BUDGET IT

Building Gender+ Equality Through Gender+
Budgeting For Institutional
Transformation

D4.1
Communication, Dissemination, Exploitation and Sustainability Plan

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1. Introduction

The Dissemination, Communication, Exploitation, and Sustainability Plan (DCESP) describes strategies, target groups, schedules of dissemination and communication activities, and it includes the respective indicators and assessment means. Following the strategies and activities, the plan will be used and updated throughout the project's realization period.

BUDGET IT objectives are to:

1) Effectively communicate its' activities and achievements to the public and targeted audiences, and global levels for the purposes of communicating the project activities, outputs and outcomes;
2) Effectively disseminate and exploit the results of the project;
3) Maximize the dissemination of outputs and lasting outcomes at national, regional, and European level;
4) Raise awareness about the benefits of the GEPs and gender+ budgeting and to encourage a greater number of institutions to enact GEPs and use gender+ budgeting in the widening partner countries;
5) Increase the visibility of the project's results, with a special focus on Bosnia and Herzegovina, Serbia, and Turkey;
6) Ensure long-term sustainability of the project outcomes.

2. Strategy Planning

During the initial phase of BUDGET IT, communication and dissemination activities have concentrated on establishing projects' visual identity with the proposals of consortium partners and planning the materials needed for the website and social media. In addition, during the kick off (online) and first project meeting in Alicante, activities are organized to kick off the project dissemination and communication but also to help establish the exploitation and sustainability according to the planned strategies.

2.1 Dissemination strategy

The dissemination strategy aims at creating a strategy to engage stakeholders throughout the project's activities.
BUDGET IT dissemination strategy is organised as follows:

2.1.1. Internal strategy

Partners' internal strategy consists of enhancing networking activities with other partners and improving its gender+ capabilities by engaging different academic departments, staff (academic staff, admin staff), and students.

As a result of the partners' role in promoting gender+ activities, partners will use contacts with decision-makers and experts to create internal working groups to carry out project core activities. Groups will include departments or institutions developing gender equality, diversity and inclusion policies, as well as those not yet applying them.

2.1.2. External strategy

Results and the findings from BUDGET IT will be disseminated at both the national and international levels. The consortium will use communication activities to promote BUDGET IT action and results, to reach the general public, engaged stakeholders and the media, especially via social media, website and press releases. Project outputs, outcomes and other core aspects about the project process will be disseminated to expert and organizational publics using conferences, journal articles and other scientific dissemination means. Finally, project exploitation activities aim to foster the uptake of the strategies and plans created within the project, as well as to spread the word about the policy recommendations among key stakeholders. These target audiences will be reached by BUDGET IT both in the short and medium term.

BUDGET IT dissemination strategy will promote and transfer knowledge and results of the project, specifically targeting specialist audiences (i.e., Research/Scientific Community, Public/Government, Private sector and International Organisation specialists that may be interested in using the results through concrete activities during and beyond the project. Special attention will be given to ensure collaboration with GenderEX, G.E. Academy, ACT on Gender, and Gearing Roles and national contact points.
Dissemination actions will also be supported by Open Science measures, and the DMP.

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2.2. Communication Strategy

Budget-IT Result	Relevant deliverable	Target audience	Mechanism	Performance target
Online Budget-IT Training Module	D3.2	Identified stakeholders in academic and research communities (universities, researchers, research funding organizations) and municipalities	Budget-IT website Trainings Social media	50 downloads of the module
Guidelines for Gender Budgeting	D3.4	Identified stakeholders in academic and research communities (universities, researchers, research funding organizations) and municipalities	Budget-IT website Online and Offline Trainings	50 downloads of the guideline
Guidelines for Gender Planning	D3.4	Identified stakeholders in academic and research communities (universities, researchers, research funding organizations) and municipalities	Budget-IT website Online and Offline Trainings	50 downloads of the guideline
GEP Training	D4.3	Municipality Employees Municipalities in partner countries	conferences in-house trainings	2 conferences 4 in-house trainings
Scientific dissemination	D5.3	Identified stakeholders in academic and research communities (universities, researchers, research funding organizations), NGOs	Conferences and events Open access journal	6 presentations at academic conferences 4 publications submitted to national scientific journals 4 publications submitted to international scientific journals Book Collection of the best articles presented at ESRs conferences

2.3 Stakeholders

BUDGET IT activities will showcase and promote the project, its findings, results, successes, and impact, starting at the outset and continuing throughout the lifespan of the project, to a wide range of users beyond the projects' owned community, including the wider society,

the media and the public. The objectives and activities to best serve them tailored to each specific target group, are as follows:

Target Groups	Objectives
General public & civic society In Consortium Countries, the wider EU & International	• Raise awareness and support about project objectives, relevance, and benefits • Encourage citizen engagement and support
Media & Press	• Inform about project results, use, and benefits • Raise awareness about project objectives and relevance to all the sectors involved
Policy & business stakeholders	• Raise awareness to attract future partners and enhance wider use and uptake of results and support for sustainability/expansion
Scientific / research community	• Communicate main results, objectives, value/significance, and long-term aims • Raise awareness to sustainability/expansion

STAKEHOLDERS LIST

In general, a stakeholder is any individual, team or organization that is affected by a project. According to EU, stakeholders are individuals or groups of people, institutions or companies that may be significantly affected, positively or negatively, by the success or failure of an intervention (https://wikis.ec.europa.eu/display/ExactExternalWiki/Stakeholder+analysis). Stakeholders are people who will be affected by your project at any point in its life cycle, and their input can directly impact the outcome.

- **KEY PROJECT STAKEHOLDERS**

Key project stakeholders, however, are stakeholders who have the influence and authority to dictate whether a project is a success or not. These are the people and groups whose objectives must be satisfied, as they have the power to make or break the project.

- ✓ Project Team
- ✓ Advisory Board
- ✓ European Comission

- **INTERNAL STAKEHOLDERS**

Internal stakeholders are those within your organization. They can include top management, project team members, your own manager, your peers or co-workers, a resource manager, and internal customers.

- ✓ Academic Staff/ administrative staff
- ✓ Municipality staff

![BUDGET-IT logo]

- **EXTERNAL STAKEHOLDERS**

External stakeholders are not part of your organization but might include external customers, government entities, contractors, and subcontractors, as well as suppliers.

- ✓ Local Communities
- ✓ Government body
- ✓ Universities
- ✓ Local Foundation (TUBİTAK. etc.)
- ✓ NGOs (EU projects)
- ✓ Professional Associations

2.4 Dissemination and Communication channels and indicators

Cross-cutting Channels & Tools to address, and support measures & activities aimed at all target groups will also be leveraged for Dissemination and Exploitation actions, are summarised below:

Channels & Tools	Description	Time frame	KPIs
Visual identity & brand	Preliminary work done for project logo. Visual/brand guidelines to be created/shared and used by all Consortium Partners /stakeholders.	M3 - onwards	Guidelines created and shared with Partners by M6
Website	Project dedicated website to be developed and maintained (GDPR compliant and monitored with dedicated tools to enable updating as project evolves).	M6- onwards	Website launched by M6 >50 Visits per month
Social media	Budget-It will use Consortium Partner social media channels, e-newsletters and overall web-presence (e.g., partner websites) to highlight news of its activities, results and impact. The project will create its own Twitter account (social platform widely used by target groups), to also promote targeted campaigns.	M4- onwards	Social media accounts launched & active by M6 At least two posts per week.
Events	Outreach and other events (incl. joint events with other named projects; municipalities hosting open days for other national municipalities interested in the project; etc.) aimed at all communication target groups	M1 – onwards	>2 open events per year
Media coverage	Press releases, TV/radio and print interviews/articles will be pursued for coverage of project aims & results in media, primarily focused on the consortium countries involved, but with an international orientation as well. Supported languages:	M13 - onwards	By end of the project: >9 press releases >9 interviews/articles

	English, Italian, Spanish, Bosnian, Serbian and Turkish.		

The initial planned dissemination, exploitation, and communication indicators to maximise the impact of the project are outlined below. Planned measures are scaled proportionally to the project's ambition, to help translate project results into its expected outcomes, and contribute to the wider scientific, economic, and societal impacts and contain actions to be implemented during and beyond the lifetime of the project.

Measure	Target group(s)	Tools/Channels	Time frame	KPIs (to achieve by M36)
Gender Equality Plans	Identified stakeholders in academic, communities, municipalities, and local governments	Budget-It website, targeted mailshots, social media	M14 onwards and beyond the project	90 Downloads
Gender Budgets	Identified stakeholders in academic, communities, municipalities, and local governments	Budget-It website, targeted mailshots, social media	M14 onwards	90 Downloads
GEP-GBs	Identified stakeholders in academic, communities, municipalities, and local governments	Budget-It website, targeted mailshots, social media	M21 onwards and beyond the project	90 Downloads
Peer-Reviewed Scientific Publications	Identified stakeholders in academic, communities, municipalities, and local governments	Scientific journals & other respected specialist media (Open access)	M24 onwards and beyond the project	2 scientific publications in fully open access journals
RDM & open access to other research outputs as per Open Science	All partners	DMP (open & FAIR), incl. Research Data, Digital Solutions and Standard Operating Procedures	M1 onwards and beyond the project	Submission of DMP by M6 (D5.1), All research data / outputs managed in compliance with Open Science
Participation in Scientific Conferences & other specialist events	All specialist groups	European Conference on Gender Equality in Higher Education, ATGender Conferences, International Conference on	M12 – M36	>10 presentations in scientific conferences / other events

		Gender and Women's Studies, International Conference on Politics and Gender		
Education & Training for regional capacity building	EMME HEIs in widening countries	Budget-It website, targeted mailshots, social media	M24– M36	Training provided to >75

2.5 Exploitation Strategy

Exploitation measures are planned during and beyond the project, aimed at target groups that can make concrete use of results. The exploitation activities in Budget-It have three key aims:
1) to ensure the sustainability of the GEP-GB actions implemented during BUDGET IT;
2) to influence policymaking on gender+ equality in the R&I sector; and
3) to support the expansion of Budget-It results to additional institutions in the widening countries of Bosnia and Herzegovina, Serbia and Turkey as globally.

3. Activities

3.1. Creation of BUDGET IT project visual identity

3.2 Project Website and Social Media

Website: www.budget-it.eu
Instagram: @budget.it.eu
Twitter: @BUDGET_IT_EU

3.3 Other communication and dissemination tools: publications

The designing of all stationery and promotional materials will be prepared keeping in mind that they are for an electronic format and not to be printed. The name of the Programme and the logo of the Commission, as well as the disclaimers and any other information officially required by the Commission will be included in all materials.

Promotional Material including **e-newsletters.** BUDGET IT e-newsletters will be published **biannually** and serve as one of the main communication tools to disseminate the project updates, outputs, and results. The e-newsletters will present information and visual materials

about project activities in English and widening country partner languages. The e-newsletters will be sent to stakeholders via email and hosted in the project website and social media.

In addition, **two academic papers** will be published based on the outcome of the BUDGET IT project.

In M15 an E-booklet on inclusive Gender Equality Plans in local languages will be produced.

3.4 Project meetings/trainings

3.4.1 Project meetings
M1 Kickoff online
M3 Consortium meeting Alicante
M14 Consortium Meeting Brescia
M21 Consortium Meeting Belgrade
M27 Consortium Meeting Sarajevo
M35 Final Consortium Meeting Istanbul

3.4.2 Project Trainings
M3 Training program for inclusive GEPs (Lead: UA) Program for how to (re)design inclusive GEPs
M14 Training on Gender+ Auditing and Gender+ Budgeting for universities and municipalities
M15 ACT on Gender Communities of Practice Online training
M21 Training on the integration of sex/gender perspective in research
M27 Sustainability Workshop
M29 ACT on Gender Communities of Practice Online training

3.5 Exploitation and sustainability of results
Budget-It exploitation measures include:

Knowledge generated from the BUDGET IT trainings, collaborative learning workshop, design thinking focus groups and advice clinics.

Model GEP-GBs for RPOs and Municipalities. The GEP-GBs produced by partner organisations provide a framework and example for other institutions to produce GEP-GBs especially in widening partner countries where uptake remains low.

Online trainings on Intersectional GEPs, Gender+ Auditing/Budgeting and the Integration of Sex/Gender+ Dimension in Research Content will be available on the Budget-It website in multiple languages which will allow for research producing organisations, municipalities, and other organisations to expand their knowledge and capacity in gender+ equality planning and gender+ budgeting.

E-booklets on the Creation of intersectional inclusive GEPs, Gender+ Auditing/Budgeting in widening country partner languages will further enable research producing organisations and

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municipalities in the widening countries to create intersectional GEPs and gender+ budgets for their respective institutions.

Guidelines for the Integration of Sex/gender+ dimension in Research Content in English, Bosnia, Serbian and Turkish. The exploitation of these guidelines in the widening partner countries in specific will increase the integration of SGDRC by providing the know-how which is often lacking.

Policy briefs with recommendations for widening countries Bosnia, Serbia and Turkey. These briefs can serve as a data driven set of recommendations to guide policy on gender+ equality in higher education in the widening countries (D 4.6).

Consortium Partners drew up a comprehensive Consortium Agreement (CA) to manage the ownership and access to key knowledge (including research data and IP and knowledge management, protection, and exploitation). Regarding peer-reviewed scientific publications, and research data management, the project will follow Open Science licensing guidelines. Foreseen protection measures that will be examined for possible use by the project to support exploitation include copyright. The project's approach builds on the principles and guidelines described in the European Commission Recommendations on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations and considers the policies of the private entities and the stakeholders that are part of the Consortium.

4. Summary

Timeline of all project CDES activates prior and after the plan's revision (M18).

Activity	To be completed by M18	To be completed by M36
Project visual identity	Finalize and adopt the following designs (during the second project meeting): visual identity, promotional materials and stationery, website and social media accounts	Continually use designs for all communication, dissemination, and exploitation activities.
Website	Launched M4 M18 All sections developed Achievement of indicated measures exhibits positive trends.	All sections regularly filled with the relevant data and indicated measures achieved.
Publications	By M18 a detailed plan will be developed according to the planned indicators.	The publication plan executed.
Newsletter	M6, M12, M18	M24, M30, M36
Project meetings	M1 KoM online M3: Alicante M14: Brescia	M21: Belgrade M27: Sarajevo M35: Istanbul

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Trainings	M3 Training program for inclusive GEPs (Lead: UA) Program for how to (re)design inclusive GEPs M14 Training on Gender+ Auditing and Gender+ Budgeting for universities and municipalities M15 ACT on Gender Communities of Practice Online training	M21 Training on the integration of sex/gender perspective in research M29 ACT on Gender Communities of Practice Online training
Social media	BUDGET IT's profiles have been established. Meeting the planned success indicators.	Meeting the planned success indicators.
Press release	Meeting the planned success indicators.	Meeting the planned success indicators.