

GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

GATE – Gender Awareness, Tackling stereotypes in Education

Erasmus+: KA3 Support for policy reform

Social inclusion through education, training and youth

Project N°612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Work Package 5 – Dissemination and communication

Dissemination and communication strategy

June 2020



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

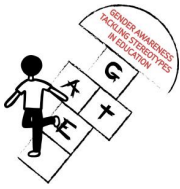
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

I.	Introduction.....	5
	Context of the GATE project	5
	Objectives	5
	Structure of the GATE project	5
	Partners.....	6
	Context of the WP5 – Dissemination and communication	6
	General objective	6
	Timeline of WP5	7
	Main activities of WP5	8
	List of outputs	8
II.	GATE dissemination and communication strategy	12
	Methodological approach.....	12
	The importance of awareness-raising and dissemination process in EU projects	12
	The aims of the GATE dissemination strategy	13
	Key dimensions of the dissemination and communication process for the GATE project	13
	Audience of the project: Whom to disseminate?	14
	Content to disseminate: What to disseminate ?	15
	Scope	15
	Tools: With what means to disseminate?	15
	Activities	17
	Role of the partners.....	19
	Impact of partners’ dissemination and communication activities and evaluation	24
III.	Conclusion.....	26
	Annex I – Role of the partners in each dissemination and communication activity	27



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

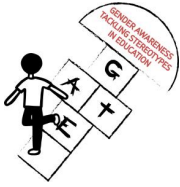
Deliverable Title	Dissemination strategy
Work package Title	Dissemination and communication
Work package Number	5
Work package Lead	European Institute Foundation
Author(s)	Svetlana Yordnaova, Borislav Mavrov
Contributor(s)	Virginie Timmerman, All partners should nominate their contributor when they fill the respective tables
Reviewer(s)	Virginie Timmerman
Dissemination level	Internal / Confidential
Project Number	612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN
Instrument	Erasmus+ KA3 Support for policy reform – Social inclusion through education, training and youth
Start date of Project	01/12/2019
Duration	36 months
Project coordinator	FEi (former CIEP)

VERSIONING AND CONTRIBUTION HISTORY



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

History version	Date	Modification	Modified by
V1	19/05/2020	1 st draft version	Svetlana Yordanova, European Institute
V2	26/05/2020	2 nd draft version	Borislav Mavrov, European Institute
V3	29/05/2020	3 rd draft version	Verginie Timmerman, CIEP
V4	15/06/2020	4 th draft version	Svetlana Yordanova, European Institute
V5	15/09/2020	5 th draft version	Borislav Mavrov, European Institute

I. Introduction

Context of the GATE project

Objectives

The general objective the project aims to achieve is **developing and implementing innovative practices to foster inclusive education and promote gender equality.**

The GATE project aims to collect practices that tackle gender stereotypes in primary schools; to study, multiply and disseminate it on a large scale, in order to allow the exchange of good practices between the countries of the European Union and to promote real equality between girls and boys.

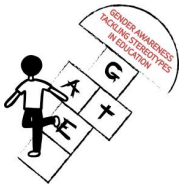
Structure of the GATE project

The project is divided into 4 phases and 6 work packages:



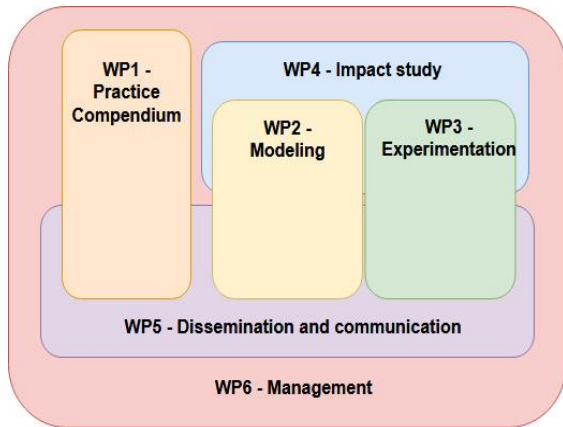
Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN



- Phase 1: A **collection of practices** (WP1 – Practice compendium) to tackle gender stereotypes in schools in the playground and in the classroom will be produced.
- Phase 2: Based on the practices collected, a **systemic programme including all primary school spaces and times** will be modelled (WP2 – Modelling) in order to be transferable to all school systems in the participating countries.
- Phase 3: The modelled practice will be **tested in schools** (WP3 – Experimentation) in the different countries to **assess its impact** (WP4 – Impact study) on school staff and students.

- Phase 4: **Policy recommendations** (WP5 – Dissemination and communication) for national and European decision-makers collecting comments from partners during the project will be written.
- Ongoing throughout the project: the activities of **communication and dissemination** (WP5 - Dissemination and communication) as well as the activities of **management** (WP6 – Management) will run for the duration of the project.

Partners

The partnership is constituted by 6 organisations:

- Po1 FEi (former CIEP), the coordinator, WP6 leader;
- Po2 GIP Aquitaine (+ Bordeaux Rectorate + School of Peyrouat), WP2 leader;
- Po3 Department for Education of the government of Navarra, WP1 leader;
- Po4 University College Copenhagen, WP3 leader;
- Po5 European Institute Foundation, WP5 leader;
- Po6 Abo Akademi University, WP4 leader.

Context of the WP5 – Dissemination and communication

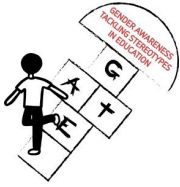
General objective

The aim of this WP is to create a strong awareness regarding the GATE project at local, regional, national and EU levels, across contexts and countries. The present dissemination strategy is elaborated describing all the activities to be held throughout the lifecycle of the project with clearly defined indicators and tasks.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Timeline of WP5

Activity	Period
Design the dissemination plan (methodology, dissemination toolbox, graphic identity)	June 2020 – M7
Development of the website and social networks of the project	July 2020 – M8
Local dissemination events	Finally, aiming at presenting the results and conclusions obtained
Write the Policy Recommendations	By the end of the project
Final Conference	By the end of the project, after the drafted policy recommendations are done

Possible implications of the sanitary crisis linked to COVID-19 pandemic

The implementation of the GATE dissemination activities might be affected by the global situation related to the sanitary crisis. The latter poses some serious challenges regarding the initial calendar planned and for the organisation of physical events.

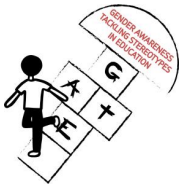
At this stage, COVID-19 is slowing many projects down, causing some delay and disruption. For the GATE project there are 2 dissemination activities that might be impacted:

- Local dissemination events: The consortium plans 6 events, targeting potential users, policy makers and key stakeholders at local, regional and national levels, originally planned on M31 of the project.
- Final project conference: The partners plan to organise a high visibility final event to present the project results to policy makers and key stakeholders, originally planned on M36 of the project.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Due to the unpredictability of the situation, the partners continue to adhere to the initial implementation plans. However, each of the partners is aware of the potential risks and is ready to transform the above-mentioned activities that might be affected. In order to ensure the quality of the implementation of WP, backup plans and necessary equipment should be provided and properly considered. The partners would need to take relevant steps to explore possible virtual conference platforms that provide a highly customizable, engaging, and secure environment in which they could successfully bring the targeted audience together, without risking health and safety.

If need be, the partners will:

- choose a virtual conference provider;
- make sure to comply with data privacy laws;
- assemble an online conference team with defined roles and responsibilities;
- decide if all attendees should have the same experience or if role-based access;
- adjust the agenda and components to work better for a virtual format with attendees joining online;
- communicate the change of format to all attendees, speakers and the EACEA;
- change the registration page and confirmation emails to direct attendees to the online conference URL;
- decide how presentations will be delivered;
- review the entire environment to make sure all the links to content, etc. are correct.

Main activities of WP5

A5.1 Design the dissemination plan

A5.2 Development of the website and social networks of the project

A5.3 Local dissemination events

A5.4 Write the Policy Recommendations

A5.5 Final Conference

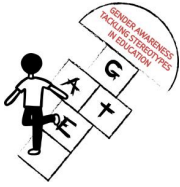
List of outputs

Number	O5.1
--------	------



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

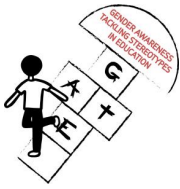
No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

Title	Dissemination strategy
Type	Document and tools - internal
Description	<p>The dissemination strategy will describe all the activities held throughout the lifecycle of the project. It will design the internal project tools and methods that will be used by the consortium in order to effectively disseminate the activities and results of the GATE project.</p> <p>The dissemination toolbox will also be designed including: Biannual e-newsletter will be developed and distributed through the website with the aim to enhance the target groups' awareness on the key project activities and results. The Newsletter will be disseminated through all partners' channels and networks to all relevant stakeholders and participating schools.</p> <p>Project related promotional materials will include a printed and online brochure that promotes project's aims, objectives and milestones.</p> <p>The toolbox will establish the project visual identity and logo and will comply with Visual Identity requirements and acknowledge the support received under Erasmus+ programme.</p>
Due date	March 2020 - M4
Language(s)	English
Media that will be used (publication on paper, online, other -specify)	online
Number	O5.2
Title	Project Website and Social Media communication



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

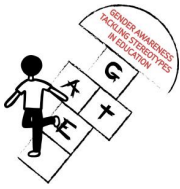
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Type	Website - Public
Description	The project-dedicated website will host all relevant project information and materials and will serve as a point of reference for the key results and deliverables. The database, for the practice compendium (O1.2), will be part of the website. It will constitute the main online dissemination tool, supported by social media accounts on the most widely used social networks, such as Facebook, LinkedIn, Instagram, Youtube and Twitter (GATE project-dedicated profiles will be developed on relevant social networks). The website will be supported in English and the maintenance of its content will be a task implemented collectively on a regular basis by the consortium members
Due date	May 2020 - M6
Language(s)	English
Media that will be used (publication on paper, online, other -specify)	online
Number	O5.3
Title	Policy recommendations
Type	Online document - Public
Description	This comprehensive document will use the results of WP2 and WP4 to convince policy-makers to integrate these innovative approaches into common practice.
Due date	October 2022 - M35
Language(s)	English



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

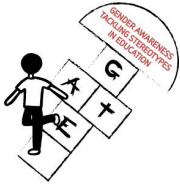
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Media that will be used (publication on paper, online, other -specify)	online
--	--------



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

II. GATE dissemination and communication strategy

Methodological approach

The importance of awareness-raising and dissemination process in EU projects

Promotion and awareness-raising are important parts of the dissemination process. These activities take place from the beginning of the project, or even before it starts, in order to inform the public about the project commencement, the aims and objectives and its planned outcomes.

Dissemination in general is a planned and structured process of providing information to the target groups and key actors with regards to project process, activities and results by the use of different dissemination channels at the local, regional, national, EU and international levels. The final goal of this process is to encourage the project target groups to use the project outputs as well as to include them in their practices of organisations or individuals who may benefit from GATE achievements.

In brief dissemination and exploitation aim to achieve the following objectives:

- To promote and raise awareness with regards to the project contents and developments.
- To provide information on the quality, relevance and effectiveness of the results.
- To successfully transfer the outputs to appropriate decision-makers in order to achieve their sustainable promotion and mainstreaming.
- To convince individual end-users to adopt and/or use the results/outputs even after the end of the project.

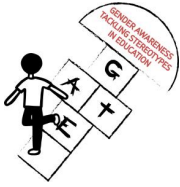
The dissemination strategy of the GATE project follows the general principles of successful dissemination strategy as explained below, already described in the project proposal.

The strategy was developed by the European Institute, as the WP5 leader, with contributions of all of the project partners. The dissemination strategy of the project itself can be adjusted when necessary in order to reflect and follow the project progress.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

The aims of the GATE dissemination strategy

As said in introduction, the general aim of the dissemination strategy is to create a strong awareness regarding the GATE project at local, regional, national and EU levels, across contexts and countries.

To this end, the dissemination strategy pursues several objectives:

- To get the users familiar with the project.
- To contribute to the sustainable development of effective strategies in help to raise gender awareness among both teachers and pupils and reduce the gender stereotypes.
- To inform and advocate on the need of a specific trainings that will guarantee GATE project quality.
- To improve the system and approaches for successful interaction between youth and ensure the continuity between school and their home.
- To increase the impact of the project by using various channels and tools for ultimate involvement of project stakeholders.
- To inform the public authorities, relevant NGOs, school associations and other stakeholders that the project provides tailor made outcomes that can be used by the schools on the territory of Europe and even beyond.
- To ensure that all project outputs are visible, recognizable and easy to reach by the stakeholders.

Key dimensions of the dissemination and communication process for the GATE project

With the WP5 – Dissemination and communication, partners seek to make sure that the project results **reach the largest possible number of relevant stakeholders**. Students and their teachers are not the only target audience of this project. The consortium also aims to raise awareness among policy-makers both at national and European levels. Dissemination and communication frame the whole project to ensure a smooth workflow and the best possible dissemination of the results.

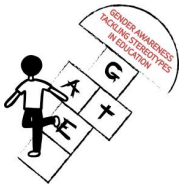
To do this, the dissemination strategy integrates the following dimensions:

- Horizontal (among the partners)
- Vertical (target groups and beyond)
 - Face-to-face activities – e.g. presentations, round tables, workshops, seminars, conference, info days, exhibitions, and other type of networking activities.
 - Media activities.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

- Web-presence – groups/blogs, e-newsletters, websites, social media, info portals, web forums.
- Paper-based presence – brochures, articles, activity reports, academic publications.
- Traditional Media-presence – interviews, presentations, TV and radio.
- Performance activities – activities related to project outputs, such as events, seminars, workshops or pilot events, testing and evaluation activities.

Audience of the project: Whom to disseminate?

Communication and dissemination activities will be tailored to each audience and target groups' needs. Starting from the targeted audience, the scope will then be decided, and the materials and activities selected so as to optimize impact.

The project **direct target groups** are students, teachers, educational staff, educational institutions and other learning providers and policy-makers.

The project **key stakeholders** are public authorities at national, regional and local level responsible for education, academia, other NGOs and local communities.

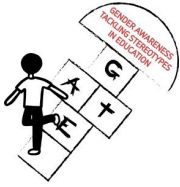
Target groups

- Primary schools' teachers
- Teaching staff
- Educational staff
- Educational decision-makers
- Students (mainly 9-12 years old students)
- Public



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Content to disseminate: What to disseminate?

- Project mission and key messages.
- Process of development of project outputs with special emphasis on the involvement of GATE project target groups in creation of training materials and identification of good practices.
- Outputs with a view for sustainable implementation into the practices.
- Innovative training methodology and approaches that are developed within this project.
- Capacity of the project consortium and the results achieved through their mutual cooperation.
- The added value of GATE project and its influence on the interaction practices between youth and teachers.
- The activities and the efforts of all project partners to ensure the ongoing use of the project outputs even after the official end of the project.
- To illustrate in front of the public the effective utility of the European funding allocated to GATE project.
- Relevant news regarding the topic of the project.

Scope

The GATE consortium will achieve wide dissemination of project results, by exploiting each partner's local, regional, national and European networks of stakeholders.

Project results will be public and open. Therefore, target groups, stakeholders and other actors will be able to access them easily and benefit from them immediately.

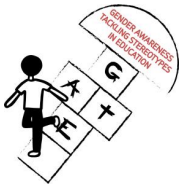
Tools: With what means to disseminate?

Dissemination material includes **promotional tools for the dissemination events** such as printed and online material, presentations etc. Partners will design and produce project related promotional material in **English**. A **presentation of the project aimed at an academic audience** will be created, so that partners have the material necessary to introduce GATE at national or international through conferences, workshops, etc. Each partner also should plan for the dissemination of the project in the format of slides included in the dissemination powerpoints presented in each transnational partner meeting.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

The **project website and social networks** will be in **English** and constitute the main online dissemination tools: project-dedicated website, supported by social media accounts on the most widely used social networks, such as Facebook, LinkedIn, Instagram, Youtube and Twitter. The website will be supported in English and the maintenance of its content will be a task implemented collectively on a regular basis by the consortium members. **All partners will use their websites and social media channels** to disseminate information about the project, on a regular basis.

In addition, **policy recommendations** will be shared with public authorities responsible for education.

Furthermore, the project includes **specific activities targeted to raise awareness and to involve and engage the target groups and stakeholders** (describe in the next section of the document) such as: local dissemination events, aiming at presenting the results and conclusions obtained at the end of the experimentation (WP3), as well as further promoting the project in front of relevant local audiences. Also, a High Visibility Final event to be held at the FEI in Paris.

Tools

- Project website.
- Social media channels
- Publications aiming at provision of up-to-date information about GATE project progress. Each partner should release such materials on regular basis published on news portals, magazines, newsletters, scientific journals
- E-Newsletter
- The materials such as posters, T-shirts, pens, USB sticks, event bags, etc.

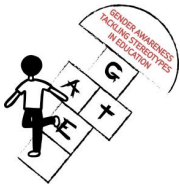
Criteria to follow when creating dissemination and communication materials

- To meet the needs of the project target groups
- To reflect the GATE project concept
- To contain the key features indicating that this is an EU funded project



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

- To present the project in an attractive and accessible way
- The allocated budget for the production of the materials should follow the principle of cost-efficiency

Activities

The consortium will seek to develop complementary tools and activities:

A5.1 Design the dissemination plan and tools

The dissemination toolbox will include the communication and dissemination methodology and tools including push activities, such as the constant publication of project-related news and content on popular social media and online channels, as well as the distribution of printed material.

Biannual e-newsletter will be developed and generated and distributed through the website with the aim to enhance the target groups' awareness on the key project activities and results. The Newsletter will be disseminated through all partners' channels and networks to all relevant stakeholders and participating schools. It will include short texts developed in the national languages of the respective partners.

Project related promotional materials will include a printed and online brochure that promotes project's aims, objectives, and milestones.

The toolbox will establish the project visual identity and logo and will comply with Visual Identity requirements and acknowledge the support received under Erasmus+ programme. The use of a recognizable logo, together with project branding in line with the requirements of the applicable visibility guidelines, will ensure appropriate visibility.

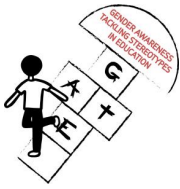
A5.2 Development of the website and social networks of the project

The project-dedicated website will host all relevant project information and materials and will serve as a point of reference for the key results and deliverables. It will constitute the main online dissemination tool, supported by social media accounts on the most widely used social networks, such as Facebook, LinkedIn, Instagram, Youtube and Twitter (GATE project-dedicated profiles will



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

be developed on the relevant social networks). The website will be in English and the maintenance of its content will be a task implemented collectively on a regular basis by the consortium members. The materials and deliverables will be made freely available through open licenses to the public via the web site and further promoted through social media.

A5.3 Local dissemination events

The consortium will plan 6 local dissemination events, targeting potential users, policy makers and key stakeholders at local, regional and national levels.

All partners will host a local dissemination event, aiming at presenting the results and conclusions obtained at the end of the experimentation (WP3), as well as further promoting the project in front of relevant local audiences.

Partners will gather a minimum of 25 stakeholders for a one-day event and priority will be given to teachers, school leaders, local educational institutions and NGOs. Policy makers and stakeholders such as teacher-training institutions and teacher networks will also be invited in order to increase the dissemination potential.

A5.4 Write the Policy Recommendations

We will publish policy recommendations targeting local, regional, national and European stakeholders, to support gender awareness in schools.

The presence of key educational institutions in the consortium and of partners with a proven potential to involve relevant stakeholders will create favourable conditions for ensuring political support and commitment of national authorities. However, it will be of utmost importance to correctly analyse the results of the project, so that to identify the common success conditions and factors of the experimentation, which will allow its upscaling and replication in other contexts, with the objective to transfer the project to the highest number of schools in other countries or regions in Europe.

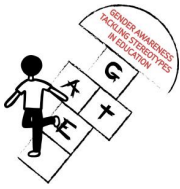
A5.5 Final Conference

The partnership will organise a high visibility final event to present project results of the project to policy makers and key stakeholders.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

After the implementation of the key project activities and the results of the experimentation and the impact study, the policy recommendations will be presented at a High Visibility Final event to be held at the FEI in Paris. It will gather stakeholders, experts and researchers in the field and policy makers from all over Europe. At least 30 national participants and 20 international participants will be invited. The aims of the final conference are the following:

- Presentation of the impact study.
- Presentation of the benefits on teachers and pupils.
- Reach and share a common vision through the policy recommendations.
- Contributions that take into account the following views will be presented:
- The outcomes of the GATE project in every participating country.
- Sharing views on the project: testimonies of participants (school staff, teachers, pupils, parents of pupils), representatives of associations involved in citizenship projects, experts and policymakers.

Role of the partners

Lead partner: European Institute Foundation

Contributing partners: Abo Akademi University, Bordeaux Rectorate, FEI, Department of Education of Government of Navarra, School of Peyrouat, University College Copenhagen

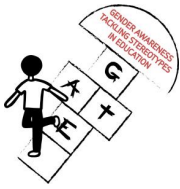
The partner organisations possess networks and contacts and have rich experiences in the field of European project management and implementation. The European Institute as a WP Leader is responsible for the overall dissemination. The WP leader has been an active member of this EU-wide network since 2008, hosting two key EDIC centres in Bulgaria. The EI is also a very active member of other networks at EU level, such as European Civic Forum, European Policy Institutes networks. EI as well as the partners will use its long-term partnerships at local, regional and EU level for further dissemination and creation of upscaling opportunities such as the Bulgarian Teachers' Union.

Additionally, the partners from will launch specific awareness-campaigns on the topic of gender awareness. All partners will also run various activities to promote the project on European level either through participation in thematic events, or through publications on EU web portals, scientific magazines etc.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

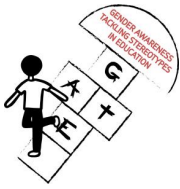
All project results will be further disseminated through the Erasmus+ Project Results Platform and through the European Commission's Information network Europe Direct.

Activity	Sub activities	Lead partner (LP)	Contributing partners (CP)	Deadline
1 Visual identity	Design of logo and visual identity	EI		M9
	Templates for documents (ppt slides, deliverables, etc.)	EI		M9
	Approval of the identity by the partners		All partners	M9
2 Project website and social media	Selection of provider for the website and database	EI		
	Design of the website	EI (with the support of FEI)		M8
	Testing and validation	EI	All partners	M10
	Launch of the website	EI		M11
	Support and update		All partners	M6-M32
	Creation of social media accounts	EI		M11
	Support and update		All partners	M11
	Monitoring of the website and social networks	EI	All partners	Throughout the project



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

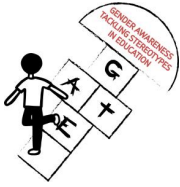
No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

3	Dissemination toolbox	Creation of a template for the E-newsletter	EI		
		Validation of the template		All partners	
		Content writing for the E-newsletter	EI	All partners	M12, M15, M18, M23, M29, M35
		Dissemination of the E-newsletter	EI	All partners	
		Promotional materials design	EI		M10-M12
		Creation of the leaflet	EI		
		Validation of the leaflet		All partners	
		Dissemination of the leaflet		All partners	M10-M14
4	Local dissemination events	Preparation	The responsible partner for each event		M30-M31
		Organisation	The responsible partner for each event		M31- M32
5	Policy recommendations	Framework tools to gather the information needed to draft recommendations	EI (supported by FEI)	All partners	
		Draft of the recommendations	EI	All partners	M32-M36



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

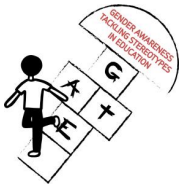
		Publication and dissemination of the recommendations	EI	All partners	
6	Final project conference	Identification of stakeholders that will be invited to the finale conference	FEI (supported by EI)	All other partners	M6-M35
		Organisation	FEI (supported by EI)	All other partners	M32-36

Organi sation	Other local dissemination opportunities
FEI	To be completed by each partner
DEGN	To be completed by each partner
GIP	To be completed by each partner
UCC	To be completed by each partner
EI	The media partnerships of the European Institute, built over the years, will help to disseminate the GATE project, its mission and key message. Some of the television channels with which media contacts/agreements have been established are Bloomberg TV Bulgaria, Bulgaria On Air, BNT2, Television Europe. Active exchange of information also exists with online media such as: "Club Z", "Dnevnik.bg", "MEDIAPOL", ArenaMedia-Rousse. Bulgarian National Radio (BNR), Darik Radio and others are also among the most common media partners. The EI team have been regularly invited as guest commentators on European topics in various national media where our experts can disseminate the innovative training methodology and approaches that are developed within this project.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

AA

To be completed by each partner

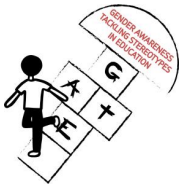
Summary of dissemination activities of each partner in GATE project

- EI leads this WP5. Coordinates the dissemination and communication (methodology, templates). Website and database for (WP1) elaboration with supplier. Monitoring of the website and social networks. Organisation of a local dissemination event. Co-organisation of the final event.
- FEI supports the dissemination and communication (review and contributions). Feeds website and social networks according to the dissemination strategy. Co-organisation of the final event.
- GIP supports the dissemination and communication (review and contributions). Feeds website and social networks according to the dissemination strategy. Organisation of local dissemination event in Bordeaux Academy.
- DEGN supports the dissemination and communication (review and contributions). Feeds website and social networks according to the dissemination strategy. Organisation of local dissemination event in Navarra.
- UCC supports the dissemination and communication (review and contributions). Feeds website and social networks according to the dissemination strategy. Organisation of local dissemination event in Denmark.
- AA supports the dissemination and communication (review and contributions). Feeds website and social networks according to the dissemination strategy. Organisation of local dissemination event in Finland
- All partners will design and produce project related promotional material in English.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IP1-SOC-IN

Impact of partners' dissemination and communication activities and evaluation

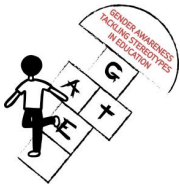
A very useful way of evaluating the dissemination activities is the documenting of all activities by each partner. The evidence of the reported dissemination activities usually are: lists of participants, presentations, agendas, meeting minutes, photos and screenshots/copies of documents such as emails, articles or videos. The documentation should include the use of quantitative and qualitative indicators and figures. In addition to the documentation of each partner's activities the WP Leader will also use an internal instrument, i.e. quarterly dissemination reports in order to monitor dissemination activities of each partner regularly. It should be noted that all project results will be directly visible to the general public, including a broad range of stakeholders. Each of the working stages will be open for timely and regular contestation and for subsequent correcting activities during the lifespan of the project.

	Type of activity	Description of activity	Target groups and stakeholders	Indicators of achievement and how they will be measured	Assumptions and risks
1	Project website and social media	Project website and social media will serve as the main pull dissemination activity. Project public deliverables will be made available to the public via the website, thus increasing the number of visitors.	General audience	<p>Relevant of the content and the user-friendliness of the website</p> <p>Statistics of website's frequentation</p> <p>Number of publications on the external website and social networks</p> <p>Feedback of teachers and any other external stakeholder</p>	<p>Interest of the external stakeholders in dissemination events</p> <p>Commitment of beneficiaries and stakeholders to cooperate and exchange information within a network</p> <p>Support of the dissemination and</p>



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

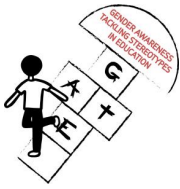
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

2	Local dissemination events	6 events, targeting potential users, policy makers and key stakeholders at local, regional and national levels.	Public Teaching staff Educational staff Educational decision-makers	Number of stakeholders informed – Attendance sheets Level of satisfaction of the stakeholders attending the conferences – Feedback from participants	network efforts by public state bodies
3	Policy recommendations	Policy recommendations targeting local, regional, national and European stakeholders, to support gender awareness in schools.	Educational decision-makers Public Teaching staff Educational staff	Number of recommendations disseminated - Number of publications sent and mentioned in events organised outside the partnership Level of dissemination of the recommendations into national and European policies - Typology of the organizations and persons to whom the publication is sent	
4	Final project conference	High visibility final event to present project results of the project to policy makers and key stakeholders.	Educational decision-makers Public Teaching staff Educational staff	Number of participants - Attendance sheet Level of satisfaction of the participants attending the conference - Feedback from participants	



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

III. Conclusion

Project results can only be of sustainable value and use if their dissemination is well planned and implemented at different levels. The strategy aims to support all activities in the fields of dissemination and sustainability by presenting general aspects as well as specific information to be used by each project partner according to the national dissemination plans. Furthermore, the strategy tries to highlight specific indicators for achieving high impact as well as for how high quality can be assured in the implementation of dissemination process.

As a result of EI's experience in the field of dissemination and sustainability the communication within the partnership is considered as essential for very achieving the best results. Even if all partners are not equally involved in the development of the project's outputs they are all involved.

In general, dissemination and sustainability can only be successful through close cooperation among all partners. Not only the communication but also the individual use of national dissemination channels, contacts and networks has great influence on the impact of the project.

It will be important for the partnership to start with the first phase of the dissemination concept as planned in the proposal – Visual identity – and its approval as soon as possible to have sufficient time and resources to convince the audience of the benefits and the applicability of the outcomes. The national dissemination plans will outline the most important events and activities where GATE project will be promoted and thus the community will be aware of benefits and potential opportunities given by the project.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

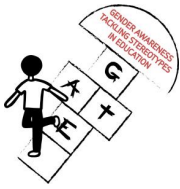
Annex I – Role of the partners in each dissemination and communication activity

	Partner	Description of activity	Period
1	EI	Visual Identity – design of logo; templates for documents.	M7
		Project website and social media – selection of provider; design; testing and validation; launch of the website; creation of social media accounts.	M3 – M7
		Support and update of the website.	M6– M32
		Dissemination toolbox – e-newsletter; promotional materials; brochure.	M6 – M35
		Preparation and organisation of Local dissemination event.	M30 – M32
		Draft of the Policy recommendations.	M32 – M36
		Identification of stakeholders and support for the organisation of Final conference.	M6 – M36
2	FEI	Approval of the Visual identity.	M6
		Support and updates for the Project website and social media. Participates in the Design of the Project website and social media.	M3 – M32
		Support for the dissemination toolbox (e-newsletter and brochure).	M2 – M35



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

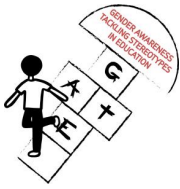
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

		Support for the Draft of Policy recommendations.	
		Identification of stakeholders and organisation of Final conference.	M6 – M36
3	GIP	Approval of the Visual identity.	M6
		Support and updates for the Project website and social media.	M3 – M32
		Support for the dissemination toolbox (e-newsletter and brochure).	M2 – M35
		Preparation and organisation of Local dissemination event.	M30 – M32
		Support for the Draft of Policy recommendations.	M32 – M36
		Identification of stakeholders and participation in the organisation of Final conference.	M6 – M36
4	DEGN	Approval of the Visual identity.	M2
		Support and updates for the Project website and social media.	M3 – M32
		Support for the dissemination toolbox (e-newsletter and brochure).	M2 – M35
		Preparation and organisation of Local dissemination event.	M30 – M32
		Support for the Draft of Policy recommendations.	M32 – M36
		Identification of stakeholders and participation in the organisation of Final conference.	M6 – M36
5	UCC	Approval of the Visual identity.	M6



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

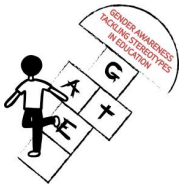
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

		Support and updates for the Project website and social media.	M3 – M32
		Support for the dissemination toolbox (e-newsletter and brochure).	M2 – M35
		Preparation and organisation of Local dissemination event.	M30 – M32
		Support for the Draft of Policy recommendations.	M32 – M36
		Identification of stakeholders and participation in the organisation of Final conference.	M6 – M36
6	AA	Approval of the Visual identity.	M6
		Support and updates for the Project website and social media.	M3 – M32
		Support for the dissemination toolbox (e-newsletter and brochure).	M2 – M35
		Preparation and organisation of Local dissemination event.	M30 – M32
		Support for the Draft of Policy recommendations.	M32 – M36
		Identification of stakeholders and participation in the organisation of Final conference.	M6 – M36



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

Annex II – Visual Identity Guidelines

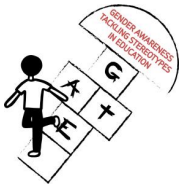
The consortium will seek to develop complementary tools and activities:

- Visual identity: The use of a recognizable logo, together with project branding in line with the requirements of the applicable visibility guidelines, will ensure appropriate visibility.
- Project website and social media: The maintenance of the project website, a task implemented collectively by the consortium partners, will serve as the main pull dissemination activity. Project public deliverables will be made available to the public via the website, thus increasing the number of visitors.
- Dissemination toolbox: It will include the communication and dissemination methodology and tools including push activities, such as the constant publication of project-related news and content on popular social media and online channels, as well as the distribution of printed material.
- Local dissemination events: The consortium will plan 6 events, targeting potential users, policy makers and key stakeholders at local, regional and national levels.
- Policy recommendations: We will publish policy recommendations targeting local, regional, national and European stakeholders, to support gender awareness in schools.
- Final project conference: The partnership will organise a high visibility final event to present project results of the project to policy makers and key stakeholders.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

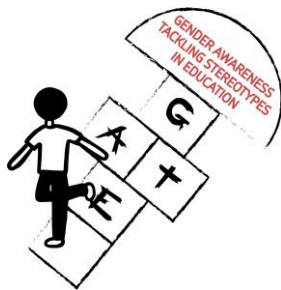
No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

This section presents GATE's visual identity

Different templates have been developed to create a coherent visual identity, including: project deliverables, reports, PowerPoint presentations, and newsletters. The same visual identity and graphic style will be used for posters, leaflets, roll ups, banners, or any other communication tool.

To facilitate the partners throughout the planned public activities, all project templates are made available.

Logo



GATE's logo has been designed to ensure an easy identification of the project and a major exposure. It will be included on all project materials such as event flyers, website, as well as on dissemination and communication materials in order to achieve a unified vision across countries and consortium partners.

The project logo was selected through voting by all consortium members. A clear winner with over 50% of the votes from among four options was chosen. Each partner had the right to cast one vote only. The logo that won the most votes was selected as a final version that will be used accordingly in all the GATE activities. After the logo was selected, its copyright was verified and, following the vetting confirmation, it can be used without violating intellectual property rights.

The logo symbolizes: awareness, trust, equality, education and responsibility.

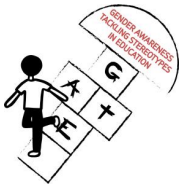
Graphics

The proposed font is **Corbel** due to the clearer perception of the readers. This font will be used for most hard-copy dissemination and communication materials such as newsletters.



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union



GENDER AWARENESS TACKLING STEREOTYPES IN EDUCATION

No. 612192-EPP-1-2019-1-FR-EPPKA3-IPI-SOC-IN

The clean lines and whitespace work well with various design styles and approaches, making them highly adaptable across many forms of media: large and small, print and digital, and static and animated.

The colours used for the logo and the dissemination and communication materials are coordinated with all the members of the consortium and are as follows:



CMYK 0/0/0/0
RGB 255/255/255
LAB 11/-1/1



CMYK 0/0/0/100
RGB 0/0/0
LAB 100/0/0



CMYK 62/2/67/0
RGB 101/187/127
LAB 69/-38/22



CMYK 18/82/69/5
RGB 197/80/78
LAB 50/47/25



Erasmus+

This project has received funding from the Erasmus+ Programme of the European Union