



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

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List of Abbreviations in AGRIGEP communication

AB	Advisory Board
C	Contributor
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
L	Leader
M	Month
Me	Mentor
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

Table of Contents

Table of Contents	4
1. Executive Summary	5
2. Introduction.....	6
3. Project objectives	7
4. Dissemination, Exploitation and Communication goals and objectives	9
5. Target audience.....	11
6. Dissemination, Exploitation and Communication timeline.....	14
7. Dissemination planning: dissemination, exploitation, and communication.....	19
8. Measures to Maximize the project impact	22
9. Progress of the 1st Project Period (M1-M12)	26
10. Roles and responsibilities.....	29
11. Dissemination, exploitation and communication tools	32
12. Monitoring and Assessment.....	43
13. Conclusions.....	45
14. Annexes	46

Tables

Table 1 Summary of way of contact and key messages to the specific target groups	12
Table 2 DEC timeline	14
Table 3 Dissemination, exploitation and communication actions with regard to specific needs and expected results	19
Table 4 Planned dissemination activities	22
Table 5 Main communication measures and tools.....	24
Table 6 Main planned communication tools to inform all stakeholder groups about the project and their reached outputs by M12	27
Table 7 Planned dissemination activities and their reached outputs by M12	28
Table 8 Roles and Responsibilities of AGRIGEP partners in DEC activities and measures	29
Table 9 Screenshots of the monitoring tool for dissemination activities	44
Table 10 Overview of planned events.....	44

1. Executive Summary

The current document constitutes the 2nd version of the Dissemination, Exploitation and Communication Plan (DEC) 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 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 by all project partners 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 thirteen 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 was delivered due M6. The revised 2nd version of the DEC Plan has been prepared due M12. The deliverable 2.2 is a dynamic document that evolves during the project's lifespan, 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 2.2 DEC Plan Revision 1 (D7) due date is 31 December 2023, Deliverable 2.3. DEC Plan Revision 2 (D8) due date is 31 December 2025.

¹ [aga_en.pdf \(europa.eu\)](#)

² [om_en.pdf \(europa.eu\)](#)

3. Project objectives

Although major efforts to reach gender equality (GE) in Research and Innovation have been made in many areas of the world, 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, specific GE issues exist 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 need 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' 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. More information on the project can be found at <http://www.agrigep.eu>.

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 at RPOs and beyond. Hence, all stakeholders and actors identified at RPOs need to be targeted and regularly updated with the project progress and results.

It is, therefore, of major importance to develop a strategy for the communication and dissemination of the project's results for the maximization 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 areas, such as:

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 used referring to the project AGRIGEP website and social media accounts.

Apart from electronic visibility, offline tools and media will be used, such as prints and "place-based" promotions and advertisements, and publications, programs, features or other forms of offline media (e.g., roll up, flyer etc.)

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;
- 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 or process, creating and providing service, or in standardization activities.

The main goal of exploitation activities is ensuring a long-term impact utilization of the project's results by 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 organizations 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 Data Management Plan (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 organizations, research communities, governmental organisations, NGOs, enterprises, and other stakeholders. Project recognizes the importance of engaging a diverse range of audiences and target groups to foster awareness, collaboration, and inclusivity.

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 maximise of the potential impact of the planned activities.

Internal communication between the partners is detailed in the Project Management Handbook (Milestone 2, M6, Lead MATE) which is not part of the DEC plan.

The DEC plan covers and details the external communication and dissemination strategy. To ensure the effective exploitation of the project outcomes, some target groups and key actors have been identified already in the proposal phase of the project (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), 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.

Language: The official language of the project is English; therefore, all communication activities are basically planned in English. However, as the stakeholders and other target audience (e.g. Policy makers, decision makers on national level, national NGOs) are important to reach and provide information for them, the national language translations are necessary. Therefore, the project aims to translate the following documents of the project: Policy Briefs, flyers, some of the press releases.

Furthermore, awareness events at local, organisational level and stakeholder meetings are also planned in national language to reach the widest audience without language barriers, considering and addressing the needs of these national and local audiences.

Table 1 Summary of 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,	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.

	workshops/webinars, the project website	
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's 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

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

Table 2 DEC timeline

WP2 Activities	Year 1												Year 2												Year 3												
	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 Strategy																																					
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 on a regular basis																																					
Public materials																																					

7. Dissemination planning: dissemination, exploitation, and communication

Dissemination, exploitation and communication of project activities and results is 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 DEC 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, X (former Twitter) and LinkedIn), enabling so to reach out the 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 DEC 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>	<ul style="list-style-type: none"> • GEP related assessment of universities • Training materials for RPOs • Tailor made GEPs to each RPO 	<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-</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 the 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</p>

<p>Weak or non-existing GEP network; Few advisory organisations at the national level on GEP in widening countries</p>	<ul style="list-style-type: none"> • Training materials for RPO's academic curricula for 3rd country students • Sectoral GEP knowledge sharing network 	<p>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>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</p>	<p>country students</p> <p>Open access GEP Open knowledge sharing network 4 submitted open-access, peer-reviewed scientific papers 2 Policy Briefs</p> <p>Project website Project social media 3 Newsletters (1 per year) 3 flyers of the project (1 ALSU, 1 women scientist, 1PM) 10 press releases</p>
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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 data format, 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 outputs of the project.

Open Science and Open Access publication-related information and processes, followed by the AGRIGEP project are provided in the DMP and not detailed here.

GDPR rules

AGRIGEP project will comply with the GDPR rules according to the EU and national laws and rules. The project is collecting contact data of partners (inside the consortium) and stakeholders (outside of the consortium). This later will be used in T2.2 to develop a stakeholder network.

1. The contacts will be stored in an internal database, shared only between the WP2 partners, and stored locally. These contacts will be used only to require formal consent on integrating personal information (name, email address, organisation, stakeholder status, secondary communication channel) in dissemination and communication campaigns. The contacts not giving consent (refusing or responding) will be removed from the contact list.
2. The newsletter and other project information will hence be sent only to the contacts that have given the written formal and positive consent (e.g. newsletter subscription) of their interest to receive AGRIGEP materials.

8. Measures to Maximize the project impact

As part of the project, local, internal **awareness-raising activities** were implemented (two at MATE, one at CZU, and one at UP and 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 are planned. 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. Two joint strategic meetings with sister projects on dissemination and a joint campaign on social media were organized in the first year of the project implementation.

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 the STEM field in widening countries within the Eastern-European region.

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*.

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
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; 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.

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 8* presents some third-party events where project partners are planning to disseminate AGRIGEP. This list will be continuously maintained and updated.

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 9* Screenshots of the monitoring tool for dissemination activities

. 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. A database of contacts was created and it is regularly updated with contacts collected through project implementation, the database is shared on SharePoint.

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. Survey to assess the interest of 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	
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)

Communication Measure and Scope	Target Audience	Output KPIs	Outreach KPIs	Impact KPIs
				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. Progress of the 1st Project Period (M1-M12)

Tables 6 and 7 provide an overview of DEC planned and reached outputs and KPIs after the first year of the project implementation.

Table 6 Main planned communication tools to inform all stakeholder groups about the project and their reached outputs by M12

Communication Measures & Scope	Target Audience	Output KPIs (plan)	Reached Output KPIs until M12	Outreach KPIs (plan)	Reached KPIs until M12	Impact KPIs (plan)
Project website: share general project information*. (M6-M36)	GP, SC, ALSU, SH, PM	Website launch	Website was launched at M6	>200 visits per month, time-on-page and/or scroll-depth measures: visitors' comments	257 visits in total (144 users)* Average 11/23 Direct 134 Organic Search 78	A question regarding the visitor profile will be initiated once the website visit starts.
Newsletters: share general project information. (M6-M36)	SC, ALSU, SH, PM, M	1 newsletter per year	1 newsletter was published on 24 th November	>2000 to end users; >300 to policy makers	NA	Feedback received from the recipients. Survey to assess the interest of the recipients.
Flyers (online & printed): share main project results (M12-36)	SC, ALSU, SH, PM	3 flyers of the project (1 ALSU, 1 women scientist, 1 PM)	1 PM was published on 11 th October	up to 2000 users; up to 300 policy makers	NA	
Project social media: share posts, results, and events (M3-M36)	GP, ALSU, SC	At least 3 posts per month	Facebook Twitter LinkedIn YouTube were started at M6	> 300 visits per month	19 followers 19 followers 12 followers 1 follower	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	4 releases (1 was translated into 3 national languages)	300 recipients per each press release in English (100 recipients in each National languages)	See website	Follow up and assessment of the impact (number of readers, feedback received by the audience)

*General information about the AGRIGEP project is available on partners' home websites. The reached KPIs related only to the AGRIGEP information on partners' home websites are as follows: CZU (110 visits specifically for AGRIGEP information, 66 486 visits of the web of Faculty of Tropical AgriSciences CZU, 34 105 users), UP (130 visits, 92 users), YW (293 visits, 87 users).

Table 7 Planned dissemination activities and their reached outputs by M12

Dissemination activity	Target Audience	Output KPIs (plan)	Reached Output KPIs until M12	Outreach KPIs (plan)	Reached KPI until M12	Impact KPIs (plan)
Publications (open access, peer- reviewed) (M18- M36)	SC, PM,	4 manuscripts submitted for publications	NA		NA	number of reads and downloads, number of citations
Consultation with stakeholders (M12- M36)	All	3 events/ widening partner	NA	20 invited stakeholders/ event	NA	number of participants; feedbacks from participants through online survey after the event
Networking: GEP network (M12- M36)	ALSU, SH, RP	sector- and region-specific network started	NA	30 organisations are connected	NA	number of participants; number of new projects;
Conferences (M12-M36)	GP, SC, PM, GP, M	Project outcomes presented at 3 conferences	1 CZU 1 UP	> 100 visits per conference	120 participants	networking (number of GEP-network partners, number of new projects on consortium level)
Policy Briefs (M12; M36)	PM, SH	2 Policy Briefs	1 will be submitted at M12	> 10 target organisations	will be shared within the existing stakeholder network of partners after EC approval	number of contacted decision makers ad organisations; number of downloads
Training sessions (M6-M36)	ALSU, SH	6 sessions	UPC UPC	> 50 visits per training	-	number of participants; downloads of training materials, feedback from trainees through online questionnaire
Workshops /Webinars (M6-M36)	ALSU, SC, SH	6 webinars/ workshops	YW at MATE YW at CZU	> 50 visits per workshop /webinar	21	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)	2 in HU 1 in CZ 1 in UP	>50 visits/event	50, 67 34 15	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)	1 released MATE 4 are in progress	> 100 prints/downloads /fact sheet	NA	number of reads and downloads

10. Roles and responsibilities

The DEC plan can be effective only if all consortium partners work on its fulfilment jointly. All partners are expected to actively participate in DEC activities in line with (Table 8). Activities yet to be clarified and discussed within the consortium are marked as “to be planned” (TBP). These will be clarified in upcoming WP 2 meetings.

Table 8 Roles and Responsibilities of AGRIGEP partners in DEC activities and measures

DEC activities and measures	KPIs	Timeline	MATE	CZU	UP	UPC	YW	Nate
Publications (open access, peer-reviewed)	4 manuscripts submitted for publications	M13-M36						
	Paper I		L	C	C	C	C	C
	Paper II		C	L	C	C	C	C
	Paper III		L	C	C	C	C	C
	Paper IV		C	C	L	C	C	C
Consultation with stakeholders	3 events/ widening partner	M7-M36						
	Event I		L			Me	Me	Me
	Event II			L		Me	Me	Me
	Event III				L	Me	Me	Me
	Event IV		L			Me	Me	Me
	Event V			L		Me	Me	Me
	Event VI				L	Me	Me	Me
	Event VII		L			Me	Me	Me
	Event VIII			L		Me	Me	Me
	Event IX				L	Me	Me	Me
Networking: GEP network	sector- and region-specific networks started	M13-M36						
	Online meetings		L	L	L	Me	Me	Me
	Offline meetings		L	L	L	Me	Me	Me
Conferences	Project outcomes presented at 3 conferences	M12-M36						
	Conference I	Done in M10		C				

	Conference II	Done in M11			C			
	Conference III	M34	C	L	C	C	C	C
Policy Briefs	2 Policy Briefs							
	Policy Briefs 1	M12	L	C	C	C	C	C
	Policy Briefs 2	M36	L	C	C	C	C	C
Training sessions	6 sessions	M6-M36						
	Training session I							
	Training session II							
	Training session III							
	Training session IV							
	Training session V							
	Training session VI							
Workshops /Webinars	6 webinars/ workshops	M6-M36						
	Webinar/workshop I	Done in M11	C				L	
	Webinar/workshop II	Done in M11	C				L	
	Webinar/workshop III							
	Webinar/workshop IV	Planned M18	L					
	Webinar/workshop V	Planned M23		L				
	Webinar/workshop VI	Planned M30	L					
Awareness-raising events	4 events (3 in the national language of each RPO)	M3-M12						
	Event I - in Hungarian language		Done in M5					
	Event II - in Czech language			Done in M9				
	Event III – in Slovenian language				Done in M10			
	Event IV		Done in M11					

Topical Fact Sheets	5 fact sheets (online and in print in national languages of each RPO)	M3-M12						
	Fact sheet I	Done in M11	L	C	C	C	C	C
	Fact sheet II	Done M12	C	L	C	C	C	C
	Fact sheet III	Done M12	C	C	C	C	L	C
	Fact sheet IV	Done M12	C	L	C	C	C	C
	Fact sheet V	Done M12	C	C	C	C	C	L
Project website		M6-M36	C	L	C	C	C	C
Social media		M3-M36	C	L	C	C	C	C
Newsletters	3 Newsletters (1 per year)	M6-M36						
	Newsletters I	Done in M11	L	C	C	C	C	C
	Newsletters II	Planned M20	C	L	C	C	C	C
	Newsletters III	Planned M33	C	C	L	C	C	C
Flyers	3 flyers online and printed (1 ALSU, 1 women scientists, 1 PM)	M12-M36						
	Flyer I - ALSU							
	Flyer II – women scientists		C	C	C	C	C	L
	Flyer III - PM	Done in M10	L	C	C	C	C	C

11. 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, they 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.

Mandatory elements which provide the visibility of European funds among citizens are described in the Project Management Handbook of the AGRIGEP project in detail and followed in communication and dissemination activities.

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

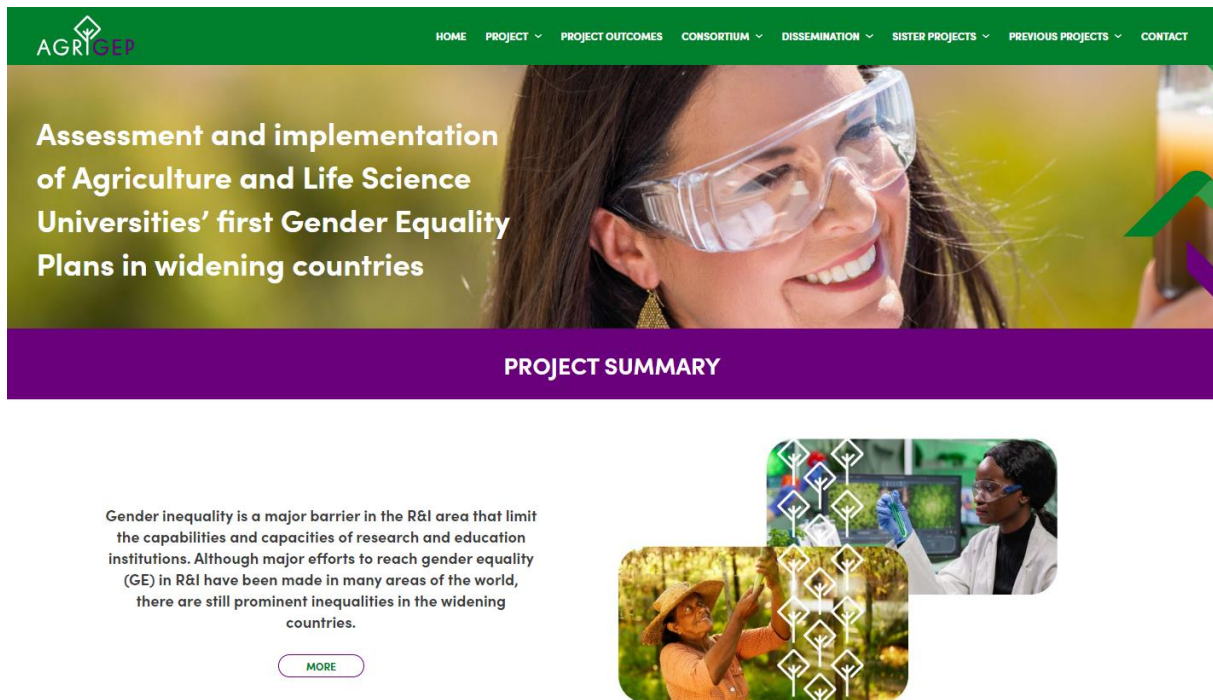
Violet Hex Code: #6A007C, RGB: 106/0/124



Website

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

i. AGRIGEP: Agrigep.eu



AGRIGEP

HOME PROJECT PROJECT OUTCOMES CONSORTIUM DISSEMINATION SISTER PROJECTS PREVIOUS PROJECTS CONTACT

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

PROJECT SUMMARY

Gender inequality is a major barrier in the R&I area that limit the capabilities and capacities of research and education institutions. Although major efforts to reach gender equality (GE) in R&I have been made in many areas of the world, there are still prominent inequalities in the widening countries.

[MORE](#)

Website section [News](#) is updated regularly, together with social media channels. The website contains a detailed presentation of the project objective and work packages, as well as updates on project activities. It presents the consortium leader, the partner organisations and, it links to partners' and sister projects' webpages.



Agrigep Annual meeting

Celebrating soon-to-be 1 Year of Progress and Innovation! Last week...

[READ MORE](#)



First NEWSLETTER is released!

📰 Exciting News! 📧 We're thrilled to announce the launch...

[READ MORE](#)



Professor women can be role models not only in science but for work-life balance as well

On November 16th, MATE hosted a round table discussion for...

[READ MORE](#)



Mentoring and widening partners together in Hungary

Another milestone for AGRIGEP! 🌟 The second onsite visit of...



Maxime Forest from Yellow Window at CZU Prague

This week Maxime Forest from Yellow Window Design and Sciences...



Celebrating the 156th anniversary of Marie Skłodowska-Curie's birth

Marie Skłodowska-Curie's: A Legacy of Nobel Laureate Brilliance Over the...

Website traffic is measured to see how many people visit the AGRIGEP website and how they got there, by using analytics platform Google Analytics. Website traffic measurement is crucial to assess publishing success as it reveals size of an audience reached.

- ii. Partners' websites: [CZU \(FTA\)](#), [MATE](#), [NATE](#), [YW](#), [UP](#), [UPC](#)

Flyer

Information about the project and events will be communicated and disseminated via leaflets designed to align with the project’s visual identity. The first flyer has already been created and posted on projects website [HERE](#).



Newsletter

A newsletter is an important tool for effective communication and dissemination. It provides a platform to share updates, highlight achievements, and engage with the target audience. Each year, one newsletter will be published, and in each newsletter, two partners will be presented. The first issue was published in M11. The archive of all issues of the newsletters is available in the section „Dissemination“ and under the “Newsletter info”.

At the 30/11/2023, AGRIGEP Newsletter has 10 subscribers.

The subscription form is available on the homepage. The invitation to subscribe is advertised on the project website and social media. All the partners of the Consortium have been sensitised to invite stakeholders to subscribe. The Communication task force may adopt further strategies to promote the service, such as: collecting subscriptions during the events, engage the sister projects in disseminating the invitation, inviting the participants to the project events. Subscription to the newsletter is voluntary and the opt-out link will be added to the next issue. The recipients receive a confirmation email, including the unsubscribe link. When the recipient clicks on the link, their email address is immediately unsubscribed from the mailing list.



NEWSLETTER #1



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

ABOUT THE AGRIGEP PROJECT

Discover the collaborative journey of change among six consortium partners; each higher education and research institution assesses their current Gender Equality Plan (GEP) implementation. Through a series of capacity-building activities, institutions strive to create a more inclusive and equitable environment. By crafting and enacting specialised GEPs for the fields of agriculture and life sciences, AGRIGEP aims to drive positive and lasting changes. Join us in this transformative initiative and be part of the journey towards a more balanced academic community.

COORDINATOR:

MATE – HUNGARIAN UNIVERSITY OF AGRICULTURE AND LIFE SCIENCES

EC CONTRIBUTION: € 998.237

DURATION: 36 MONTHS

START DATE: 1 JANUARY 2023

END DATE: 31 DECEMBER 2025

OUR GOALS:

1. Perform a responsible assessment of widening RPOs' current status on GEP implementation.
2. Improve capabilities through intensive capacity building.
3. Develop and implement agriculture and life-science targeted GEP with sectorial-specific measures and strategies.
4. Integrate GEP targets into the academic training materials of RPOs'.
5. Foster and support long-term structural changes of RPOs'.

THE CONSORTIUM



Roll up

A roll-up banner is a type of advertising as a printed graphic advertising message. The main feature is that the graphic is rollable and the whole banner is easily assembled and portable. Roll-up is available in language mutations. Besides English, also in Hungarian, Slovenian etc. Suitable for project partners' institutions.



Social media changeable cover



Name tag



Wallpaper



Official social media accounts

Four social media accounts were created on three targeted social media:

- i. Facebook: [Agrigep](#)
- ii. LinkedIn: [Agrigep](#)
- iii. X (former 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, 500 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 #UnionOfEquality #genderequality #genderequity #lifesciences #REA #EuropeanResearchExecutiveAgency #lifesciences #developmentproject #science #research #agriculture #academics #universitylife #genderinclusion #WomenInScience #genderinscience

Partners' Instagram accounts acknowledgement:

Project is under auspices of @europeancommission collaborated with @mateuniversity @czuprague @yellowwindowdesign @la_upc @upr.si and NaTE (Association of Hungarian Women in Science)

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

CZU manages regular postings, with partners contributing to content creation as well as executing various social media campaigns. Such campaigns aligned with major events help increase the visibility of the project and engage audiences more easily.

Social media strategy:

The social media strategy has been developed to:

- Identify and engage with initiatives, organizations, women, and other stakeholders involved in GEP, and gender studies to foster collaboration, share relevant content, and connect with key stakeholders in these areas of interest;
- Set up collaborations with our sister projects: SUPPORTER, NEXUS, BUDGET-IT or other relevant projects and initiatives such as UNIsafe.
- Generate content relevant to project activities to engage social media followers, with specific focus on news/content about the project: achievements, activities, news, events, results, etc.;
- Keep the social media platforms up to date to maximize the impact and inform the relevant audiences;
- Design and execute targeted social media campaigns focusing on a very specific message to spread – outside regular social media postings;
- Actively support/promote the project's training, webinars, or other events where the partners present Agrigep project;
- Share success stories
- Comment and repost actively on related social media channel

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.

Press release

AGRIGEP Project. (2023). AGRIGEP press release about the University of Primorska (UP) as one of the beneficiaries in Horizon Europe project AGRIGEP. Zenodo. <https://doi.org/10.5281/zenodo.10412934>

AGRIGEP Project. (2023). AGRIGEP Press release about cooperation with sister projects. Zenodo. <https://doi.org/10.5281/zenodo.10412916>

12. 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 (Google Analytics, Facebook metrics, LinkedIn metrics, X metrics, YouTube metrics) 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).

Partners will keep track of all their dissemination and communication activities, all of which should be reported by each WP leader at EC reporting stages. Partners are required to report (ongoing) any publication and dissemination activities on the template provided by CZU. To continuously monitor the DEC activities, monitoring tools for passed activities (*Table 9*) and planned events (*Table 10*) were 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 has been 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 9 Screenshots of the monitoring tool for dissemination activities

Social media	CZU	Barbora Fišerová	Social media post	Facebook AGRIGEP	English	2023.12.04	https://www.facebook.com/permalink.php?story_fbid=
Social media	CZU	Barbora Fišerová	Social media post	LinkedIn AGRIGEP	English	2023.12.04	https://www.linkedin.com/feed/update/urn:li:activity:7
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.04	https://twitter.com/AgriGEP_eu/status/1731665668200
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.04	https://twitter.com/NEXUS_EUPROJECT/status/1731329
Website	CZU	Barbora Fišerová	Article on website	Website AGRIGEP	English	2023.12.06	https://agrigep.eu/2023/12/06/agrigep-annual-meeting
Social media	CZU	Barbora Fišerová	Social media post	Facebook AGRIGEP	English	2023.12.11	https://www.facebook.com/permalink.php?story_fbid=
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.11	https://twitter.com/AgriGEP_eu/status/1734214719236
Social media	CZU	Barbora Fišerová	Social media post	LinkedIn AGRIGEP	English	2023.12.11	https://www.linkedin.com/posts/agrigep_genderbasedy
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.18	https://twitter.com/BUDGET_IT_EU/status/1733996748
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.18	https://twitter.com/MyYellowWindow/status/17355782
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.18	https://twitter.com/MyYellowWindow/status/17355774
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.18	https://twitter.com/GEP_SUPPORTER/status/173560505
Social media	CZU	Barbora Fišerová	Social media post	Twitter AGRIGEP	English	2023.12.18	https://twitter.com/GEP_SUPPORTER/status/17349352

Table 10 Overview of 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
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

13. Conclusions

This is the revised version of the initial DEC Plan. The revision was based on the identified needs during the first year of project implementation.

This document describes the plan for AGRIGEP dissemination, exploitation and communication activities. This 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. The DEC Plan includes thirteen chapters covering a summary of the project, project and DEC goals and objectives, the target audience of DEC, and the DEC systematic approach, including timeline, planning, tools, roles and responsibilities, and monitoring and assessment. Further, it also includes an overview of the first period's progress in DEC activities.

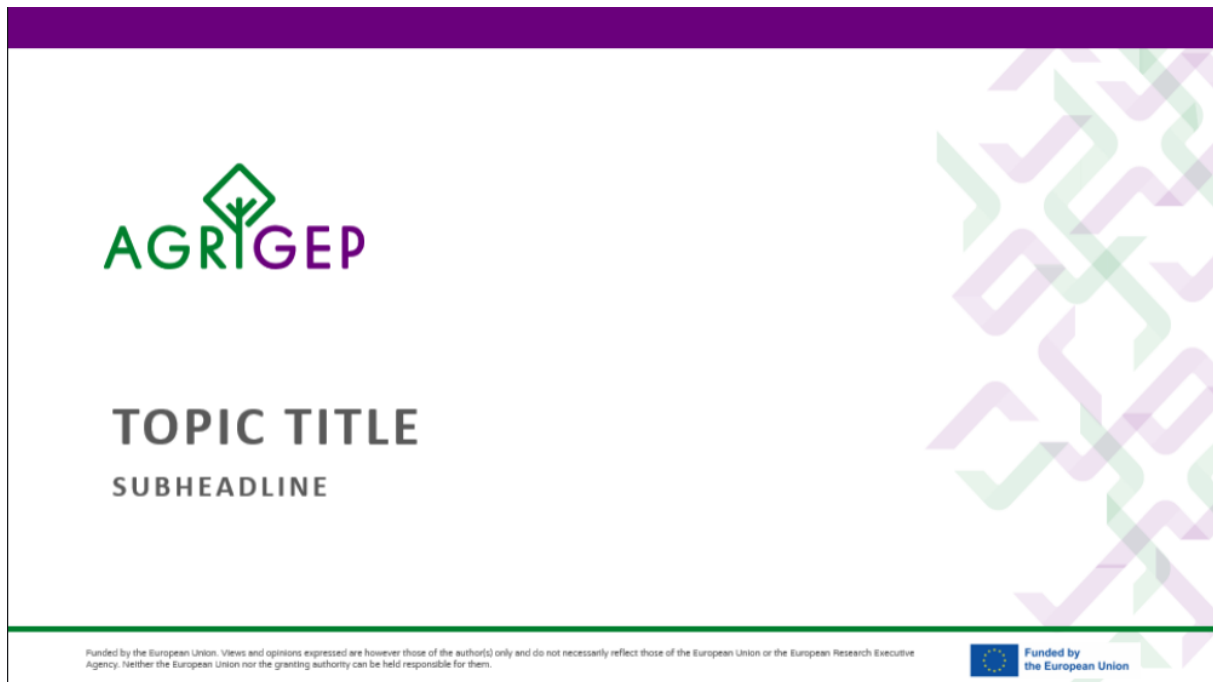
In this document, we have considered Communication as a cross-cutting project activity that aims to communicate about the project and its results in a general manner. In addition, it supports the more specialized activities of dissemination and exploitation. Dissemination is an integral part of AGRIGEP DEC activities, ensuring the accessibility of the project results, enabling their use and uptake by target audiences beyond the project consortium, and increasing the visibility of the project. In this document, we consider the long-term impact utilization of the project's results through Exploitation.

All consortium partners are to use this document, which may be revised during the project life based on the needs identified to maximize the project impact. The planned revisions aligned with GA are as follows, Revision 1 (D7) due date is 31 December 2023, Deliverable 2.3. DEC Plan Revision 2 (D8) due date is 31 December 2025.

14. Annexes

Annex I MS Powerpoint Presentation Template

(i)



(ii)



Annex II MS Word Template

