



Assessment and implementation of Agriculture and Life Science
Universities' first Gender Equality Plans in widening countries

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D6 Dissemination, Exploitation, and Communication Plan (DEC)

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List of Abbreviations in AGRIGEP communication

AB	Advisory Board;
CA	Consortium Agreement;
DEC	Dissemination, Exploitation and Communication;
DMP	Data Management Plan;
E	Economic;
EC	European Commission;
EO	Expected Outcome;
GA	Grant Agreement;
GeA	General Assembly;
GE	Gender Equality;
GEP	Gender Equality Plan;
IPR	Intellectual Property Rights;
KER	Key Exploitable Result;
KPI	Key Performance Indicator;
M	Month;
MO	Management Office;
P	Public;
PC	Project Coordinator;
PO	Project Officer;
R	Report;
RPO	Research Performing Organisation;
SC	Steering Committee;
Sci	Scientific;
SDG	Sustainable Developmental Goals;
So	Societal;
SO	Specific Objective;
STEM	Science, Technology, Engineering, and Mathematics;
WP	Work Package

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1. Executive Summary

The current document constitutes the 1st version of the Dissemination, Exploitation and Communication Plan of the EU-funded project “AGRIGEP – Assessment and implementation of Agriculture and Life Science Universities’ first Gender Equality Plans in widening countries” (GA number 1010944158).

AGRIGEP is a Horizon Europe Coordination and Support Action (CSA) aiming to address, with the joint efforts of six consortium partners, to i) perform a responsible assessment of widening RPOs' current status on GEP implementation, ii) improve capabilities through intensive capacity building, and iii) develop and implement an agriculture and life-science targeted GEP with sectorial specific measures and strategies. These results could lead to long-term institutional reforms. Additionally, this project will work to establish the inclusion of GE issues within the RPOs’ educational system and the professional training of students.

The purpose of this document is to present the strategy to be followed for all communications, dissemination and exploitation activities of the project and suggest a concrete plan for their implementation throughout the project’s three-year duration.

This document comprises eleven chapters addressing different aspects that are important to focus on, starting with the general information about the AGRIGEP project, its objective, its DEC goals and target audiences. The document also provides details on the timeframe for the implementation of the DEC strategy, together with the roles and responsibilities expected by the AGRIGEP partners. Dissemination planning and all respective DEC tools and actions assuring effective communication and dissemination of the project are also presented, including an overview of how the tools correspond to each target audience intended to be reached is also featured in the document. Monitoring and assessment aspects of the DEC activities, featuring KPIs and targets set are presented.

The first version of the DEC Plan has been prepared due to M6. Deliverable 6 is a dynamic document that evolves during the lifespan of the project, based on agreements among the partners to be reviewed and updated periodically.

2. Introduction

This document represents the Dissemination, Exploitation and Communication (DEC) Plan of the AGRIGEP HE project, which frames the guidelines for communicating all project's publishable results among consortium members and beyond. All consortium partners are to be involved to manage, that all project results are adequately and widely disseminated. The DEC summarizes the strategic approaches, target groups, channels, and tools for disseminating project results.

The general principles for the execution of the project, including dissemination, exploitation and communication work, are defined in the Grant Agreement (GA), the Description of the Action (DoA) – Annex 1 to the GA; and the Consortium Agreement (CA) concluded by the consortium. The DEC Plan, does not replace any of these agreements, nor does it replace any of the EU guidelines for project implementation and documentation, as there are the Annotated Model Grant Agreement¹ (AMGA) and the Online Manual². Developing the DEC Plan all those documents were considered as well as, particularly, detailed planning information and tables from related chapters of the AGRIGEP DoA.

The DEC Plan aims to establish communication channels and tools, involve core target groups and stakeholders in the project, and secure the project's sustainability and results. All consortium partners are to use this document, which may be revised during the project life cycle. The DEC Plan will be revised according to the progress of the project, in line with the planned activities. Based on the status report at the time of the revision, measures will be defined to guarantee the maximization of the impact. Deliverable 7 DEC Plan Revision 1 due date is 31st December 2023, Deliverable 8 DEC Plan Revision 2 due date is 31st December 2025.

¹ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf

² https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/om_en.pdf

3. Project objectives

Although major efforts to reach gender equality (GE) in Research and Innovation have been made in many areas, there are still prominent inequalities in the widening countries. Across the EU, the development of Gender Equality Plans (GEP) intends to address the problems at Research Performing Organisations (RPOs); however, the variability in capability, capacity, and expertise hinders the efficient implementation of the institutional GEPs. Additionally, there are specific GE issues within certain fields of study at research and education institutions. In this context, GE issues in the Science, Technology, Engineering and Mathematics (STEM) fields are well known and specific action plans have been developed. Within STEM, agriculture and life-science focused RPOs face very similar problems, but they lack sector-specific measures and mitigation plans. Furthermore, in agriculture, a large GE sector-specific imbalance exists in developing countries where a relevant proportion of RPOs' international students come from.

The AGRIGEP project's main objective is to comprehensively assess the RPOs' current status on GEP implementation. Additionally, this project will work to establish the inclusion of GE issues within the RPOs' educational system and the professional training of students.

The specific objectives of the AGRIGEP project are:

- perform a responsible assessment of widening RPOs' current status on GEP implementation;
- improve capabilities through intensive capacity building;
- develop and implement agriculture and life-science targeted GEP with sectorial-specific measures and strategies.

To reach these project objectives, advanced partner institutions, which have decade-long experience in GE and GEP implementation, will mentor and help the assessment and capacity building of three widening country-origin universities. The expectations from the AGRIGEP project are high on the side of the RPOs as the implementation of their GEP is just starting; as such, capacity building is important for their success. Therefore, adopting the best practices of advanced universities and abiding by their mentoring would be beneficial to the RPOs in reaching their goals.

The expected project results are:

- GEP evaluation of the 1st GEP of GEP implementing partners
- Capacity building plans for GEP implementing partners
- Revised GEPs of GEP implementing partners
- GEP-network of Agriculture and Life Science specific Universities
- Training materials for GEP implementing partners

These results could lead to long-term institutional reforms. It is, therefore, of major importance to develop a strategy for the communication and dissemination of the project's results for the maximisation of the impacts during the 3 years of the project, but also to plan for such activities after its lifespan.

4. Dissemination, Exploitation and Communication goals and objectives

The main goals of the AGRIGEP DEC Plan are divided into three area, such are:

1. Communication

The main goal of communication is to inform about the AGRIGEP project and its results to wide society including media and the public through various channels and tools. For this purpose, the project website, project social media accounts, press releases, flyers and newsletters will be used. To maximize the effect, parallelly the individual project consortium partners' website and social media account will be use referring to the project AGRIGEP website and social media accounts.

2. Dissemination

Dissemination is defined in GA Annex 5 (Art. 16) as: The public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

The main goal of dissemination activities of the AGRIGEP project is to disseminate AGRIGEP project results, enable their use and uptake by target audiences; in particular:

- to develop, implement and promote agriculture and life-science targeted GEP with sectorial-specific measures and strategies;
- to connect and inform the scientific community, other research projects (H2020, HE, E+), institutions, policymakers, enterprises and general public; and
- to create sectorial GEP-network comprising other universities in the region.

Dissemination will be ensured through various channels and tools including conferences, awareness raising events, consultations with stakeholders, networking with other universities, webinars and workshops, fact sheets, and scientific publications.

3. Exploitation

Exploitation is defined in GA Annex 5 (Art. 16) as: The use of results in further research and Innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product pro process, creating and providing service, or in standardisation activities.

The main goal of exploitation activities is ensuring a long-term impact utilisation of the project's results by the usage of sectoral GEP knowledge-sharing networks to ensure long-term engaged GE, the openness of the networks and resources to usage by universities and research organisations beyond the consortium and by continuing operation beyond the timeframe of the AGRIGEP project.

The AGRIGEP project will also disseminate part of the data stored in appropriate repositories for re-use. The DMP (chapter 3.4) defines three main re-use areas of the publicly available project data involving (1) Complementary data for new research projects and publications to build on AGRIGEP research results and encourage collaboration with other projects. (2) Reference data for regulatory and policy development purposes, as well as to inform the public about sustainability and improved transparency

of the revised GEPs of widening institutions of the STEM sector. (3) Reference data for regulatory and policy development purposes, as well as to inform the public about sustainability and improved transparency of the revised GEPs of widening institutions of the STEM sector. The potential re-use of data also will define the data available from the project.

5. Target audience

Project aims at reaching out the widest audience and will include as much as possible actors from agriculture and life sciences sector, including education and research organisations, research communities, governmental organisations, NGOs, enterprises, and other stakeholders.

The communication strategy will act at two levels:

1. Internal communication between Partners, and
2. External communication and dissemination to reach a wider audience, ensuring the best impact of planned activities.

To ensure the effective exploitation of the project outcomes, some target groups and key actors have been identified (*Table 1*):

- (1) Project Partners - Agriculture and life science universities (ALSU),
- (2) EU, National, and local policy and decision makers (PM),
- (3) Farms, enterprises (F),
- (4) Stakeholders (SH),
- (5) Scientific Community (SC),
- (6) (6), Research Projects (RP),
- (7) Media (M), and
- (8) General public (GP).

The detailed specifications of each group are provided in *Table 1* together with the way of contacting them and key messages to be delivered.

These categories must be considered at the EU level, as well as at a national level and Global level.

Table 1 Summary of the way of contact and key messages to the specific target groups

Target groups	Way of contact (tools and channels)	Key message
Agriculture and life science universities (ALSU): GEP-staff, HR staff, management, leaders and department heads, decision-makers, women scientists, teachers, employees and all-level students, including international students	Open-access training material and GEP, newsletter, fact sheets, video, conferences, scientific publications workshops/webinars, the project website	Presenting the problem with women's careers in agriculture and life science and promoting GE in the research and innovation sphere. Cultural and institutional changes for GE in research and HEIs.
EU, National, and local policy and decision makers (PM): Commission agencies, NGOs, working/advisory groups	scientific publications, newsletter, the open knowledge-sharing network, conferences, workshops/webinars, press releases, policy briefs, the project website	Raise awareness about the situation in STEM and the agriculture sector. Engage the „opinion-makers“ to promote the future GEPs into policy suggestions to influence possible future national and EU efficient

		regulations. Assisting in pushing for national, European, or International policy-making.
Farms, enterprises (F): local farms and farmers, associations, SMEs, food processing industry partners	newsletter, the open knowledge-sharing network, workshops/webinars, the project website	Raise awareness about the situation of inequality in agriculture and the STEM sector. Inform the sector about the importance of GE in Innovation processes and share good practices.
Stakeholders (SH): women scientists and teachers, employees of higher education and research organisations, women students at universities, girls in schools	Open-access training material and GEP, newsletter, open knowledge-sharing network, workshops/webinars, the project website	Raise awareness. Exchange ideas to GE. Provide relevant feedback. Promote collaboration in awareness-raising activities. Promote scientific careers for girls and women. Promote the importance of GE.
Scientific Community (SC): Researchers in social sciences	Open access training material, open knowledge-sharing network, newsletter, factsheets, workshops/webinars, the project website	All data, information and training materials created/collected during the project, not bound to IPR constraints, will be available on an open royalty-free basis.
Research Projects (RP): HE, H2020, ERASMUS+, other European funding streams addressing gender issues and equality	Open access training material, open knowledge-sharing network, newsletter, workshops/webinars, the project website	Discuss the current state of the gender equity in the EC, esp. The impact of EP Resolution of 9.9.2015 on Women's Career in Science and University. Exchange of best practices, generate new networks.
Media (M): Websites, portals, journalists, internet/social media influencers, local TV stations, newspapers, radio stations	Press releases, newsletter, factsheets, webinars, conferences, project website	Sharing information and results of the project.
General public (GP): Citizens, civil society groups interested in GE	Press releases, newsletter, factsheets, webinars, conferences, project website	Raise awareness. Provide relevant feedback. Disseminate the results of the implementation of GEPs.

6. Dissemination, Exploitation and Communication timeline

The *Hiba! Érvénytelen könyvjelző-hivatkozás*. 2 aims to provide an overview of the timeline that will be followed for the execution of the DEC activities.

Table 2 DEC timeline

	Year 1												Year 2												Year 3											
WP2 Activities	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12	M 13	M 14	M 15	M 16	M 17	M 18	M 19	M 20	M 21	M 22	M 23	M 24	M 25	M 26	M 27	M 28	M 29	M 30	M 31	M 32	M 33	M 34	M 35	M 36
DEC Strateg																																				
Develop DEC Plan																																				
Revise DEC Plan																																				
Project Visual Identity																																				
Develop project identity and templates																																				
Project Website																																				
Develop the project website																																				
Generate content for the website																																				
Public materials																																				
Create a poster and 3 flyers																																				

[illegible]

[illegible]

[illegible]

7. Dissemination planning: dissemination, exploitation, and communication

Dissemination, exploitation, and communication of project activities and results are one of the keys to success for the AGRIGEP project. In terms of maximizing impact through the D&E&C measures, there is to be created a comprehensive Dissemination, Exploitation, and Communication Plan (WP2). This plan covers dissemination and communication activities throughout the duration of the project, including the development of a visual identity and brand of the project to establish a clear presence on webpages and social media (mainly Facebook, Twitter, and LinkedIn), enabling so to reach out desired audience.

Different and complementary dissemination tools and activities will implement the AGRIGEP strategy through tailored means to the message's language, target, and scope. Several tools have been identified and will be developed to facilitate the dissemination and exploitation actions (*Table 3*).

Table 3 Dissemination, exploitation, and communication actions with regard to specific needs and expected results

SPECIFIC NEEDS	EXPECTED RESULTS	D&E&C MEASURES	KPIs
<p>Lack of experience in GEP implementation at RPOs; Incomplete or lacking monitoring systems to evaluate progress in the field of GE</p> <p>Knowledge and capabilities gaps in GE, including intersectionality; Lack of best practices which could be applied during the implementation</p> <p>Lack of sectorial information on GEP in agriculture and life-science field;</p> <p>Weak or non-existing GEP network; Few advisory organisations at the</p>	<ul style="list-style-type: none"> • GEP related assessment of universities • Training materials for RPOs • Tailor made GEPs to each RPO • Training materials for RPO's academic curricula for 3rd country students • Sectoral GEP knowledge 	<p>Dissemination: Presenting project results at conferences addressing GE sectoral challenges. Training sessions, Workshops /Webinars for RPO's staff, employees, and students. Training materials implemented into the RPOs' academic curricula. Organization of events on awareness-raising and stakeholders' involvement. Topical fact sheets creation and dissemination.</p> <p>Exploitation: Usage of sectoral GEP knowledge-sharing networks to ensure long-term engaged GE. The openness of the networks and resources to usage by universities and research organisations beyond the consortium. Continuing operation beyond the timeframe of AGRIGEP.</p>	<p>Project outcomes presented at 3 conferences 6 training sessions 6 webinars/workshops 9 stakeholder-involving events organized by widening partners (3x3) 4 awareness raising events (3 in national language of each RPO) 5 fact sheets (online and in print) in the national languages of each RPO</p> <p>Open access training material for staff and 3rd country students</p> <p>Open access GEP Open knowledge sharing network 4 submitted open-access, peer-reviewed scientific papers</p>

national level on GEP in widening countries	sharing network	Communication: Sharing project outcomes and material through various means (project webpage, social media, newsletter distribution, press releases) among stakeholders and the general public. Continuous consultation with stakeholders	2 Policy Briefs Project website Project social media 3 Newsletters (1 per year) 3 flyers of the project (1 ALSU, 1 women scientist, 1PM) 10 press releases
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These DEC activities will ensure the promotion of the project results. The DEC Plan will directly affect the exploitation of the project. AGRIGEP's resources will be used by ERCs and other academic personnel within and beyond the consortium as a guide for GE in life sciences, thus ensuring the project's sustainability beyond its lifecycle.

The successful implementation of the AGRIGEP activities requires collecting, processing, and/or generating a variety of data. How these data will be produced and collected within the project, whether and how it will be made accessible for re-use and further exploitation, and how it will be curated and preserved are described in the AGRIGEP Data Management Plan (D1.1). For each WP an overview of the dataset is provided (DMP, chapter 3.1), including types of data in the dataset, the format of the data, data availability, purpose of the data collection/availability, expected size of the data, and data storage. Based on the availability mode of the data – sensitive or public – those in a public mode will be further communicated, disseminated (including in scientific publications,) and exploited.

Further, the AGRIGEP project will also re-use pre-existing data from previous projects (e.g. Horizon Dashboard, Horizon Results Platform) and literature data from publications and databases (e.g. Zenedo, OpenAire, PubMed, Scopus) in the developing process of dissemination and communication tools of the project.

8. Measures to Maximise the project impact

As part of the project, local, internal **awareness-raising activities** will be implemented (at least one by each RPO, in their national language, between M3-M12) by the consortium partners, including meetings with top management representatives from various university departments to raise awareness about the AGRIGEP project and the implementation of GEPs at a wider university level and/or national level. Furthermore, project activities that educate people about the involvement of women in the agriculture and STEM fields and engage target groups. These activities are also part of the capacity-building efforts but have dissemination relevance. In addition, at the premises of each RPO, an awareness-raising event will be implemented to disseminate the GEPs. **Online consultations and debates are included in the dissemination activities**, meaning that to communicate the crowdsourcing platform and participatory approach better, the RPOs will organize **open consultations with target stakeholders** (national and EU-level) in order to collect relevant feedback and to generate ideas for the revision process of their GEPs. These events will be planned and organized by implementing the successful best practices of the lead partners (UPC, YW, NaTE) from prior activities.

Moreover, **joint webinars with sister projects'** (BUDGET IT, NEXUS, SUPPORTER) networks and initiatives will be implemented to promote and establish mutual learning activities. These webinars will be organized to disseminate and collect relevant feedback, to establish the synergy between the AGRIGEP project and the GEP-network, and to enhance the adoption of the EU Charter & Code for Researchers.

In addition, as part of the new GEP network of the sector, **online and offline meetings** will be prepared and implemented for experience exchange. Partners will contact other institutions to promote the design and development of GEPs and to gather useful information and relevant feedback. This will be part of the GEP-network development activities (T2.4 in WP2). These meetings will be implemented from M13 until the end of the project. The goal is to engage at least 30 external RPOs in the GEP network, mainly in widening countries within the Eastern-European region in the STEM field.

Lastly, a final conference will be organized at the end of the project to disseminate its results and support its sustainability. Policymakers and researchers will be the main target group of this final conference to be organized in Prague, CZ, by CZU (M34).

The overview of planned disseminated activities is provided in *Table 4*.

Several **third-party events** take place across Europe and around the world, which focus on GE themes that the AGRIGEP project aims to tackle. All project partners are expected to participate in these third-party events related to the subject of the project to disseminate the AGRIGEP project's results and establish cooperation with other experts, relevant initiatives, EU policymakers, and stakeholders. *Table 7* presents some third-party events where project partners are planning to disseminate AGRIGEP. This list will be continuously maintained and updated.

Table 4 Planned dissemination activities

Dissemination activity	Target Audience	Social Outputs	Outreach KPIs	Impact KPIs
Publications (open access, peer-reviewed)	SC, PM,	4 manuscripts submitted for publications		number of reads and downloads, number of citations

Dissemination activity	Target Audience	Social Outputs	Outreach KPIs	Impact KPIs
Consultation with stakeholders	All	3 events/ widening partner	20 invited stakeholders/ event	number of participants; feedback from participants through an online survey after the event
Networking: GEP network	ALSU, SH, RP	sector- and region-specific networks started	30 organisations are connected	number of participants; number of new projects;
Conferences (M12-M36)	GP, SC, PM, GP, M	Project outcomes presented at 3 conferences	> 100 visits per conference	networking (number of GEP-network partners, number of new projects on consortium level)
Policy Briefs (M12; M36)	PM, SH	2 Policy Briefs	> 10 target organisations	number of contacted decision-makers ad organisations; a number of downloads
Training sessions (M6-M36)	ALSU, SH	6 sessions	> 50 visits per training	number of participants; downloads of training materials; feedback from trainees through an online questionnaire
Workshops /Webinars (M6-M36)	ALSU, SC, SH	6 webinars/ workshops	> 50 visits per workshop /webinar	number of participants; downloads of webinar material
Awareness-raising events (M3-M12)	ALSU, SH SC, M	4 events (3 in the national language of each RPO)	>50 visits/event	number of participants
Topical Fact Sheets (M3 – M12)	ALSU, GP, SC, PM, GP, M	5 fact sheets (online and in print in national languages of each RPO)	> 100 prints/downloads /fact sheet	number of reads and downloads

Footnotes: ALSU, Agriculture and Life Science Universities; PM, EU and National, and local Policy and decision Makers; SH, Stakeholders; SC, Scientific Community; RP, Research Projects; M, Media; GP, General Public.

The communication activities of the project will also support dissemination and exploitation activities. Still, their main goal will be to provide targeted information about the project and branding of the AGRIGEP project as a sector-specific, inclusive GEP development and capacity-building project. For effective communication, both online and offline channels will be used. The main communication measures and tools are presented in *Table 6*. Besides these, AGRIGEP will use the partners' websites with reference to the link of the initial site of AGRIGEP, mailing lists or mail database lists, online meetings, webinars, partners' social media, and a crowd/sourcing platform that will be used to raise awareness and enhance the participatory design of GEPs.

Table 5 Main communication measures and tools

Communication Measure and Scope	Target Audience	Output KPIs	Outreach KPIs	Impact KPIs
Project website (general information share) (M6-36)	GP, SC, ALSU, SH, PM	Website launch	>200 visitors/month, time-on-page and/or scroll-depth measures, visitors' comments	A question regarding the visitor profile will be initiated once the website visit starts.
Newsletter (general information share) (M6-M36)	SC, ALSU, SH, PM, M	1 Newsletter/year	>2000 to end users, > 300 to policy makers	Feedback received from the recipients.
Flyers (online and printed) (main project results share) (M12-36)	SC, ALSU, SH, PM	3 flyers online and printed (1 ALSU, 1 women scientists, 1 PM)	Up to 2000 users, Up to 300 policy makers	Survey to assess the interest of the recipients.
Project social media (share posts, results, events)(M3-M36)	GP, ALSU, SC,	At least 3 posts per month	> 300 visits per month	Number of followers, comments from visitors
Press release (electronic and printed)(share main project information and results) (M3-M36)	GP, SC, PM, GP, M	10 press releases	300 recipients per each press release in English (100 recipients in each National language)	Follow up and assessment of the impact (number of readers, feedback received by the audience)
	ALSU, GP, SC, PM, GP, M	5 fact sheets (online and in print in national languages of each RPO)	> 100 prints/downloads /fact sheet	number of reads and downloads

Footnotes: ALSU, Agriculture and Life Science Universities; PM, EU and National, and local Policy and decision Makers; SH, Stakeholders; SC, Scientific Community; RP, Research Projects; M, Media; GP, General Public.

9. Dissemination, exploitation and communication tools

This chapter contains communication about the project and dissemination of results through visual design, project identity, and brand. Guidelines on using project identity tools properly are included, however, will also be detailed in due course of the project. This graphic design presents the visual identity of the AGRIGEP project and establishes the basic principles to be applied to the entire range of communication products. The principal purpose is to give the AGRIGEP project (No. 101094158) a recognisable image and a coherent voice when communicating. The visual identity is based on the AGRIGEP logo being constructed from two key elements: the colours and the graphic element.

This logo shall be observed whenever AGRIGEP staff, external partners, or stakeholders communicate on behalf of this project or any of its actions, activities, or programmes.

Logo

The colour codes used for the logo are:

Green Hex Code: #007F2D, RGB: 0/127/45

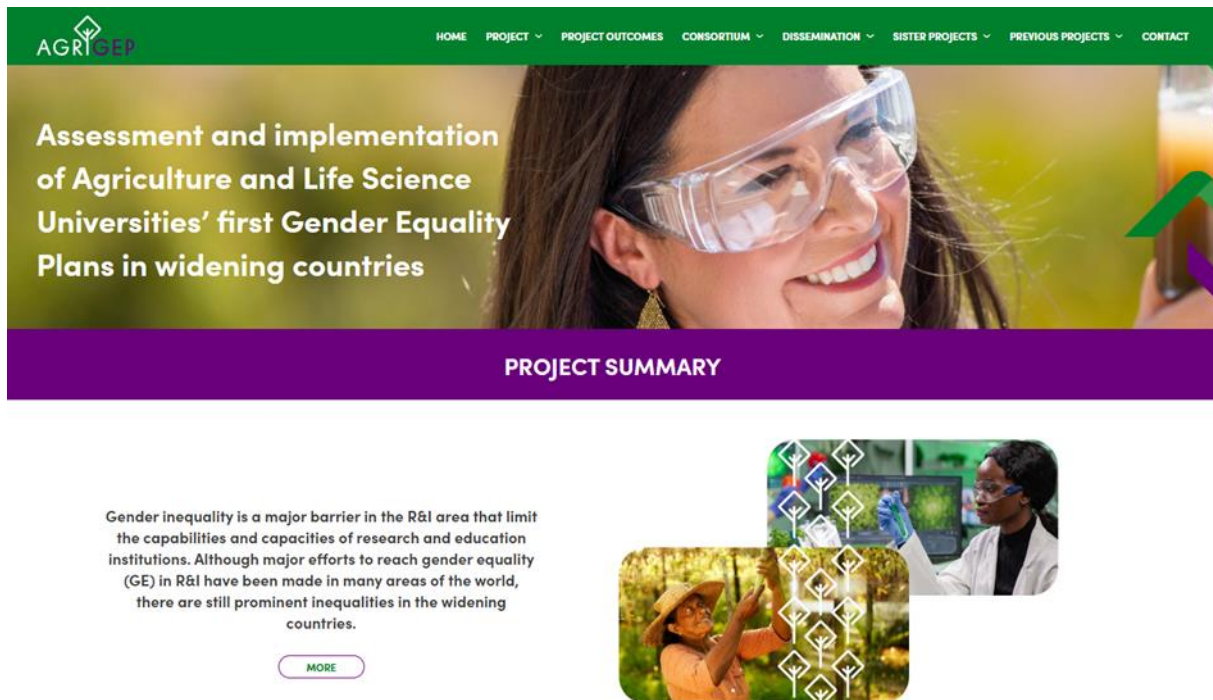
Violet Hex Code: #6A007C, RGB: 106/0/124



Website

Communication and presentations of the project will take place primarily via the AGRIGEP website and secondarily via partner websites:

- i. AGRIGEP: Agrigep.eu



- ii. Partners' websites:

CZU (and FTA), <https://www.czu.cz/cs> and <https://www.ftz.czu.cz/cs>

MATE: <https://en.uni-mate.hu/>

NATE: <https://nokatud.hu/eng/>

YW: <https://www.yellowwindow.com/>

UP: <https://www.upr.si/en>

UPC: <https://www.upc.edu/en/contact>

Brochures/ Flyers

Information about the project and project events will be communicated and disseminated via leaflets (i, ii) designed in line with project's visual identity.

(i)



(ii)



Roll up



AGRIGEP

ASSESSMENT AND IMPLEMENTATION OF AGRICULTURE AND LIFE SCIENCES UNIVERSITIES' FIRST GENDER EQUALITY PLANS IN WIDENING COUNTRIES

PROJECT NO. 101094158
EC CONTRIBUTION: € 998, 237,50
DURATION: 36 MONTHS
 (1 JANUARY 2023 - 31 DECEMBER 2025)

- perform a responsible assessment of widening research partner organisations' current status on Gender Equality Plan (GEP) implementation.
- improve capabilities through intensive capacity building.
- develop and implement agriculture and life-science targeted GEP with sectorial-specific measures and strategies.

FOSTERING GENDER EQUALITY IN THE AGRICULTURAL SECTOR

Tackling gender inequality in R&D is one of the EU's top goals. AGRIGEP builds capacities of professionals in sector-specific and inclusive GEP issues that will transform institutions to advance inclusive gender equality within the European Research Area (ERA)

PARTNERS

MENTORS:

UNIVERSITIES:

PROJECT COORDINATOR:


 HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES

WWW.AGRIGEP.EU

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Banners

Banners will be used for AGRIGEP social media account and posts.



Instagram post -
1.png



Instagram post -
2.png



Instagram
stories.png



Instagram
stories-1.png



LinkedIn cover -
1.png



LinkedIn cover -
2.png



Twitter post -
1.png



Twitter post -
2.png

Social media changeable covers



Name tag



Official social media accounts

Four social media accounts were created up to M6 of the project on three targeted social media:

- i. Facebook: [Agrigep](#)
- ii. LinkedIn: [AgriGEP eu](#)
- iii. Twitter: [AgriGEP eu](#)
- iv. YouTube: [AgriGEP eu](#)

These social media play a key role in day-to-day communication and, more widely, to support the dissemination of the project and other related activities. They also enable to follow and communicate commonly with AGRIGEP's sister projects (BUDGET IT, NEXUS, SUPPORTER) that are also active on these channels.

- i. Facebook: [CZU](#), [FTA](#), [MATE](#), [NATE](#), [YW](#), [UP](#), [UPC](#)
- ii. LinkedIn: [CZU](#), [FTA](#), [MATE](#), [NATE](#), [YW](#), [UP](#)
- iii. Twitter: [CZU](#), [FTA](#), [YW](#), [UP](#), [UPC](#)
- iv. Instagram: [CZU](#), [FTA](#), [MATE](#), [YW](#), [UP](#), [UPC](#)
- v. YouTube: [CZU](#), [FTA](#), [MATE](#), [NATE](#), [UP](#)

Facebook and **LinkedIn** will be the main accounts to deliver complete and regular communication. With a basis of 2 posts per week maximum, different types of posting are foreseen. It will focus on presentation of the project partners and main results but also relaying dissemination events or relevant activities external to the project.

Guidelines how to use social media post or templates:

There are two kinds of editable materials, which are brochure and flyer. Specific requirements are as follows:

Brochure: Heading 1 25-30 characters, text 1 600-650 characters; heading 2 25-30 characters, text 2 1850-1900 characters

Flyer: Heading 1 25-30 characters, text 1 300 characters; heading 2 25-30 characters, text 2 550 characters

Social media posts:

- AGRIGEP social media accounts:

YouTube: The standard aspect ratio on a computer is 16:9, max 10,000 characters

Facebook: picture 1200 x 630 px, headlines with 5 words performed better, but the ideal length for ad text was 19 words (max characters is 33,000)

LinkedIn: post image size: 1200 x 1200 (square) 1080 x 1350 (portrait), link post size: 1200 x 627; video size: 256 x 144 (minimum) to 4096 x 2304 (maximum), maximum video length: 10 minutes, 3000 characters

Twitter: 1600 x 900 pixels, 280 characters

- External social media accounts:

Instagram: 1 picture (width of at least 1080 pixels with an aspect ratio between 1.91:1 and 4:5), text within post: 200 characters per page, max. 8 pages (1 600 characters max); text outside: 2-3 sentences is recommended length, 2,200 characters is maximum.

Hashtags:

#HorizonEU #Agrigep

**numbers of characters includes spaces and it is tentative*

Social media plan

Types of posts and content

Three types of posts are foreseen, such as:

1. **Project presentation** – information related to the project content, the partners and main results and outcomes
 - Partner's presentation
 - Relaying website publication of main results
 - Consortium meetings, capacity building events - trainings, workshops
 - Events organised within the project
2. **Communication about events** – external events useful for the dissemination or more widely relevant to the project
 - Forum, conferences for dissemination of project results and outcomes
 - Official publications and reports from the EC linked to GE(P) activities
 - Events and workshops organised by other actors such as GE(P) sister projects
3. **Other posts**
 - Thanks for followers
 - Direct share of other projects
 - Event's teasers

For PowerPoint presentations and Word template please see *Annexes I* and *II*, respectively.

10. Monitoring and Assessment

To ensure the success and achievement of the different DEC actions, a variety of solid monitoring measures are being implemented. This will enable the management of possible deviations in the dissemination strategy initially created and control all actions being developed in the corresponding time and form. Different tools will be used to monitor the success, impact and relapses of the different DEC actions and tools, such as: visit counter on the website, number of followers/likes/reposts on social media, registration of participants for online and in-person events and consequent verification in due course of the respective event (no significant discrepancies anticipated while comparing these two demonstrate good performance in the organisation and development of these activities).

To continuously monitor the DEC activities, databases for passed activities (*Table 6*) and planned events (*Table 7*) was developed and shared with all consortium members to be fed along the project life span.

Each beneficiary has to monitor their activities and store it on their own server, repository and common SharePoint. Within WP2, database of dissemination events and publication will be created (DMP, Chap. 3.1), including documents, tables and images intended to be used for dissemination, communication and scientific publications. Further, presentation documents and pictures of dissemination events and training (including images, video, and files) will be stored for further dissemination and communication activities.

Table 6 Screenshots of the database for monitoring of dissemination activities













Communication, dissemination & exploitation report table AGRIGEP																
Type of dissemination and	Project partner participating in the activity	Contact person	Type of contribution	Publication channel	Language	Date	Place	Documentation	Type of audience reached (up to 8 types can be reported) & associated estimated numbers							
Select from drop-down list	Select from drop-down list	Name	E.g. Social media post, name of article, presentation/poster title etc.	E.g. Website, social media, newsletter, journal, name of a conference, etc.		Insert the date (YYYY.MM.DD)	E.g. Channel location or meeting venue		Select main type of audience from the drop-down list	Estimated number of persons reached for this type of audience	Select 2nd type of audience from the drop-down list	Estimated number of persons reached for this type of audience	Select 3rd type of audience from the drop-down list	Estimated number of persons reached for this type of audience	Select 4th type of audience from the drop-down list	Estimated number of persons reached for this type of audience
Social media	CZU	Tereza Žáková	Social media post	Twitter CZU	English	2023.03.08	https://twitter.com/Covoprazna/status/1633447311508993027?lang=en&src=vs&v=W4CQ_vvr2VscKcKqg		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Social media	CZU	Tereza Žáková	Social media post	LinkedIn CZU	English/ Czech	2023.03.08	https://www.linkedin.com/posts/covoprazna_mgphb7012-cz-bezma-fimez-cvost-hor-covoprazna-activity-7209209094444352-616-cv7y7m-source?shareId=mediummember_loq		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)		EU, National and local policy and decision makers (PMs)	
Social media	CZU	Tereza Žáková	Social media post	Instagram PTA	English/ Czech	2023.03.08	https://www.instagram.com/p/Cp3h3NjLNUl/?hls=17&hl=cs		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Social media	CZU	Tereza Žáková	Social media post	Facebook PTA	English/ Czech	2023.03.08	https://m.facebook.com/story.php?story_fbid=106083573521209302&source=share&_ftid=106083573521209302&_ftid=106083573521209302		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Website	CZU	Tereza Žáková	Article on website	Website PTA	English	2023.03.08	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Website	UP	Stefan Bojnec	Article on website	Website UP	Slovenian	2023.03.08	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Website	UP	Stefan Bojnec	Article on website	Website UP	Slovenian	2023.03.08	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		Scientific Community (SC)		General public (GP)			
Social media	Yellow Window	Vasil Madari	Social media post	Twitter YW	English	2023.03.01	https://twitter.com/fm/yellowwindow/status/1630959673521209302		Scientific Community (SC)		Research Projects (RP)		Stakeholders (SH)			
Website	NATE	Panni Szeged	Article on website	Website UP	English	2023.03.08	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		General public (GP)	3000	Agriculture and life science universities (ALSU)	3000	General public (GP)			
Website	MATE	Mónika Kocsis-Kiss	Article on website	Website MATE	Hungarian	2023.12.05	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		General public (GP)		General public (GP)					
Website	MATE	Mónika Kocsis-Kiss	Article on website	Website MATE	Hungarian	2023.03.14	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		General public (GP)		General public (GP)					
Social media	MATE	Mónika Kocsis-Kiss	Social media post	LinkedIn KKM	Hungarian	2023.03.10	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		General public (GP)		General public (GP)					
Social media	MATE	Mónika Kocsis-Kiss	Social media post	Facebook AGRI-GEP	Hungarian	2023.03.14	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		General public (GP)					
Social media	MATE	Mónika Kocsis-Kiss	Social media post	Facebook AGRI-GEP	Hungarian	2023.03.21	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		General public (GP)					
Social media	MATE	Mónika Kocsis-Kiss	Social media post	Facebook AGRI-GEP	Hungarian	2023.03.21	https://www.ftz.cz/cz/s/h-8493-aktualizace/terezazakova-sel-selabrizu-lvst-23-ambrazequity-act-ftz-science.html		Agriculture and life science universities (ALSU)		General public (GP)					

Table 7 Database of monitoring for planned events

Year	Event	Involved partners	Country	Participation/organisation
Spring 2023	Hungarian Girl's Day	MATE, NaTE	Hungary	Participation
September 2023	Researcher's Night	MATE, CZU, UP, UPC, NaTE	Hungary, Czech Republic, Slovenia, Spain, Hungary	Participation
September 2023	Agrarian Perspectives - international scientific conference	CZU	Czech Republic	Organisation
October 2023	Rural Women's Day	CZU	Czech Republic	Participation
Spring 2024	Hungarian Girl's Day	MATE, NaTE	Hungary	Participation
Spring 2024	"Women in Science" national annual campaign and conference	MATE, CZU, UP, UPC	Hungary, Czech Republic, Slovenia, Spain	Participation
September 2024	Researcher's Night	MATE, CZU, UP, UPC, NaTE	Hungary, Czech Republic, Slovenia, Spain	Participation
September 2024	Agrarian Perspectives - international scientific conference	CZU	Czech Republic	Organisation
October 2024	Rural Women's Day	CZU	Czech Republic	Participation
Spring 2025	Hungarian Girl's Day	MATE, NaTE	Hungary	Participation
Spring 2025	"Women in Science" national annual campaign and conference	MATE, CZU, UP, UPC	Hungary, Czech Republic, Slovenia, Spain	Participation
September 2025	Researcher's Night	MATE, CZU, UP, UPC, NaTE	Hungary, Czech Republic, Slovenia, Spain	Participation
September 2025	Agrarian Perspectives - international scientific conference	CZU	Czech Republic	Organisation
October 2025	Rural Women's Day	CZU	Czech Republic	Participation

Annex I MS [Powerpoint Presentation Template](#)



(i)



(ii)




Annex II MS [Word Template](#)

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consectetur adipiscing elit.**

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