable.

**Table 2 - Role of the consortium partners**

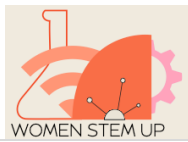| Partner | Role in WOMEN STEM-UP |
|---------|----------------------|
| LiU | LiU will be responsible for organising a multiplier dissemination event in Sweden and developing with the support of all partners a scientific publication. LiU will also be responsible for developing the policy recommendation, in which quality systems and gender equality issues are combined, with all partner's support. |
| NTNU | NTNU: will be responsible for organising a local multiplier event in Norway and also to disseminate the project results in relevant events and occasions. |
| DLI | DLI: will be responsible for organising a local multiplier event and with the support of its associate partner Women@EIT they will disseminate the project results in relevant networks, events and occasions. |
| STIMMULI | Stimmuli will be responsible for running the social media campaigns and DLI to design newsletter and coordinate partners contribution in the development of newsletters and press releases. |
| UTH | UTH is the WP leader and will be responsible for coordinating the dissemination and exploitation activities. UTH will prepare the dissemination strategy, develop the project's website and all the related branding materials. UTH will also organize a dissemination event in Greece. |

## 2.3 Stakeholders

All partners are committed throughout the project to mobilise the appropriate stakeholders to multiply the effects of dissemination and exploitation activities. Considering the inter-relation between the diverse activities to maximise the project's impact, it is important to identify the potential targeted audiences of WOMEN STEM-UP along with their specific interest in the project early on. WOMEN STEM-UP aims to reflect on a broad and inclusive range of stakeholders and aims to actively engage them in the project activities. Consequently, the project's communication activities need to find ways to address each of these stakeholders explicitly, based on their respective needs, characteristics, and possible motivation, in order to involve and engage them in the project, specifically in the project use cases. To maximise the probability of sustained engagement in WOMEN STEM-UP activities, each of the stakeholder groups and actors requires:

- Personalised, multichannel communication

- Empowerment

- Development of long relationship of trust

Table 3 introduces the stakeholders identified for WOMEN STEM-UP. It ought to be noticed that at this stage of the project a stakeholder analysis was conducted to steer the activities of dissemination and communication in parallel with the activities conducted by other Work Packages on the definition of user requirements. However, the two activities have a different duration with the definition of user requirements lasting longer than the stakeholder analysis. This is highlighted here due to the impact of the latter type of activity on the former. In a project like WOMEN STEM-UP, that targets a multitude of actors along (and beyond) the supply chain of an industry, the definition of user requirements and the demonstrators heavily impacts the definition of sub-groups of potential users. Therefore, it is foreseeable that a better definition of certain aspects related to the profiles of said actors will be further clarified on an operational level and reported in the updates of this document.

**Table 3 - Stakeholder groups and their interests in WOMEN STEM-UP**

| ID | Members | Description | Interest in WOMEN STEM-UP |
|----|---------|-------------|---------------------------|
| A | Education sector | Universities and private companies in the education sector including University professors, lecturers, and | Gather inspiration for new ideas, services, and applications<br>Develop new value adding services |

| | | other staff categories and female students of STEM faculties | |
|---|---|---|---|
| B | Associations representing education related actors | Associations of teachers, schools/universities, educators, and other actors | Contribute with barriers/ framework conditions<br>Participate in project events<br>Utilisation of project's results in everyday operations<br>Enhance assets' recognisability<br>Use/Building of shared or interoperable infrastructures and applications |
| C | Women STEM professionals, scientists, innovators and entrepreneurs | From public and private | Contribute with barriers/ framework conditions<br>Participate in project events<br>Inspiration for new ideas, research, and applications<br>Develop new value adding projects<br>Study the project's insights and results |
| D | Pertinent initiatives | Parallel ERASMUS+ and Horizon Europe projects, other research and innovation projects and/or networks in the field of education and STEM | Identify opportunities for synergies and collaborations for dissemination<br>Enhance innovation through projects' complementarity and results combination<br>Definition of future research and innovation directions based on project's acquired knowledge<br>Inputs for standardisation activities |
| E | Policy makers | Policymakers, officers, advisors and others at European, National, Regional and Local levels, Education Authorities, including national educational authorities responsible to evaluate the quality of the educational programs offered by universities | End-users of the several WOMEN STEM-UP tools, Including them in their control operation<br>Evaluation of the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects |
| G | Associations representing women | Women and gender protection associations | Contribute with barriers/ framework conditions<br>Understand implications for women and act to safeguard their wellbeing and safety accordingly<br>Participate in project events<br>Contribute by setting standards on women's interests |
| H | General public | General public and anyone interested in the project | Utilise the project's results in their daily lives<br>Understand the benefits offered by WOMEN STEM-UP solutions<br>Take part in the activities of the project |
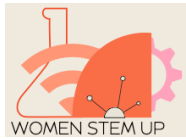
## 2.4  Communication funnel

The communication funnel is a useful representation of the process that begins when a wide target audience receives a message and goes through its journey towards the retention of a customer or an advocate. It is often used in marketing and communication strategies, as it allows for a more targeted approach to reaching specific audiences and helps visualising the different phases. The funnel begins with the broadest audience at the top and narrows down as it progresses through each stage of the funnel.

At the top of the funnel, we have awareness, which involves creating an understanding of what WOMEN STEM-UP is and why people should care about it. This can be done through various channels such as social media, advertising campaigns, press releases, etc. Once awareness has been created, we move on to consideration where potential customers are identified and targeted with more detailed information about WOMEN STEM-UP's features and benefits.

The next step in the communication funnel is conversion where users are encouraged to take action by signing up for a free trial or making a purchase. This stage requires more personalized messaging that speaks directly to customer needs and interests in order to motivate them into taking action.

Finally, at the bottom of the funnel there is advocacy which involves keeping existing users engaged with WOMEN STEM-UP and having them as advocates. This stems from providing them with ongoing support or additional services that will help them get even more value out of their experience with WOMEN STEM-UP over time.

## 2.5  Briefing for communication and dissemination

WOMEN STEM-UP recognises the importance of effectively disseminating information about its results. Drawing from this stance, the project has set a clear and well-structured dissemination, communication, and community building plan to reach and engage as many potential stakeholders as possible. This plan will be implemented in phases, allowing WOMEN STEM-UP to carefully evaluate the impact and effectiveness of its activities and instruments before moving forward.

The public outreach, community building, and engagement strategy is designed to foster meaningful interactions and relationships with different target groups. This is accomplished by delivering relevant and personalized messages through various communication channels and touchpoints, creating an environment that is mutually beneficial for both WOMEN STEM-UP and its target audience. To ensure long-term sustainability, WOMEN STEM-UP has adopted several key principles, including building research, academia, and industry respect and recognition, earning trust in its ecosystem, and empowering its target audience to overcome obstacles in their digital transformation journey.

WOMEN STEM-UP's approach to dissemination and communication is designed to establish a strong and lasting presence in its community. Through its comprehensive and well-structured plan, WOMEN STEM-UP aims to build trust, create meaningful interactions, and empower its target audience, ultimately helping to achieve its goals and drive positive change.

## 2.6  External communication and dissemination

WOMEN STEM-UP is committed to ensuring the successful dissemination and impact creation of its approach and initiatives. To achieve this, a comprehensive and far-reaching communication plan must be implemented. This plan will include a variety of innovative communication tools and targeted campaigns to present WOMEN STEM-UP's results in a clear and understandable manner to a diverse audience. The reach of WOMEN STEM-UP will be amplified through the use of each partner's communication channels and contacts, proper promotion through existing European Commission media services and channels, and the creation of an active WOMEN
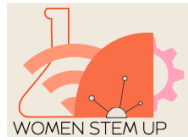
STEM-UP user base. By setting up a well-tailored and effective communication strategy, WOMEN STEM-UP will be able to achieve its ambitious goals and drive positive change.

## 2.7  Dissemination

The dissemination activities will deal with the diffusion of research, scientific and technological knowledge generated within the context of the project, aiming to ensure both a mid– and long-term impact by informing the European target audiences. Dissemination activities are characterised by active, a priori awareness and validation by the targeted audiences. They will be collectively performed by all partners, according to each partner's profile and expertise.

### 2.7.1  Strategy for dissemination

A strategy is devised to ensure that the suitable interactive and/ or non-interactive dissemination activity is chosen based on the target audience and presents different intensities depending on the phase and the evolution of the project. This plan will be updated and evaluated at the end of each phase.

**Table 4 - Strategy for dissemination for each type of users for the phases of duration of the project**

| | I – Engage (M01-M12) | II – Promote (M12-M30) | III – Deploy (M30-M36) |
|---|---|---|---|
| **Female students**<br><br>**University professors, lecturers, and other staff categories** | LinkedIn posts, on-page SEO, blog posts, landing pages, traditional media, events, newsletters | CTA on LinkedIn, website and landing pages | Tailored newsletter and marketing automation, training |
| **Women STEM professionals, scientists, innovators and entrepreneurs** | Research articles, LinkedIn articles, LinkedIn posts, social media posts, events, newsletters | CTA on research articles and LinkedIn articles/posts, special issue(s) | Tailored newsletter and marketing automation, special issue(s), workshops |
| **Universities/education facilities** | LinkedIn and Twitter posts, on-page SEO, blog posts, landing pages, events, newsletters | CTA on LinkedIn and social media, website and landing pages | Tailored newsletter and marketing automation |
| **Education authorities / Policy makers** | Social media posts, on-page SEO, press releases, blog posts, roundtables | CTA links on social media and website | Tailored newsletter and marketing automation, position papers |
| **General public** | Social media posts, on-page SEO, traditional media, blog posts, landing pages, workshops | CTA on the website, links on social media and landing pages | Tailored newsletter and marketing automation, social media campaigns |

The first phase is defined by raising awareness and engaging with a wide audience, focusing on the key targets and potential stakeholders but truly communicating about the problems that WOMEN STEM-UP aims to solve and the innovative solution envisioned. This is an important step in getting the message out to the public. This phase involves creating and distributing content that informs people about the context of the project and the problem it aims to solve. The content created and distributed can be in the form of articles, videos, social media posts, and other forms of media. The key point is to create material that can spark interest and vehiculate a message that resonates with each persona's needs. By following this approach common ground between the WOMEN STEM-UP consortium and its potential stakeholders is built. The goal is to create an understanding among people about the issue or cause so that they can make informed decisions about joining the WOMEN STEM-UP community. This phase should also be used to measure success by tracking metrics such as website visits, social media engagement levels, or other indicators that can help gauge how well-received the promotion
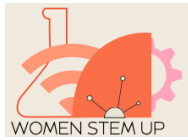
was. During the first phase is also important to engage with stakeholders to understand their needs and iteratively tailor the communication accordingly. This phase should provide stakeholders with information that will help them better understand why this project is necessary and especially why it is so for the target audience. Additionally, this phase should focus on building relationships between stakeholders and creating a sense of trust so that they are more likely to support the project in later stages. By providing clear information about the project's purpose and engaging with stakeholders, this phase helps ensure that everyone involved understands what is being proposed before moving forward.

The second phase consists of promoting WOMEN STEM-UP's scientific and technological developments, its results in addressing the original requirements of its users and its different stakeholders in general or its potential to do so in the long run. This phase is designed to ensure that all stakeholders are kept up to date on the progress of the project. This phase involves providing regular updates to stakeholders about the status of the project, as well as engaging them in meaningful dialogue about any issues or feedback they may have about WOMEN STEM-UP's developments. Call To Action (CTA) will be used for this purpose. During this phase, it is important to keep stakeholders informed about any changes or developments that may affect their involvement in the project. Additionally, it is important to provide opportunities for stakeholders to give feedback and ask questions so that they can be involved in decision making processes related to the project. The goal is to keep an effective two ways communication with stakeholders and nurture a community around WOMEN STEM-UP.

The third phase, (the acceleration to) the deployment phase. This phase aims to increase the visibility and reach of a project's results with a glance at the outcomes and long-term impact. This phase typically involves activities such as publicising the project's successes, creating promotional materials, and further engaging with stakeholders. The goal is to yield interest about the project's achievements and potential for exploitation. However, the main objective is to build on existing interest and collaborate with stakeholders to encourage further investment in its development. Promotional activities can also help to share successful experiences from the project that can be used as models for other projects or initiatives. This helps to ensure that best practices are shared widely so that others may benefit from them.

### 2.7.2 Dissemination to policymakers

To reach policymakers, WOMEN STEM-UP leverages high-level roundtables and meetings to create mutual understanding and gather consensus among stakeholders. These events serve as a platform for stakeholders to discuss challenges and opportunities related to gender issues in STEM and to explore how WOMEN STEM-UP can help address these challenges. In addition, the WOMEN STEM-UP consortium produces policy briefs, white papers, and memorandums of understanding. These documents provide a clear and concise summary of the project's key findings and recommendations, and they serve as a reference for policymakers when making decisions related to food fraud. Additionally, they further canalise the consensus generated at these roundtables into shared commitments across levels of government. By utilising these dissemination activities, WOMEN STEM-UP aims to increase the impact and relevance of its work and to match technology diffusion and interoperability across the food supply chain with legal interoperability and policy alignment.

### 2.7.3 Scientific and technical dissemination

To ensure effective scientific and technical dissemination to the scientific community, WOMEN STEM-UP will utilise several different strategies. One key approach will be the publication of a special issue in relevant scientific journals, showcasing the results and innovations of the project. Additionally, the project team will organise workshops and presentations on the WOMEN STEM-UP solution, providing opportunities for deeper engagement and collaboration with the community. The project will also result in scientific papers and conference proceedings, further disseminating the findings and advancements of the project. Finally, WOMEN STEM-UP will participate in standardisation activities, helping to ensure that the solution is widely adopted and used in the academic community and beyond. By taking these steps, WOMEN STEM-UP will ensure that the scientific community is well-informed about the project and its results, and that the project's solution is widely adopted
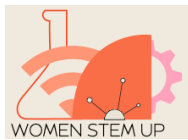
in the fight against food fraud and utilised as a fundament for new research and innovation endeavours. WOMEN STEM-UP's ultimate goal is to offer a comprehensive and effective solution to this critical issue, and the dissemination efforts will play a crucial role in achieving this outcome.

### 2.7.4    Synergies with other initiatives and projects

WOMEN STEM-UP aims to establish synergies with other similar initiatives. To find and nurture these collaborations, the consortium will actively seek out and engage with other projects and campaigns that share a similar goal or complement WOMEN STEM-UP's efforts. Utilising a variety of communication channels, including online forums, social media platforms, project collaboration networks, and industry events, the team will actively reach out to potential partners to explore opportunities for collaboration and exchange. These opportunities could include joint knowledge exchange, joint data exchange, lessons learned from each other, and the production of policy briefs or other common activities. By fostering these relationships, WOMEN STEM-UP will gain a wider exposure and increase its impact, while also supporting the broader goal of advancing the data economy in Europe. Furthermore, this collaboration will also enhance the quality and efficiency of the project's outcomes and increase its potential for success. Ultimately, this dissemination effort will position WOMEN STEM-UP as a key player in the European data economy, contributing to its growth and sustainability.

**Table 5 - Other relevant initiatives**

| Initiative | Description | Programme |
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## 2.8    Communication

Communication aims to raise awareness on WOMEN STEM-UP and increase its public visibility in order to spark interest and attract potential users, contributors, generate demand, engage with stakeholders and show the successes of WOMEN STEM-UP and the European education and research at large.

### 2.8.1    Strategy for communication

A plan for communication is set forth together with guidance on the creation of a community of interest and more specific overview of the social media strategy.
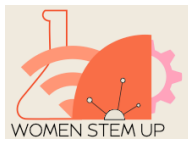
**Table 6 - Strategy for communication for each communication mechanism for the phases of the duration of the project**

| Communication mechanism | I – Engage (M01-M12) | II – Promote (M12-M30) | III – Deploy (M30-M36) |
|---|---|---|---|
| Social Media | Establishment of presence in social media Reproduce relevant content and monitor relevant hashtags; upload public material; follow influencers of the domain engage with other projects and initiatives | Promote project's outcomes and events interact with followers to get feedback answer on comments and private messages on the various channels; upload public material; reproduce relevant content and monitor relevant hashtags | Promote project's outcomes and events; interact with followers to get feedback answer on comments and private messages on the various channels; upload public material; reproduce relevant content (more sporadically) |
| Project's website | Website completed, search engine optimisation | Regular update

Web analytics monitoring

Provide content of impact | Regular update

Web analytics monitoring

Provide content of impact |
| Project's blog | Deploy project's blog provide blog posts related to project's positioning and technologies | Provide frequent blog posts to initiate discussions on specific issues relevant to the project to receive feedback | Publish frequent blog posts to demonstrate and promote project's results and/or to promote and attract partnerships and growing user base |
| Communication material | Project branding and visual identity, communications starter pack | Prepare revised communications pack and frequent releases of e-Newsletter publish blogs/news in EU instruments | Prepare final communications starter pack and frequent releases of e-Newsletters and video demonstrators; publish blogs/news in EU dissemination instruments |
| Traditional communication | Press release to announce the project's launch, presentations at events and conferences | Press releases to announce the significant events/results

Press releases to promote the business case of the project's results | Promote (new) partnerships

Acknowledge successful collaborations

Promote growing user base |

## 2.8.2 WOMEN STEM-UP Community

The WOMEN STEM-UP consortium relies on a communication plan in order to achieve the strategic objective of developing a community of interest, the WOMEN STEM-UP community. The development of a community of interest surrounding the project is a strategic objective for several reasons. First, it translates as a pool of stakeholders. Second, it consists of a community that seeks to engage with the project in various ways. This constitutes a pool of potential partners, users, or other entities that may benefit from exploiting WOMEN STEM-UP's developments in science or policy. Third, it is functional for the project's success as it provides a resource
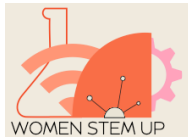
for the consortium to gather preliminary feedbacks, understand needs and interests of potential users or collect insights on the sector readiness of the solution. Finally, upon successful engagement and dissemination, it ensures that the projects achieve its outcomes.

For said reasons the development of a community of interest is central to the success of WOMEN STEM-UP's endeavours. To increase understanding and recognition of the project's findings and their implications, outreach efforts as those described above through the engagement channels will be directed towards the project's target groups.

The domain of WOMEN STEM-UP is characterised by several barriers to innovation and positive change. Political, technological, social, and cultural factors such as fragmented regulations, technology acceptance, resistance to change, value chain complexity and historical lack of cooperation among actors paint an irregular landscape for innovation.

### 2.8.3    WOMEN STEM-UP social media strategy

A multi-channel strategy allows to reach different target clusters on the different platforms. In fact, social media is chosen for its strategic function, specific functionality and target audience. In this way. The choice of these channels relates to their nature as tools for public debate. The use of specific hashtags will support the dissemination of information towards influential people in the sector.

Therefore, it is crucial to activate synergies between social media accounts of all project partners and the project channels. Each official social channel of WOMEN STEM-UP has to be followed by all project partners, posts may contain specific mentions/hashtags consistent with the project objectives.

To create continuity and recognisability on the different dissemination platforms. The aesthetic identity of the social channels has to be in continuity with the brand identity of the website. All channels have to contain the official logo and make a clear reference to the home page of the site by means of a button.

The construction of navigation paths from the site to the social networks through the social bar (bar that summarises the entire social presence of the project) and vice versa, i.e. from the posts to the site through the specific link will be central.

The main objective of WOMEN STEM-UP's social media presence is to disseminate, inform and engage people interested in the proposed topics. The social media pages will mainly be used to drive traffic to the website, where in-depth content will be provided in the blog pages.

The initial phase consists in the strategic set-up and optimisation work to ensure that the right people are reached. Thanks also to the support of reposts and likes, and the identification of the audience to follow, in collaboration also with partners, including KOLs, institutions, NGOs, companies.

After strategic dissemination, monitoring will take place through the analysis of insight data on proprietary platforms and aggregated in a document to make it easier to track the results of interaction and engagement on social media, according to defined KPIs.
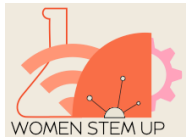
Official hashtag:  #womenstemup

Topic area hashtags: #STEM #Education #Women

For mentions:

• Linkedin: @womenstemup

Each post published by the WOMEN STEM-UP profile will contain thematic hashtags and links to the website where necessary for the user's in-depth study. This will also help social media users discover the website, improving its ranking in search engines and contributing to the growth of the project's overall brand awareness.
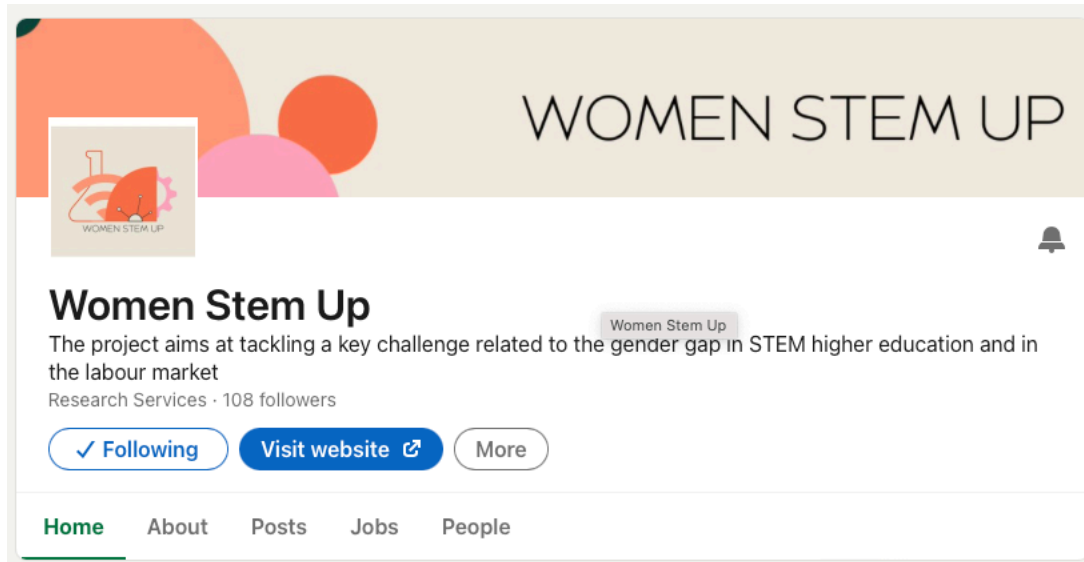
**LINKEDIN**

Due to its purely professional nature, it makes it easy to reach specific job niches and professions, through the search and use of thematic and sectorial hashtags. Content here can have a longer textual form compared to the limits imposed by the previous channels analysed, supported by the platform's native function called articles.

LinkedIn attaches a lot of importance to the relational sphere in the dissemination of content, another central aspect that will help to achieve the set objectives.

**Figure 1- LinkedIn account**



Each project partner will follow the LinkedIn page of WOMEN STEM-UP and vice versa, thus widening the circles for dissemination. These internal connections via @mention allow for targeted sectoral dissemination, giving authority and recognition to those who encounter the project page for the first time.

Each project partner will be able to republish the contents of the LinkedIn page, mentioning the page, inserting the official hashtag #womenstemup and pointing to the possibility of further investigation on the official website https://women-stem-up.eu

The chosen logo, description and graphics are always in continuity with each other. As is the reference to the website to create ad hoc navigation paths.

### 2.8.4 Videos to communicate certain sophisticated components of WOMEN STEM-UP

Videos are an effective communication tool that can help bring complex ideas and concepts to life, making them more easily understood by a wider audience. WOMEN STEM-UP will benefit greatly from utilising videos as a key component of its communication plan. This approach will help to convey the critical role that WOMEN STEM-UP is playing in strengthening the resilience of the food sector. By leveraging the power of visual storytelling, WOMEN STEM-UP can effectively communicate the benefits of its work to stakeholders and ultimately contribute to the success of WOMEN STEM-UP.

The approach to communication adopted for WOMEN STEM-UP envisions the use of videos in a way akin to that described above.
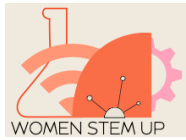
# 3 WOMEN STEM-UP BRANDING

Branding is essential in the communication of a project because it helps to create a unified and consistent message that can be easily recognized by stakeholders. Together with the project's visual identity it provides an easy way for people to identify the project, as well as its values and goals. Branding also helps to differentiate the project from its competitors, while visual identity helps to convey key messages about the project in an attractive and memorable way. Branding also helps to build trust with stakeholders, as they will recognize the brand and associate it with quality work.

## 3.1 WOMEN STEM-UP logo design

The result is the following logo (Figure 2).

**Figure 2 - Logo**



The final version of the logo combines colors, icon and font of different versions for final results that highlights the enabling role of STEM in Women education proposed by WOMEN STEM-UP. This is brought forward by the font.

## 3.2 WOMEN STEM-UP website

WOMEN STEM-UP establishes its online presence through a website. This will be a pivotal channel for communication and dissemination of the project's activities, findings, and results. Additionally, it will offer the opportunity to stakeholders to register as such and to follow the developments throughout the project duration. In other words, the website will be akin to a single point of contact for all information related to WOMEN STEM-UP project.
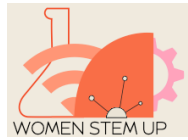
**Figure 3 - Home page**
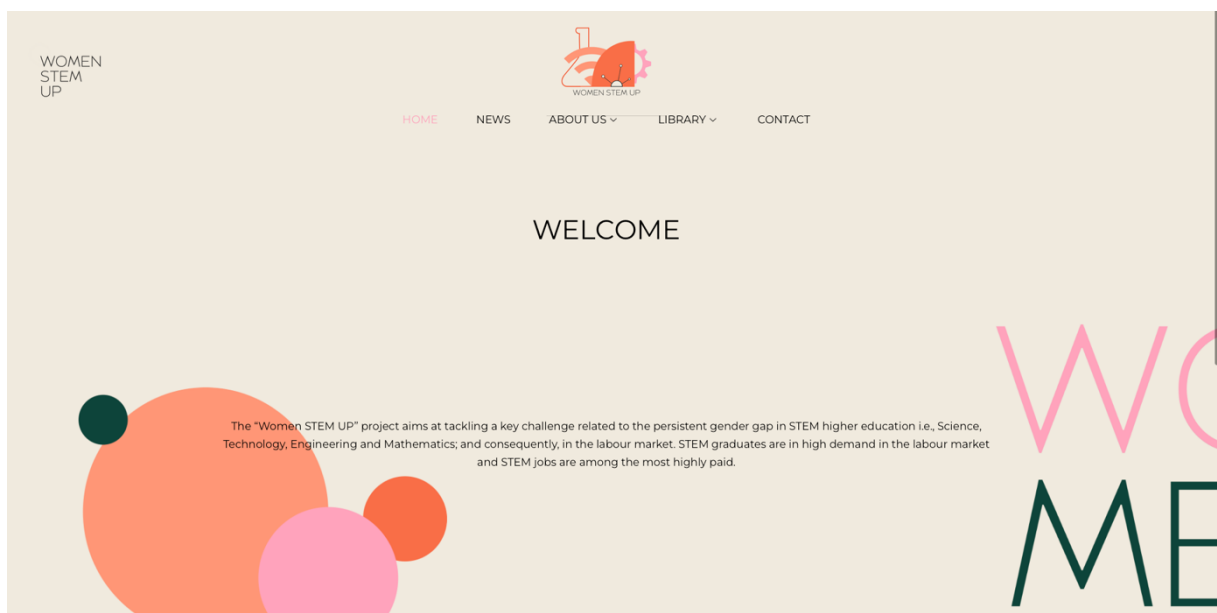
**Figure 4 - Footer of the website**



**Figure 5 - Partners' section with search bar to search for a specific partner in the list below**
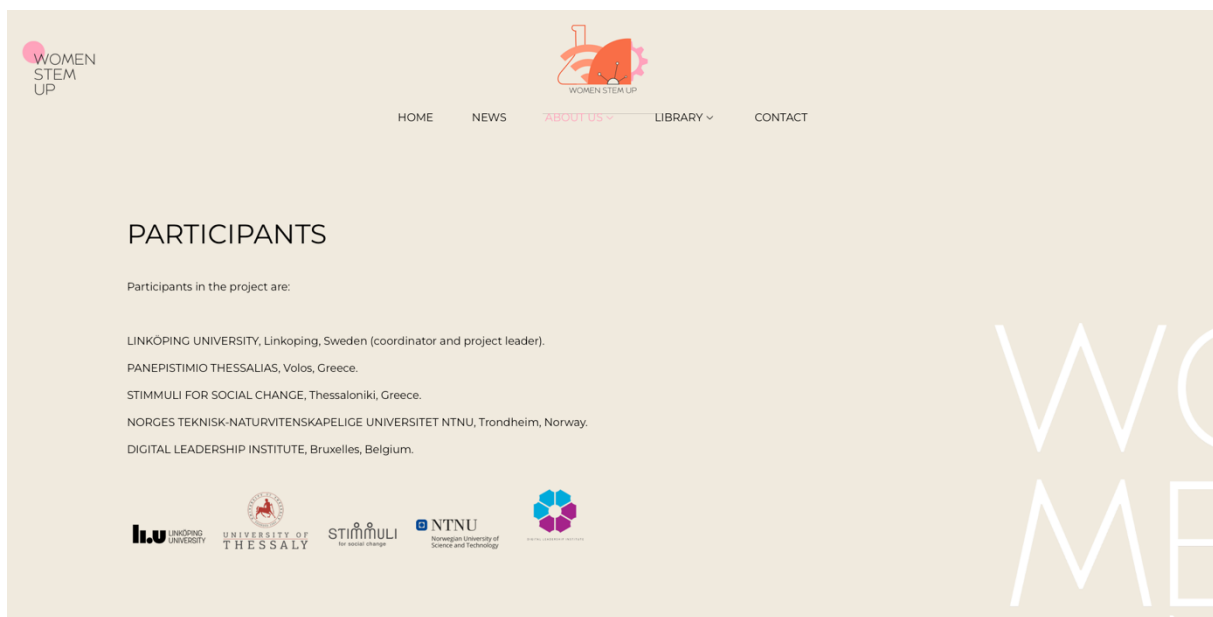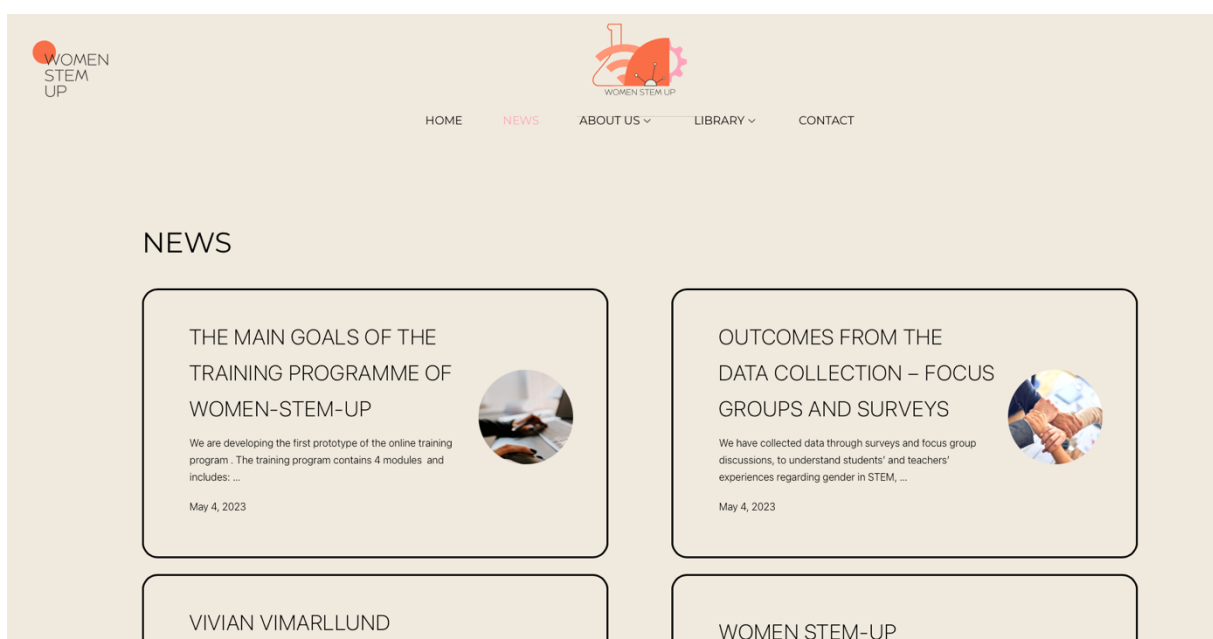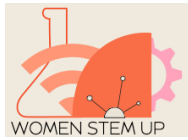


**Figure 6 – News page**

## 3.3 WOMEN STEM-UP website structure

The first version of the website structure includes:

- Home page

- News

- About us

    o Description of the project

    o Partners

- Library

    o Deliverables

    o Publications

- Contact

Whereas the Home page provides an overview of the project and, naturally, functions as a link to the other sections of the website, the other sections dive deeper into the project.

The About section includes a page that describes the project's context, the issue addressed, the solution advanced and more specific objectives of WOMEN STEM-UP. Additionally, it includes a page about the consortium partners, these are presented and briefly described.

The Contact page that evidently includes the contact information of key roles within WOMEN STEM-UP.

The News section that includes the presentation of the news of the project.
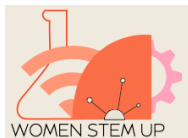
# 4 COMMUNICATION AND DISSEMINATION TOOLS AND CHANNELS

This chapter provides an overview of the communication tools and channels selected for WOMEN STEM-UP. Overall tools and channels encompass both traditional and newer forms of communication.
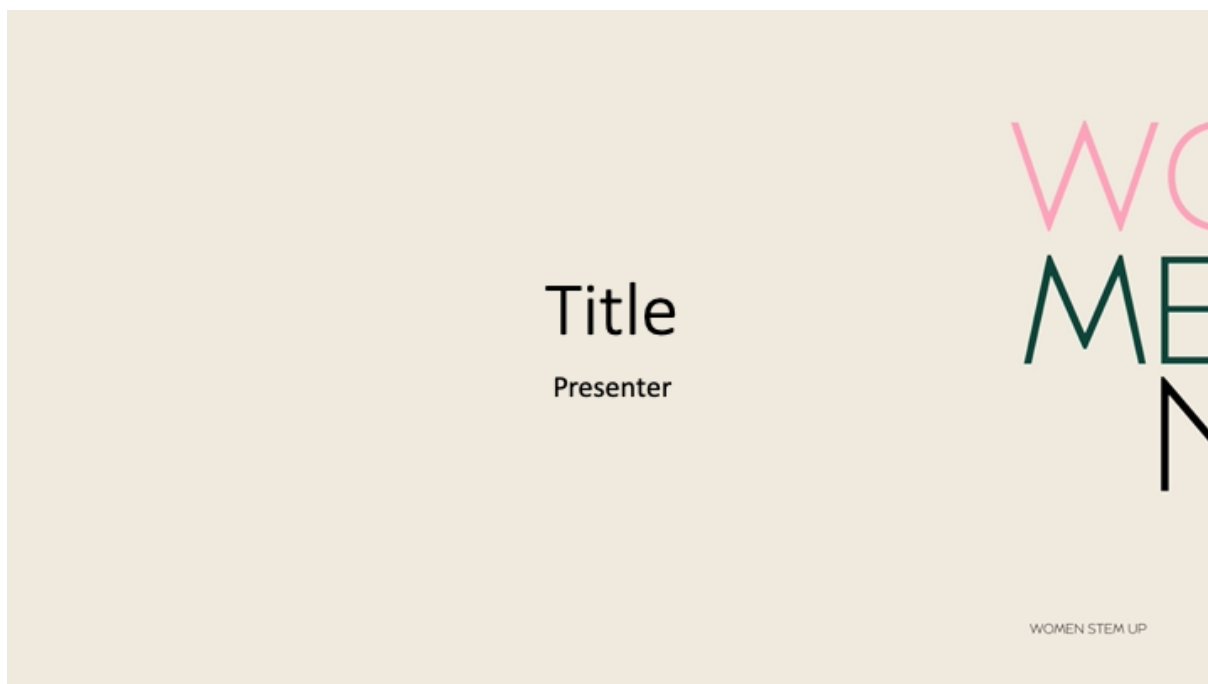
## 4.1 Templates

The use of templates is necessary to standardise certain communication material so as to ensure a consistent outlook and, ultimately, the visual identity of the project. Due to this reason, both physical and digital documents templates are made available to the WOMEN STEM-UP consortium.
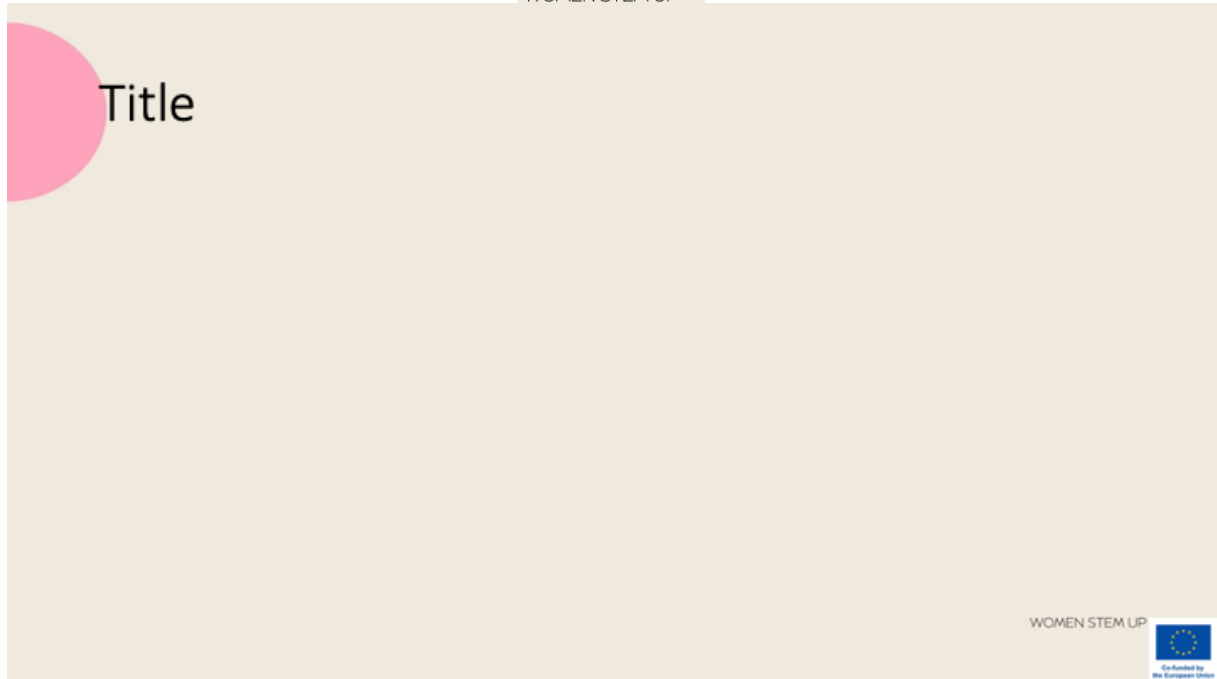
### 4.1.1 WOMEN STEM-UP digital documents templates

The PowerPoint template is shown in the figures below. Only some slides are shown as examples.

**Figure 7 - PowerPoint template (title)**



**Figure 8 - PowerPoint template (content)**

**Figure 9 - PowerPoint template (partners)**
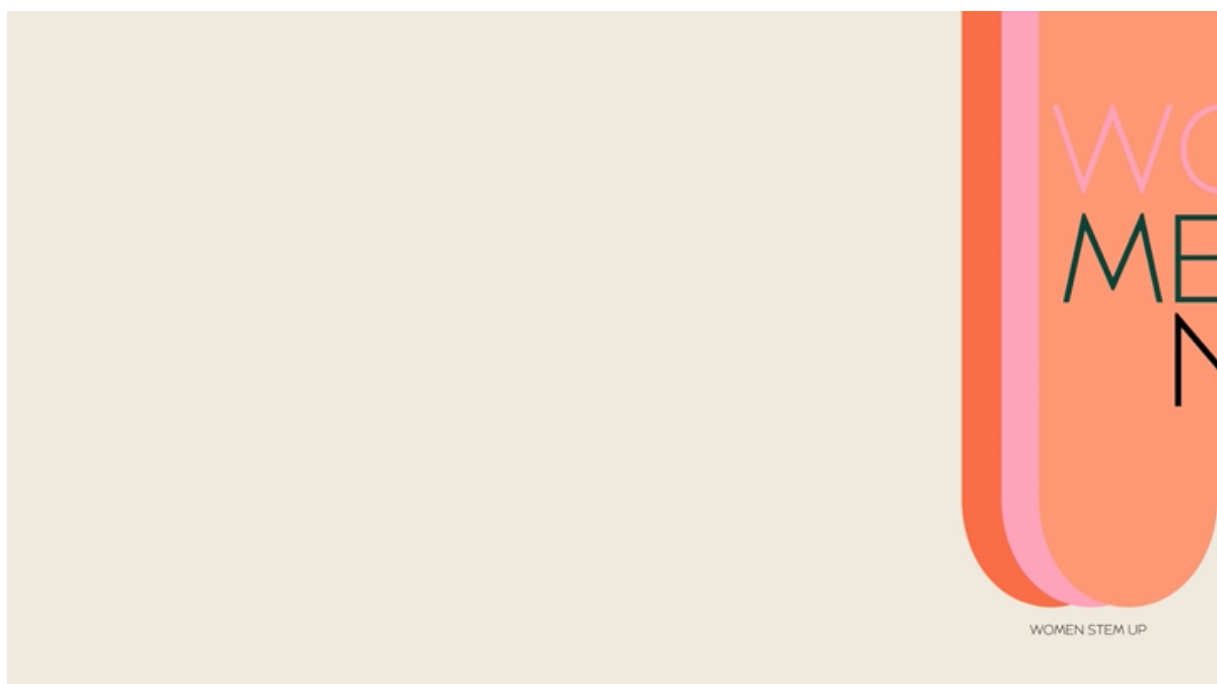


The PowerPoint template is used as a template for all presentations, and it shall be used by all partners. As a template it ensures that all the presentations are coherent with the brand created for WOMEN STEM-UP while allowing for flexibility in terms of the elements to include.

The over page of the word .docx template is shown below.

**Figure 10 - Deliverable template**
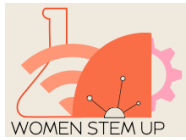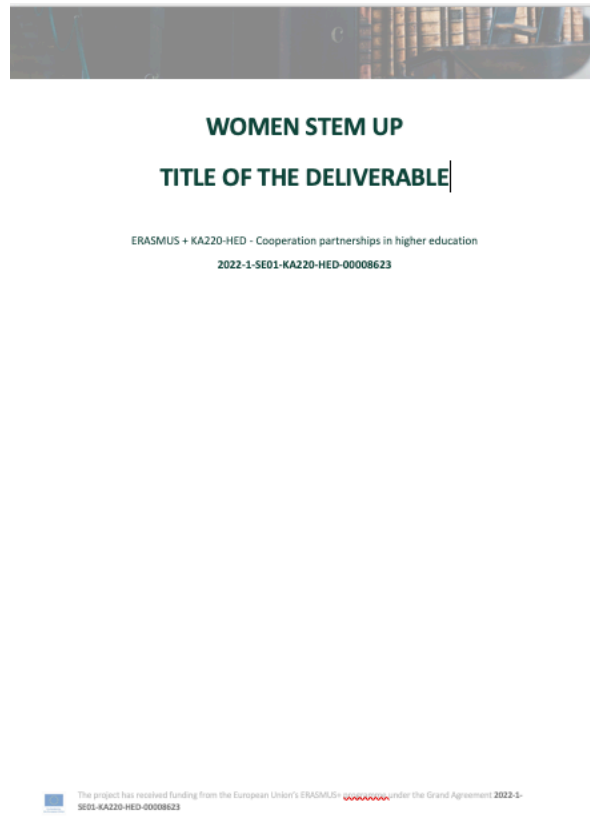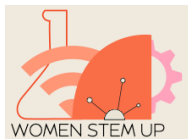


A second word .docx template is available in the shared repository with project logo in the header and European Union funding acknowledgement in the footer, this may be used for official letters. A third word .docx template is available in the shared repository as well, this template shall be used for minutes of meetings since it includes proper entries such as action points, agenda, and so on and so forth.

## 4.2    WOMEN STEM-UP blog in the project's website

WOMEN STEM-UP leverages blog posts to offer useful information to the public and boost its visibility. The blog is a great way of increasing the project's online presence. It is used to spread news about relevant events and project's successes and interact with potential customers or partners by providing them with insights associated with the project's results. Generally speaking, it is an excellent way to provide detailed explanations about WOMEN STEM-UP's objectives, build trustworthiness by exhibiting accomplishments and strengths, as well as draw in new visitors who may be curious about the project or want to get involved.

The WOMEN STEM-UP blog will be hosted on the project's website (https://women-stem-up.eu/news/). This is a natural consequence of the role played by the website within the whole communication and dissemination of WOMEN STEM-UP, which should facilitate the effort to meet the above-mentioned KPIs concerning the project's online presence. In a few words, the website is the first tool that establishes the online presence of the project and functions as a channel akin to a one-stop-shop for other communication channels and for the dissemination of all relevant material. In this way, it is also an excellent point of contact for all the stakeholders who can access meaningful information

and for potential stakeholders that may decide to become such on the basis of the content provided to them. This last interaction can certainly be mediated by the blog.

### 4.3    Scientific publications and special issues and policy briefs

WOMEN STEM-UP leverages the expertise and experience of its consortium members to deliver top-notch scientific publications and attract research by organising special issues. Building on its assets, it utilises the high-level profiles within the consortium to ensure that the quality of output is of the highest standard and that the most appropriate channels are selected for dissemination. Through these efforts, WOMEN STEM-UP advances its mission to promote and raise awareness of the innovations and breakthroughs made in the fields of STEM for Women.

### 4.4    Policy briefs, white papers and other consensus building tools

WOMEN STEM-UP commits to facilitate diverse and multi-stakeholder collaboration and information-sharing towards building a shared understanding around the topic of STEM for Women. This demands to a great extent, the engagement of actors from every part of society in constructive debates and exchanges of opinions. This consensus building activities will be developed throughout the project's duration making effective use of instruments like policy briefs, white papers, and memorandum of understandings.

### 4.5    Press releases

Press releases are a great way of communicating milestones or any other proceedings that can be assigned to a "checkpoint". Naturally, they are also a great way of communicating about an event or some development that has a direct impact outside WOMEN STEM-UP, hence that is worth of a broader exposure, including being shared with the general public. The social media channels of WOMEN STEM-UP will not share this type of content to avoid auto referencing. However, the WOMEN STEM-UP social media channels will share press releases published by media outlets or WOMEN STEM-UP consortium partners. The use of press releases greatens of importance in light of the ambitious goals regarding WOMEN STEM-UP's impact on policymaking and STEM education at every level of government, including international organisations. On these premises, press releases shall be designed considering outlets more tuned towards international organisations, with messages carefully devised for those stakeholders.

### 4.6    Third-party events

The WOMEN STEM-UP consortium members can use third party events as a powerful tool for the dissemination and communication of WOMEN STEM-UP. Attending and participating in relevant events, such as conferences, workshops and trade fairs, can help the consortium members to reach a wider audience and raise awareness about the project. By presenting the results of WOMEN STEM-UP at such events, the consortium members can demonstrate the project's impact and value and provide insights into the innovations and solutions developed through WOMEN STEM-UP. Additionally, by networking with other participants and stakeholders at these events, the consortium members can establish new partnerships and explore opportunities for collaboration. The consortium members can also engage with the media, both through interviews and press releases, to further increase the visibility of WOMEN STEM-UP and its results. It is important to choose events that are relevant to WOMEN STEM-UP and that attract the right target audience, such as policy makers, leaders in gender issues,
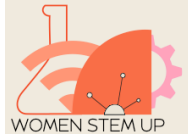
educators and other relevant stakeholders. These events present an opportunity for the consortium members to engage with leaders in gender issues, STEM education, educators and the general public on the STEM for Women, the WOMEN STEM-UP consortium members can maximise the impact and reach of the project's communication and dissemination efforts.

## 4.7 WOMEN STEM-UP presentation

The communication and dissemination plan presented in chapter 2 outlines the main rationale of first phase as to raise awareness on WOMEN STEM-UP to spark interest and elicit interactions with the target audiences. Raising awareness on the project by developing a fairly comprehensive and generic overview is the logic underlying the introductory presentation of WOMEN STEM-UP. The presentation consists of a thorough overview of the context surrounding WOMEN STEM-UP, the main reasons that led to its proposal, the vision that underpins its goals, its objectives and the approach envisioned to achieve them, and the expected outcomes and impact. Naturally, it also acknowledges the WOMEN STEM-UP consortium members albeit it does not offer a detailed description of them.
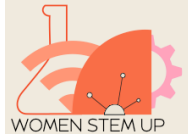
# 5  CONCLUSIONS

The deliverable at hand represents a significant asset in WOMEN STEM-UP as it provides a comprehensive and effective approach to stakeholder engagement and communication. The following are the three main highlights of the deliverable. The deliverable defines and profiles stakeholders, providing a deep understanding of potential stakeholders and enabling the consortium to engage with them in a targeted and impactful manner. The deliverable offers a comprehensive and well-structured plan for communication and dissemination, including a range of resources to effectively communicate with and engage stakeholders. By distinguishing communication and dissemination activities based on the phase of the project, the deliverable guides the consortium to achieve their goals. The deliverable sets the stage for the consortium to take the next steps towards success. This includes a full roll-out of the social media strategy, a well-defined schedule for communication and dissemination activities, and a solid foundation for dissemination efforts. In conclusion, the deliverable provides the consortium with a clear and effective path to stakeholder engagement and communication, supporting the project's impact on society and its long-term success.